

**MAUREEN TAYLOR, Ph.D.**

Professor and Director, School of Advertising and Public Relations  
College of Communication and Information at the University of Tennessee, Knoxville

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***APPOINTMENTS***

University of Tennessee, Knoxville, June 2015 to present  
Professor and Director, School of Advertising and Public Relations  
Beaman Professor  
College of Communication and Information

University of Oklahoma, Norman, August 2007 to June 2015  
Professor, Gaylord Family Chair of Strategic Communication  
Gaylord College of Journalism and Mass Communication  
Interim Graduate Director, 2009

Western Michigan University, August 2005 to June 2007  
Associate Professor  
School of Communication

Rutgers University, July 2004 - June 2005  
Director, Master's of Communication and Information Studies Program  
School of Communication, Information and Library Studies

Rutgers University, July 2003 - June 2005  
Associate Professor, Department of Communication

Rutgers University, July 1997 - June 2003  
Assistant Professor, Department of Communication

Fulbright Scholar, Spring 2001  
Research and Lecturing Award, University of Sarajevo, Bosnia-Herzegovina

University of North Carolina at Charlotte, July 1996 - June 1997  
Assistant Professor, Department of Communication Studies

Purdue University, August 1991 - June 1996  
Graduate Assistant, Department of Communication

## EDUCATION

Purdue University, W. Lafayette, Indiana

1996            Doctor of Philosophy: Public Affairs and Issues Management  
1993            Master of Arts: Rhetorical Studies

Westfield State College, Westfield, Massachusetts

1986            Bachelor of Arts: Political Science

## LANGUAGE TRAINING

Bosnian Language Center, Sarajevo

2001            Conversational Serbo-Croatian (Bosnian Dialect)

American University in Cairo, Egypt

1986-87        Arabic Language Institute: One-year intensive Arabic

## DISSERTATION AND THESIS COMMITTEES

### Advisor

Saffer, A. (2014). Shared meaning in networks: A mixed methods approach to studying social capital in an international coalition. (Ph.D. University of Oklahoma)

Bentley, J. (2013). Talk is cheap: Crisis apologies from the stakeholders' perspective. (Ph.D. University of Oklahoma)

Hackett, C. (2012). State government public relations practitioners and journalists: Examining the relationship. (MA University of Oklahoma)

Pop, R. (2012). Engagement as a framework for understanding the transition between issue lifecycle stages. (MA University of Oklahoma)

Sommerfeldt, E. (2011). A social capital approach to public relations: A study of inter organizational relationships in the Peruvian NGO and media sector. (Ph.D. University of Oklahoma) *2012 International Communication Association Dissertation of the Year Award, Public Relations Division*

Husted, R. (2011). Media coverage of organizations that engage in both terrorism and humanitarian assistance: A case study of Hamas and Hezbollah. (MA University of Oklahoma)

Newcomb, T. (2010). Public relations' images in movies. (MA University of Oklahoma)

Hoggatt, C. (2009). Social media in public relations. (MA University of Oklahoma)

Kochhar, S. (2009). Social responsibility and organizational Web sites. (MA University of Oklahoma)

Sommerfeldt, E. J. (2007). Activism, public relations, and the Internet: A case study of moveOn.org. (MA Western Michigan University)

Caldiero, C. (2006). Crisis communication effectiveness in the context of the relational perspective of public relations and Benoit's image repair strategies. (Ph.D. Rutgers University)

McAllister, S. M. (2006). Forming dialogic relationships via community college Web sites. (Ph.D. Rutgers University)

Pampaloni, A. (2006). Communicating image: Creating and projecting organizational image to external stakeholders. (Ph.D. Rutgers University)

### **Committee Member**

Zanin, A. (2015). Concertive resistance: How organizational members resist collectively in the absence of resistance leadership. (Ph.D. University of Oklahoma)

Kochigina, A. (2015). Crisis communication in the digital media. (MA University of Oklahoma)

Fischer, N. (2015). Social media mores: Experimentally validating social media management techniques for practitioners. (MA University of Oklahoma)

Ferman, D. (2014). God's objective truth: The World magazine as a media source. (Ph.D. University of Oklahoma).

Dagsteer, S. (2013). Beyond the veil: Media frames of women's images in the post Arab spring context. (MA University of Oklahoma)

Uysal, N. (2013). Investor relations and activism. (Ph.D. University of Oklahoma). *2014 International Communication Association Dissertation of the Year Award, Public Relations Division.*

Johnson, C. (2013). Understanding persuasive health messages targeted to African American women. (Ph.D. University of Oklahoma).

Hasan Mohamed, H. (2012). Framing the Egyptian revolution: An online frame-building case study. (MA University of Oklahoma)

Yang, A. (2012). Chinese activist organizations and social capital. (Ph.D. University of Oklahoma).

- Ojeda, F. (2009). Interactivity and public relations Web site design. (MA University of Oklahoma)
- Klyueva, A. (2008). Media transparency and public relations in the Urals region of Russia. (MA University of Oklahoma)
- Chaturvedi, S. (2005). Anti-smoking initiatives: Examining effects of analysis versus production interventions on smoking-related comprehension and behavioral intention. (Ph.D. Rutgers University)
- Tian, Y. (2004). Between global and glocal: A content analysis of the Chinese Web sites of the 100 top global brands. (Ph.D. Temple University)
- Vorvoreanu, M. (2004). Building and maintaining relationships online: A framework for analyzing the public relations Website experience. (Ph.D. Purdue University)
- Arasaratnam, L. (2003). Intercultural communication competence from multiple cultural perspectives: A new theoretical model and empirical validation. (Ph.D. Rutgers University)
- Cockett, L. (2000). Self, other, and situation in collaborative contexts: A study of personhood in a group decision-making meeting. (Ph.D. Rutgers University)

## **PUBLICATIONS**

### **Edited Books**

- Johnston, K. & **Taylor, M.** (contracted). *The handbook of communication engagement*. London: Wiley Blackwell.
- Somerville, I., Hargis, O., Toledano, M. & **Taylor, M.** (contracted). *Public relations in deeply divided societies: International perspectives*. New York: Routledge.
- Lederman, L., Gibson, W. D., & **Taylor, M.** (Eds.), (2005). *Communication theory: A casebook approach (3<sup>rd</sup> edition)*. Dubuque, IA: Kendall Hunt.

### **Special Issue Editor**

- Taylor, M.** (2013). Public relations and democracy. *Public Relations Review*, 39 (5), 255-416. *Article by Erich Sommerfeldt Winner of the NCA Public Relations Division 2014 PRIDE Award for Research Contributions to Public Relations.*
- Taylor, M.** (2011). Public relations pedagogy. *Public Relations Review*, 37 (5), 439-562. *Winner of the NCA Public Relations Division 2012 PRIDE Award for Educational Contribution to Public Relations.*

Heath, R., **Taylor, M.**, & Palenchar, M. (2011). Special issue on “External rhetoric and public relations.” *Management Communication Quarterly*, 25 (3), 383-577.

**Taylor, M.** (2010). Public relations bibliography. *Public Relations Review*, 36 (5), 495-445.

**Taylor, M.** (2009). Public relations bibliography. *Public Relations Review*, 35 (5), 459-515.

**Taylor, M.** (2008). Public relations bibliography. *Public Relations Review*, 34 (5), 421-492.

**Taylor, M.** (2007). Public relations bibliography. *Public Relations Review*, 33 (5), 445-532.

**Taylor, M.** (2006). Public relations bibliography. *Public Relations Review*, 32 (5), 445-516.

**Taylor, M.** (2005). Public relations bibliography. *Public Relations Review*, 31 (5), 605-674.

**Taylor, M.** (2004). Public relations bibliography. *Public Relations Review*, 30 (5), 525 -646.

#### **Refereed Articles and Peer Reviewed Book Chapters**

**Taylor, M.** & Yang, A. (in press). Have global ethical values emerged in business communication practice? Evidence from national and international professional public relations associations. *Journal of Business Ethics*.

Yang, A. & **Taylor, M.** (in press). Public diplomacy in a networked society: The Chinese government-NGO coalition network on AIDS prevention. *The International Communication Gazette*, 76.

Yang, A., & **Taylor, M.** (2015). Looking over, looking out, and moving forward: A network ecology framework to position public relations in communication theory. *Communication Theory*, 25, 91-115.

Kent, M. L., & **Taylor, M.** (2014). Problems with social media in public relations: Misremembering the past and ignoring the future. *International Journal of Interdisciplinary Research*, 3 (2), 23-37.

**Taylor, M.** & Kent, M. L. (2014). Dialogic engagement: Clarifying foundational concepts. *Journal of Public Relations Research*, 26, 384-398.

Yang, A. & **Taylor, M.** (2014). A global perspective on public relations professionalism: Mapping the structure of public relations associations’ international networks. *Journalism & Mass Communication Quarterly*, 91, 508-529.

**Taylor, M.** & Kent, M. L. (2014). The value of social media for pushing activist organizations’ social agendas: Implications for public relations theory and practice. *Quarterly Review of Business Disciplines*, 1, 76-87.

- Saffer, A. J., **Taylor, M.** & Yang, A. (2013). Political public relations in advocacy: Building online influence and social capital. *Public Relations Journal*, 7 (4), 1-35.
- Yang, A. & **Taylor, M.** (2013). The relationship between the professionalization of public relations, societal social capital and democracy: Evidence from a cross-national study. *Public Relations Review*, 39, 257-270.
- Saffer, A. J., Sommerfeldt, E. S. & **Taylor, M.** (2013). The effects of organizational twitter interactivity on organization-public relationships. *Public Relations Review*, 39, 213– 215.
- Pampaloni, A., & **Taylor, M.** (2012). What happened to the image of image? Reclaiming a foundational public relations construct. In M. Goralski, & H. P. LeBlanc III (Eds.), *Business research yearbook: Business and global responsibility*, 19(2), (pp. 482–489). Beltsville, MD: International Academy of Business Disciplines.
- Sommerfeldt, E. S., Kent, M. L., & **Taylor, M.** (2012). Why aren't activist web sites dialogic? *Public Relations Review*, 38, 303-312.
- Uysal, N., Schroeder, J., & **Taylor, M.** (2012). The use of Twitter in positioning Turkey's role in the world. *Middle East Journal of Culture and Communication*, 5, 338-359.
- Yang, A., Klyueva, A. V., & **Taylor, M.** (2012). Beyond a dyadic understanding of public diplomacy: Understanding relationships in a multipolar world. *Public Relations Review*, 38, 652-664.
- McAllister, S., & **Taylor, M.** (2012). Organizational influences and constraints on community colleges' Web-based media tactics. *Community College Journal of Research and Practice*, 36 (2), 93-110.
- Sommerfeldt, E. J., & **Taylor, M.** (2011). A social capital approach to improving public relations efficacy: Diagnosing internal constraints on external communication. *Public Relations Review*, 37 (3), 197-206. *2011 PRIDE Award Winner for Best Public Relations Article*
- Taylor, M.**, & Doerfel, M. L. (2011). The Croatian civil society movement: Implications, recommendations, and expectations for donors and NGOs. *Voluntas: The International Journal of Voluntary Associations*, 22, 311-334.
- Kent, M. L., **Taylor, M.**, & Veil, S. R. (2011). Issues management makeover: A facelift for an aging theory. In M. Goralski, H. P. LeBlanc III, & M. L. Adams (Eds.), *Business research yearbook: Balancing profitability and sustainability: Shaping the future of business*, 18(2), (pp. 534–541). Beltsville, MD: International Academy of Business Disciplines.

- Yang, A., & **Taylor, M.** (2010). Chinese activist organizations Web sites: Education, not activation. *Public Relations Review*, 36 (3), 342-351.
- Kent, M. L., & **Taylor, M.** (2010). The death of Second Life: A case study of a (old) “new technology.” In R. A. Oglesby, H. P. Leblanc III, & M.G. Adams, (Eds.), *Business research yearbook: Global business perspectives*, 17 (2), (pp. 603-610). International Academy of Business Disciplines.
- Taylor, M.**, & Kent, M. L. (2010). Anticipatory socialization in the use of social media in public relations: A content analysis of PRSA’s Tactics. *Public Relations Review*, 36 (3), 207-214.
- Taylor, M.**, & Sen Das, S. (2010). Public relations in advocacy: Stem cell research organizations’ use of the Internet in resource mobilization. *Public Relations Journal*, 4, (4) 1-22.
- Caldiero, C., **Taylor, M.**, & Ungureanu, L. (2009). Image repair tactics and information subsidies during fraud crises. *Journal of Public Relations Research*, 21 (2), 218-228.
- Kent, M., & **Taylor, M.** (2009). (Web) Monkeying around in the classroom: How to use new technology in the classroom. *The Community College Journalist*, 37 (3), 33-35.
- Taylor, M.** (2009). Public relations and media relationships in global contexts: Resisting the temptation of protocol journalism. *Public Relations Review*, 35 (1), 23-30.
- Taylor, M.**, & Napoli, P. (2008). An analysis of public perceptions of how media and NGOs contribute to civil society in Croatia. *International Journal of Communication*, 2, 1226-1247.
- Kent, M. L., & **Taylor, M.** (2008). The flexible syllabus. *The Community College Journalist*, 36 (2), 26-28.
- Kent, M. L., & **Taylor, M.** (2007). Beyond excellence: Extending the generic approach to international public relations. *Public Relations Review*, 33 (1), 10-20.
- McAllister, S. & **Taylor, M.** (2007). Community college Web sites as tools for fostering dialogue. *Public Relations Review*, 33 (2), 230-232.
- Taylor, M.**, & Kent, M. L. (2007). A taxonomy of crisis response on the Internet. *Public Relations Review*, 33 (2), 140-146.
- Kent, M., Harrison, T. & **Taylor, M.** (2006). Media organizations and Internet polls: Pseudo-events and symbolic representation. *Communication Studies*, 57 (3), 299-315.
- Kent, M. L., **Taylor, M.**, & Turcilo, L. (2006). Marketing and public relations by newly privatized organizations in Eastern Europe. *Public Relations Review*, 32 (1), 10-17.

- Botan, C., & **Taylor, M.** (2005). The role of trust in channels of strategic communication in building civil society. *Journal of Communication*, 55 (5), 685-702.
- Taylor, M.**, & Perry, D. C. (2005). The diffusion of traditional and new media tactics in crisis communication. *Public Relations Review*, 31(3), 209-217.
- Taylor, M.**, & Doerfel, M. L. (2005). Another dimension to explicating relationships: Network theory and method to measure inter-organizational linkages. *Public Relations Review*, 31 (1), 121-129.
- Doerfel, M. L., & **Taylor, M.** (2004). Network dynamics of inter organizational cooperation: The Croatian civil society movement. *Communication Monographs*, 71 (4), 373-394.
- Taylor, M.** (2004). Media richness theory as a foundation for public relations in Croatia. *Public Relations Review*, 30 (1), 145-160.
- Taylor, M.**, & Kent, M. (2004). Congressional Web sites as spaces for public dialogue. *Atlantic Journal of Communication*, 11 (2), 59-76.
- Kent, M., & **Taylor, M.** (2003). The intercultural travel memo. *Communication Teacher*, 17 (3), 13-15.
- Kent, M., **Taylor, M.**, & White, W. (2003). The relationship between Web site design and organizational responsiveness to stakeholders. *Public Relations Review*, 29 (1), 66-77.
- Perry, D. C., **Taylor, M.**, & Doerfel, M. (2003). Internet based communication in crisis management. *Management Communication Quarterly*, 17 (2), 206-233.
- Taylor, M.**, & Doerfel, M. L. (2003). Building inter-organizational relationships that build nations. *Human Communication Research*, 29 (2), 153-181.
- Taylor, M.**, & Napoli, P. (2003). Media development in Bosnia: A longitudinal analysis of citizen perceptions of media realism, importance and credibility. *Gazette*, 65 (6), 473-492.
- Taylor, M.**, Vasquez, G. M., & Doorley, J. (2003). Extending issues management: A case study of engagement between Merck and AIDS activists. *Public Relations Review*, 29, 257-270.
- Wu, M. Y., & **Taylor, M.** (2003). Public relations in Taiwan: Roles, professionalism, and relationship to marketing. *Public Relations Review*, 29 (4), 473-483.
- Kent, M. L., & **Taylor, M.** (2002). Toward a dialogic theory of public relations. *Public Relations Review*, 28 (1), 21-37.



- Taylor, M., Kent, M. L., & White, W. J.** (2001). How activist organizations are using the Internet to build relationships. *Public Relations Review, 27* (3), 263-284.
- Wu, M. Y., **Taylor, M.**, & Chen, B. (2001). Exploring societal and cultural influences on Taiwanese public relations. *Public Relations Review, 27* (3), 317-336.
- Taylor, M.** (2000). Toward a public relations approach to nation building. *Journal of Public Relations Research, 12* (2), 179-210.
- Taylor, M.** (2000). Cultural variance as a challenge to global public relations: A case study of the Coca-Cola tainting scare in Western Europe. *Public Relations Review, 26* (3), 277-293.
- Taylor, M.** (2000). Media relations in Bosnia: A role for public relations in building civil society. *Public Relations Review, 26* (1), 1-14.
- Taylor, M., & Kent, M. L.** (2000). Media transitions in Bosnia: From propagandistic past to uncertain future. *Gazette, 62* (5), 355-378.
- Napoli, P., **Taylor, M.**, & G. Powers. (1999). Writing tasks of public relations practitioners: The relationship between task and experience. *Public Relations Review, 25* (3), 369-380.
- Taylor, M., & Kent, M. L.** (1999). Challenging assumptions in international public relations: When government is the most important public. *Public Relations Review, 25* (2), 131-144.
- Vasquez, G. M., & **Taylor, M.** (1999). What cultural values influence American public relations practitioners? *Public Relations Review, 25* (4), 433-449.
- Kent, M. L., & **Taylor, M.** (1998). Building dialogic relationships through the World Wide Web. *Public Relations Review, 24* (3), 321-334.
- Taylor, M., & Botan, C. H.** (1997). Strategic communication campaigns for national development in the Pacific Rim: The case of public education in Malaysia. *Australian Journal of Communication, 24* (2), 115-130.

### **Invited Articles and Book Chapters**

- Taylor, M.** (2014). Reflections on using monitoring and evaluation to enhance information interventions for peace. In V. Hawkins & J. Hoffman (Eds.), *Communication for peace: Charting an emerging field* (pp. 179-191).
- Taylor, M., Kent, M. L. & Saffer, A. J.** (2013). Using inoculation theory in public relations messages: Preparing the audience for arguments to be made later. In C. J. Liberman (Ed.), *Casing persuasive communication* (pp. 127-144). New York: Kendall Hunt.

- Taylor, M. & Kent, M. L.** (2013). Building and measuring sustainable networks of organizations and social capital: Postwar public diplomacy in Croatia. In R. S. Zaharna, A. Arsenault & A. Fisher (Eds.), *Relational, networked, and collaborative approaches to public diplomacy* (pp. 103-116). New York: Routledge.
- Taylor, M.** (2012). Corporate social responsibility communication campaigns. In R. E. Rice & C. Aiken, (Eds.), *Communication campaigns* (4<sup>th</sup> edition) (pp. 261-274). Thousand Oaks, CA: Sage.
- Taylor, M.** (2011). Building social capital through rhetoric and public relations. *Management Communication Quarterly*, 25, 436-454.
- Abbott, S. M., & **Taylor, M.** (2011). Measuring the impact of media assistance programs: Perspectives on research-practitioner collaboration. In M. Price, S. Abbott, & L. Morgan (Eds.), *Measures of press freedom and media contributions to development* (pp. 257- 270). New York: Peter Lang.
- Taylor, M.** (2011). Using monitoring and evaluation to measure public affairs effectiveness. In K. Stewart & M. Lee (Eds.), *The practice of government public relations* (pp. 212-225). New York: Taylor and Francis.
- Kent, M. L., & **Taylor, M.** (2011). How intercultural communication theory informs global public relations practice. In N. Bardham & K. Weaver (Eds.), *Public relations in global public relations contexts: Multiparadigmatic perspectives* (pp. 50-76). New York: Routledge.
- Caldiero, C., **Taylor, M.**, & Ungureanu, L. (2010). Organizational and media use of new technology in fraud crises. In W. T. Coombs & S. Holladay (Eds.), *Theoretical and practical developments in crisis communication: Defining and advancing an emerging field* (pp. 396-409). New York: Blackwell.
- Taylor, M.** (2010). Public relations in the enactment of civil society. In R. L. Heath (Ed.), *Handbook of public relations II* (pp. 5-12). Thousand Oaks, CA: Sage.
- Taylor, M.** (2010). Toward a holistic organizational approach to crisis. In W. T. Coombs & S. Holladay (Eds.), *Theoretical and practical developments in crisis communication: Defining and advancing an emerging field* (pp. 698-704). New York: Blackwell.
- Taylor, M.** (2010). Organizational use of new communication technologies in product recall crises. In W. T. Coombs & S. Holladay (Eds.), *Theoretical and practical developments in crisis communication: Defining and advancing an emerging field* (pp. 410-421). New York: Blackwell.
- Taylor, M.** (2009). Civil society as a rhetorical public relations process. In R. Heath, E. L. Toth, & D. Waymer (Eds.), *Rhetorical and critical approaches to public relations II* (pp. 76-91). Hillsdale, NJ: Lawrence Erlbaum Associates.

- Taylor, M., & Kent, M.** (2007). Government issues communication in Malaysia: Justifying unjustifiable policies. In J. Courtright, & P. Smudde (Eds.), *Public relations and power* (pp. 125-147). Hampton Press.
- Taylor, M. & Kent, M. L.** (2006). Nation-building: Public relations theory and practice. In V. Hazelton, & C. H. Botan (Eds.), *Public relations theory II* (pp. 341-360). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Kent, M. L., & **Taylor, M.** (2005). Teaching public relations: Taking the experience of the boardroom into the classroom. *Public Relations Quarterly*, 50 (1), 13-18.
- Taylor, M., & Botan, C. H.** (2005). What's a practitioner to do when all of the channels of communication are broken? In M. Watson (Ed.), *The impact of PR in creating a more ethical world: Why can't we all get along* (pp. 506-512). Miami: Institute for Public Relations.
- Taylor, M. & Kent, M. L.** (2005). Public relations as a theoretical framework for nation building communication. In L. Lederman, W. D. Gibson, & M. **Taylor** (Eds.), *Communication theory: A case book approach* (pp. 189-204) (3<sup>rd</sup> edition). Dubuque, IA: Kendall Hunt.
- Botan, C. H. & **Taylor, M.** (2004). Public relations: The state of the field. *Journal of Communication*, 54 (4), 645-661.
- Kent, M., & **Taylor, M.** (2003). Maximizing media relations: A Web site checklist. *Public Relations Quarterly*, 48 (1), 14-18.
- Taylor, M.** (2001). International public relations: Opportunities and challenges for the next century. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 629-637). Park, CA: Sage.
- Taylor, M.** (2001). Internationalizing the public relations curriculum. *Public Relations Review*, 27 (1), 73-88.
- Vasquez, G. M., & **Taylor, M.** (2001). Directions for public relations research: An emerging social science enters the new Millennium. In W. B. Gudykunst (Ed.), *Communication yearbook 24* (pp. 320-343). Thousand Oaks, CA: Sage.
- Vasquez, G. M., & **Taylor, M.** (2001). Research perspectives on 'the public.' In R. L. Heath (Ed.), *Handbook of public relations* (pp. 139-154). Newbury Park, CA: Sage.
- Taylor, M.** (2000). Nation building as strategic communication management: An analysis of campaign planner intent in Malaysia. In L. Lederman, & D. Gibson (Eds.), *Communication theory: A casebook approach* (2<sup>nd</sup> edition) (pp. 226-224). Dubuque, IA: Kendall Hunt Publishers. (Reprint)
- Taylor, M., & Grasso, J. A.** (2000). Public relations: The alignment of communication theory and practice. In L. Lederman, & D. Gibson (Eds.), *Communication theory: A case study approach* (2<sup>nd</sup> edition) (pp. 203-207). Dubuque, IA: Kendall Hunt Publishers.

- Kent, M. L., & **Taylor, M.** (1999). When public relations becomes government relations. *Public Relations Quarterly*, 44, 3, 18-22.
- Taylor, M.** (1998). Nation building as strategic communication management: An analysis of campaign planner intent in Malaysia. In L. Lederman, (Ed.), *Communication theory: A reader (1st edition)* (pp. 287-293). Dubuque, IO: Kendall Hunt Publishers.
- Taylor, M.**, & Schiappa, E. (1992). How accurate is Plato's portrayal of Gorgias of Leontini? In A. E. Walzer (Ed.), *Rhetoric in the vortex of cultural studies* (pp. 23-31). Minneapolis, MN: Burgess Publishers.

### Research Reports (selected)

- Taylor, M.** & Dolan, T. (2013). *Mitigating media incitement to violence in Iraq: A locally driven approach*. United States Institute for Peace. <http://www.usip.org/publications/mitigating-media-incitement-violence-in-iraq>
- Taylor, M.** (2011). *Understanding the media and advertising market in Liberia*. IREX Civil Society and Media Leadership Program.
- Taylor, M.** Price, M., Gagliardone, I., Foreman, A., Abbott, S., & Morgan, L. (2008). *Researching attitudes towards peace and conflict in Darfur: An analysis of a research initiative from February 2007 – October 2008*. Report published by the University of Pennsylvania Annenberg Center for Global Communication Studies.
- Taylor, M.** (2007). Content analysis of print coverage of human trafficking in Kosovo. Research report for Catholic Relief Services and IREX-Kosovo.
- Taylor, M.** (2006). Content analysis of print coverage of legal and court issues in Kosovo. Research report for National Center for State Courts and IREX-Kosovo.
- Taylor, M.** (2004). A longitudinal study of the media transition in Bosnia and Herzegovina. Research report published by the International Research and Exchanges Board (IREX) for short-term travel grant.
- Taylor, M.** (2002). Media development in Bosnia: A longitudinal study. Research report published by the International Research and Exchanges Board (IREX) for short-term travel grant.
- Taylor, M.** (2000). An evaluation of USAID/OTI political transition grants in Croatia and Bosnia and Herzegovina. Research report published by the United States Agency for International Development, Office of Transition Initiatives, Washington, DC. (US Doc PN ACK-165, 39 pp.& Appendices).

**Taylor, M.** (1999). An evaluation of USAID/OTI media transition grants in Bosnia and Herzegovina. Research report published by the United States Agency for International Development, Office of Transition Initiatives, Washington, DC. (US Document PN ACE-670, 34 pp. & Appendices)

**Taylor, M.** (1996). Communication campaigns for nation building: An evaluation of the Neighborliness Campaign in Kajang, Malaysia. Report submitted for publication to the Department of National Unity, Malaysia. (13 pp.)

### ***Book Reviews***

**Taylor, M.** (2005). Book review of: *Tough calls: AT&T and the hard lessons learned from the telecom wars* by Dick Martin, *Public Relations Review*, 31 (2), 310-311.

**Taylor, M.** (2002). Book review of: *With malice toward all? The media and public confidence in democratic institutions* by Patricia Moy & Michael Pfau, *Journal of Communication*, 52 (2), 473-475.

**Taylor, M.** (2001). Book review of: *Spinning the Web: Handbook for public relations on the Internet*, by Diane Witmer. *Public Relations Review*, 27 (3), 371-372.

**Taylor, M.** (2000). Book review of: *Public relations as relationship management: A relational approach to the study and practice of public relations*, edited by John A. Ledingham & Stephen D. Bruning. *Public Relations Review*, 26 (2), 255-256.

**Taylor, M.** (1995). Book review of: *Rethinking the history of rhetoric: Multidisciplinary essays on the rhetorical tradition*, edited by John Poloukos. *Rhetoric Society Quarterly*, 24 (3/4), 186-189.

### **Encyclopedia Entries**

**Taylor, M.** (in press). Co creation. In C. Carroll (Ed.), *Encyclopedia of corporate reputation*. Wiley Blackstone.

**Taylor, M.** (2013). Civil society. In R. L. Heath (Ed.), *Encyclopedia of public relations II* (pp. 120-122). Thousand Oaks, CA: Sage.

**Taylor, M.** (2005/2013). Government relations. In R. L. Heath (Ed.), *Encyclopedia of public relations* (pp. 370-372; pp. 402-405). Thousand Oaks, CA: Sage.

**Taylor, M.** (2005/2013). Hearings. In R. L. Heath (Ed.), *Encyclopedia of public relations* (pp. 385-387; pp. 416-418). Thousand Oaks, CA: Sage.

**Taylor, M.** (2005/2013). Intercultural communication. In R. L. Heath (Ed.), *Encyclopedia of public relations* (pp. 428-430, pp. 462-464). Thousand Oaks, CA: Sage.

**Taylor, M.** (2005/2013). Non-governmental organizations. In R. L. Heath (Ed.), *Encyclopedia of public relations* (pp. 576-578; pp. 614-616). Thousand Oaks, CA: Sage.

## **AWARDS**

- 2015 Top Paper, National Communication Association, Public Relations Division
- 2012 PRIDE Award for Best Education Contribution of the Year, Public Relations Division, National Communication Association.
- 2012 Advisor, *2012 International Communication Association Dissertation of the Year Award*, Public Relations Div.
- 2012 Top Paper, National Communication Association, Public Relations Div.
- 2011 PRIDE Award for Best Article of the Year, Public Relations Division, National Communication Association
- 2011 Top Paper, International Academy of Business Disciplines, Corporate Communication and Public Relations Division
- 2010 Top Paper, National Communication Association, Public Relations Div.
- 2010 Top Paper, GIFTS, Association for Education in Journalism and Mass Communication
- 2010 Pathfinder Award, Institute for Public Relations
- 2006 Top Paper, National Communication Association, Public Relations Div.
- 2005 Top Paper, International Communication Association, Public Relations Div.
- 2003 Department of Communication Teaching Award
- 2003 Top Paper, International Communication Association, Org. Com. Div.
- 2001 Fulbright Scholar Award to Bosnia-Herzegovina.
- 2000 Top Paper, National Communication Association, Public Relations Div.
- 1997 Faculty Mentor Award, University of North Carolina, Charlotte.
- 1996 Bruce Kendall Award For Teaching Excellence, Purdue University.
- 1995 Department of National Unity Award, Malaysia.
- 1995 Alan Monroe Research and Scholarship Award, Purdue University.

1993 Top Paper, International Communication Association, Public Relations Div.

**COMPETITIVE CONFERENCE PAPERS (SELECTED)**

Aug. 2015 Paper presented to the Association of Educators in Journalism and Mass Communication, "Connective Journalism: Syrian Activists." (with Mohommad Yousuf) GIFTS, San Francisco, CA.

Aug. 2015 Paper presented to the Association of Educators in Journalism and Mass Communication, "Helping Students Help Themselves." (with Adam Saffer) GIFTS, San Francisco, CA.

Aug. 2015 Paper presented to the Association of Educators in Journalism and Mass Communication, " (with Aimei Yang and Wenlie) Public Relations Division, San Francisco, CA.

May 2015 ICA Adam and Aimei

May 2015 With Kent

Nov. 2014 Paper presented to the National Communication Association, "Ethical Convergence, Divergence or Evolution? An Examination of Public Relations and Journalism Codes of Ethics". Chicago, IL.

Nov. 2014 Paper presented to the National Communication Association, "Social Capital Theory Past and Present: Developments in Public Relations Research and Contributions to External Disciplines." Chicago, IL.

Oct. 2014 Paper presented to the International Communication Association, Regional Conference, "Engaging for change: Exploring social media in social change." Brisbane, Australia.

Aug. 2014 Paper and Plenary Speaker presentation to the 7th International Forum on Public Relations and Advertising, "Social media in public relations." Bangkok, Thailand.

May 2014 Paper presented to International Communication Association, "Have global ethical values emerged in communication practice? Evidence from national and international professional public relations associations" (with Aimei Yang). Global Communication and Social Change Division, Seattle, WA.

May 2014 Paper presented to International Communication Association, "Dialogic

- engagement: Explicating a foundational public relations concept” (with Michael Kent) Public Relations Division, Seattle, WA.
- May 2014 Paper presented to International Communication Association, “International public relations codes of ethics: The nexus of global networks and local contexts” (with Aimei Yang) Public Relations Division, Seattle, WA.
- April 2014 Paper presented to the International Academy of Business Disciplines, “The value of social media for pushing activist organizations’ social agendas: Implications for public relations theory and practice” (with Michael Kent). Corporate Communication and Public Relations Division, San Diego, CA.
- April 2014 Paper presented to the International Academy of Business Disciplines, “Problematizing social media in public relations: Scholars misremember the past and forget about the future” (with Michael Kent). Corporate.
- Nov. 2013 Paper presented to the National Communication Association, “Public diplomacy in a networked society: The Chinese government-NGO coalition network on AIDS prevention” (with Aimei Yang). Public Relations Division, Washington, DC.
- Nov. 2013 Paper presented to the National Communication Association, “From *Homo Economicus* to *Homo Dialogicus*: Rethinking social media use in CSR communication” (with Michael Kent). Public Relations Division, Washington, DC.
- June 2013 Paper presented to International Communication Association, “Political public relations in advocacy: Building online influence and social capital” (with Adam Saffer and Aimei Yang). Public Relations Division, London, UK.
- June 2013 Paper presented to International Communication Association, “A Global Perspective on Public Relations Professionalism: Mapping the Structure of Public Relations Associations’ International Networks” (with Aimei Yang). Public Relations Division, London, UK.
- Nov. 2012 **Top Paper** presented to the National Communication Association, “Toward A Model of Contextualizing Organizational Relationships: A Network Ecology Framework” (with Aimei Yang). Public Relations Division, Orlando, FL.
- May 2012 Paper presented for presentation to the International Communication Association, “The Effects of Organizational Twitter Interactivity Organization–Public Relationships” (with Adam Saffer and Erich Sommerfeldt). Public Relations Division. Phoenix, AZ.



- April 2012 Paper presented to the International Association of Business Disciplines (IABD), “What Happened to the Image of Image in Public Relations?” (with Andrea Pampaloni). Public Relations and Corporate Communication Division, IADB, Long Beach, CA.
- Nov. 2011 Paper presented to the National Communication Association, “Rehabilitating Image in Public Relations: Remembering that Images are a Foundation for Knowing.” (with Andrea Pampaloni). Public Relations Division, New Orleans, LA.
- Aug. 2011 Paper presented at the Future of U.S.-Chinese Media Communication and Public Diplomacy in a Post-Crisis World Conference, “A Relational Approach to Public Diplomacy in a Multipolar World: Understanding the U.S. – China—Russia Relationship Concerning Libya through the People’s Daily Newspaper” (with Aimei Yang and Anna Klyueva). Amherst, MA.
- July 2011 Paper presented at the International Association of Media and Communication Researchers (IAMCR), “Measuring Media Development: Roles for Media Development Organizations, Researchers and Educators” (with Susan Abbott). Istanbul Turkey.
- July 2011 Paper presented at the International Association of Media and Communication Researchers (IAMCR), “Examining the Inter Organizational Relationships that Build Civil Society: Evidence from Zagreb, Croatia” (with Marya Doerfel). Istanbul Turkey.
- July 2011 Paper presented at the International Association of Media and Communication Researchers (IAMCR), “Evolving Rural Radio in Liberia: Challenges and Opportunities for Participatory Empowerment” (with Michael Kent). Istanbul Turkey.
- May 2011 Paper presented to the International Communication Association, “Activist Practitioner Perspectives of Website Public Relations: Why Aren’t Activist Websites Fulfilling the Dialogic Promise? (with Erich Sommerfeldt and Michael Kent). Boston, MA.
- April 2011 **Top Paper** presented to the International Academy of Business Disciplines, “Issues Management Makeover: A Facelift for an Aging Theory.” (with Michael Kent and Shari Veil). Corporate Communication Division, New Orleans, LA.
- Nov. 2010 **Top Paper** presented to the National Communication Association, “Reconciling the Co-Creational and Functional Approaches to Public Relations.” (with Michael Kent). Public Relations Division, San Francisco, CA.

- Nov. 2010 Paper presented to the National Communication Association, "Encroachment from Within: The Tale of Two Professional Associations." (with Michael Kent). Public Relations Division, San Francisco, CA.
- Aug. 2010 Paper presented to the Association of Educators in Journalism and Mass Communication, "Roadmap for Revisions: Using Content Analysis to Improve Writing Outcomes." (with Michael Kent) GIFTS.
- Aug. 2010 **Top** Paper presented to the Association of Educators in Journalism and Mass Communication, "Using "Freakonomics" to Teach Research Methods to Journalism and Mass Communication Students (with Katerina Tsetsura) GIFTS.
- June 2010 Paper presented to the International Communication Association, "Chinese Activist Organizations' Web Sites: Education, not Activation." (with Aimei Yang) Public Relations Division, Singapore.
- Nov. 2009 Paper presented to the National Communication Association, "The Croatian civil society movement: Implications, recommendations, and expectations for donors and NGOs." (with Marya Doerfel) Mass Communication Division, Chicago, IL.
- Aug. 2009 Paper presented to the Association of Educators in Journalism and Mass Communication, "The Anticipatory Socialization of PR College Students into Using New Media Tactics." (with Michael Kent) Public Relations Division, Boston, MA.
- Aug. 2009 Paper presented to the Association of Educators in Journalism and Mass Communication, "(Web) Monkeying around with Research." (with Michael Kent) GIFTS.
- Nov. 2008 Paper presented to the National Communication Association, "Toward a Relational Theory of Public Diplomacy." Public Relations Division, San Diego, CA.
- Nov. 2008 Paper presented to the National Communication Association, "Civil Society as a Rhetorical Process." Scholar-to-Scholar Program, San Diego, CA.
- Aug. 2008 Paper presented to the Association of Educators in Journalism and Mass Communication, "The Flexible Syllabus." (with Michael Kent) GIFTS.
- Nov. 2007 Paper presented to the National Communication Association, "How the Third Party Effect Influences How Organizations Respond to Product Recalls." Public Relations Division, Chicago, IL.
- Aug. 2007 Paper accepted (not presented) to the Association of Educators in Journalism and Mass Communication, "Growing Up Together: Newspaper Coverage of

- the Legal System in Kosovo.” (with Michael Kent) International Communication Division, Washington, DC.
- May 2007 Paper presented to the Public Relations Division of the International Communication Association, “Resisting the Temptation of Protocol Journalism: How Public Relations Can Build Media Capacity.” Public Relations Division, San Francisco, CA.
- Nov. 2006 **Top Paper** presented to the 2006 National Communication Association, “Public Relations and Advocacy.” (with Shaktara Das) Public Relations Division, San Antonio, TX.
- Nov. 2006 Paper presented to the 2006 National Communication Association, “Extending the Information Subsidy: Mediated Response to Crisis.” (with Michael Kent) Public Relations Division, San Antonio, TX.
- Nov. 2006 Paper presented to the 2006 National Communication Association, “Networking to Civil Societies.” (with Marya Doerfel) Organizational Communication Division, San Antonio, TX.
- June 2006 Paper presented to the 2006 International Communication Association, “Telling your Story in Your Own Words: The Value of the News Release in Crisis Communication” (with Chris Caldiero and Lia Ungureanu) Public Relations Division, Dresden, Germany.
- Nov. 2005 Paper presented to the 2005 National Communication Association, “Toward a Generic Theory of International Public Relations.” (with Michael Kent) Public Relations Division, Boston, MA.
- May 2005 **Top Paper** presented to the 2005 International Communication Association, “Does Organizational Response to Crisis Matter?” (with Chris Caldiero) Public Relations Division, NY, NY.
- May 2005 Paper accepted to the 2005 International Communication Association, “An Analysis of Public Perceptions of Media in Croatia.” (with Phil Napoli) Intercultural and International Communication Division, NY, NY.
- April 2005 Paper accepted to the 2005 Eastern Communication Association, “Internet-based Responses to Crises: How, Why, and When do Organizations Use the WWW to Communicate?” (with Chris Caldiero) Media Ecology Association Interest Group, Pittsburgh, PA.
- March 2005 Paper presented to the 2005 International Public Relations Association, “What’s a Practitioner To Do When All of the Channels of Communication are Broken?” (with Carl Botan) Miami, FL.

- Nov. 2004 Paper presented to the 2004 National Communication Association, "Marketing and Public Relations by Newly Privatized Organizations in Eastern Europe." (with Michael Kent & Lejla Turcilo) Public Relations Division, Chicago, IL.
- May 2003 **Top Paper** presented to the 2003 International Communication Association, "Maintaining Inter-Organization Relationships that Build Nations." (with Marya Doerfel) Organizational Communication Division, San Diego, CA.
- May 2003 Paper presented to the 2003 International Communication Association, "Personal Relationships as Public Relations in Croatia." Public Relations Division, San Diego, CA.
- May 2003 Paper presented to the 2003 International Communication Association, "Congressional Web Sites: Relationship Building with Constituents or Symbolic Representation." (with Michael Kent) Public Relations Division, San Diego, CA.
- May 2003 Paper presented to the 2003 International Communication Association, "Public Opinion about Media Credibility in Bosnia." (with Philip Napoli) Mass Communication Division, San Diego, CA.
- Nov. 2002 Paper presented to the National Communication Association, "Public Relations Theory and Practice in Nation Building." (with Michael Kent) Public Relations Division, New Orleans, LA.
- Nov. 2002 Paper presented to the National Communication Association, "Media Organizations and Internet Polls: Pseudo-Events and Symbolic Representation." (with Michael Kent and Tyler Harrison) Mass Communication Division, New Orleans, LA.
- Nov. 2002 Paper presented to the National Communication Association, "Another Dimension to Explicating Relationships: The Theory and Method to Explicating Relationships." (with Marya Doerfel) Public Relations Division, New Orleans, LA.
- Nov. 2002 Paper presented to the National Communication Association, "A Case Study of Engagement Between Merck and AIDS Activists." (with Gabriel Vasquez and John Doorley) Public Relations Division, New Orleans, LA.
- Nov. 2002 Paper presented to the National Communication Association, "Lessons From Bosnia - Lessons For Afghanistan? The Role of Trust in Channels of Strategic Communication In Building Civil Society." (with Carl Botan) International and Intercultural Communication Division, New Orleans, LA.
- July 2002 Paper presented to the 2002 International Communication Association, "Internet Adoption during Acute and Chronic Crisis." (with Danielle Perry) Public Relations Division, Seoul, Korea.

- July 2002 Paper presented to the 2002 International Communication Association, "Public Relations in Taiwan: A Window for Seeing Organization–Public Relationships." (with Ming-Yi Wu) Public Relations Division, Seoul, Korea.
- July 2002 Paper presented to the 2002 International Communication Association, "The Relationship between Web Site Design and Organizational Responsiveness to Stakeholders." (with Michael Kent and William White) Public Relations Division, Seoul, Korea.
- Nov. 2001 Paper presented to the National Communication Association, "A Public Relations Model of Civil Society." Public Relations Division, Atlanta, GA.
- Nov. 2001 Paper presented to the National Communication Association, "Incorporating the Internet into Crisis Communication: A Longitudinal Study." (with Danielle Perry) Public Relations Division, Atlanta, GA.
- Nov. 2001 Paper presented to the National Communication Association, "Building Inter-organizational Relationships that Build Nations." (with Marya Doerfel) Organizational Communication Division, Atlanta, GA.
- May 2001 Paper presented to International Communication Association, "Toward a Dialogic Theory of Public Relations." (with Michael Kent) Public Relations Division, Washington, DC.
- May 2001 Paper presented to International Communication Association, "Activism and The Internet." (with Michael Kent) Public Relations Division, Washington, DC.
- May, 2001 Paper presented to Eco-Inforna 2001 Environmental Risks and the Global Community, "Community Risk Communication: Lessons from an Extreme-risk Environment." (with Carl Botan) Argonne National Laboratory, Chicago, IL.
- Nov. 2000 **Top Paper** presented to the National Communication Association, "Cultural Variance as a Predictor of Public Response to Crisis: the Coca-Cola Tainting Scare in Europe." Public Relations Division, Seattle, WA.
- Nov. 2000 Paper presented to the National Communication Association, "Cultural and Societal Influences on Taiwanese Public Relations." (with Ming-yi Wu) Public Relations Division, Seattle, WA.
- Nov. 1999 Paper presented to the National Communication Association, "Media Relations in Bosnia: Roles for Public Relations in Building a Civil Society." Public Relations Division, Chicago, IL.

- Nov. 1999 Paper presented to the National Communication Association, "When Public Relations Becomes Government Relations." (with Michael Kent) Public Relations Division, Chicago, IL.
- May 1999 Paper presented to the International Communication Association, "Trust No One: The Implications of Nationalist Propaganda on Bosnian Perceptions of Media." (with Michael Kent and Sanjana Chopra) Mass Communication Division.
- Nov. 1998 Paper co-presented to the National Communication Association, "Building Dialogic Relationships with the World Wide Web." (Michael Kent) Public Relations Division, NY, New York.
- Nov. 1997 Paper presented to the National Communication Association, "Efficacy in Communication Campaigns to Improve Interethnic Relations." International and Intercultural Division, Chicago, Illinois.
- April 1997 Paper presented to the Southern States Communication Association, "*Inventio* in the Public Relations Classroom: Incorporating Rhetorical/Critical Approaches." Public Relations Interest Group, Savannah, Georgia.
- April 1997 Paper presented to the Southern States Communication Association, "The Rhetorical Construction of Ethnicity: An Ethno methodological Perspective." Communication Interaction Division, Savannah, Georgia.
- Nov. 1996 Paper presented to Association for the Advancement of Policy, Research, and Development in the Third World, "Strategic Public Relations Campaigns for Education and Development." (with Carl Botan) Cancun, Mexico.
- April 1996 Paper presented to Central States Speech Association, "The Discursive Construction of In-group and Out-group in Organizations." Organizational and Professional Communication Interest Group, Minneapolis, MN.
- May 1995 Paper presented to International Communication Association, "The State as an Issue Manager." PR Interest Group, Albuquerque, New Mexico.
- Nov. 1994 Paper presented to Speech Communication Association, "A Cultural Approach to Public Relations Research: An Extension of Hofstede's Variables to Grunig's Models of Public Relations." (with Gabriel Vasquez) Public Relations Division, New Orleans, LA.
- May 1994 Paper presented to Rhetoric Society of America Biennial Conference, "Narrative as a Means to Identity: Building a Sudanese National Identity through Narratives." Norfolk, VA.

- July 1994     **Top Paper** presented to International Communication Association Conference, "Diversity in Nation-Building: The Bottom-Up Approach." Public Relations Interest Group, Sydney, Australia.
- May 1992     Paper co-presented to the Rhetoric Society of America (RSA) National Conference, "Is Plato's Portrayal of Gorgias Accurate?" (with Ed Schiappa) Minneapolis, MN.

### **Invited Research Presentations**

- May 2015     Doctoral mentor to PR Doctoral Workshop
- Oct. 2014     Respondent to the Keynote Speaker on Crisis in Asian Century at ICA Regional Conference, Brisbane.
- Aug. 2014     Plenary Speaker, 7th International Forum on Public Relations and Advertising, Bangkok, Thailand
- March 2014   Keynote Speaker, Public Interest & Media Impact, Taipei, Taiwan
- Nov. 2013     Keynote Speaker, International Communication Association, Regional Conference, Communication and Social Transformation, Shanghai, China
- Oct. 2013     Keynote Speaker, The 6th International Forum on Public Relations & Advertising, Wuhan, China.
- June 2013     Invited Panelist, International Communication Association, Political Public Relations, Public Relations Division Post Conference, London, UK.
- June 2013     Keynote Speaker, Organizational and Strategic Communication Section of the European Communication, Research and Education Association (ECREA), Belfast, Ireland
- May 2013     First Opponent, Risk communication in relation to an imminent rockslide and tsunami, Dissertation for the degree of Philosophy Doctorate, Norwegian University of Science and Technology, Trondheim, Norway
- April 2013     Keynote Speaker, 17<sup>th</sup> Annual Conference, New Jersey Communication Association, Florham Park, NJ
- Aug. 2012     Keynote Speaker, The 5th International Forum on Public Relations & Advertising, Taipei, Taiwan
- Nov. 2011     Presentation to graduate students and faculty, Department of Communication, University of Macau, China.

- Nov. 2011 Presentation to graduate students and faculty, Department of Communication, Hong Kong City University.
- Nov. 2011 Panel presentation to the Public Relations Division, "Social Media and New Technologies in Public Relations." National Communication Association, New Orleans, LA.
- Sept. 2011 Presentation to the 2011 US Marine Corp Public Affairs Officers Annual Conference on Measuring Public Affairs, "Communication Planning." New Orleans, LA.
- July 2011 Presentation to the Internews Monitoring and Evaluation Conference, "Using Social Science Research Methods to Monitor Media Impact." Istanbul, Turkey.
- April 2011 Presentation to the 2011 University of Central Florida Crisis Conference, "Intercultural Communication and Crisis: Communicating with Diverse Publics Before, During and After a Crisis." Orlando, FL.
- March 2011 Panel presentation to the AEJMC Mid winter conference. "What Do We Really Know about Building Relationships through the Web and Social Media? (with Michael L. Kent and Erich J. Sommerfeldt)
- Dec. 2010 Presentations to the Media Monitoring and Development Working Group, Caux, Switzerland.
- Nov. 2010 Panel presentation to the Rhetoric Division on the Public Sphere, "How Public Relations Helps to Build the Public Sphere." National Communication Association, San Francisco, CA.
- Sept. 2010 Presentation to the 2010 NATO Public Affairs Officers Annual Conference on Measuring Public Affairs, "Measuring PA Impact in Conflict Contexts." Impact, Izmir, Turkey.
- July 2010 Presentation to Central European University's Media Development Seminar, "Monitoring and Evaluation in Media Research: How to Measure Impact Through Content Analysis." Budapest, Hungary.
- June 2010 Presentation to the International Communication Association, "Public Relations and Issues Management in Corporate Social Responsibility." Singapore.
- April 2010 Presentations to Villanova University, "International Public Relations and Building Civil Society," Philadelphia, PA.
- March 2010 Presentation to Jordanian NGOs, "Content Analysis for Media Elections Monitoring," Amman, Jordan.



- Jan. 2010 Presentation to the Defense Information School (DINFOS), "Content Analysis as a Research Methodology for Senior Public Affairs Officers," Fort Meade, MD.
- Nov. 2009 Presentation to the National Communication Association, "Five Years Out and 20 Years Down: What is the Future of the PR Division at NCA?" Public Relations Division, Chicago, IL.
- Nov. 2009 Presentation to the National Communication Association, "PR Lyceum: How Does Co Creational Theory Help to Move Public Relations Forward?" Public Relations Division, Chicago, IL.
- Oct. 2009 Presentation to the 3rd International Conference on Social Responsibility in Advertising, Journalism and Public Relations, "Public Relations as the Nexus of Social Responsibility," Macau Polytechnic Institute, Macau SAR.
- Oct. 2009 Various Presentations to Faculty and Graduate Students, City University, Hong Kong, "Communication Technologies in PR: What Do We Know and How Can We Use Them to Build Relationships?"
- July 2009 Presentation to Central European University's Media Development Seminar, "Monitoring and Evaluation in Media Research: What is the Impact of Donor Aid?" Budapest, Hungary.
- May 2009 Participant in the Media and Society Division of the International Communication Association's Panel on Media and Conflict "The Use of Traditional and Mediated Communication in Understanding the Conflict in Darfur." Chicago, IL.
- May 2009 Participant in the Public Relations Division of the International Communication Association's Panel on Organizational Rhetoric, "Civil Society as Rhetorical Communication." Chicago, IL.
- April 2009 Presentation to Nebraska Wesleyan *Lamda Pi Eta* National Honor Society, Lincoln, Nebraska.
- Jan. 2009 Presentation to Public Relations Campaigns Class, "Remember Research?" University of Oklahoma.
- Dec. 2008 Presentation to the 2nd International Conference on New Media and Public Relations Innovations - Crisis Communication, City University, Hong Kong.
- Nov. 2008 Presentation to the Defense Information School (DINFOS), "Using Research to Inform Decision Making and Provide Evidence of Public Affairs Impact," Fort Meade, MD.
- Oct. 2008 Presentation to the Thank You Scandinavia Journalism Program, University of Oklahoma.

- Sept. 2008 Presentation to the Gaylord College of Journalism and Mass Communication Doctoral Seminar, "Creating a Lifelong Research Agenda."
- June 2008 Presentation to the Defense Information School (DINFOS), "Using Research to Inform Decision Making and Provide Evidence of Public Affairs Impact," Fort Meade, MD.
- April 2008 Presentation to the visiting high school students through the Oklahoma Scholastic Media OIPA, "Using Public Relations to Build Awareness about Your School's Activities," University of Oklahoma.
- April 2008 Presentation to the Defense Information School (DINFOS), "Content Analysis as a Research Methodology for Public Affairs Officers," Fort Meade, MD.
- March 2008 Presentation to Yarmouk University Journalism Students and Faculty, "Using Content Analysis to Improve Journalism Education," Yarmouk, Jordan.
- March 2008 Presentation to the Middle Eastern School of Graduate Studies, "Content Analysis as a Research Methodology," Amman, Jordan.
- Jan. 2008 Presentation to Public Relations Campaigns Class, "Remember Research?"
- Nov. 2007 Participant in the Organizational Communication Division of the National Communication Association's Panel on Network Analysis, "The Evolving Nature of the Croatian NGO-Media Network."
- Aug. 2007 Presentation to the Aarhus Business School Graduate Students, "International Public Relations Research," Faaborg, Denmark.
- May 2007 Presentation to the Defense Information School (DINFOS), "Media Relations in Post Conflict Societies," Fort Meade, MD.
- Nov. 2005 Participant in the National Communication Association Pre-Conference on Risk and Crisis, Boston, MA.
- Nov. 2005 Presentation to the National Communication Association Conference, "Teaching Civil Society Organizations How to Measure Impact," Organizational Communication Division, Boston, MA.
- April 2004 Presentation to the Eastern Communication Association Conference, "An Analysis of Dialogic Potential Fostered by Congressional Websites," (with Michael Kent), Boston, MA.

- Mar. 2004 Presentation to the New Jersey Communication Association Annual Conference, "Consulting for Government Agencies: Balancing the Relationship," New Brunswick, NJ.
- Dec. 2003 Presentation to the University of New York, Prague, Master's Program in Communication and Public Relations, "Theory and Research on Global Media Relations," Prague, Czech Republic.
- April 2003 Presentation to the Public Relations Student Society Annual Regional Conference, "Public Relations, Nation Building, and Civil Society." New Brunswick, NJ.
- March 2003 Presentation to Purdue University Department of Communication, "International Public Relations Research." West Lafayette, IN.
- Feb. 2003 Presentation to the McDonough School of Management, Georgetown University, "Relationship Building in International Contexts: A Public Relations Perspective." Washington, DC.
- Dec. 2001 Presentation to Ph.D. Colloquia, SCILS, Rutgers University, "Building Relationships that Build Nations." New Brunswick, NJ.
- Dec. 2001 Presentation to Master's Program in the Department of Speech Communication, Montclair State University, "Applying Communication Theory to International Crises," Upper Montclair, NJ.
- Nov. 2001 Paper presented to Temple University School of Communications, Arts, and Theatre (SCAT) Theory Research Seminar Series, "Public Relations and Nation Building," Philadelphia, PA.
- May 2001 Paper presented to ICA Public Relations Division Chair's Panel on Nation Building, "Public Relations, Nation Building and Lessons Learned from the Balkans," Washington, DC.
- Feb. 2001 Paper presented to Soros Open Society International Conference on the Citizen and Civil Society, "Rethinking the Information Subsidy," Vogosca, Bosnia and Herzegovina.
- Nov. 2000 Paper presented to NCA Public Relations Division Panel, "Rebuilding Community, Civil Society as Community Engagement," Seattle, WA.
- Nov. 2000 Presentation to United States Agency of International Development (USAID) Tuesday Group, "Final Evaluation of OTI's Political Transition Grants in Croatia and Bosnia and Herzegovina," Washington, DC.
- Nov. 1998 Presentation to NCA Public Relations Division Panel, "Teaching Public Relations," Chicago, IL.

- Sept. 1998      Presentation to United States Agency of International Development (USAID) Tuesday Group, "An Evaluation of OTI's Political Transition Grants in Bosnia and Herzegovina," Washington, DC.
- May 1998        Presentation to ICA Public Relations Division Panel, "Teaching International Public Relations," San Francisco, CA.

## TEACHING

June 2015 to present

**University of Tennessee, Knoxville**  
College of Communication and Information  
School of Advertising and Public Relations  
PR Writing

Fall 2007 to June 2015

**University of Oklahoma**, Gaylord College of Journalism and Mass Communication  
Undergraduate Classes

Introduction to Mass Communication  
Introduction to Public Relations  
Research Methods for Public Relations  
Public Relations Writing  
Public Relations Cases  
Public Relations Campaigns

Graduate Classes

Introduction to Graduate Study (MA/Ph.D.)  
Research Methods for Public Relations (slash listed with undergrad)  
Public Relations Cases (slash listed with undergrad)  
Doctoral Seminar (Ph.D.)  
Current Issues in Strategic Communication Research and Theory (Ph.D.)

Fall 2005 to 2007

**Western Michigan University**, School of Communication

Undergraduate Classes

Theories of Leadership  
Corporate Communication: Employee Communication Campaigns  
Organizational Communication Theory  
Corporate Communication: Risk and Crisis Communication  
Global Communication  
Communication Inquiry and Research Methods

Graduate Classes

Introduction to Graduate Study

Summer 2004, Summer 2005, Summer 2008  
Consortium of Universities for International Studies  
Paderno Del Grappa, Italy

***University of Kansas Business School***

Undergraduate

Communication and Change: International Perspectives

Summer 2004

Prague, Czech Republic

**University of New York, Executive Master's Program in Public Relations**

Graduate

Public Relations Management and Campaigns (Prague)

Fall 1997 to 2005

Department of Communication

**Rutgers University**, School of Communication, Information, and Library Studies

Undergraduate

Principles of Public Relations

International Public Relations

Theories of Organizational Communication

International Communication

International Organizations

Graduate

Communication, Information and Organizational Processes

Foundations of Organizational Communication

Public Relations Management

Current Research Issues

Organizational Publics and Stakeholders

International Organizations and Public Relations

Research Capstone

Distance Education (Graduate)

Organizational Publics and Stakeholders

Public Relations Management

Spring 2001

Fulbright Scholar, Faculty of Political Science

**University of Sarajevo**, Bosnia-Herzegovina

Public Opinion

New Communication Technologies

Basis of Propaganda

Fall 1996 to Summer 1997

Assistant Professor, Department of Communication Studies

**University of North Carolina, Charlotte**  
Communication and Public Relations  
Public Relations Lab

Fall 1991 to Spring 1996  
Graduate Teaching Assistant, Department of Communication  
**Purdue University**, West Lafayette, Indiana  
Introduction to Public Relations  
Principles and Practices of Interviewing  
Introduction to Human Communication

**PUBLIC RELATIONS SERVICE**

2015	Consultant, Cleveland County Water and Environment Council
2014	Judge, Silver Anvil Awards
2013/14	Visiting Scholar, Queensland University of Technology
2013	Scholar in Residence, School of Journalism, Information and Communication Huazhong University of Science and Technology, China
2013	First Opponent, Public Relations Dissertation, NTND, Norway
2011	Judge, Zenith Awards National Undergraduate Competition
2011	Columnist, Institute for Public Relations Quarterly Newsletter
2010	Judge, Zenith Awards National Undergraduate Competition
2009	Facilitator, University of Oklahoma, PRSSA Mock Interviews
2009	Speaker, University of Oklahoma, PRSSA
2008	Judge, IABC Bronze Quill Awards (California Chapter)
2008	Speaker, University of Oklahoma, PRSSA
2008	Speaker, University of Oklahoma, Oklahoma Scholastic Media/OIPA
2007	Speaker, Western Michigan Public Relations Student Organization
2007	Supervisor, Pro Bono Service to Drive Safe Kalamazoo Campaign
2006	Speaker, Western Michigan Public Relations Student Organization

2003	Speaker, PRSSA Regional Conference
2002-2003	Advisor, PRSSA Department Publicity Agency
1997-2000	Faculty Advisor, Rutgers PRSSA Chapter 1999 Rutgers Community Service Award 1998 Rutgers Community Service Award 1998 Rutgers Most Improved Student Organization
1997	APR Mentor for Charlotte PRSA Chapter
1996-1997	UNCC Liaison to local Non-Profit Organizations
1993-1996	Women's Equity Action League (WEAL) Newsletter Editor
1993	Director of Public Relations-Purdue University Department of Bands

### **ACADEMIC SERVICE**

Spring 2015	Member, Scholarship Committee
Fall 2014	External Evaluator, Hong Kong City University MA Program
Fall 2014	Member Gaylord College, Committee A
Spring 2014	Member, Journalism Endowed Chair Search Committee
Fall 2013	External Reviewer, Promotion and Tenure, Various Universities
Fall 2013	External Reviewer, Promotion and Tenure, Various Universities
Spring 2013	Research Director, Public Relations Division, NCA
Spring 2013	Reviewer, Public Relations Division, NCA
Fall 2012	Roaming Scholar, National Communication Association
Spring 2012	Member Gaylord College, Committee A
Fall 2011	External Reviewer, Promotion and Tenure, Various Universities
Fall 2011	Reviewer, Public Relations Division, ICA
Fall 2011	Elected, Research Director, Public Relations Division, NCA
Spring 2011	Reviewer, Public Relations Division, AEJMC
Spring 2011	Reviewer, Public Relations Division, NCA
Spring 2011	Organizer, Graduate Student Practice Sessions for Conferences
Fall 2010	Reviewer, Public Relations Division, ICA
Summer 2010	Reviewer, Hong Kong Promotion Applications

Summer 2010	External Reviewer, Promotion and Tenure, Various Universities
Spring 2010	Organizer, Teaching Public Relations II Workshop
Fall 2009	Reviewer, City University of Hong Kong Grants Program
Fall 2009	Chair, Graduate Committee
Fall 2009	Reviewer, Public Relations Division, ICA
Fall 2009	External Reviewer, Promotion and Tenure, Various Universities
Fall 2009	Organizer, Teaching Public Relations I Workshop
Summer 2009	Member, ICA PR Division Review Committee on Journals
Fall 2008	Reviewer, Public Relations Division, ICA
Fall 2008	Member, University of Oklahoma Graduate Council
Fall 2008	External Reviewer, Promotion and Tenure, Various Universities
Spring 2008	Member, Gaylord Prize Selection Committee
Spring 2008	Reviewer, Public Relations Division, NCA
Spring 2008	Reviewer, Public Relations Division, AEJMC
Fall 2007	Discussant, Southwest Journalism & Mass Communication Conference
Fall 2007	Member, University of Oklahoma Graduate Council
Fall 2007	Member, Graduate Council Subcommittee on Programs
Fall 2007	Outside Member, Department of Communication Search Committee
Fall 2007	Member, Gaylord Graduate Committee
Fall 2007	Member, Gaylord Policy and Procedures Committee
Fall 2007	Member, Gaylord Advertising Search Committee
Fall 2007	Member, Gaylord Library Committee
Fall 2007	Member, National Communication Association Legislative Assembly
Fall 2007	Past Chair, Public Relations Division at NCA
Fall 2007	Chair, NCA PRIDE Committee (selects top article and book in PR)
Spring 2007	Reviewer, Public Relations Division, NCA
Spring 2007	Respondent, International Communication Association
Fall 2006	Member, Graduate Committee, WMU School of Communication
Fall 2006	Chair, Public Relations Division at NCA
Fall 2006	Member, Graduate Exams Committee, WMU School of Communication
Fall 2006	Reviewer, Public Relations Division, ICA



Spring 2006	Reviewer, Public Relations Division, NCA
Spring 2006	Respondent, International Communication Association
Fall 2005	Area Head, Human Communication, WMU School of Communication
Fall 2005	Member, Graduate Committee, WMU School of Communication
Fall 2005	Member, Graduate Exams Committee, WMU School of Communication
Spring 2005	Admissions Committee, SCILS PhD Program
Spring 2005	Program Planner, Public Relations Division, 2005 NCA, Boston
Spring 2005	Organizer, New Jersey Communication Association Conference
Fall 2004	Facilitator, Graduate Director Workshop on Mentoring Grad Students
Fall 2004	Presenter, Interviewing for a Ph.D. Position, SCILS Ph.D. Student Assoc.
Fall 2004	Coordinator, Italy Study Abroad Program, SCILS
Fall 2004	Advisor, SCILS MCIS Graduate Student Association
Fall 2004	Panel Chair, Top Paper Panel, Public Relations Division, NCA
Spring 2004	Judge, Department of Communication Public Speaking Contest
Spring 2004	Elected, First Vice President, New Jersey Communication Association
Spring 2004	Chair/Respondent New Jersey Communication Association
Fall 2003	Elected, Vice-Chair, Public Relations Division, NCA
Fall 2003	Member, SCILS Ph.D. Admissions Committee
Fall 2003	Workshop Facilitator, New Jersey PRSA Institute
Fall 2003	Discussant, Organizational Leadership Series
Summer 2003	Respondent, Top Student Panel, ICA Public Relations Div.
Spring 2003	Keynote Speaker, Kean University Lamda Pi Eta Induction
Spring 2003	Judge, Department of Communication Public Speaking Contest
Spring 2003	Reviewer, Public Relations Division, NCA
Fall 2002	Panel Chair, Public Relations Division Panel, NCA
Fall 2002	Reviewer, Public Relations Division, ICA
Summer 2002	Panel Chair, Public Relations Division Panel, ICA
Summer 2002	Fulbright Orientation Facilitator, Communication/Media Areas
Summer 2002	Fulbright Orientation Facilitator, Country Session-Bosnia
Spring 2002	Organizer, Dept. of Communication Public Speaking Contest
Spring 2002	Observer, Public Dialogue Consortium, Facilitating Dialogue

Spring 2002	Fulbright Selection Committee, Newly Independent States
Fall 2001	Elected, Public Relations Division Paper Reviewer, NCA
Summer 2001	Fulbright Orientation Facilitator, Communication and Media Areas
Summer 2001	Fulbright Orientation Facilitator, Country Session-Bosnia
Spring 2001	Thesis Mentor, Faculty of Political Science, Univ. of Sarajevo
Fall 2000	Discussant, SCILS Graduate School Informational Workshop
Fall 2000	Elected, Nominating Committee, NCA Public Relations Division
Fall 2000	Academic Advisor, The Humphrey International Fellows Program
Spring 2000	Organizer, Dept. of Communication Public Speaking Contest
Spring 2000	Panel Chair, Public Relations Division Panel, ICA
Fall 1999	Facilitator, NCA Public Relations Pedagogy Pre-Conference
Fall 1999	Secretary, ICA Public Relations Division
Fall 1999	Discussant, SCILS Graduate School Informational Workshop
Fall 1998	Discussant, SCILS Graduate School Informational Workshop
Fall 1998	Elected, PRIDE Review Committee, NCA
Fall 1998	Panel Chair, Public Relations Division, NCA
Spring 1998	Reviewer, Public Relations Division, NCA
Spring 1998	Reviewer, Graduate Student Division, AEJMC
Spring 1997	Panel Chair, Public Relations Division Panel, ICA

### ***EDITORIAL REVIEW BOARD MEMBERSHIP/GUEST REVIEWS***

#### **Standing Memberships**

1999 to present	Member, Editorial Review Board, <i>Public Relations Review</i>
2008 to present	Member, Editorial Review Board, <i>International Journal of Strategic Com.</i>
2007 to present	Member, Editorial Review Board, <i>Journal of Public Relations Research</i>
2004 to present	Member, Editorial Review Board, <i>Atlantic Journal of Communication</i>

#### **Ad Hoc Reviews (selected)**

2014	Guest Reviewer, Various National and International Journals
2013	Guest Reviewer, Various National and International Journals

2012	Guest Reviewer, Various National and International Journals
2011	Guest Reviewer, Various National and International Journals
2010	Guest Reviewer, <i>Southwest Journal of Journalism &amp; Mass Comm.</i>
2010	Guest Reviewer, <i>Journalism and Mass Communication Quarterly</i>
2010	Guest Reviewer, <i>Management Communication Quarterly</i>
2009	Guest Reviewer, <i>IT and People</i>
2009	Guest Reviewer, <i>Journalism and Mass Communication Quarterly</i>
2009	Guest Reviewer, <i>Prism</i>
2009	Guest Reviewer, <i>Communication Theory</i>
2009	Guest Reviewer, <i>Journal of Applied Com. Research</i>
2008	Guest Reviewer, <i>Journalism and Mass Communication Quarterly</i>
2008	Guest Reviewer, <i>Human Communication Research</i>
2007 to 2008	Member, Editorial Review Board, <i>Journal of Communication</i>
2007	Guest Reviewer, <i>Journal of Communication Inquiry</i>
2006	Guest Reviewer, <i>Western Communication Journal</i>
2006	Guest Reviewer, <i>Communication Theory</i>
2005 to 2008	Member, Editorial Review Board, <i>Journal of Applied Com. Research</i>
2005 to 2008	Member, Editorial Review Board, <i>Communication Yearbook 31 &amp; 32</i>
2005	Guest Reviewer, <i>Journal of Advertising</i>
2005	Guest Reviewer, <i>Critical Studies in Media Communication</i>
2004 to present	Bibliography Issue Editor, <i>Public Relations Review</i>
2004	Guest Reviewer, <i>Western Journal of Communication</i>
2003 to 2007	Member, Editorial Review Board, <i>Communication Studies</i>
2001	Guest Reviewer, <i>Information Systems Research</i>
2000	Guest Reviewer, <i>Journal of Applied Communication Research</i>

### **PROFESSIONAL MEMBERSHIPS**

2014 to present	Arthur W. Page Society
2007 to present	Association of Educators in Journalism & Mass Communication (AEJMC)
2003 to 2005	Eastern Communication Association (ECA)
2003 to 2006	New Jersey Communication Association (NJCA)
2001 to present	Fulbright Scholars Alumni Association

1997 to 1999	Public Relations Society of America (PRSA)
1995 to present	International Communication Association (ICA) (Life Member)
1994 to present	National Communication Association (NCA)