

David L. Remund, Ph.D, APR, Fellow PRSA

University of Nebraska-Lincoln | College of Journalism and Mass Communications
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Education

Ph.D., Mass Communication, University of North Carolina at Chapel Hill (2011)

- Dissertation: A case study of leadership development within a high-performing public relations agency UMI 3464933

M.C.L., Communication Leadership, Drake University (2008)

- Core Seminars: School of Journalism and Mass Communication | Supplemental Courses: College of Business

B.A. with Honors in Journalism, Drake University (1991)

- Double Major: Public Relations, Advertising | Concentration: Strategic Planning

Affiliation and Accreditation

- **Public Relations Society of America**
 - Elected Member of the College Fellows (2015-present)
 - Accreditation in Public Relations (2003-present)
 - Member (1997-present)

Academic Appointments

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

- Co-Director, Experience Lab (Fall 2023-present)
- Assistant Professor of the Practice – Public Relations (Fall 2022-present)

Florida State University, College of Communication and Information, Tallahassee, Florida

- Adjunct Instructor (Spring 2021)

San Diego State University, School of Journalism and Media Studies, San Diego, California

- Adjunct Instructor (Spring 2021 and Fall 2021)

Butler University, College of Communication, Indianapolis, Indiana

- Adjunct Instructor (Fall 2021)

Drake University, Des Moines, Iowa

- Executive Director, University Communications and Marketing (2016-2020)
- Adjunct Instructor – College of Business, School of Journalism and Mass Communication (Fall 2017, Spring 2018, and Fall 2019)
- Assistant Professor - Public Relations, School of Journalism and Mass Communication (2011-2014)

University of Oregon, School of Journalism and Communication, Eugene and Portland, Oregon

- Co-Founder/Co-Director – *Media and Social Action* academic residential community (2015-2016, launched 2017)
- Assistant Professor - Public Relations (2014-2016)

Professional Experience within Higher Education

University of Nebraska-Lincoln, College of Journalism and Mass Communications, Lincoln, Nebraska
Co-Director, Experience Lab (Fall 2023-present) | Assistant Professor of the Practice – Public Relations (Fall 2022-present)

- Co-directing and optimizing the Experience Lab, a set of diverse media practicums serving more than 350 students.
- Serving as faculty liaison for Buoy, a student-run agency that assists purpose-driven clients in the region.
- Teaching courses in public relations with a focus on leadership development and social responsibility.
- Advising the Public Relations Student Society of America chapter and coaching the Bateman competition team.

Butler University, College of Communication, Indianapolis, Indiana (Online)

Florida State University, College of Communication and Information, Tallahassee, Florida (Online)

San Diego State University, School of Journalism and Media Studies, San Diego, California (Online/Hybrid)

Adjunct Instructor (2021-22)

- Taught undergraduate courses in communications research, public relations principles, campaign strategy, and writing.
- Designed and delivered a seminar-style course focused on leadership and social media, including influencer strategies.

Drake University, Des Moines, Iowa

Executive Director, University Communications and Marketing (2016-2020)

- Some key accomplishments:
 - Conducted the university's first market research in more than a decade and reengineered the brand platform.
 - Refocused PR; favorable perception of Drake subsequently exceeded 85 percent across stakeholder groups.
 - Optimized marketing campaigns to boost impressions from digital media (up 60%) and social media (up 30%).
- This work involved:
 - Supporting seven colleges and schools (including Drake Law School) and several centers and institutes.
 - Leading the University's issues management and crisis communications on a 24x7/365 basis.
 - Managing a \$2.2MM budget and a team of 11 full-time employees, eight interns, and a live bulldog mascot.

University of Oregon, School of Journalism and Communication, Eugene and Portland, Oregon

Co-Director – *Media and Social Action*, a living-learning community | Assistant Professor of Public Relations (2014-2016)

- Co-developed a living-learning community focused on helping students learn how to lead social change in a digital age.
- Earned \$94,000 in national grants for studies exploring leadership, community outreach, and social responsibility.

Drake University, School of Journalism and Mass Communication, Des Moines, Iowa

Co-Director – Master of Communication Leadership program | Assistant Professor of Public Relations (2011-2014)

- Co-led a comprehensive curriculum redesign, earning global certification by the Public Relations Society of America.
- Created and led the University's first travel seminar to Chile, exploring PR and business within a global economy.

Professional Experience within Business

The Walt Disney Company (NYSE: DIS), Anaheim, California (Remote)

Recruiter, Enterprise Talent Acquisition (2021-2022)

- Recruited high-performing communications professionals and leaders for positions across the Disney global enterprise.
- Served on cross-functional team to establish a corporate campus in Lake Nona, Fla. Project suspended, then canceled.

Principal Financial Group (NYSE: PFG), Des Moines, Iowa

Consultant, Customer Experience and Employee Engagement (2021)

- Designed and launched an enterprise-wide communications plan to help drive adoption of a robust CX/UX discipline.

Sigler Companies, Des Moines and Ames, Iowa

Director, Strategic Marketing and Public Relations (2005-2008)

- Designed and led strategies for businesses nationwide, ranging in size from start-up to multinational Fortune 500.
- Managed eight direct reports and helped lead a combined in-house agency of more than 70 full-time employees.

Bank of America Corporation (NYSE: BAC), Charlotte, North Carolina

Vice President and National Sales Communications Manager – Consumer Real Estate (2003-2005)

- Recruited to design, implement and manage communications strategies and programs – both proactive and reactive (i.e. crisis response) – for five national sales channels, seven senior executives, and more than 15,000 bank associates.
- Managed 16 full-time employees, including nine direct reports.

Principal Financial Group (NYSE: PFG), Des Moines, Iowa

Marketing Communications Manager – Retirement and Investor Services (2001-2003)

- Co-managed communications following 9/11 aftermath, for \$250 billion investment portfolio across 12 countries.
- Managed 31 full-time employees, including 10 direct reports.

Wells Fargo & Company (NYSE: WFC), West Des Moines, Iowa

Communications Manager – Wells Fargo Home Mortgage and Wells Fargo Card Services (1997-2001)

- Recruited for expertise in integrated communications; counseled senior executives within both divisions on acquisitions, restructurings, cross-sell, customer privacy, and other strategic initiatives, as well as crisis communications.
- Managed seven full-time employees, all of whom were direct reports.

Media One Advertising/Marketing, Sioux Falls South Dakota

Public Relations Coordinator / Senior Copywriter (1992-1997)

- Provided support for the development and implementation of a first-ever employee communications program for Citigroup Bankcards, spanning sites across North America, Canada and Europe.
- Managed other national, regional and local clients; also helped agency principals in pitching new business.
- Served as the senior copywriter for the agency, working closely with creative teams and across all forms of media.

Grants

EXTERNAL SOURCES

- Plank Center for Leadership in Public Relations: \$5,500, co-investigator (2016)
- National Institute for Transportation and Communities: \$86,500, principal investigator (2015-2016)
- Arthur W. Page Center for Integrity in Public Communication:
 - \$2,000, co-investigator (2015-2016)
 - \$3,000, principal investigator (2009-2010)
- Plank Center for Leadership in Public Relations: \$3,000, educator-in-residence fellowship (2013)
- International History of Public Relations Conference: \$1,000 Ketchum Pleon U.K. travel grant (2010)

INTERNAL SOURCES

University of Oregon

- Faculty Fighting Fund, School of Journalism and Communication: \$2,000, principal investigator (2015-2016)
- New Junior Faculty Award, Office of Research and Faculty Development: \$2,000 (2014-2015)

Drake University

- Curriculum Internationalization Grant: \$4,600, co-investigator (2013-2014)
- Travel Seminar Development Grant \$3,000, principal investigator (2012-2013)

Awards and Honors

American Marketing Association: Iowa Chapter

- Best of Category for Public Relations (2017)
- People's Choice Award (2017)

Arthur W. Page Center for Integrity in Public Communication

- Legacy Fellow (2015-2016 and 2009-2010)

Association for Education in Journalism and Mass Communication

- Finalist, Great Ideas for Teaching (2015)
- National Honorable Mention for Best Practices in Teaching Writing (2012)

Council for Advancement and Support of Education

- International Circle of Excellence Gold Award, Best Use of Social Media (2017)

Drake University

- Last Lecture for Graduating Seniors, selected by nomination and then vote of the Student Alumni Association, 2014
- Nominee, Exceptional Experiential Learning Faculty Member (2014)

International Public Relations Research Conference

- Debreceeny Corporate Communication Award (2010)

Plank Center for Leadership in Public Relations

- Educator Fellow: Consulted two weeks on-site for Regions Bank executives, Birmingham, Ala. (2013)

Public Relations Society of America

- Award of Excellence for PRSSA Chapter Project (UNL PRSSA): Nebraska Chapter (2023)
- Award of Merit for Total Marketing Campaign (UNL Bateman Competition Team): Nebraska Chapter (2023)
- Merit Award for Social Media: Central Iowa Chapter (2017)
- Elected Member of the College of Fellows (2015)
- Outstanding PR Professional: Central Iowa Chapter (2013)
- Outstanding Chapter Member: Central Iowa Chapter (2008)

Public Relations Student Society of America

- National Honorable Mention, Bateman Case Study Competition (2023)

Social Media Club: Des Moines, Iowa Chapter

- Hashie Awards, Best Social Media Campaign (2018)

University of North Carolina at Chapel Hill

- Carol Reuss Award for Outstanding Ph.D. Student in Public Relations (2011)
- Minnie S. and Eli A. Rubinstein Research Award (2011)
- William Francis Clingman, Jr., Ethics Award (2009)

University of Nebraska-Lincoln

- Professor of the Month, College of Journalism and Mass Communications (February 2023)
- Nominee, New Faculty Advisor of the Year, University of Nebraska-Lincoln (2023)

University of Oregon

- Faculty Fellow, Center on Diversity and Community (2014-2015)

Research Record

BOOK

Remund, D. (2015). *The ART of responsible communication: Leading with values every day*. New York, N.Y.: Business Expert Press.

REFEREED PUBLICATIONS

Journal Articles

Ewing, M., Remund, D., and Dargay, L. (2019). Developing a new generation of public relations leaders: Best practices of public relations undergraduate programs. *Journal of Public Relations Education*, 5(1): 31-69.

Bruhn, K., and Remund, D. (2018). Helping public relations students develop active listening skills: A pilot study. *Teaching Journalism & Mass Communication*, 8(2): 221-224.

Remund, D., and McKeever, B. (2018). Forging effective corporate/nonprofit partnership for CSR programs. *Journal of Communication Management*, 22(3): 309-326.

Ewing, M., and Remund, D. (2017). Understanding and addressing the gaps: Generational perspectives on public relations leadership development in the United States. *Public Relations Inquiry*, 6(3): 293-312.

Remund, D. (2015). Leadership lessons: Helping students develop essential leadership and communication competencies through social media. *Journal of Faculty Development*, 29(2): 57-62.

Remund, D., and Freberg, K. (2013). Scholar as social connector: Effectively linking public relations theory and practice in this fast-changing digital world. *Teaching Public Relations*, 86. Available at <http://www.aejmc.us/PR/teach.htm>.

Remund, D., and Bruhn, K. (2013). Beyond simple service learning: Reengineering the public relations capstone to more effectively address a fast-changing industry. *Teaching Journalism & Mass Communication*, 3(2): 42-49.

Freberg, K., Remund, D., and Keltner, K. (2013). Integrating evidence-based practices into public relations education. *Public Relations Review*, 39(3): 235-237.

Remund, D. (2012). Asking the right questions, involving the right people: The personal responsibility of corporate communications leaders. *Journal of Leadership Studies*, 5(3): 40-52.

Remund, D. (2010). Financial literacy explicated: The case for a clearer definition in an increasingly complex economy. *Journal of Consumer Affairs*, 44(2): 276-295.

Book Chapters

Remund, D., and Kuttis, K. (2018). Securities law for financial communication and investor relations in the United States, 1929-2016. In A.V. Laskin (Ed.), *The Handbook of Financial Communication and Investor Relations*. Hoboken, N.J.: Wiley Blackwell.

Remund, D., and Aikat, D. (2012). Drowning in data: Effects of information overload within organizations and strategies for improving knowledge transfer and decision-making. In Z. Fazal (Ed.), *Information Overload: An International Challenge to Professional Communication Practices*. Austin, Texas: Texas Tech University Press.

Aikat, D., and Remund, D. (2012). Of Time Magazine, 24/7 media, and data deluge: The evolution of information overload theories and concepts. In Z. Fazal (Ed.), *Information Overload: An International Challenge to Professional Communication Practices*. Austin, Texas: Texas Tech University Press.

EDITED PUBLICATIONS

Book Chapter

Remund, D. (2011). Targeting your efforts: How to effectively tailor your media relations program. In S. Goldstein and K. Hultgren (Ed.), *PR News' Media Training Guidebook*, Volume 4, pp. 59-61. New York, N.Y.: PR News Press.

Book Review

Remund, D. (2021). Review of the book *Public Relations: Competencies and Practice*. *Journal of Public Relations Education*, 7(3) 219-223.

Remund, D. (2015). Natalie T. J. Tindall and Richard D. Waters (Eds.), "Coming out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research." *Southern Communication Journal*, 80(2): 159-160.

Column

Bruhn, K., and Remund, D. (2016.) Big dreams, small programs: Using innovation to deliver high-quality public relations education with limited resources. *Teaching Journalism and Mass Communication*.

Encyclopedia Entries

Remund, D. (2016). Organizational character. In C. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation*. Thousand Oaks, Calif.: SAGE.

Remund, D. (2013). Multiple entries: Real Simple Syndication (RSS), social media press release, and web traffic. In R. Heath (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, Calif.: SAGE.

INVITED PUBLICATIONS

Best Practices

Kim, C., Craig, D., Remund, D., Gaule, H., Moche, I., Freberg, K., Sutherland, K., Quesenberry, K., and Morejon, L. (2019). *Online Education: Standards and Best Practices*. Commission on Public Relations Education.

Blog Posts

Remund, D. (2017, February 14). *A love letter to Millennials*, Culpwrit: Guiding the Career in Public Relations.

Remund, D. (2014, September 17). *Leading, not just communicating: Why economic literacy and business knowledge are so vital for public relations professionals*. International Public Relations Association's Thought Leadership Series.

Consulting Report

Remund, D. (2013, August 8). *Elevating the conversation, strengthening public trust: Leveraging social media with external influencers to drive reputation and foster advocacy*. [White paper]. Birmingham, Ala.: Regions Financial Corporation, with support from the Plank Center for Leadership in Public Relations.

Newsletter Articles

- Remund, D. (2016, September 1). Tough situations: Making ethically sound decisions in public relations. *Public Relations Tactics*, 23(9).
- Remund, D. (2016, May 2). Onward and upward: Five proven ways to grow as a PR leader. *Public Relations Tactics*, 23(5).
- Remund, D. and Ewing, M. (2015, May 1). The future of our profession: Developing the next generation of leaders. *Public Relations Tactics*, 22(5): 16.
- Remund, D. (2015, March 1.) Introverts in an extroverted profession. *Public Relations Tactics*, 22(3): 9.
- Remund, D. (2015, January 1). The golden years: Addressing the challenges of an aging population, *Public Relations Tactics*, 22(1): 9.
- Remund, D. (2014, November 1). Marriage becomes less common, *Public Relations Tactics*, 21(11): 9
- Remund, D. (2014, July 1). Understanding your target audience, *Public Relations Tactics*, 21(7): 9.
- Remund, D. (2007). Turning the career spotlight your way, *Public Relations Tactics*, 14(4): 22.
- Remund, D. (2007). Which to choose: A PR firm or an independent counselor? *Public Relations Tactics*, 14(8): 24.

BLIND REFEREED CONFERENCE PRESENTATIONS AND PANEL SESSIONS

- McKeever, B., Remund, D., and Barone Rosanio, G. (2017). *Moving beyond CSR: Building sustainable corporate-nonprofit partnerships*. Public Relations Society of America International Conference, Boston, Mass.
- Remund, D., Ewing, M., and Tate, P. (2015). *Developing the next generation of public relations leaders*. Public Relations Society of America International Conference, Atlanta, Georgia.
- Konfrst, J.G., Bruhn, K., and Remund, D. (2015). *Discovering the next PR Star: preparing students for on-camera spokesperson duties through extracurricular competition*. Association for Education in Journalism and Mass Communication, San Francisco, Calif. Finalist for the Great Ideas for Teachers (GIFT) Award.
- Remund, D., and Ewing, M. (2015). *Developing public relations leaders: Real world insights on leadership development, for public relations educators and aspiring professionals*. International Public Relations Research Conference, Miami, Fla.
- Remund, D., and Bruhn, K. (2014). *Are you listening? A pilot study in helping public relations students become active listeners*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, Washington, D.C.
- Konfrst, J.G., Bruhn, K., and Remund, D. (2014). *Discovering the next PR Star: An extracurricular exercise in on-camera spokesperson training*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, Washington, D.C.
- Remund, D. (2013). *Why do we think this will work? Problem-based learning in public relations planning*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, Philadelphia, Penn.
- Remund, D., and Bruhn, K. (2013). *The 'super campaign' assignment: Extending the traditional capstone experience to strengthen critical thinking*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, Philadelphia, Penn.

- Bruhn, K., and Remund, D. (2013). *Globalizing a curriculum; Re-shaping a public relations program to prepare the communicators of tomorrow*. Center for Global Public Relations Annual Conference, Charlotte, N.C.
- Remund, D. (2013). *Experiential learning in Santiago, Chile*. Teaching International Public Relations Colloquium, Center for Global Public Relations Annual Conference, Charlotte, N.C.
- Remund, D., Freberg, K., and Keltner, K. (2012). *A stronger foundation for the industry's future: Integrating evidence-based practices into public relations education*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, San Francisco, Calif.
- Remund, D. (2012). *Public relations in the digital age: Using issues management principles to teach effective multi-platform writing skills*. Presented as part of *Best practices in teaching writing* panel sponsored by the Elected Committee on Teaching, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Chicago, Ill. (Note: Recipient of national honorable mention in the committee's annual teaching competition.)
- Remund, D. (2010). *Crisis of confidence: News coverage of America's largest banks during the 2008 financial crisis*. International Public Relations Research Conference, Miami, Fla. (Note: Recipient of the Debreceeny Corporate Communication Award for the top student research paper focusing on corporate communication issues.)
- Remund, D. (2010). *The World's Work: Arthur W. Page and the movement towards social responsibility in corporate communications, 1913-1927*. International History of Public Relations Conference, Bournemouth, U.K. (Note: Recipient of a graduate student bursary award from Ketchum Pleon, U.K.)
- Remund, D., Huang, N., Harlow, J., and Riffe, D. (2010). *Beyond exposure: Exploring the role of economic news coverage in people's sense of economic well-being*. Mass Communication & Society Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Denver, Colo.
- Remund, D. (2009). *The right words to say: Implications of Regulation FD on corporate spokespersons*. Public Relations Division (Best Practices Category), Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Boston, Mass.
- Remund, D. (2009). *Short and to the point: Defining a more ethical approach to writing online headlines*. Media Ethics Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Boston, Mass.
- Remund, D. (2009). *The World's Work: Arthur W. Page and the movement towards social responsibility in corporate communications, 1922-1927*. In-progress study presented at the American Journalism Historians Association (AJHA) Annual Convention, Birmingham, Ala.
- Remund, D. (2009). *Financial literacy explicated: The case for a clearer definition in an increasingly complex economy*. Network Financial Institute's Improving Financial Literacy and Reshaping Consumer Behavior International Conference, Indianapolis, Ind.
- Remund, D. (2009). *Seeing the trees not the forest: Economic literacy and ethical decision-making within America's financial services industry*. International Association for Business and Society (IABS) Conference, Aspen, Colo.

NON-BLIND REFEREED CONFERENCE PRESENTATIONS AND PANEL SESSIONS

- Barone Rosanio, G., McKeever, B., and Remund, D. (2018). *Best practices for building corporate-nonprofit partnerships*. NGO Expo, New York, N.Y.
- Remund, D. (2015). *Learning by traveling: How to design public relations courses with a travel component (close to home or abroad)*. Educators Academy Section, Public Relations Society of America International Conference, Atlanta, Georgia.

- Remund, D. (2015). *Developing global leaders: Best practices for helping students develop vital leadership skills*. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, Calif.
- Remund, D. (2014). *Emerging media: Leadership opportunities and risks for Millennials*. Delivered as part of a panel session, *Research-based insights for teaching Millennials in strategic communication*, that I organized and chaired, and that was sponsored by the Public Relations Division, Advertising Division, and Graduate Student Interest Group. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Montreal, Canada.
- Remund, D., and Bruhn, K. (2013). *Assessing the real value of service-learning in public relations education*. Educators Academy Section, Public Relations Society of America (PRSA) International Conference, Philadelphia, Penn.
- Remund, D., and Bruhn, K. (2013). *Beyond the conversation: Using research to lead change and create a civility moment in Midwestern communities*. Public Relations Society of America (PRSA) Midwest District Conference, Omaha, Neb.
- Remund, D. (2013). *From landing a job to getting tenure: Building an academic career*. Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, Okla.
- Gonders, S., Bruhn, K., and Remund, D. (2012). *Striving for CEPR status: Best practices for conducting a comprehensive curriculum review*. Educators Academy, Public Relations Society of America (PRSA) International Conference, San Francisco, Calif.
- Remund, D. (2012). *Professor as social connector: Leveraging personal learning networks to help students develop leadership skills*. Presented on a panel sponsored by the Public Relations Division and Internships and Career Interest Group, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Chicago, Ill.
- Remund, D., Freberg, K., Mezera, C., and DeSanto, B. (2012). *Scholars as social connectors: Bridging public relations theory and practice in a time of dramatic technological and economic change*. Organized and chaired this panel session jointly sponsored by the Public Relations Division and Internships and Career Interest Group, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Chicago, Ill.
- Remund, D., and Aikat, D. (2012). *The challenge of information overload*. IEEE/International Professional Communication Conference, Orlando, Fla.
- Remund, D. (2008). *The changing face of news – and public relations opportunities – in an online age*. Media Relations Summit, San Francisco, Calif.

INVITED PRESENTATIONS

- Remund, D. (2020, June 8). *Integrating marketing and fundraising*. Central Iowa Association of Fundraising Professionals monthly chapter meeting, Des Moines, Iowa.
- Remund, D. (2018, July 12). *Reputation management: leadership in action*. Robert D. and Billie Ray Center Leadership Academy, hosted by Urbandale High School, Urbandale, Iowa.
- Remund, D. (2017, April 21). *Scholarly voices: From writing to speaking*. Drake University, Des Moines, Iowa.
- Remund, D., and Boldon, B. (2017, March 23). *Drake Relays: PR Tips from the Blue Oval*. Central Iowa PRSA monthly chapter meeting, Des Moines, Iowa.
- Remund, D. (2017, March 2.) *Bloggging: An interactive professional development workshop for the Marketing and Corporate Communications Department*. Bankers Trust, Des Moines, Iowa.

- Remund, D. (2015, May 5). *The ART of responsible communication*. Nonprofit Exchange national webcast hosted by SynerVision Leadership Foundation. Available at: <http://hangouts.synervisionleadership.org/the-nonprofit-exchange-the-a-r-t-of-responsible-communication/>
- Deveny, J., Ewing, M., and Remund, D. (2014, October 29). *Ten future trends corporate communicators need to know now*. PRSA, national webinar.
- Remund, D. (2013, November 20). *Strategy and culture: Balancing your priorities as a communication leader*. Central Iowa PRSA Institute, Des Moines, Iowa.
- Remund, D. (2013, September 19). *In the public eye: Helping your volunteers become strong ambassadors*. Directors of Volunteers in Agencies (DOVIA) Conference, Des Moines, Iowa.

Teaching Record

THESES AND PROJECTS ADVISED

University of Oregon, School of Journalism and Communication

Professional Graduate Student Final Projects

- Committee member for:
 - Gerlene Coyle, *CSR in the high-tech industry: Girls in STEM! Inspired by Intel*®, (May 30, 2016)
 - Joe Liston, *Taking flight: How North American airlines can attract and build loyalty among a critical demographic*, (May 25, 2016)
 - Jamie Schaub, *Rural Oregon Opportunity Program: Understanding and addressing rural and organizational communication challenges*, (May 25, 2016)
 - Lindsey Newkirk, *Best practices for promoting sustainable behavior*, (June 3, 2015)
 - Katherine Pokrass, *BBC Brand Ambassador Program: A short-term program to assist with the rebranding of Howard S. Wright to Balfour Beatty Construction*, (June 3, 2015)

Undergraduate Honors Student Theses

- Advisor for Casey Brogan, *Personal brands of professional and collegiate female athletes*, (May 29, 2015)
- Committee member for:
 - Hoi Nga “Tiffany” Wan, *Women working in the public relations industry in Hong Kong*, (May 3, 2016)
 - Meredith St. Clair, *Environmental, social and governance considerations in socially responsible investments*, (May 19, 2015)

COURSES TAUGHT

Butler University, College of Communication (total students taught: 27 undergraduate)

Undergraduate Courses:

- STR 327: Research Methods for Strategic Communication (fully online)
 - Fall 2021 – 27 students

Drake University, College of Arts and Sciences (total students taught: 27 undergraduate)

Undergraduate Courses:

- LEAD 199: Leadership and Social Media
 - Spring 2018 – 27 students

Drake University, School of Journalism and Mass Communication (total students taught: 103 graduate, 467 undergraduate)

Undergraduate Courses:

- JMC 66: Media Responsibility Over Time (fully online)
 - Summer 2013 – 18 students
 - Summer 2012 – 13 students
- JMC 99: Directed Studies in Special Topics
 - Spring 2012 - Book Publishing and Promotion, Cori Clark
 - Fall 2011 - State Government Communications, Megan O'Malley
- JMC 123: Public Relations Writing
 - Spring 2013 – 21 students
 - Fall 2012 – 7 students
 - Spring 2012 – 15 students and 8 students
 - Fall 2011 – 11 students
- JMC 136: Public Relations Research Methods
 - Fall 2013 – 24 students
 - Fall 2012 – 29 students
 - Fall 2011 – 48 students
- JMC 143: Public Relations Planning and Management
 - Fall 2019 – 43 students
 - Fall 2017 – 41 students
 - January Term 2013 – 12 students
 - Fall 2012 – 14 students
 - Fall 2011 – 47 students
- JMC 146: Public Relations Campaigns
 - Spring 2014 – 24 students
 - Spring 2013 – 29 students
 - Spring 2012 – 48 students
- JMC 199: Public Relations in a Global Society: Travel Seminar to Santiago and Valparaiso, Chile
 - January Term 2014 – 13 students

Graduate Seminars and Workshops:

- MCL 201: Communications Leadership Strategies
 - Fall 2013 – 13 students
- MCL 202: Communications Leadership and Social Responsibility
 - Spring 2013 – 10 students
 - Spring 2012 – 6 students
- MCL 204: Innovation in Communications Leadership
 - Spring 2014 – 12 students
- MCL 205: Financial Fundamentals for Communications Leaders
 - Spring 2017 – 9 students
 - Spring 2014 – 10 students
 - Summer 2013 – 8 students
 - Summer 2012 – 6 students
- MCL 206: Emerging Media Strategies for Communications Leaders
 - Summer 2012 – 16 students
 - Spring 2014 – 13 students

Florida State University, College of Communication and Information (total students taught: 22 undergraduate)

Undergraduate Courses:

- COM 4560: Social Marketing (fully online)
 - Spring 2021 – 22 students

San Diego State University, School of Journalism and Media Studies (total students taught: 120 undergraduate)

Undergraduate Courses:

- JMS 418: Leadership and Social Media
 - Fall 2021 – 10 students
- JMS 480: Principles of Public Relations (fully online)
 - Spring 2021 – 97 students
- JMS 481: Public Relations Media and Messaging (hybrid)
 - Fall 2021 – 13 students

University of Nebraska-Lincoln, College of Journalism and Mass Communications (total students taught: 272 undergraduate)

Undergraduate Courses:

- JOMC 197: Experience Lab (Buoy Student Agency)
 - Spring 2024 – 84 students
 - Fall 2023 – 37 students
 - Spring 2023 – 30 students
 - Fall 2022 – 29 students
- ADPR 221: Strategic Writing for Advertising and Public Relations
 - Spring 2023 – 20 students
 - Fall 2022 – 40 students
- ADPR 350: Strategic Planning for Public Relations
 - Fall 2022 – 20 students
- ADPR 339/439: Public Relations Student Society of America Bateman Competition
 - Spring 2024 – 6 students
 - Spring 2023 – 6 students

University of North Carolina at Chapel Hill, School of Journalism and Mass Communication (total students taught: 52 undergraduate)

Undergraduate Courses:

- JMC 232: Public Relations Writing
 - Spring 2012 – 16 students
- JMC 432: Public Relations Case Studies
 - Fall 2010 – 17 students
- JMC 434: Public Relations Campaigns
 - Fall 2009 – 19 students

University of Oregon, School of Journalism and Communication (total students taught: 23 graduate, 78 undergraduate)

Undergraduate Courses:

- JOMC 352: Strategic Writing and Media Relations
 - Fall 2014 – 15 students
- JOMC 410: Crisis Communication
 - Spring 2016 – 24 students
- JOMC 452: Strategic Public Relations Communication
 - Spring 2015 – 16 students
- JOMC 453: Strategic Public Relations Planning and Case Studies
 - Fall 2015 – 24 students
 - Fall 2014 – 23 students

Graduate Courses:

- JOMC 626: Integrated Marketing Communication (Portland campus)
 - Winter 2016 – 11 students
- JOMC 610: Corporate Social Responsibility (Portland campus)
 - Winter 2015 – 12 students

Service Record

TO THE UNIT

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

- Public Relations Student Society of America
 - Faculty Advisor (2022-present)
 - Advisor, Bateman Competition (2022-present)
- Member, Curriculum Committee (2023-2024)
- Member, Graduate Education Committee (2022-2023)

University of Oregon, School of Journalism and Communication

- Advisor for two graduate students and 63 undergraduate students (2014-2016)
- Co-Founder and Co-Director, *Media and Social Action* academic residential community (launched Fall 2017)
- Allen Hall Public Relations
 - Leadership Coach for Executive Team (2014-2016)
 - Account Team Advisor (2014-2016)
- Public Relations Student Society of America
 - Organizer and Advisor, Spring Agency Tours in Los Angeles, Calif. (May 6-9, 2015)
 - Facilitator, Crisis Communications Workshop (November 11, 2015)
 - Facilitator, Leadership Workshop (June 3, 2015)
- IR Futures, a student-run club for those interested in investor relations and financial communication
 - Co-Advisor (2014-2016)
 - Guest Speaker on career development (October 8, 2015)
- Faculty Liaison, University of Oregon Libraries (2014-2016)
- Member, Search Committee for Accounting Assistant (2016)
- Member, Strategic Planning Committee (2015)
- Member, Public Relations Student Curriculum Review Committee (2014)
- Panelist, Public Relations Student Portfolio Reviews (Fall 2014, Spring 2015 and Fall 2015)

Drake University, School of Journalism and Mass Communication

- Academic advisor for 31 non-thesis graduate students and 307 undergraduate students (2011-2014)
- Public Relations Student Society of America
 - Faculty Advisor (2012-2013)
 - Advisor, Bateman Competition (2012-2013)
 - Professional Liaison (2005-2008)
- Member, Graduate Education Committee (2011-2014)
- Member, Technology Committee (2013-2014)
- Coordinator, International Public Relations Scholar Visit by Patrick Merle, Ph.D. (2013)
- Member, Public Relations Faculty Search Committee (2012-2013)
- Co-Leader, Public Relations Curriculum Review Committee (2012-2013)
- Member, Academic Adjustment Committee (2011-2012)
- Faculty Secretary (2011-2013)

TO THE UNIVERSITY

University of Nebraska-Lincoln

- Appointed Member, First Generation Nebraska Advisory Board (2023-present)
- Appointed Member, University Conduct Board (2023-present)

Drake University

- Member, Emergency Operation Center (2016-2020)
- Member, National Alumni Scholar Selection Committee (1997-2008, 2012-2014 and 2016-present)
- Mentor, National Alumni Scholars (2016-2020)
- Mentor, First Generation Student Network (2018-2020)
- Member, Ray Promenade Planning Committee (2017-2018)
- Member, Alumni Relations Director Search Committee, University Advancement (2016)
- Last Lecture, Student Alumni Association (2014)
- Faculty Marshal, Spring Commencement (2012-2014)
- Member, Marketing Faculty Search Committee, College of Business & Public Administration (2012-2013)
- Member, University Hearing Panel for non-academic misconduct (2011-2014)
- Member, Graduate and Professional Studies Committee (2011-2014)
- Member, Strategic Planning Council led by President David Maxwell (2012-2013)
- Member, Alumni Relations Committee (2012-2013)
- Member, Anti-Violence Coordinating Committee (2012-2014)
- Member, Center for Creative Learning/Changing Pedagogies Work Group (2012-2013)
- Member, Regional Transit Partnership Task Force (2012-2013)

University of Oregon

- Guest Coach, University of Oregon Varsity Lacrosse Team vs. Richmond (March 15, 2015)
- Member, Queer Ally Coalition (2014-2016)

TO THE ACADEMY

Association Leadership

- Association for Education in Journalism and Mass Communication
 - Member (2009-2019)
 - 50th Anniversary Committee, Public Relations Division (2015)
 - Professional Freedom and Responsibility Committee, Public Relations Division (2014-2015)
 - Social Media Team, Public Relations Division (2013-2015)
 - Curated and created content for multiple platforms for a total of 15 weeks
 - Founder, #PRProfChat: a semi-annual live Twitter chat for division members (2013)
 - Co-host, #PRProfChat with Tina McCorkindale, Ph.D., and Bill Ward, Ph.D. (October 2, 2013)
- Association of Working Class Academics, now a division of Working Class Studies Association
 - Organizing/Advisory Member (2011-2015)
- Public Relations Society of America, Educators Academy Division
 - Research Chair and Board Member (2015)

Academic Conference Support

- Reviewer, AEJMC Annual Conference (2010-2015)
- Reviewer and Panel Moderator, PRSA Educators Academy Conference (2012 and 2015)

Commission and Task Force Leadership

- Commission on Public Relations Education
 - Member (2018-2020)
 - Task Force, Online Education Standards and Practices (2019)
- Tuition Grant Task Force Member, Iowa Association of Independent Colleges and Universities (2018-2020)
- Member, Oregon Attorney General's Sexual Assault Task Force (2015-2016)

Editorial Board Appointments

- *Journal of Public Relations Education* (2019-present)
- *Journal of Public Relations Research* (2016-2020)

Ad Hoc Journal Reviewing

- *Business and Professional Communication Quarterly* (2016)
- *Journal of Communication Management* (2012-2018)
- *Journal of Public Relations Education*, formerly *Teaching Public Relations* (2013-2016)
- *Journal of Public Relations Research* (2014-2020)
- *Journalism & Mass Communication Quarterly* (2013-2014)

TO THE INDUSTRY

Public Relations Society of America

- Golden Image Awards Judge, Florida Public Relations Association (2023)
- Scholarship Judge, Public Relations Society of America Foundation (2023)
- Selection Committee Member, College of Fellows (2018-2020)
- Selection Committee Member, Neumeier Family Leadership Award (2018 and 2019)
- 'Business Basics' Module Creator and Presenter, Certificate in Principles of Public Relations (2015)
- Accreditation Committee Member, Central Iowa Chapter (2012-2014)
- Accreditation Committee Member, Carolina Chapter (2009-2011)
- National Assembly Delegate and Ethics Chair, Central Iowa Chapter (2007-2008)
- Accreditation Chair, Central Iowa Chapter (2005-2007)

TO THE COMMUNITY

Greater Des Moines Partnership

- Board Member, Downtown Development (2017-2020)

Proteus: a non-profit organization advocating for immigrant farm workers and their families

- Member, Communications and Marketing Committee (2019-2020)

United Way of Central Iowa

- Marketing Cabinet Member and Public Relations Co-Chair (2013-2014)

Communities in Schools – Iowa

- Board Member (2012-2014)

Other Community Organizations

- Executive Board Member, Charlotte, N.C., Literacy Advocacy Council (2003-2004)
- Advisory Board Member, *Des Moines (Iowa) Register* (2002-2003)
- Certified Adult Literacy Tutor, American Literacy Council (1992-2003)