

## Curriculum Vitae

### Marsh, Charles W. (Jr.)

Oscar Stauffer Professor of Journalism and Mass Communications  
University of Kansas

#### EDUCATION

Ph. D. English Literature  
University of Kansas  
1985

M.A. English Literature  
University of Kansas  
1979

BA. English Literature  
University of Kansas  
1977

#### EMPLOYMENT HISTORY

Oscar Stauffer Professor of Journalism and Mass Communications  
William Allen White School of Journalism and Mass Communications  
University of Kansas  
2011- present

Associate Professor  
William Allen White School of Journalism and Mass Communications  
University of Kansas  
1995-2011

Assistant Professor  
William Allen White School of Journalism and Mass Communications  
University of Kansas  
1989-1995

Senior Editor  
Internal Publications  
J.C. Penney Company  
1987-1989

Editor  
*American Way Magazine*  
American Airlines  
1986-1987

Senior Editor  
*American Way Magazine*  
American Airlines  
1985-1986

## RESEARCH RECORD

### A. Research Publications and/or Creative Works

#### Scholarly Books

1. Marsh, Charles. (2018). *Public Relations, Cooperation and Justice: From Evolutionary Biology to Ethics*. Routledge. (Published April 2017)
2. Marsh, Charles. (2013). *Classical Rhetoric and Modern Public Relations: An Isocratean Model*. Routledge. (Published October 2012)

#### Journal Articles (Peer Reviewed)

1. Marsh, Charles. (2018). "Indirect Reciprocity and Reputation Management: Interdisciplinary Findings from Evolutionary Biology and Economics." *Public Relations Review*.
2. Marsh, Charles. (2015). "The Strange Case of the Goddess Peitho: Classical Antecedents of Public Relations' Ambivalence Toward Persuasion." *Journal of Public Relations Research*, 27: 229–243.
3. Marsh, Charles. (2014). "Public Relations as a Quest for Justice: Resource Dependency, Reputation, and the Philosophy of David Hume." *Journal of Mass Media Ethics*. Blind peer-reviewed article.
4. Marsh, Charles. (2013). "Social Harmony Paradigms and Natural Selection: Darwin, Kropotkin, and the Metatheory of Mutual Aid." *Journal of Public Relations Research*. Blind peer-reviewed article.
5. Marsh, Charles. (2012). "Converging on Harmony: Idealism, Evolution, and the Theory of Mutual Aid." *Public Relations Inquiry*. Blind peer-reviewed article.
6. Marsh, Charles. (2012). "A Legal Semiotics Framework for Exploring the Origins of Hermagorean Stasis." *International Journal for the Semiotics of Law*. Blind peer-reviewed article.
7. Marsh, Charles. (2010). "Millennia of Discord: The Controversial Educational Program of Isocrates." *Theory and Research in Education* 8(3). 1-15. Blind peer-reviewed article.
8. Marsh, Charles. (2010). "The *National Review* 'Fires' Christopher Buckley: Image Restoration and the Rhetoric of Severance and Restraint." *Public Relations Review* 36: 376-382. Blind peer-reviewed article.
9. Marsh, Charles. (2010). "Precepts of Reflective Public Relations: An Isocratean Model." *Journal of Public Relations Research* 22: 1-19. Blind peer-reviewed article.
10. Marsh, Charles. (2010). "Deeper than the Fictional Model: Structural Origins of Literary Journalism in Greek Mythology and Drama." *Journalism Studies* 11: 295-310. Blind peer-reviewed article.

11. Marsh, Charles. (2009). "The War Against the Moon': André Maurois' 1927 'Fantasy on the Coming Power of the Press.'" *Journalism and Mass Communication Quarterly* 86: 419-438. Blind peer-reviewed article.
12. Marsh, Charles. (2008). "Postmodernism, Symmetry, and Cash Value: An Isocratean Model for Practitioners." *Public Relations Review* 34: 237-243. Blind peer-reviewed article.
13. Marsh, Charles. (2007). "Aristotelian Causal Analysis and Creativity in Copywriting: Toward a Rapprochement Between Rhetoric and Advertising." *Written Communication* 24: 168-187. Blind peer-reviewed article.
14. Marsh, Charles. (2006). "Aristotelian Ethos and the New Orality: Implications for Media Literacy and Media Ethics." *Journal of Mass Media Ethics* 21: 338-352. Blind peer-reviewed article.
15. Marsh, Charles. (2006). "The Syllogism of Apologia: Rhetorical Stasis Theory and Crisis Communication." *Public Relations Review* 32: 41-46. Blind peer-reviewed article.
16. Marsh, Charles. (2003). "Antecedents of Two-Way Symmetry in Classical Greek Rhetoric: The Rhetoric of Isocrates." *Public Relations Review* 29: 351-367. Blind peer-reviewed article.
17. Marsh, Charles. (2001). "Public Relations Ethics: Contrasting Models from the Rhetorics of Plato, Aristotle, and Isocrates." *Journal of Mass Media Ethics* 16: 78 - 98. Blind peer-reviewed article.

#### **Journal Articles (Invited)**

1. Marsh, C. (2018). Reputation Marketing: Isocrates, Ethos, and Indirect Reciprocity. *Journal of Marketing Management*. (Requested for special issue on rhetoric and marketing.)
2. Marsh, C. (2014, December). PR's Rhetorical Inheritance. *Communication Director: Magazine for Corporate Communications and Public Relations*, 4, 48-51. Invited article.
3. Marsh, Charles. (1994). "Walking Monsters and Dusty Old Men." *Kansas English*, Fall. Invited article.

#### **Journal Articles Currently Under Review**

#### **Journal Articles in Progress**

1. Volek, Tom, & Marsh, Charles. "'Daddy, Let's Get Los Angeles!' Public Relations, Advertising, and the Social Adoption of Radio, 1922-1924."

#### **Textbooks**

1. Marsh, Charles; Guth, David; & Short, Bonnie. (2018). *Strategic Writing: Multimedia Writing for PR, Advertising and More*, 4th ed. (Routledge). Fifty percent authorship. 348 pages.

2. Guth, David; and Marsh, Charles. (2016). *Public Relations: A Values-Driven Approach*, 6th ed. (Pearson). Fifty percent authorship. 564 pages.
3. Marsh, Charles; Guth, David; & Short, Bonnie. (2012). *Strategic Writing: Multimedia Writing for PR, Advertising and More*, 3<sup>rd</sup> ed. (Allyn & Bacon). Fifty percent authorship. 264 pages.
4. Guth, David; and Marsh, Charles. (2012). *Public Relations: A Values-Driven Approach*, 5<sup>th</sup> ed. (Allyn & Bacon). Fifty percent authorship. 564 pages.
5. Marsh, Charles; Guth, David; & Short, Bonnie. (2009). *Strategic Writing: Multimedia Writing for PR, Advertising and More*, 2<sup>nd</sup> ed. (Allyn & Bacon). Fifty percent authorship. 264 pages.
6. Guth, David; and Marsh, Charles. (2009). *Public Relations: A Values-Driven Approach*, 4<sup>th</sup> ed. (Allyn & Bacon). Fifty percent authorship. 580 pages.
7. Guth, David; and Marsh, Charles. (2007). *Public Relations: A Values-Driven Approach, Cases Edition*. (Allyn & Bacon). Fifty percent authorship. 652 pages.
8. Guth, David; and Marsh, Charles. (2006). *Public Relations: A Values-Driven Approach*, 3<sup>rd</sup> ed. (Allyn & Bacon). Fifty percent authorship. 604 pages.
9. Guth, David; and Marsh, Charles. (2005). *Adventures in Public Relations: Case Studies and Critical Thinking* (Allyn & Bacon). Fifty percent authorship. 370 pages.
10. Marsh, Charles; Guth, David; & Short, Bonnie. (2005). *Strategic Writing: Multimedia Writing for PR, Advertising, Sales & Marketing and Business Communication*. (Allyn & Bacon). Fifty percent authorship. 266 pages.
11. Guth, David; and Marsh, Charles. (2003). *Public Relations: A Values-Driven Approach*, 2<sup>nd</sup> ed. (Allyn & Bacon). Fifty percent authorship. 600 pages.
12. Guth, David; and Marsh, Charles. (2000). *Public Relations: A Values-Driven Approach* (Allyn & Bacon). Fifty percent authorship. 588 pages.
13. Marsh, Charles. (1997). *A Quick and (not) Dirty Guide to Business Writing* (Prentice Hall, 1997). 170 pages.

### **Book Chapters**

1. Marsh, Charles. (2017). "Isocrates and the Rhetorical Creation of Europe: The Medium as Message." *Rhetoric in Europe: Philosophical Issues* (Saarland University/Frank & Timme). Invited book chapter.
2. Marsh, Charles. (2017). "Stasis Theory." *The Handbook of Organizational Rhetoric and Communication* (Wiley). Invited book chapter.
3. Marsh, Charles. (Accepted). "Philosopher-Knaves: PseudoPlatonic Rhetoric in Modern American Politics and an Isocratean Alternative," in *Addressing Matters in Context: The Art of Persuasion across Genres and Time Periods* (Brill), Pending. Invited book chapter.
4. Marsh, Charles. (2016). "Justice," in *The Sage Encyclopedia of Corporate Reputation* (Sage). 2016. Invited book chapter.

5. Marsh, Charles. (2009). "Public Relations Ethics," in *21st Century Communication* (Sage), pp. 715-723. Invited book chapter.
6. Marsh, Charles. (2009). "Socrates in Oread: A Dialogue on Responsible Scholarship," *Ethics in the University*: (University of Kansas), pp. 32-38. Invited book chapter.
7. Marsh, Charles. (2008). "Battle for the Soul of Ignorance: Rhetoric and Philosophy in Classical Athens," in *The Virtues of Ignorance: Complexity, Sustainability, and the Limits of Knowledge*, University Press of Kentucky, pp. 151-163. Invited book chapter.
8. Marsh, Charles. (1996). "Influencing History's First Draft: PR Newswire and the News Media," in *Media/Reader* (Wadsworth), ed. Shirley Biagi, pp. 223-226. Invited book chapter.
9. Marsh, Charles. (1994). "Veterinary Economics Magazine," in *The Trade Press in the United States* (Greenwood Press), ed. Kathleen Endres, pp. 426-435. Invited book chapter.

### **Book Reviews**

1. Marsh, Charles. (2013). "Public Relations and Nation Building: Influencing Israel" (book review). *Journal of Communication Management*.
2. Marsh, Charles. (1998). "William Lindsay White: In the Shadow of His Father" (book review). *Journalism History* 24: 84-85.

### **Professional Publications**

1. Marsh, Charles. (2008). "Preserving Agricultural Land Is Pro-Business," opinion column, *Lawrence Journal-World*, August 16, 2008, p. A7. Submitted on speculation.
2. Marsh, Charles. (1995). "Mail Call: Offsetting Postage Increases Is a Company Priority." *JCPenney Management Report*, an international newsletter for JCPenney management staff. Freelance article. Invited.
3. Marsh, Charles. (1995). "The Blazer Boys in Bishkek." *Kansas Alumni* magazine, Aug.-Sept. Freelance article. Invited
4. Marsh, Charles. (1994). "And to Think That I Saw It on Massachusetts Street." *Kansas Alumni* magazine, Aug.-Sept. Freelance article. Invited.
5. Marsh, Charles. (1994). "What's a Word Worth." *Explore* magazine, Office of Research, Graduate Studies and Public Service, University of Kansas, Winter. Invited.
6. Marsh, Charles. (1994). "Careers in Motion." *JCPenney Management Report*. Freelance article. Invited.
7. Marsh, Charles. (1994). "Positively POS." *JCPenney Management Report*. Freelance article. Invited.
8. Marsh, Charles. (1993). "Drawn to Drew." *Kansas Alumni* magazine, Aug.-Sept. Freelance article. Invited.
9. Marsh, Charles. (1993). "Private Party," *JCPenney Today*, the international magazine for JCPenney employees. Freelance article. Invited.

10. Marsh, Charles. (1993). "Fire and Nice." *JCPenney Today*. Freelance article. Invited.
11. Marsh, Charles. (1993). "The James Cash Penney Awards." *JCPenney Today*. Freelance article. Invited.
12. *Checkerboard World* magazine, the flagship publication of Ralston Purina International (1992, Vol. 1, No. 2). *Checkerboard World* had a circulation of 12,000 (mostly overseas labor force), was published in six languages (English, Spanish, French, Portuguese, Korean and Italian) and was distributed to 20 nations. Wrote all eight articles in this 32-page issue: "A World of Competition," "The Heart of Monjos," "Ways to Create the Purina Difference," "Portrait of a Competitor," "Checkerboard Champions," "Four From Japan," "Angelo and Gisele" and "Playing to Win." Freelance articles. Invited.
13. Marsh, Charles. (1992). "Fly Too Close to the Sun: And 11 Other Guidelines for Writing Hot Magazine Features." *Communication World* magazine, Sept. Freelance article. Submitted on speculation.
14. Marsh, Charles. (1992). "News Notes." *JCPenney Management Report*. Freelance article. Invited.
15. Marsh, Charles. (1992). "Lessons in Leadership." *JCPenney Management Report*. Freelance article. Invited.
16. Marsh, Charles. (1992). "Myth Information: The JCPenney Auditing Division." *JCPenney Management Report*. Freelance article. Invited.
17. Marsh, Charles. (1992). "Dressed for the West." *JCPenney Today*. Freelance article. Invited.
18. Marsh, Charles. (1992). "BarneyMania!" *JCPenney Today*. Freelance article. Invited.
19. Marsh, Charles. (1992). "Take Five," JCPenney Catalog advertisement. Freelance assignment. Invited.
20. Marsh, Charles. (1992). "Who Needs Elves?" JCPenney Catalog advertisement. Freelance assignment. Invited.
21. *Checkerboard World* magazine, the flagship publication of Ralston Purina International (1991, Vol. 1, No. 1). *Checkerboard World* had a circulation of 12,000 (mostly overseas labor force), was published in six languages (English, Spanish, French, Portuguese, Korean and Italian) and was distributed to 20 nations. Wrote all seven articles in this 32 page issue: "The Story of Our Lives," "Don't Abandon Pets," "Faster and Better," "Juan," "A World of Growth," "Satisfying Every Need" and "Making Sales, Making Friends." Freelance articles. Invited.
22. Marsh, Charles. (1990). "Stan Hyde: Active in Retirement." *HCSC Partners*, the magazine of retired JCPenney managers. Freelance assignment. Invited.
23. Marsh, Charles. (1990). "Lessons in Love." *JCPenney Today*. Freelance assignment. Invited.
24. Marsh, Charles. (1990). "The Fabric of Life." *JCPenney Today*. Freelance assignment. Invited.
25. Marsh, Charles. (1990). "Laughing All the Way" *JCPenney Today*. Freelance article. Invited.

26. Marsh, Charles. (1990). "College Costs: Cause for ConSern." *JCPenney Today*. Freelance article. Invited.
27. Marsh, Charles. (1990). Three 2 1/2-page news releases for "Spirit of the American Woman," a national JCPenney in-store promotion. Freelance assignment. Invited.
28. Marsh, Charles. (1990). "Opportunities in Special Segment Marketing," a four-page marketing booklet for JCPenney store managers. Freelance assignment. Invited.

## **B. Scholarly Presentations**

### **Major Presentations (Blind Peer Reviewed)**

1. Marsh, Charles. (2018). "Neuroscientific Understandings of Indirect Reciprocity: Implications for Reputation Management in Public Relations." Eighth Annual Barcelona International Critical PR Conference (BCN8), Barcelona, Spain.
2. Marsh, Charles. (2017). "Economics and Indirect Reciprocity: Applications to Public Relations." Seventh Annual Barcelona International Critical PR Conference (BCN7), Barcelona, Spain.
3. Marsh, Charles. (2017, July 1). *Indirect Reciprocity and CSR: Importing Theory from Evolutionary Biology*. BledCom 2017, Lake Bled, Slovenia.
4. Volek, Tom, & Marsh, Charles. (2016). "'Daddy, Let's Get Los Angeles!' Public Relations, Advertising, and the Social Adoption of Radio, 1922-1924." International History of Public Relations Conference, Bournemouth, UK. Second author.
5. Marsh, Charles. (2015). "Game Theory Innovations and the Fully Functioning Society." International Public Relations Conference 5. Barcelona, Spain.
6. Marsh, Charles. (2015) "Philosopher-Knaves: PseudoPlatonic Rhetoric in Modern American politics and an Isocratean Alternative. Classical Association Annual Conference, Bristol, UK.
7. Marsh, Charles. (2014). "The Strange Case of the Goddess Peitho: Classical Antecedents of Public Relations' Ambivalence Toward Persuasion." International History of Public Relations Conference, Bournemouth, UK.
8. Marsh, Charles. (2014). "The Re-Emergence of Classical Stasis for Analysis and Execution of Apologias: A Review and Application." International Communication Association Annual Conference, Seattle.
9. Marsh, Charles. (2013). "Isocrates and the Rhetorical Creation of Europe: The Inherency of Transnational Texts." International Rhetoric in Europe Conference, Saarbrücken, Germany.
10. Marsh, Charles. (2013). "Public Relations as a Quest for Justice: Resource Dependency Theory and the Philosophy of David Hume." International Communication Association Annual Conference. London.

11. Marsh, Charles. (2012). "A Rhetorical Framework for Strategic Participation in Social Media: The Concepts of Presence and Intertextual Enthymemes." International Conference on Social Experiences. Barcelona.
12. Marsh, Charles. (2012). "*Peitho*: An Isocratean Model of Persuasion for Public Relations." International Communication Association Annual Conference. Phoenix.
13. Marsh, Charles. (2011). "Social Harmony Paradigms and Natural Selection: Darwin, Kropotkin, and the Metatheory of Mutual Aid." International Communication Association Annual Conference, Boston.
14. Marsh, Charles. (2011). "Inter-Government Competition as a Threat to Public Relations: Peter Kropotkin, Mutual Aid, and Anarchism." Congress of International Public Relations, Barcelona.
15. Marsh, Charles. (2010). "Antecedents of Public Relations Planning and New Media Tactics in the Rhetoric of Isocrates." International Communication Association Annual Conference, Singapore.
16. Marsh, Charles. (2008). "Isocrates' Concentric Ethics: From the Personal to the Global." Rhetoric Society of American 13th Biennial Conference, Seattle.
17. Marsh, Charles. (2007). "Infusing Two-Way Symmetry with Postmodern Values: Isocratean Rhetoric and Public Relations Dominant Theoretical Paradigm." AEJMC National Conference, Washington, D.C.
18. Marsh, Charles. (2007). "*Episteme* and *Doxa*: The Battle of Religion, Philosophy and Rhetoric in the Works of Plato and Isocrates." (Accepted – unable to deliver because of scheduling conflict) International Society for the History of Rhetoric Biennial Conference, Strasbourg, France.
19. Marsh, Charles. (2005). "Stasis and the Enthymeme: A New 'Reading' of Hermagoras." International Society for the History of Rhetoric Biennial Conference, Los Angeles.
20. Marsh, Charles. (2005). "The Syllogism of Apologia: Rhetorical Stasis Theory and Crisis Communication." AEJMC National Conference, San Antonio.
21. Marsh, Charles. (2004). "Plato's Worst Nightmare: Impact of the New Orality on Media Literacy and Ethos." AEJMC National Conference, Toronto.
22. Marsh, Charles. (2004). "Ethos and the Alphabet: Orality, Literacy and Ethos in the Rhetorics of Aristotle and Isocrates." Classical Association Annual Conference, University of Leeds, United Kingdom.
23. Marsh, Charles. (2003). "Deeper Than the Fictional Model: Structural Origins of Literary Journalism in Greek Tragedy and Aristotle's *Poetics*." AEJMC National Conference, Kansas City.
24. Marsh, Charles. (2003). "Creativity, Associative Ability and Aristotle's Four Causes: A Structured Approach to Product Analysis for Advertising Copywriting." AEJMC Southeast Colloquium, Little Rock, Ark.



25. Marsh, Charles. (2000). "Moral Boundaries for Public Relations: Contrasting Models from the Rhetorics of Plato, Aristotle, and Isocrates." Twisted Words/Straight Talk: The Ethics of Persuasion in the Open Marketplace. Conference sponsored by *Journal of Mass Media Ethics* and Brigham Young University, Salt Lake City.
26. Marsh, Charles. (1994). "Influencing History's First Draft: Forty Years of PR Newswire," American Journalism Historians Association national convention, Roanoke, Va.
27. Marsh, Charles; and Bass, Sharon. (1993). "Rogues' Gallery: Nancy Drew and Female Detectives," Nancy Drew Conference, University of Iowa, Iowa City. Fifty percent authorship.

### **Minor Presentations (Invited and Professional)**

1. Marsh, Charles. (2017 – October). Message Development. Advanced Leadership Seminar, sponsored by KU's Center for Business, Industry and National Security for military officers and corporate officials.
2. Marsh, Charles. (2017 – August). Message Development. Advanced Leadership Seminar, sponsored by KU's Center for Business, Industry and National Security for military officers and corporate officials.
3. Marsh, Charles. (2016). Keynote Address: "The New Role of Communicators: From Content Diffusers to Promoters of Culture." Tenth Annual Professional Seminar for Church Communications Officers: Participation and Sharing: Managing Church Communication in a Digital Environment. Rome, Italy. April 26-28, 2016. Invited.
4. Marsh, Charles. (2016). Presented three sections (Issue Identification & Message Planning; Persuasive Communication; and Crisis Response Models) for military officers and corporate officials participating in the Army/KU School of Business Strategic Broadening Program. Led message planning session and designed/led crisis-communication planning exercise.
5. Marsh, Charles. (2016). Presented three sections (Issue Identification & Message Planning; Persuasive Communication; and Crisis Response Models) for military officers and corporate officials participating in the Army/KU School of Business Strategic Broadening Program. Led message planning session and designed/led crisis-communication planning exercise.
6. Marsh, Charles. (2007). "Communicating Outside the Box: Social Media." Kansas School Public Relations Association Annual Conference, Lawrence. Invited.
7. Marsh, Charles. (2007). Panelist, "What Makes Religion Newsworthy: The Walter Pope Binn Lectures." William Jewell College, Liberty, Mo. Thirty percent participation.
8. Marsh, Charles. (2006). "Persuasion: Theory and Practice." Barkley Evergreen & Partners, Kansas City.
9. Marsh, Charles. (2005). "Origins of Stasis in the Enthymeme." Before 1500 Seminar, KU Hall Center for the Humanities. Lawrence.

10. Marsh, Charles. (2004). "Battle for the Soul of Ignorance: Rhetoric and Philosophy in Classical Athens." Clarkson University/Land Institute Conference on the Need for an Ignorance-Based Worldview, Matfield Green, Kan.
11. Marsh, Charles. (2004) "Advanced Public Relations Writing." Barkley Evergreen & Partners, Kansas City.
12. Marsh, Charles. (2003). Panelist. "Today's Ethics Training for Tomorrow's Practitioners." AEJMC National Conference, Kansas City. Fifty percent participation.
13. Marsh, Charles. (2002). "Advanced Public Relations Writing." Missouri Association of Hospitals/Public Relations and Marketing. Branson, Mo.
14. Marsh, Charles. (2001). "Making Good Writing Great." Kansas City Health Care Communicators Society. Kansas City.
15. Marsh, Charles. (2001). "Writing Effective News Releases," Tnemec Inc., Kansas City.
16. Marsh, Charles. (2000). "Brand Identity and Marketing in Architecture." University of Kansas School of Architecture and Urban Design Contemporary Practice Symposium, Kansas City.
17. Marsh, Charles. (2000). "New Research in Communications Channels." Ninth Annual Women's Business Conference, Topeka.
18. Marsh, Charles. (1999). "Business to Business Marketing: What the Research Says." Greater Kansas City Business Marketing Association, Kansas City.
19. Marsh, Charles. (1999). "The Strategies and Tactics of Ethical Persuasion." Retirement Management Corporation national meeting, Kansas City.
20. Marsh, Charles. (1999). "Successful Employee Communication: Why? When? How?" University of Kansas School of Architecture and Urban Design Contemporary Issues in Architectural Management Seminar Series, Kansas City.
21. Marsh, Charles. (1998). Fortieth Anniversary Colloquium, School of Journalism, University of Costa Rica, San José, Costa Rica. "Starting a Public Relations Agency" and "Current Issues in Magazine Publishing" (100 percent). Served as panelist in "New Trends in Journalism and Mass Communications" (20 percent).
22. Marsh, Charles. (1997). "Creating and Fine-Tuning a Newsletter." 52nd Annual Meeting of the Midwestern Legislative Conference. Kansas City.
23. Marsh, Charles. (1996). "Better Business Writing." Fifth Annual Women's Business Conference, Topeka.
24. Marsh, Charles. (1996). Sidney F. Harris Press Education Seminars, a series of coaching sessions with writers and editors at four newspapers throughout Kansas. Newspapers visited were in Winfield, Wellington, Augusta, and Derby.
25. Marsh, Charles. (1996). "Writing for Employee Newsletters." GE Capital, Kansas City, Kan.
26. Marsh, Charles. (1995). "Critique of Individual Newspaper Headlines." Kansas Press Association annual conference, Overland Park, Kan. Evaluated headlines for the Ottawa Times, the El Dorado Times, the Bird City Times, the Oberlin Herald, Wyandotte West and the St. Francis Herald.

27. Marsh, Charles. (1995). "Two-Day Workshop on Managing the Media," American Management Association, Cincinnati.
28. Marsh, Charles. (1995). "Two-Day Workshop on Managing the Media," American Management Association, Cleveland.
29. Marsh, Charles. (1995). "Two-Day Workshop on Managing the Media," American Management Association, St. Louis.
30. Marsh, Charles. (1995). Sidney F. Harris Press Education Seminar, Wyandotte West newspaper.
31. Marsh, Charles. (1995). Panelist. "The State of Kyrgyz Journalism," University of Kansas Center for International Studies and Programs, Lawrence (30 percent).
32. Marsh, Charles. (1995). Kyrgyz Technical University, Bishkek, Kyrgyzstan. Led sessions on "Communications Ethics"; "Hiring and Training Communications Employees"; "Identifying and Serving Markets"; "The News Media and Self-Regulation"; "Public Relations" (100 percent).
33. Marsh, Charles. (1994). Sidney F. Harris Press Education Seminars, a series of coaching sessions with writers and editors at 11 newspapers throughout Kansas. Seminars varied from half-day to full-day. Newspapers visited were in Liberal, Dodge City, Newton, Salina, Garden City, Great Bend, Marysville, Iola, Emporia, Abilene, and Manhattan.
34. Marsh, Charles. (1994). "Writing News Releases That the Media Will Use." Coalition for Positive Family Relationships. Kansas City.
35. Marsh, Charles. (1993). "Professional Development Seminar." International Association of Business Communicators, Topeka chapter. Led sections on ethics, documenting success and issues management (100 percent).
36. Marsh, Charles. (1993). "Newsletter Feature Writing." Goodyear corporate communications staff, Topeka.
37. Marsh, Charles. (1993). "Professional Development Seminar." Kansas Communication Connection, the northeast Kansas chapter of the Kansas Schools Public Relations Association, Kansas City (50 percent).
38. Marsh, Charles. (1993). "Effective Business Letter Writing." Northwestern Mutual Life regional headquarters, Overland Park.
39. Marsh, Charles. (1991). "Corporate Magazine Feature Writing." JCPenney corporate headquarters, Dallas.
40. Marsh, Charles. (1991). "Working With the Media." Kansas Bureau of Traffic Engineering, Kansas City.
41. Marsh, Charles. (1990). "Working With the Media." Kansas City Clerks, Lawrence.
42. Marsh, Charles. (1989). "Writing News Releases That the Media Will Use." University of Kansas Council on Public Relations, Lawrence.
43. Marsh, Charles. (1989). "Aristotle Inc.: Classical Rhetoric and Public Relations." International Association of Business Communicators, Topeka chapter.

## C. Grants and/or other Funded Projects

### Internal Funding

- 2016 University of Kansas Research Sabbatical, one semester's salary. Proposal writer and recipient. Completed (Spring 2016).
- 2013 International Travel Fund, KU International Programs, \$1,000. Proposal writer and grant recipient. Completed (Summer 2013).
- 2010 Documenting Learning Success Grant, Center for Teaching Excellence, University of Kansas, \$1,200. Proposal writer. Completed (Spring 2010).
- 2010 International Travel Fund, KU International Programs, \$800. Proposal writer and grant recipient. Completed (Summer 2010).
- 2008 General Research Fund, University of Kansas, \$5,000. Proposal writer and grant recipient. Completed (Fall 2008).
- 2008 University of Kansas Research and Graduate Studies Initiative on Responsible Scholarship, directed by Joshua Rosenbloom, associate vice provost for Research and Graduate Studies, \$750. Competitive application process. Proposal writer and grant recipient. Completed (Fall 2008 - Spring 2010).
- 2007 International Travel Fund, KU International Programs, \$800. Proposal writer and grant recipient. Granted but declined – received past conference deadline.
- 2006 University of Kansas Research Sabbatical, one semester's salary. Proposal writer and recipient. Completed (Fall 2006).
- 2004 International Travel Fund, KU International Programs, \$800. Proposal writer and grant recipient. Completed (Summer 2004).
- 2002 School of Journalism Research Grant, \$4,500. Proposal writer and grant recipient. Completed (Summer 2002).
- 1999 School of Journalism Research Grant, \$4,500. Completed (Summer 1999).
- 1996 Faculty Development Award for study of classical rhetoric and modern public relations, \$2,500. Completed (Summer 1996).
- 1996 Sidney F. Harris Press Education Grant to coach writers at eight newspapers throughout Kansas, \$4,000. Completed (Summer 1996).

## D. Honors and Awards for Research/Creative Activity

- 2013 Recipient, Katich Creativity Award
- 2011 Recipient, Keeler Intra-University Professorship. (Grant to enroll in Greek language courses and teach one course in KU Classics Department, Fall 2011.)
- 2010 Appointment to Scholars Program, Association for Education in Journalism and Mass Communication (panel to select research-grant recipients). One of six professors in nation named to panel.
- 2005 Third Place Faculty Research Paper, Public Relations Division, AEJMC National Conference
- 2003 Second Place Faculty Research Paper, Magazine Division, AEJMC National Conference
- 2003 First Place Faculty Paper, Open Division, AEJMC Southeast Colloquium
- 2000 First Place Research Paper, Twisted Words/Straight Talk: The Ethics of Persuasion in the Open Marketplace. Conference sponsored by *Journal of Mass Media Ethics* and Brigham Young University.
- 1995 Award of Excellence for "Drawn to Drew" in *Kansas Alumni* magazine. Award from Council for Advancement and Support of Education, District VI.

## TEACHING RECORD (University of Kansas)

### A. List of Courses Taught

Course Number & Title		Sem/Year	# Enrolled
Jour 520	Business Writing	Spring 1995	18
Jour 220	Principles of PR	Spring 1995	68
Jour 220	Principles of PR	Summer 1995	7
Jour 520	Business Writing	Fall 1995	16
Jour 520	Business Writing	Fall 1995	19
Jour 451	Editing I	Fall 1995	18
Jour 451	Editing I	Spring 1996	17
Jour 520	Business Writing	Spring 1996	16
Jour 623	Mag. Article Writing	Spring 1996	6
Jour 451	Editing I	Summer 1996	14
Jour 811	Public Relations Seminar	Fall 1996	11
Jour 451	Editing I	Fall 1996	16
Jour 451	Editing I	Fall 1996	10
Jour 520	Business Writing	Spring 1997	20
Jour 520	Business Writing	Spring 1997	17
Jour 220	Principles of PR	Spring 1997	96
Jour 520	Business Writing	Summer 1997	7
Jour 451	Editing I	Fall 1997	18
Jour 520	Business Writing	Fall 1997	20
Jour 520	Business Writing	Fall 1997	18
Jour 220	Principles of PR	Spring 1998	63
Jour 451	Editing I	Spring 1998	18
Jour 520	Business Writing	Spring 1998	20
Jour 451	Editing I	Summer 1998	10
Jour 451	Editing I	Fall 1998	20
Jour 520	Business Writing	Fall 1998	21
Jour 605	Ethics and the Media	Fall 1998	12
Jour 451	Editing I	Spring 1999	19
Jour 220	Principles of PR	Spring 1999	103
Jour 520	Business Writing	Spring 1999	20
Jour 827	Marketing Ethics	Summer 1999	12
Jour 451	Editing I	Fall 1999	20
Jour 520	Business Writing	Fall 1999	21
Jour 620	Strategic Campaigns	Fall 1999	28
Jour 220	Principles of PR	Spring 2000	110
Jour 451	Editing I	Spring 2000	20
Jour 520	Business Writing	Spring 2000	20
Jour 827	Marketing Ethics	Summer 2000	19
Jour 433	Strategic Communications	Fall 2000	103
Jour 435	Message Development	Fall 2000	23
Jour 435 (Italy)	Msg. Devpt.	Spring 2001	16
Jour 608 (Italy)	Ethics & Media	Spring 2001	14
Jour 435	Message Development	Summer 2001	19
Jour 101	Media and Society	Fall 2001	326

Jour 433	Strategic Communications	Fall 2001	169
Jour 435	Message Development	Fall 2001	18
Jour 435	Message Development	Spring 2002	19
Jour 435	Message Development	Spring 2002	18
Jour 827	Marketing Ethics	Summer 2002	19
Jour 435	Message Development	Summer 2002	21
Jour 101	Media and Society	Fall 2002	323
Jour 435	Message Development	Fall 2002	18
Jour 101	Media and Society	Spring 2003	310
Jour 435	Message Development	Spring 2003	18
Jour 608	Ethics and the Media	Summer 2003	46
Jour 101	Media and Society	Fall 2003	405
Jour 435	Message Development	Fall 2003	20
Jour 523	Principles of PR	Spring 2004	68
Jour 608	Ethics and the Media	Spring 2004	90
Jour 435	Message Development	Fall 2004	20
Jour 523	Principles of PR	Fall 2004	63
Jour 435	Message Development	Spring 2005	16
Jour 433	Strategic Communications	Spring 2005	87
Jour 608	Ethics and the Media	Spring 2005	45
Jour 827	Marketing Ethics	Summer 2005	10
Jour 101	Media and Society	Fall 2005	468
Jour 435	Message Development	Fall 2005	16
Jour 101	Media and Society	Spring 2006	348
Jour 435	Message Development	Spring 2006	16
Jour 435	Message Development	Summer 2006	16
<b>Sabbatical</b>		<b>Fall 2006</b>	--
Jour 101	Media and Society	Spring 2007	313
Jour 523	Principles of PR	Spring 2007	40
Jour 608	Ethics and the Media	Summer 2007	28
Jour 435	Message Development	Fall 2007	16
Jour 608	Ethics and the Media	Fall 2007	30
Jour 101	Media and Society	Spring 2008	261
Jour 827	Marketing Ethics	Spring 2008	13
Jour 608	Ethics and the Media	Summer 2008	31
Jour 435	Message Development	Fall 2008	16
Jour 523	Principles of PR	Fall 2008	94
Jour 002	Grammar & Usage	Spring 2009	29
Jour 101	Media and Society	Spring 2009	150
Jour 435	Message Development	Summer 2009	17
Jour 827	Marketing Ethics	Fall 2009	12
Jour 002	Grammar & Usage	Fall 2009	32
Jour 101	Media and Society	Fall 2009	362
Jour 523	Principles of PR	Spring 2010	69
Jour 002	Grammar & Usage	Spring 2010	28
Jour 435	Message Development	Summer 2010	17
Jour 002	Grammar & Usage	Fall 2010	38
Jour 608	Ethics and the Media	Fall 2010	31
Jour 101	Media and Society	Spring 2011	223

Jour 827	Marketing Ethics	Spring 2011	15
<b>Keeler Professorship (Teaching release)</b>		<b>Fall 2011</b>	
Jour 101	Media and Society	Spring 2012	222
Jour 002	Grammar and Usage	Spring 2012	40
Jour 002	Grammar and Usage	Spring 2012	36
Jour 608	Ethics and the Media	Summer 2012	34
Jour 002	Grammar and Usage	Fall 2012	55
Jour 002	Grammar and Usage	Fall 2012	25
Jour 499	Honors Research Essay	Fall 2012	1
Reduced teaching load (Fall 2012) to serve as chair, University Core Curriculum Committee			
Jour 101	Media and Society	Spring 2013	201
Reduced teaching load (Spring 2013) to serve as chair, University Core Curriculum Committee			
Jour 560	Message Development	Summer 2013	8
Jour 002	Grammar and Usage	Fall 2013	37
Jour 002	Grammar and Usage	Fall 2013	9
Jour 840	Seminar in Ethics	Fall 2013	4
Jour 101	Media and Society	Spring 2014	201
Jour 608	Ethics & Prof. Practice	Spring 2014	31
Jour 308	Ethics in a Wired World	Fall 2014	30
Jour 827	Marketing Ethics	Fall 2014	4
Jour 101	Media and Society	Spring 2015	235
Jour 308	Ethics in a Wired World	Spring 2015	71
Jour 308	Ethics in a Wired World	Fall 2015	100
<b>Sabbatical</b>		<b>Spring 2016</b>	
Jour 560	Message Development	Fall 2016	18
Jour 820	Marketing Fundamentals	Fall 2016	13
Jour 308	Ethics in a Wired World	Spring 2017	124
Jour 608	Ethics & Prof. Practice	Spring 2017	30
Jour 560	Message Development	Fall 2017	16
Jour 827	Marketing Ethics	Fall 2017	7
Jour 308	Ethics in a Wired World	Spring 2018	126
Jour 560	Message Development	Spring 2018	15

## B. Undergraduate Advising Record

In the School of Journalism and Mass Communications, our Undergraduate Advising and Enrollment Center supervises undergraduate enrollment advising. Each semester, however, our School's Office of Recruitment and Retention sends me of a list of 40-45 undergraduate advisees. My role is to advise those students about career options, workplace cultures, and particular electives. I send those students an e-mail, introducing myself and inviting them to visit, phone, or write to discuss those matters.

## C. Graduate and Postgraduate Advising Record

### Committee Chair: Doctoral

2017 Matt Tidwell

### **Committee Chair: Master's (Since 2000)**

- 2015 Tim Luisi
- 2014 Matt Johnson
- 2013 Emily Alley
- 2012 Alok Gupta
- 2011 Matt Franzblau
- 2008 Uyanga Bazaa
- 2006 Nadine Billgen
- 2006 Kristy Croom
- 2005 Mark Ballesteros
- 2004 Tony Esparza

### **Other Graduate Committee Service:**

Since promotion to associate professor, I have served as a dissertation committee member for six students from other units within the university.

#### Doctoral committees

- 2017 Laveda Peterlin, Journalism and Mass Communications
- 2016 Kristen Grimmer, Journalism and Mass Communications
- 2016 Goran Sabah Ghafour, Journalism and Mass Communications
- 2015 Nathaniel Rodriguez, Journalism and Mass Communications
- 2014 McKay Stangler, Department of Communication Studies
- 2009 Samantha Bass, Department of English
- 2007 Tom Veale, Department of English
- 2006 Leslie Blood, School of Education
- 2001 Angela Jones, Department of English.
- 1999 Elizabeth Borczon, Department of English

### **D. Honors and Awards for Teaching**

- 2011 Named Oscar Stauffer Professor of Journalism and Mass Communications, University of Kansas
- 2010 National finalist (one of four), Scripps Howard/AEJMC Journalism Teacher of the Year Award
- 2006 Award for teaching excellence, University of Kansas Panhellenic Association and Interfraternity Council
- 2005 HOPE Award (Honor for Outstanding Progressive Educator) from University of Kansas senior class
- 2005 Kemper Fellowship for Teaching Excellence
- 2002 Award for Teaching Excellence, Center for Teaching Excellence
- 2001 Outstanding Professor, Consortium International University, Paderno del Grappa, Italy
- 1999 Named William Allen White Foundation Professor by School of Journalism
- 1999 KU Golden Key National Honor Society Outstanding Professor. One of four professors honored for excellence in teaching, advising, and service
- 1993 Calder M. Pickett Teaching Development Award (School of Journalism award) for new redesign of Douglas County Senior Services newsletter
- 1993 Calder M. Pickett Teaching Development Award (School of Journalism award) for the AEJMC newsletter and media center
- 1992 Calder M. Pickett Teaching Development Award (School of Journalism award) for the student-produced media kit for KJHK's international Columbus Day broadcast
- 1991 Calder M. Pickett Teaching Development Award (School of Journalism award) for the redesigned Douglas County Senior Services newsletter



## SERVICE RECORD

### A. University of Kansas Service

#### School Service

- 2017-18 Co-chair of three search committees: Assistant Professor (News & Info); Professor of the Practice (News & Info); Professor of the Practice (Strategic Communication)
- 2016 Member, search committee, Asst. Prof. Hyejin Bang
- 2015 Chair, Five-Year Evaluation Committee for Dean Ann Brill
- 2013-2014 Member, search committee, StratCom asst. prof (Erba)
- 2013-2014 Member, search committee, open position (Belmas)
- 2012-present Chair, Promotion and Tenure Committee
- 2012-present Chair, Mentor Committee, Asst. Prof. Hyunjin Seo
- 2012-present Chair, Sabbatical Leaves Committee
- 2012 Member, search committee, assistant professor positions
- 2012 Moderator, J-School Generations session
- 2011 Chair, School Strategic Plan process
- 2011 Chair, P&T research assessment committee, Asst. Prof. Mugur Geana
- 2011 Co-adviser, Kim Scherman's Undergraduate Research Award
- 2010 Chair, P&T research assessment committee, Asst. Prof. Scott Reinardy
- 2010 Member, Task Force to develop content of new first-level writing program
- 2010 Assumed teaching of colleague's Jour 523 course (Oct. 11-Dec. 13); voluntary overload
- 2010 Member, search committee, assistant professor position
- 2009 Member, search committee, Stauffer Professorship
- 2009 Chair, P&T research assessment committee, Asst. Prof. Doug Ward
- 2008 Chair, P&T research assessment committee, Assoc. Prof. Tien Lee
- 2008 Member, tenure mentor committee, Asst. Prof. Barbara Barnett
- 2008 Member, tenure mentor committee, Asst. Prof. Crystal Lumpkins
- 2007-2009 Strategic Communication subcommittee on Jour 433: Strategic Communication content
- 2006-present Member, Bremner Editing Center Committee
- 2006-2009, AEJMC Assessment/Reaccreditation Committee
- 2006 Taught final month of Jour 608 for Professor Swain, who left on maternity leave
- 2004-2005 Member, Graduate Committee
- 2004-2009 Member, tenure mentor committee, Asst. Prof. Doug Ward
- 2004-2006 Member, tenure mentor committee, Asst. Prof. Kristie Swain
- 2004-2005 Mentor to five Journalism Multicultural Scholars
- 2004 Member, Dean's Search Committee
- 2003 Member, Dean's Search Committee
- 2003-2004 Chair, Promotion and Tenure Committee
- 2002-2004 Director, Multicultural Journalism Scholars Program
- 2002-2003 Member, *University Daily Kansan* Futures Committee
- 2002-2010 Member, School Admissions Committee
- 2002 Chair, P&T research assessment committee, Asst. Prof. Shannon Campbell
- 2001- 2002 Member, Communications Committee
- 2001 - 2005 Member, Board of Directors, *University Daily Kansan*
- 2000-2002 Member, Italy Campus Selection Committee
- 2000 Member, School Curriculum Committee
- 2000 Chair, ad hoc committees to design Message Development and Strategic Communications courses
- 1999 Member, Tenure-Track Faculty Evaluation Committee.
- 1999 - 2009 Acquisitions manager, School Reading Room.
- 1999 Member, Curriculum Committee.

- 1998-1999 Member, School Committee.
- 1998-1999 Member, ad hoc committee on new Research and Writing course.
- 1998-2003 Member, P&T Subcommittee on pre-tenure evaluations.
- 1998 Copy editor, first edition of *J-School Links*, a newsletter for donors and other friends of the School.
- 1998 Copy editor, new placement center brochure
- 1997 Supervised tenure process for Assistant Professor Linda Davis
- 1997 Discussion leader/tour leader for "The First Amendment, Media and Democracy," a program for the Command and General Staff college of Fort Leavenworth.
- 1997 Recruited high-school seniors at Olathe South High School.
- 1997 Recruited high-school seniors at Gardner Edgerton High School (spring and fall).
- 1997 Recruited high school seniors in four Wichita high schools.
- 1997 Supervised three-month visit of two professors from Kyrgyz Technical University in Bishkek, Kyrgyzstan.
- 1997 Wrote explanation of colleague's research package during checkback from University Promotion and Tenure Committee.
- 1997 Led Resume Workshop for Public Relations Student Society of America
- 1996 Recruited high-school seniors at Gardner-Edgerton High School in Gardner, Kan.
- 1996-1997 Member, Dean's Search Committee
- 1996 School liaison to Greater Kansas City Chapter of the International Association of Business Communicators. IABC sought to reactivate a KU chapter.
- 1996-2015 Faculty liaison to Watson Library
- 1996-1998 Head of Business Communications emphasis.
- 1995-1996 Member, Faculty Committee.
- 1995 Led "Journalism and the Internet" seminar for visiting South Korean journalists.
- 1995 Wrote portions of the School's prototype annual report.
- 1995 Recruited high-school seniors at five high schools in Wichita.
- 1995 Developed, with Professors Short, Hudnall and Leibengood, plans for a recruiting newsletter for high-school students.
- 1995 Led, with Professors Bass and Basow, two Advertising/Business Communications sessions at the School's Alumni Day.
- 1995 Member, P&T research assessment committee, Asst. Prof. Tom Volek.
- 1993-1997 Member, Journalism Curriculum Review Committee; chair, Writing Courses Subcommittee.

### **University Service**

- 2017 Media in the United States. Presentation to visiting Fulbright scholars
- 2015 Media in the United States. Presentation to visiting Fulbright scholars
- 2015 Media in the United States. Presentation to visiting Hubert H. Humphrey scholars
- 2014 Member, Provost's Five-Year Review Committee
- 2014 Member, Sabbatical Leave Workflow Committee
- 2014 Outside member, dissertation defense, Abbie Hodgson, Communication Studies
- 2014 Outside member, dissertation defense, Will Bishop, English
- 2013 Presenter, KU Teaching Summit 2013, two sessions: State of the KU Core
- 2013 Media in the United States. Presentation to visiting Fulbright scholars
- 2013 Presentation, KU Junior Days
- 2012-2013 Chair, University Core Curriculum Committee
- 2012-2015 Member, University Core Curriculum Committee
- 2012 University Core Curriculum Transition Committee
- 2012 Media in the United States. Presentation to visiting Fulbright scholars.
- 2011-2014, University Committee on Sabbatical Leaves
- 2011 Member, University Learning Outcomes Committee (Strategic Goal #2)
- 2011 Panelist, Scholar Days, for visiting high school honors students
- 2011 Media in the United States. Presentation to visiting Fulbright scholars.

- 2010-2015 Member, Open Access Advisory Board. Appointed by Dean of Libraries Lorraine Haricombe.
- 2010 Panelist, Graduate Faculty Responsible Scholarship session for Office of Research and Graduate Studies
- 2010 Media in the United States. Presentation to participants in the Fulbright International Junior Faculty Development Program
- 2010 Member, Selection Committee, Chancellor's Teaching Awards
- 2009 Media in the United States. Presentation to professors from Eastern Europe and Central Asia participating in the International Junior Faculty Development Program.
- 2009 Panelist, KU Scholar Day (faculty-staff panel)
- 2009 Member, Mary McCorison Rosenbloom Award selection committee (University Libraries).
- 2009 Panelist, two KU Senior Day panels for visiting parents
- 2009 - 2010, Chair, University Senate Libraries Committee
- 2009 Member, Dean's Review Committee (**Error! Bookmark not defined.** Dean Ann Brill)
- 2009 Member, doctoral dissertation committee, Samantha Bass, Department of English
- 2008-2011 Faculty advisor, Mortar Board Senior Honor Society
- 2008-2009 Member, University of Kansas Research and Graduate Studies Initiative on Responsible Scholarship
- 2008 Media in the United States. Presentation to visiting Fulbright scholars.
- 2008 Member, doctoral comprehensive exam committee, Ellen Fangman, Department of English
- 2008 Member, doctoral comprehensive exam committee, Samantha Bass, Department of English
- 2007-2010 Member, University Senate/Faculty Senate
- 2007-2010 Member, Kansas Union Corporation Board of Directors
- 2007-2009 Member, Provost's Pilot Project on Documenting Undergraduate and Graduate Learning Success
- 2007 Member, doctoral comprehensive exam committee, Angela Glover, Department of English
- 2006 Selected member, KU focus group of quality of educational environment (directed by Barbara Atkinson, executive vice chancellor, KU Med Center)
- 2006 Interviewer, Assessment of General Education meetings
- 2006 Member, Kemper Fellowship Selection Committee
- 2006 Member, Library Dean Search Committee
- 2006 Member, doctoral comprehensive examination committee, Geoffrey Ward, School of Music and Fine Arts
- 2005-2007 Member, doctoral dissertation committee, Tom Veale, Department of English
- 2005-2006 Member, doctoral dissertation committee, Leslie Blood, School of Education
- 2004 Member, doctoral comprehensive exam committee, Ellen Fangman, Department of English
- 2003-2010 Member, University Senate Libraries Committee
- 2003 Member, doctoral dissertation committee, Vanessa Eicher, Department of English
- 2002 Member, Assessment of General Education Committee
- 2001 Member, doctoral dissertation committee, Angela Jones, Department of English.
- 2001 Panelist, KU Junior Day speaker
- 2001-2003 Member, Coke Partnership Council
- 2000 Faculty adviser to *The Oracle*, the newsletter of KU's fraternities/sororities.
- 2000 Graduation procession marshal
- 2000 Doctoral comprehensive examination committee, Wendy Acker, School of Education
- 1999-2001 Member, Digital Library Advisory Committee
- 1999 University commencement marshal
- 1999 Panelist, KU Junior Day, for Office of Admissions and Scholarships
- 1998-1999 Member, dissertation committee, Elizabeth Borczon, Department of English
- 1998 Graduate School representative, dissertation defense of Virginia Bracken, Department of English

- 1997 Graduate School representative at doctoral comprehensive examination of Elizabeth Borczon, Department of English
- 1997 Graduate School representative at doctoral comprehensive examination of Mark Browning
- 1997 Graduate School representative at doctoral comprehensive examination of Eric Eicher
- 1997 Graduate School representative, dissertation defense of Daniel J. Martin, Department of English
- 1997 Member, development team for a new magazine to be published by the Office of Research and Public Service
- 1997 Speaker at What Can You Do Besides Teach?, a seminar for English Dept. Ph.D. candidates.
- 1995-2001 - Faculty adviser to Mortar Board Senior Honor Society

## **B. Professional Service outside the University**

### **Local, State and Regional Professional/Community Service**

- 2018 Judge, state and regional Kansas Scholastic Press Association competition
- 2017 Judge, state and regional Kansas Scholastic Press Association competition
- 2016 Judge, state and regional Kansas Scholastic Press Association competition
- 2015 Judge, state and regional Kansas Scholastic Press Association competition
- 2014 Judge, state and regional Kansas Scholastic Press Association competition
- 2013 School media evaluations, Kansas Scholastic Press Association
- 2013 Judge, state and regional Kansas Scholastic Press Association competition
- 2012 Judge, state and regional Kansas Scholastic Press Association competition
- 2011 Judge, state and regional Kansas Scholastic Press Association competition
- 2010 Judge, state and regional Kansas Scholastic Press Association competition
- 2009-2011 Member, Lawrence Mayor's Task Force on Peak Oil. Appointed co-chair in 2010.
- 2009 Judge, state and regional Kansas Scholastic Press Association competition
- 2008 Faculty mentor to visiting Ph.D. candidate, University of Missouri (daylong shadow program)
- 2008 Judge, Harris Newspapers Competition, Local Editorials category and Special Events Advertising categories
- 2008 Judge, state and regional Kansas Scholastic Press Association competition
- 2007 Judge, state and regional Kansas Scholastic Press Association competition
- 2006 Judge, Harris Newspapers Competition, Local Editorials category and Special Events Advertising categories
- 2006 Judge, state and regional Kansas Scholastic Press Association competition
- 2005 Judge, state and regional Kansas Scholastic Press Association competition
- 2003 "Media Ethics" presentation to Breakfast Optimists Club
- 2003 Judge, state and regional Kansas Scholastic Press Association competition
- 2002 Judge, state and regional Kansas Scholastic Press Association competition
- 2000 Judge, national magazine competition for CASE (Committee for Advancement and Support of Education)
- 2000 Judge, state and regional Kansas Scholastic Press Association competition
- 1999 Editor, Salvation Army newsletter (fund-raising for homeless shelter); stories supplied by School Business Writing students
- 1999 Judge, state and regional Kansas Scholastic Press Association competition.
- 1998 Conducted mock interviews and evaluated résumés/portfolios at regional PRSSA conference
- 1998 Judge, state and regional Kansas Scholastic Press Association competition
- 1997 Judge, state and regional Kansas Scholastic Press Association competition.
- 1996 Assisted executive secretary of Mid-America Press Institute at February meeting: registered attendees, recorded meetings, transcribed tapes.
- 1996 Judge, state and regional Kansas Scholastic Press Association competition.

- 1995 Judge, state and regional Kansas Scholastic Press Association competitions.
- 1995 Judge, Council for Advancement and Support of Education magazine competition.
- 1995 Helped organize annual Kansas Press Association convention.
- 1990-2003 Managed 20 student writers every month for *60 and Better*, the newsletter of Douglas County Senior Services. Assign and edit articles. Coordinated production with DCSS and the *Lawrence Journal-World*.
- 1990-2000 Served on the Advisory Committee of the Community Services Department of Douglas County Senior Services. Advise on monthly newsletter.
- 1993-1995 Served on the Area Policy Committee of the East Central Kansas Regional District of Head Start. Approved annual budgets and reviewed federal, regional and local Head Start policies. Elected secretary, 1995. (Tenure ended August 1995)
- 1991-1995 Served on the Board of Directors of Lawrence Head Start. Approved budgets, personnel reviews, enrollments, compliance with federal standards. Wrote contract governing use of donated facilities. (Tenure ended August 1995)

**National/International Service**

- 2017 External assessor for Singapore University of Social Sciences course: Professional English Writing (COM223e).
- 2017 Reviewer of new book proposal for Routledge (primary publisher in public relations)
- 2016 Reviewer of new book proposal for Routledge (primary publisher in public relations)
- 2014 Reviewer of new book proposal for Routledge (primary publisher in public relations)
- 2013-present Editorial Board member, *Journal of Mass Media Ethics*
- 2013 Invited reviewer of two submissions to *Public Relations Inquiry*
- 2013 Reviewer of new book proposal for Routledge (primary publisher in public relations)
- 2012 Reviewer of new book proposal for Routledge (primary publisher in public relations)
- 2012 Invited reviewer of submission to *International Journal of Strategic Communication*
- 2010-present Editorial Board member, *Public Relations Review*
- 2010 Invited reviewer of submission to *Journalism and Mass Communication Quarterly*
- 2010 Invited reviewer of submission to *Journal of Public Relations Research*
- 2010 Judge, Student PR Division, refereed paper sessions, AEJMC National Conference
- 2009-2010 Member, AEJMC Scholars Program (selection of research-grant recipients)
- 2009 Judge, PR and Ethics divisions, AEJMC National Conference
- 2009 Paper judge, AEJMC Southeast Colloquium History Division
- 2008 Judge, PR and Ethics divisions, AEJMC National Conference
- 2007 Judge, Student PR Division, refereed paper sessions, AEJMC National Conference
- 2006 Tenure reviewer, candidate from University of North Carolina
- 2005 Judge, Public Relations Division, refereed paper sessions, AEJMC National Conference
- 2005 AEJMC National Conference, Discussant for refereed paper session
- 2004 Judge, Open Division, refereed paper sessions, AEJMC Southeast Colloquium
- 2004 Tenure reviewer, candidate from American University
- 2003 Judge, Public Relations Division, refereed paper sessions, AEJMC National Conference.
- 2003 AEJMC National Conference, discussant for refereed paper session
- 2003 AEJMC National Conference, publicity and logistics support for Public Relations Division
- 2001 Ethics pre-conference seminar planning committee, national conference of Association for Education in Journalism and Mass Communications
- 1999 Tenure reviewer, candidate from Louisville University

**C. Honors and Awards for Service**

- 1995 Director's Award from the East Central Kansas Head Start program. Award presented "in recognition of the outstanding contributions made to the children and families of Head Start." (From 1990 to 1995, I served on the city and regional boards of Head Start.)