

## CURRICULUM VITAE

### Thomas H. Bivins

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**EDUCATION**      Post-doctoral studies, Philosophy, University of Oregon, 1992-93  
Ph.D., Telecommunication & Film, University of Oregon, 1982  
M.F.A., Creative Writing, University of Alaska, Anchorage, 1976  
B.A., English, University of Alaska, Anchorage, 1974

### ACADEMIC EXPERIENCE

- **2015: Interim Associate Dean for Undergraduate Affairs**, Oversee undergraduate curriculum and teaching assignments for the School, and chair the Undergraduate Affairs Committee composed of four Area Directors.
- **2009-Present: Area Director, Media Studies**, Oversee MS courses (including development and standardization) and teaching loads for 12-plus faculty in MS, including three MS-specific courses and all (12+) context courses that serve the entire School.
- **2001-Present: John L. Hulteng Chair in Media Ethics and Responsibility**, Develop and continue to teach courses in communication and media ethics at both graduate and undergraduate level, including supporting web-site design and development for all courses. Director, SOJC Graduate Certificate in Communication Ethics.
- **1996-2001: Professor**, School of Journalism & Communication, University of Oregon. Coordinate and taught public relations sequence and advised Public Relations Student Society of America, developed and coordinated PR internships. Primary courses taught: Principles of Public Relations, Public Relations Problems, Communication Ethics, Mass Media Ethics, Newsletter Publication.
- **1992-1996: Associate Dean**, School of Journalism & Communication, University of Oregon. Administrative support for the Dean of the School with primary responsibilities in course scheduling (30 full- and part-time faculty and nearly 200 course sections a year), faculty development (hiring of adjuncts, arranging for pre- and post-tenure reviews, etc.), and student petitions and grievances. Also managed and disbursed over \$100,000 in scholarships yearly.
- **1985-1996: Assistant/Associate (1989) Professor with tenure**, School of Journalism & Communication, University of Oregon. Coordinated and taught public relations sequence and advised Public Relations Student Society of America.
- **1982-1985: Assistant Professor**, Department of Communication, University of Delaware. Coordinated and taught public relations sequence, advised Public Relations Student Society of America, Director of Graduate Studies. Courses taught: Introduction to Public Relations, Advanced Public Relations,

Public Relations Writing, Public Relations Layout and Design, Mass Media Advertising, and Television Production.

- **1980-1982: Graduate Teaching Fellow**, University of Oregon. Academic and production telecommunication courses including Television Production (beginning and advanced) and Fundamentals of Broadcasting. Major responsibility for television production with supervision of three other graduate student instructors.
- **1978-1979: Instructor**, University of Alaska English Department. Courses in Freshman Composition.
- **1976-1977: Instructor**, Chapman College, Anchorage, Alaska extension. Taught Freshman Composition, Introduction to Literature, and Creative Writing.
- **1974-1975: Visiting instructor**, Arts in the Schools for the National Endowment for the Arts. Taught for a week at a time in schools all over Alaska from 4<sup>th</sup> grade through high school.

#### **OTHER EXPERIENCE**

- **2000-Present: Principal, Paper Crane Communications.** Graphic design, illustration, layout, web design and writing. Clients include the Lane Workforce Partnership, USA National Karate-do Federation (member, U.S. Olympic Committee), Studio Rex (Seattle, WA).
- **1999-2002: Public relations committee for sport promotion, United States Olympic Committee.** Member of four-person committee responsible for promoting sport karate and integrating it into the USOC's overall promotional campaign in the U.S. and abroad.
- **1985-2000: Communications consultant:** Clients included National Forest Service, Willamette National Forest, Sacred Heart General Hospital, University of Oregon University Relations Department, UO Museum of Natural History, UO Publications Department, UO Admissions Office, Cawood Communications, Southern Willamette Private Industry Council, Oregon Utility Management Council, Eugene-Springfield Convention and Visitors Bureau, Pacific Corp.
- **1982-1985: Professional consultant** representing The Writers Group, a consulting firm based in Delaware. Major responsibilities included program and campaign planning, special events, project management, corporate communications training, writing of articles, press releases, brochures, scripts, and advertisements for corporate and agency use. Clients included the Dupont Company, Wilmington Trust Company, and Beneficial Corporation
- **1979: Producer**, University of Alaska Media Services Department. Writing, producing, directing and editing educational documentaries. Emphasis on field production and editing.
- **1978-1979: Media consultant**, public relations, industrial communications, editorial (technical, socio-economic, business), advertising, television, radio and film.
- **1977-1978: Public Affairs, News and Information Representative**, RCA Alaska Communications. Corporate public relations for common carrier and

editor of two house organs for two full years. Handled media relations, wrote speeches, presentations, correspondence, and press releases. Compiled departmental budget and yearly forecast.

- **1977-1978: Editorial cartoonist**, *Alaska Advocate*.
- **1975-1976: Engineering Representative**, RCA Alaska Communications. FCC licensing and database maintenance of earth station information for licensing procedures and renewals.
- **1969-1974 (6 years): Broadcast Specialist**, United States Air Force. Radio, television and film production including news writing, announcing, directing, producing and management duties.
- **1968-1969: Radio announcer**, WRSA FM, Huntsville, Alabama.
- **1967-1968: Radio announcer**, KAMU FM and KFQD AM, Anchorage, Alaska.

#### PAPERS

##### PUBLISHED

(Refereed unless noted)

- Tiffany Gallicano, Yoon Cho, and Thomas Bivins, "What Do Blog Readers Think? A Survey to Assess Ghost Blogging and Commenting," *Research Journal of the Institute for Public Relations*, 2015.
- "The Future of the Press and Privacy," with Clay Calvert, Amy Gajda, Amy Sanders, and Stephen Ward, *Communication Law and Policy*, 2014, 19:1, 119-128.
- "A Golden Opportunity? Edward Bernays and the Dilemma of Ethics," *American Journalism*, Winter, 2014.
- "Loyalty, Utility, and Integrity in Casablanca: The Use of Film in Explicating Philosophical Disputes Concerning Utilitarianism." *Journal of Mass Media Ethics*, Spring 2007.
- "Moral Obligation and Source Identity," invited commentary, *Journal of Mass Media Ethics*, Fall 2005.
- "The Matrix as Theo-Babble," invited commentary, *Journal of Mass Media Ethics*, Spring, 2004.
- "The Real, the virtual, and the moral: Ethics at the intersection of consciousness," with Julianne Newton, *Journal of Mass Media Ethics*, Spring 2003.
- "Blind Loyalty to Client Looms Large while Disclosure Remains the Ideal," Invited commentary, *Journal of Mass Media Ethics*, Spring, 2002
- "Need to Know: the Media and the President," *Media Ethics*, Spring 1999. (Non-refereed publication of AEJMC Ethics Division)
- "A Worksheet for Ethics Instruction and Exercises in Reason," *Journalism Educator*, Summer 1993.
- "Public Relations, Professionalism, and the Public Interest," *Journal of Business Ethics*, Spring 1993.
- "A Systems Model for Ethical Decision Making in Public Relations," *Public Relations Review*, Winter, 1992.

- “A Theory-based Approach to Public Relations Ethics,” *Journalism Educator*, Winter, 1991.
- “A Comparison of the Coverage of Ethics in Introductory Public Relations Texts,” *Journal of Mass Media Ethics*, Winter, 1989.
- “Ethical Implications of the Relationship of Purpose to Role and Function in Public Relations,” *Journal of Business Ethics*, Spring, 1989.
- “Professional Advocacy in Public Relations: Ethical Considerations” *Business and Professional Ethics Journal*, Summer, 1989.
- “Applying Ethical Theory to Public Relations,” *Journal of Business Ethics*, Spring, 1987.
- “The Body Politic: The Changing Shape of Uncle Sam,” *Journalism Quarterly*, Spring, 1987.
- “Format Preferences in Editorial Cartooning,” *Journalism Quarterly*, Summer, 1984.

#### CONFERENCE PRESENTATIONS

- “Drawn and Quartered: Woman’s Suffrage Cartoons as Early Public Relations,” International History of Public Relations conference, Bournemouth, U.K., July, 2015.
- Poster presentation: “Designing Online Comics for Teaching Media Ethics,” Association for Practical and Professional Ethics, Orange County, February, 2015.
- “When symbols clash: The vanishing myth of woman-as-nation and the rise of woman-as-marketing-metaphor in the early 20th century,” International History of Public Relations conference, Bournemouth, U.K., July, 2014.
- “‘a special profession’: The effect of early journalism codes and press criticism on the professionalization of public relations,” International History of Public Relations conference, Bournemouth, U.K., June, 2013.
- “Does the Language of the Earliest Journalism Codes of Ethics Still Speak to Us Today?” the Reuters Institute for the Study of Journalism at the University of Oxford, September, 2012.
- “What Do Blog Readers Think? A Survey to Assess Ghost Blogging and Commenting,” with Tiffany Gallicano and Yoon Cho, AEJMC conference in Chicago, August, 2012.
- “‘...an intense scrutiny of his actions’: Edward Bernays and the dilemma of ethics versus opportunity,” International History of Public Relations conference, Bournemouth, U.K., July, 2012.
- “Mitigating the effects of offensive advertising by cause,” Oxford Roundtable, Oxford, UK, March 2010.
- “The use of the ends-means paradigm in determining the ethicality of potentially offensive advertising,” Hawaii International Conference on the Arts and Humanities, January, 2009.
- “Adding an ethical component to the communication function in organizational systems theory: A study in mass media ethics,” Hawaii International Conference on the Arts and Humanities, January, 2008.

- “Private versus Public Commitments under the Utilitarian Model: Teaching complex ethical concepts in a large-classroom environment,” NCA, Boston, 2005.
- “More Than a Hill of Beans: Loyalty, Utility, and Integrity in Casablanca,” Hawaii International Conference on the Arts and Humanities, Honolulu, Hawaii, 2005.
- “The Real, the virtual, and the moral: Ethics at the intersection of consciousness,” with Julianne Newton. Invited paper, AEJMC Ethics Division, 2003 national convention, Kansas City, Mo.
- “The Real, the virtual, and the moral: Ethics at the intersection of consciousness,” with Julianne Newton. Virtual Reality and Communication Ethics: International Conference, University of Illinois, Urbana-Champaign , 2002
- “Identifying Moral Claimants in Public Relations,” Educator’s Division, Public Relations Society of America International Conference, Anaheim, CA, 1999.
- “Caring and Public Relations: A Synthesis of Feminist, Confucian, and Communitarian approaches,” Global Communications Colloquium, Washington and Lee University, 2001.
- Panelist, “Business Orientation and Public Relations Standards,” International Communication Association annual meeting, San Francisco, 1999.

## PANELS

- Moderator, panel on alternative journalism, What is Journalism conference, Portland, OR, April, 2015.
- Panelist, panel on Public Relations and Process: Progressive-Era, Business, Reform, and Postwar Professionalism, National Communication Association, Chicago, IL, 2014.
- Panelist, panel on Journalism, practice and teaching, *New York Times v. Sullivan 50 Years Later*, School of Journalism and Communication, University of Oregon, 2014.
- Moderator, panel on whistleblowing, AEJMC, Montreal, 2014.
- Discussant, Media Ethics Division session on Ethical Theory, AEJMC, Montreal, 2014
- Moderator, panel on history of public relations at IHPR conference, June, 2014, Bournemouth, UK.
- Moderator, What is Documentary conference, University of Oregon, Turnbull Center, Portland, OR, April 2014
- Moderator, What is Radio conference, University of Oregon, Turnbull Center, Portland, OR, April, 2013.
- Moderator, panel on history of public relations at IHPR conference, June, 2013, Bournemouth, UK.
- Member, panel on privacy in the media, Press Freedom conference, University of Oregon SOJC, April, 2013
- Moderator, panel on history of public relations at IHPR conference, June, 2012, Bournemouth, UK.
- Coordinator and member, Hot Topics panel, APPE, San Antonio, 2012

- Discussant, Top Media Ethics Papers, AEJMC, Chicago, 2010
- Moderated session on professional ethics, Oxford Roundtable, Oxford, UK, March 2010.
- Panel member, BEA, Las Vegas, April, 2010
- Discussant, Top Media Ethics Papers, AEJMC, Boston, 2009
- Moderated two sessions on professional ethics, Oxford Roundtable, Oxford, UK, March, 2009.
- Panel member, “Advocacy Journalism,” AEJMC, Chicago, 2008.
- Panel member, “Doing the Right Thing,” AEJMC, Chicago, 2008.
- Panel coordinator and member, joint SOJC-Law conference, October, 2007.
- Panel member, AEJMC Public Relations division, “Does American PR translate around the world?” Washington, D.C., August, 2007.
- Invited participant and panelist, Media Ethics Summit, Middle Tennessee State University, February, 2007.
- Panelist, “Responsible Advocacy in Public Relations,” AEJMC, San Antonio, August, 2005.
- Panelist, “The Role of Emotion in the News Profession and in Professional Ethics,” Association for Practical and Professional Ethics, San Antonio, February, 2005.
- Panelist, Convergence in Curriculum, AEJMC, Toronto, 2004.
- Invited speaker, Media Ethics Division pre-conference workshop, AEJMC, 2002, Miami.
- Panelist, Teaching Public Relations Ethics, PR Division, AEJMC, 2002, Miami.
- Panelist, “Business Orientation and Public Relations Standards,” International Communication Association annual meeting, San Francisco, 1999.

**BOOKS &  
Book Chapters**

***Related to  
academic area:***

- Thomas H. Bivins, “The Ethics of Interviewing,” in *Interviewing: The Oregon Method*, 2015.
- Matthew Pittman and Thomas H. Bivins, “Just War Craft: The Virtue Ethics of Dota 2,” in *Controversies in Media Ethics*, forthcoming, Bloomsbury, 2015.
- Thomas H. Bivins, “Stereotyping in Advertising: We are not the people in those pictures” forthcoming in *Persuasion Ethics*, Esther Thorson and Margaret Duffy, eds., forthcoming, Routledge, 2015.
- Thomas H. Bivins, “The Language of Virtue: What can we learn from early journalism codes of ethics?” in *Cultural Bases of Journalism Ethics*, IB Tauris, UK, 2014.
- Tiffany Gallicano, Yoon Cho, and Thomas Bivins, “Ethical Considerations Regarding Ghost Blogging,” in *Social Media Ethics*, the Arthur Page Center, 2014.

- Thomas H. Bivins, *Public Relations Writing: Essentials of Style and Format*, McGraw-Hill, 8<sup>th</sup> edition, 2013.
- Thomas H. Bivins, *Mixed Media: Moral Distinctions in Advertising, Public Relations and Journalism*, 2<sup>nd</sup> edition, Rutledge/Taylor-Francis, 2009.
- Thomas H. Bivins, “The Future of Public Relations and advertising Ethics,” in *An Ethics Trajectory: Visions of Media Past, Present, and Yet To Come*, Institute of Communication Research, University of Illinois, 2008.
- Thomas H. Bivins, “Responsibility and Accountability,” in *Ethics in public Relations: Responsible Advocacy*, Sage, 2006
- “Public Relations Ethics,” in *Blackwell’s Encyclopedic Dictionary of Business Ethics*, Patricia Werhane and R. Edward Freeman, eds. Blackwell, Oxford, 1997.
- Thomas H. Bivins, *Fundamentals of Successful Newsletters*, NTC Business Books, Chicago, 1992.
- Thomas H. Bivins and William Ryan, *How to Produce Creative Publications*, NTC Business Books, Chicago, 1991.
- Ann Keding and Thomas H. Bivins, *How to Produce Creative Advertising*, NTC Business Books, Chicago, 1991.

## BOOKS

**Service related:** Thomas H. Bivins, *Within These Walls: A Brief Encounter with 75 Years of Journalism Education*, A 75th anniversary history of the University of Oregon School of Journalism, published by the School of Journalism, 1991.

## Other:

- Thomas H. Bivins, *Digging a Hole to China*, (children’s book), Curious Concoctions Books, Eatonville, WA., 2010
- Thomas H. Bivins and Christopher L. Bivins, *Harold Went Hunting For Monsters*, (children’s book), Curious Concoctions Books, Eatonville, WA., 2010
- Thomas H. Bivins and Christopher Bivins, *The Perfect Tree*, (children’s book), Unicorn Publishing House, Morris Plains, N.J., 1990.
- Thomas H. Bivins, *Winter’s Doorway*, (poetry), Minotaur Press, San Francisco, 1979, reprinted 2008.

## EDITORIAL REVIEW

- Member, editorial board, *Public Relations Inquiry* (UK) 2014)
- Member, editorial board, *Journal of Public Policy* (UK), 2010.
- Member, editorial board, *Journal of Mass Media Ethics*, 2000-present.
- Member, editorial board, *Journal of Public Relations Research*, 1994-present.
- Member, editorial advisory board, *Journalism Educator*, 1994-present.
- Article reviewer on public relations and ethics topics for *Business and Professional Ethics Journal*, 1993-present.
- *Public Relations Review*, 1993-present.
- Book reviewer for *Journal of Mass Media Ethics*, 1994-present.

- Manuscript reviewer on media and business ethics and public relations for Wadsworth, W.C. Brown, Prentiss-Hall, Merrill, Longman, Houghton-Mifflin, St. Martin's Press, and others.

**ILLUSTRATION  
& GRAPHIC  
DESIGN**

*†indicates work done gratis. Not duplicated under School or University Service, below. Entries reflect only work done since or continuing from promotion to full professor in 1996.*

- †Design and layout of 70-page “annual report” for Lane Workforce Partnership, a local non-profit, both a print and an online version, Spring 2006, 2007, 2008, 2012.
- †Design and layout of 15-page “State of Health Care Report,” for Lane Workforce Partnership, 2009.
- Redesign and maintenance of History of the SOJC web site, 2006-present.
- Design and Development of Ethics Curriculum web site for the Snowden Internship Program, 2004-present.
- †Design and hosting of Colloquium 2005 web site, 2004-2005
- †Design and hosting of AEJMC, Ethics Division web site, 2001-present
- Design and writing, 5-brochure series, web site, logo, letterhead, and PowerPoint presentations for the Lane Workforce Partnership, summer 2000, redesign of web site and PowerPoint presentations, Spring 2002.
- Book cover designs, Studio Rex (graphic design studio), Seattle, WA, spring, 2000.
- Illustration, UO Alumni Association special event logo, 1999.
- †Design, illustration, and layout, Careers in Communication Conference posters and supporting materials, School of Journalism & Communication, 1987-1998.
- †Design, illustration and layout, historical poster series, School of Journalism and Communication Homecoming, 1998.
- †Design, logo series, OU Dean of Student's Office, Alcohol Awareness Campaign, 1998
- Design and layout various publications, OSSHE PASS Project, May 1996-1997

**WEB SITES:  
DESIGN AND  
MAINTENANCE**

—*Course sites:*

<http://jcomm.uoregon.edu/~tbivins/J496/index.html>

<http://jcomm.uoregon.edu/~tbivins/J496-stratcom/index.html>

<http://j387mediahistory.weebly.com>

<http://j397mediaethics.weebly.com>

<http://j644philcomm.weebly.com>

<http://j647commethics.weebly.com>



—*Association sites:*

<http://medaej.weebly.com>

—*Public outreach sites:*

<http://jhistory.weebly.com>

—*My personal Web site:*

<http://tombivins.weebly.com>

**UNIVERSITY  
SERVICE**

*Entries reflect only work done since or continuing from promotion to full professor in 1996. In addition to work listed above under **Illustration and Graphic Design**, the following:*

- Faculty Personnel Committee, 2002-2005 (this represented two-and-a-half terms of service).
- UO Alumni Association, sub-committee for 125<sup>th</sup> Anniversary Celebration, 2000-2003
- University Committee on Courses, 2000-2001.
- Member, Board of Directors, Collier House/University Club, 1999-2000.
- Member, Implementation Team, Lower Division/Gen. Ed., 1998-2000.
- Member, University Marketing Committee, charged with developing a University-wide marketing plan, 1994-1996.

**SCHOOL  
SERVICE**

*Entries reflect only work done since or continuing from promotion to full professor in 1996. In addition to work listed above under **Illustration and Graphic Design**, the following:*

**Committee work**

- Chair, Media Studies Search, 2014-2015
- Curriculum Liaison with UOCC, current
- Member, Undergraduate Affairs Committee, current
- Chair, Media Studies visiting professor search, 2014
- Chair, Visual Design Search, 2013-2014
- Member, Media History Search, 2011 and 2012
- Member, Broadcast Instructor Search, 2010
- Member, Journalism, New Media Search, 2009
- Member, UAC, head of Media Studies Area, current
- Member, SOJC/FPC, various subcommittees, ongoing
- Member PR Search Committee, 2007
- Member, Advertising Search Committee, 2007
- Member, Building Design Users Group, 2007

- Chair, Curriculum Review Committee, 2005-2010
- Member, Public Relations endowed chair search committee, 2005
- Member, Technology committee, present
- Member, Public Relations search committee, 2004
- Member, Post-tenure review committee, 2003-2004
- Member, Strategic Directions Committee, 2003-present
- Payne Ethics Judge, 2002-present
- Member, Ethics Chair search committee, 1999/2000
- Member, Curriculum Committee, 1998-2007
- Chair, Dean's Advisory Committee, 1998-2000
- Web Site Redesign Committee, 2000
- Member, Building Redesign Committee, 1997-1998.
- Chair, Search Committee, public relations, 1997, 1998

### **Other School service**

- Payne Ethics Award Judge, 2005-current
- Coordinator, "Hulteng Conversations in Ethics," 2007-2012.
- Design of poster series for Media Studies recruitment
- Design of Conversations in Ethics logo and signage
- Audio interviews and/or editing for Payne winners and various other ethics-related subjects including upload to several websites.

### **Thesis/Disseratation Committees**

*Advisor and/or graduate committee chair:*

- Kristy Kelly (English Dept.) doctoral, in progress
- Kyle McDaniel, doctoral, in progress
- Jeremy Schwartz, doctoral, in progress
- David Staton, doctoral, in progress
- Mara Williams, ABD
- Clare Hancock, M.A. 2013
- Katie Stansberry, Ph.D., 2013
- Charlie Deitz, M.A., 2013
- Greg Gondwe, M.A., 2013
- Anne Conaway, PhD, 2012
- Jessalyn Strauss, Ph.D., 2010
- Michael Huntsberger, Ph.D., 2010
- Chad Okrusch, PhD., 2009
- Carrie Packwook Freeman, Ph.D., 2008
- Erik Palmer Ph.D., 2008
- Guinnie Tchernov Ph.D., 2008
- Kati Tusinski, Ph.D., 2007
- Sol Hart, M.A. Environmental Studies, 2004

- Wendy Barger, Ph.D., 2003
- Andrea Stein, Ph.D., 2000
- Jason Plemmons, M.A., 1999
- Valery Lane, M.A., 1996

*Advisor and chair, Honors College Theses:*

- Amanda McCormick, 2014
- Marcelina Giovannani 2013
- Hana Binder, B.A, 2005
- Sarah Wells, B.A. 2005
- Kari Skoog, B.A., 2000
- Holly Sanders, B.A., 1999
- Karin Jacobsen, B.A. 1998
- Jason Grigsby, B.A. 1996

**Faculty Advisor**

Public Relations Student Society of America, 1985-2000:

PRSSA chapter awards: These awards are given out each year at the District level in competition with student chapters in Washington, Oregon and Idaho, and at the National level in competition with some 150 chapters around the country. (*Note: District awards were discontinued in 1991.*)

- Outstanding University Service, PRSSA **national award**, 1993.
- Outstanding Community Service, PRSSA **national award**, 1992.
- Chapter Development, PRSSA **national award**, 1991.
- Outstanding PRSA/PRSSA Chapter Relationship, PRSSA **national award**, 1990.
- Outstanding Newsletter, PRSSA **national award**, 1989.
- Outstanding Chapter, Northwest District award, 1987,1988, 1989, 1990, 1991.
- Chapter Development, Northwest District award, 1988, 1990.
- Outstanding Newsletter, Northwest District award, 1988, 1989, 1990, 1991.
- Outstanding Fundraising, Northwest District award,1987, 1990, 1991.
- Outstanding Student Achievement, Northwest District award,1987, 1988, 1991.
- Outstanding PRSA/PRSSA Relationship, Northwest District award, 1988, 1991.

**SERVICE-RELATED  
WORKSHOPS,  
SEMINARS  
& PANELS**

*Entries reflect only work done since or continuing from promotion to full professor in 1996.*

- “Private Lives in the Public Eye,” sponsored by the Oregon Council for the Humanities, the George S. Turnbull Portland Center of the University of Oregon School of Journalism and Communication, and the City Club of Portland’s Agora Committee, January, 2009.
- Invited attendee at a meeting of Journalists at the National Press Club in Washington, D.C., March, 2009, sponsored by the Reynolds Journalism Institute.
- Three-weekend workshop on Stratcom ethics, Turnbull Center, Portland, Fall, 2008.
- “Public Relations Ethics,” invited presentation to the Capitol Chapter of PRSA, Salem, October, 2008.
- U.S. Department of State’s Speaker and Specialist Program, Kingston, Jamaica, W.I., September, 2005. Presentations and workshops at Northern Caribbean University, University of the West Indies, and Jamaican Press Association.
- Invited speaker on journalism ethics, University of Oregon Osher Lifelong Learning Institute, August, 2005.
- Panelist, “Moral Values,” UO Today, January, 2005.
- Ethics lecturer (and sometime advisor), *Oregon Daily Emerald*, 1998 – present.
- Moderator, PRSA panel on ethics, October, 2000, Eugene, OR.
- Panelist, “Media Ethics,” School of Journalism & Communication Homecoming 1998.

## EDITORIAL

### —*Journal Editorial Boards*

- *Public Relations Inquiry*, 2014
- *Journal of Public Policy*, 2010-present
- *Journal of Mass Media Ethics*, 1999-present.
- *Journal of Public Relations Research*, 1994-present.
- *Journalism Educator*, 1994-present.
- *Public Relations Review*, 1993-present
- *Communication Reports*, 2008-present.

### —*Manuscript Reviewing*

#### —*Conferences*

- AEJMC Ethics Division, 2002-present
- AEJMC PR Division, 2008-present
- NCA Ethics Division, 2006-present

#### —*Books*

- Manuscript reviewer on media and business ethics and public relations for Wadsworth, W.C. Brown, Prentiss-Hall, Merrill, Longman, Houghton-Mifflin, St. Martin’s Press, and others.

**HONORS  
& AWARDS**

*Entries reflect only work done since or continuing from promotion and tenure in 1989.*

- Page Legacy Scholar, 2011 with Tiffany Gallicano and Yoon Cho on a study of views of ghost-blogging.
- First Place, “Best of the Web” Award for teaching site, AEJMC, 2008.
- Second Place “Best of the Web” Award for creativity, AEJMC, 2008.
- Petrone Fellowship, School of Journalism and Communication, 2007-2008.
- Person of the Year, *Time Magazine*, 2006 (along with pretty much everyone else who bought a copy).
- Williams Fellowship (\$10,000), academic year 2005-2006.
- Williams Seminar award, Fall 2005 for an advanced section of J397: Mass Media Ethics.
- Williams Seminar award, Fall 2004 for an advanced section of J397: Mass Media Ethics.
- Jonathan Marshall Award for Innovative Teaching in Journalism and Communication, 1998.
- PRSSA Faculty Advisor of the Year Award, Northwest District (Oregon, Washington, Idaho), 1989, 1990, 1991.
- International Association of Business Communicators (IABC), Columbia Chapter, Award of Excellence, One-Person Projects: Special Publications, 1992.
- International Association of Business Communicators (IABC), Columbia Chapter, Award of Excellence, Special Publication Design: 1-2 Color, 1992.
- International Association of Business Communicators (IABC), Columbia Chapter, Award of Merit, Newsletter Design, 1992.
- International Association of Business Communicators (IABC), Columbia Chapter, Award of Merit, Overall Presentation: Special Publications, 1992.  
*(NOTE: Columbia IABC Awards recognize excellence in business communications for practitioners in Oregon and southern Washington.)*
- Public Relations Society of America (PRSA), Portland Metro Chapter, Spotlight Award for Outstanding Promotional Material, 1991.
- PRSA Spotlight Award of Merit for Special Events and Observances, 1991.
- PRSA Spotlight Award of Merit for External Publication, 1991.  
*(NOTE: Spotlight Awards recognize excellence in public relations for practitioners in Oregon and southern Washington.)*
- International Association of Business Communicators (IABC), Western Region, Silver Six Award for Outstanding One-person Publication, 1991.  
*(NOTE: IABC Silver Six Awards recognize excellence in business communication for practitioners in California, Washington, Oregon, Idaho, Nevada, and Utah.)*
- “Mystery Duck” Award for University Service, 1991. Given by the Office of Student Affairs.

- Nominated for the Jonathan Marshall Award for Excellence in Teaching in the School of Journalism, 1990, 1991, 1999.

**MEMBERSHIPS**

Association for Practical and Professional Ethics.  
Association for Education in Journalism and Mass Communication  
National Communication Association  
Public Relations Society of America,  
Public Relations Society of America, Greater Oregon Chapter, Eugene, Co-  
founder and member 1991-present