

Vita

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Twitter: @Tampriye

1. Educational background

Ph.D. in Mass Communication (School of Telecommunications), Ohio University, Athens, Ohio, August 1992. Dissertation: *Situationalized Mass Media Audience Research for Urban Teen Family Planning: A Sense-Making Approach to Information Needs Assessment for Social Change and Development*. 269 pages. OCLC # 28826257.

M.A. in International Affairs: Ohio University. Concentration in Development Studies and Communication, 1987.

B.S. in Journalism: Ohio University. Concentration in Magazine Journalism and Interpersonal Communication, 1986.

2. Formal continuing education associated with professional development

Participated in **New Media Academic Summit**, a 2--day seminar for invite-only international group of public relations college professors on incorporation of storytelling techniques (*Storytelling @ the Speed of Now*) in public relations and mass communication. Edelman Worldwide Public Relations, *PRWeek*, Notre Dame and DePaul University, Chicago, June 25-27, 2014.

*Was one of 90 selected internationally to attend the all-expenses paid summit.

**Concepts from this summit were incorporated into my pedagogy of the *Crisis Communication*, *Strategic Writing* and *Strategic Campaigns* courses.

Participated in a 2-day **Crisis Management** seminar and simulation of crisis management at Victoria Country Fire Agency (CFA), in collaboration with Telstra (Australia's largest telecommunications and media company, Kangaroo Grounds, Victoria, Australia, October 18-19, 2012).

Participated in **New Media Academic Summit**, a 2-day seminar for invite-only international group of public relations college professors on incorporation of social media techniques (*When All Media is Social*) in public relations and mass communication. Edelman Worldwide Public Relations, *PRWeek*, Media X and Stanford University, Palo Alto, CA Summer 2012.

*Was one of 70 selected internationally to attend the all expenses paid summit.

**Concepts from this summit were incorporated into my pedagogy of the *Global Communication*, *Crisis Communication* and *Public Relations Campaigns* courses

Participated in **New Media Academic Summit**, a 2-day seminar for invite-only public relations college professors on incorporation of social media techniques (*The Digital Reset: Communicating in an Era of Engagement*) in public relations and mass communication. Edelman Worldwide Public Relations, New York University and Syracuse University, New York City June 2010.

*Was one of 70 selected nationally to attend the all expenses paid summit

**Concepts from this summit were incorporated into my pedagogy of the *Public Relations Principles*, *Writing for Strategic Communication* and *Public Relations Campaigns* courses

Participated in an online seminar on “**Using Case Studies as a Teaching Tool,**” sponsored by Columbia Journalism School, 2010.

*Concepts from this virtual seminar was useful in my *Writing for Strategic Communication* and my *Cases and Problems* courses.

Participated in **Basic Mediation**, an intense 40-hour course on basic mediation theory, strategies and techniques. Sponsored by TCU Human Resources and Chaplain Services of Fort Worth, Summer 2010.

*Strategies learned from the course have been helpful in my chairing and co-chairing of University mandated mediation since 2010.

Participated in **Crucial Conversations and Confrontations**, a two-part workshop on developing strategies and tactics for effective crucial conversations and confrontations. TCU Human Resources and Neeley School of Business, Oct 8 and Oct. 22, 2009.

*Strategies and skills learned from the workshop have been helpful in and outside the classroom.

Participated in **Photoshop Workshop**, a one-day hands-on workshop on incorporating images into course materials. The Texas Center for Community Journalism, June 2009.

*Techniques learned in the above two workshops have been helpful in developing assignments for my course in *Writing for Strategic Communication*

Attended a **Women's Leadership Horizons** a one-day workshop on leadership for selected female faculty members at TCU. Sponsored by the TCU Women's Leadership Program, April 2009.

Participated in **Creating Professional Digital Portfolios**, a one-day workshop on creating professional digital portfolios using Wordpress. The New Media Writing Studio, TCU, September 2009.

Participated in **Poynter Media Education Seminar**, a one-week (40 hours) seminar for selected college professors on infusing diversity across the curriculum. Poynter Institute, St. Petersburg, Florida, May 18-23, 2009.

*Concepts from this seminar were incorporated into my design of the *Race, Gender and Mass Media* course and a book on the same subject.

Participated in **New Media Academic Summit**, a 2-day seminar for invite-only public relations college professors on incorporation of social media techniques (*PR in a World of Expression*) in public relations and advertising. Edelman Worldwide Public Relations and *Advertising Age*, Washington, D.C., June 2009.

*Was one of 60 selected nationally to attend the all expenses paid summit

*Concepts from this summit were incorporated into my pedagogy of the *Writing for Public Relations* and *Public Relations Principles* courses.

Participated in a teleconference on **crisis communication with multicultural audiences** organized by the Public Relations Society of America (PRSA) as part of my continuing education to maintain my Accreditation in Public Relations (APR) designation, August 2008.

Participated in **Hands-on with Camtasia Studio**, to learn how to combine video, graphics and narration into my coursework. TCU eLearning, September 2006

Participated in **eCollege Boot Camp**, a 3-day intensive workshop on incorporating eCollege technology in our courses. TCU eLearning, August 9-11, 2006

Participated in **Getting Started with eCollege**, a workshop designed to introduce faculty to useful aspects of eCollege. TCU eLearning, September 2005.

Attended **Journalism Educators Seminar**, a one-week seminar for college journalism educators to study the latest trends in the newspaper industry -- from the challenges of electronic media and convergence to issues in writing and editing. American Press Institute, (API) Reston, Virginia, June 2005.

*Was one of 15 journalism educators competitively selected nationwide to participate.

Concepts from this summit were incorporated into my pedagogy of the *Public Relations Writing* course.

Participated in **Crisis Communication Strategies**, a one-day pre-conference crisis communication boot camp organized by the Public Relations Society of America (PRSA) at its international conference in New York City. October 2004

Attended **Developing Assessment Plans for Undergraduate Programs**, a pre-conference assessment workshop at the annual conference of the Association for Higher Education (AAHE) in Seattle, WA., March 2003

Participated in **But Life Isn't fair: Assessing Individual Performance in Group Work**. University of Nevada, Reno, February 2003

Participated in **Communication Educators/Industry Seminar**, an effort to bridge the gap that can sometimes exist between classroom and industry. The International Radio & Television Society (IRTS), New York City, Summer 1998

*Was one of 16 communication professors competitively selected nationwide to participate in the all-expenses paid seminar.

Attended **C-SPAN in the Classroom**, a 2-day seminar for college professors to study how to incorporate C-SPAN programs into their courses and research. C-SPAN Television, Education and Marketing Services unit, Washington, D.C., June 1993.

*Was one of 34 college professors nationwide invited to participate in the seminar.

*Was **invited back by C-SPAN as a presenter** in 1994

3. **Professional certifications**

Accreditation in Public Relations (APR), 2003.

Texas Certified *Mediator*, 2010.

4. Present rank

Associate Professor

5. Years of appointment to the university, and rank

2005, Associate Professor

2007, Tenured

6. Previous teaching appointments

Teaching Experience

Associate Professor of Strategic Communication, Texas Christian University, Fort Worth, Texas, 2005- present

Teach courses in:

- Strategic Writing
- Strategic Campaigns*
- Global Communication
- Global Campaigns
- Diversity in the Media (Previously taught)
- Cases and problems (Previously taught)

Redesigned course in Crisis Communication for graduate and undergraduate students

*Reinvigorated TCU's participation in the National Bateman Competition, the premier national case study competition for public relations students, 2007-present.

*Led the TCU Bateman team to a third place win in the 2008 National Bateman Competition, 2008. The TCU team received "Honorable Mention" in 2010 and 2016.

*Taught the VITALS Campaign (a funded campaign) as part of the Strategic Campaign class. The campaign won two professional Worthy Awards from the Fort Worth Public Relations Society of America (PRSA)

*Advise the Doug Newsom chapter of the Public Relations Student Society of America (PRSSA) at TCU. **Successfully petitioned PRSSA to change the name of the TCU-PRSSA chapter to the Doug Newsom Chapter of PRSSA @ TCU**, in honor of Professor Emerita, Doug Newsom, APR, Fellow PRSA, who is the founding advisor of the chapter.

Visiting Associate Professor of Strategic Communication, Swinburne University of Technology, Melbourne, Australia: July to December 2012

Courses taught:

- Risk and Crisis Communication

- Global Public Relations

Conducted collaborative research with faculty peers from Swinburne University in Melbourne and Massey University in New Zealand.

Assistant Professor and Director of Public Relations Program,
University of Nevada, Reno, Reynolds School of Journalism, 2001-2005

Courses taught:

- Public Relations Principles
- Case Studies in Public Relations
- Public Relations Writing
- Public Relations Campaigns
- Corporate Communication
- Crisis Communication*
- International Communication

***Designed and taught the *first crisis communication* course at UNR.**

Wrote the communication component of the University's crisis plan.

Co-chaired an adhoc committee appointed by the University president on the advise of the Faculty Senate to review aspects of risk and crisis communication at UNR

Advised the Ted Conover chapter of the Public Relations Student Society of America (PRSSA).

Assistant Professor of Communication, University of Texas at San Antonio, 1995-2001

Courses taught:

- Public Relations Principles
- Case Studies in Public Relations
- Public Relations Writing
- Public Relations Campaigns
- Business and Professional Communication
- Organizational/Corporate Communication
- Persuasion

Lecturer, Communication Arts, Our Lady of the Lake University of San Antonio, 1991-1994

Courses taught:

- Communication
- Media Writing
- Public Speaking
- Public Relations,

- Qualitative Research Methods.

Graduate Teaching Associate, Ohio University Center for Afro-American Studies, Athens, Ohio, 1988-1991

Course taught:

- Minority images in the media.

Administrative Experience (at TCU)

Summer co-Chair, School of Strategic Communication, June 2014

Interim Chair, Strategic Communication Division, School of Journalism & Strategic Communication, 2013-2014.

*Oversaw a faculty of 12. Responsible for budget, schedules and representing the division at the University level.

*Effectively led the division through a challenging transitional period.

Director, Graduate Program, Schieffer School of Journalism, Texas Christian University, 2008-2009.

Interim Director, Schieffer School of Journalism, Texas Christian University, June-July 2014, June -August 2006.

Administrative Experience (elsewhere)

Director of Public Relations Program, University of Nevada, Reno, 2001-2004. Responsible for developing and reviewing existing courses, and adjuncts.

Director of Communication Internship, University of Texas San Antonio, 1995-1997.

Responsible for placing and monitoring student interns in various organizations in the San Antonio area.

Coordinated résumé writing, interviewing, and portfolio preparation workshop for interns.

7. Previous professional positions

External Reviewer, Public Relations Society of America (PRSA). One of a select few Accredited Public Relations (APR) practitioners and scholars invited by PRSA to enhance and update the Examination for Accreditation in Public Relations by helping the Universal Accreditation Board (UAB) write and review examination questions, 2015

External Examiner for Public Relations, Universiti Tunku Abdul Rahman (UTAR), Malaysia. Advise on the planning and presentation of the public

relations degree program in all aspects including structure, curriculum and contents, 2015 to present

Certified Mediator, Have participated in or chaired Alternative Dispute Resolution teams, which mediated over one dozen personnel cases in higher education (TCU), 2010 to present.

Independent Crisis Communication Consultant. Develop and train teams in small to mid size organizations on crisis management and communication. Clients include colleges, churches, small to mid-size businesses and nonprofit organizations in the United States and Nigeria, 2005 to present.

Consultant, Kuwait Foundation for the Advancement of Sciences (KFAS), Kingdom of Kuwait. Reviewed grant proposals in the area of Intercultural Strategic Communication, 2014.

Consultant, School of Media Communication, Pan African University, Lagos, Nigeria, 2013 to present.

Develop instruction modules and conduct workshops on strategic communication topics to executives and professionals who participate in the School's Professional Development programs.

Manuscript Reviewer,

Books: *Crisis Communication: Case Studies and Lessons Learned from International Disasters* by Kjell Brataas (CRC Press, 2016)

Managing Public Relations by Peter M. Smudde (Oxford University Press, 2014)

Strategic Planning for Public Relations by Ron Smith (Routledge, 2013)

Public Relations Writing: The Essentials of Style and Format by Thomas Bivins (McGraw Hill, 2013).

Journals:

Conferences:

Strategic Communication (Plank) Fellow, USAA San Antonio, TX, July 2012.

Was one of 12 competitively selected nationwide to participate in the *Plank Fellowship for Educators*, “designed to expose professors to the current day-to-day operations of the public relations function and create an exchange of information and ideas.”

Worked with and provided consulting service for the Corporate Communication team at USAA, one of the nation's top financial services companies.

Crisis consultant, Trinity Episcopal Church, Fort Worth, Episcopal Diocese of Fort Worth, 2011, 2012, 2015

Provide (pro-bono) risk assessment and crisis communication consulting.

Vice Chair, Editorial Board, *Virtue Magazine*, 2008 to 2010.
Monthly lifestyle magazine for Africans in the Americas

Columnist/contributor, *Virtue Magazine*, 2008 to 2010.
Monthly lifestyle magazine for Africans in the Americas

Crisis consultant, United Christian Fellowship Church of Arlington, Texas, August 2007. Provided (pro-bono) a 1-day crisis communication workshop for church leaders.

Crisis consultant, University of Nevada, Reno, 2004-2005.
Consulted with the Office of Communication, University of Nevada, Reno, on a major crisis that involved the use/misuse of animals for research. The crisis drew national media attention.

Chairperson, Board of Directors, The Rivers State Foundation, 2003-2004.
Provided leadership and guidance for a nonprofit foundation that supports small cooperative projects in Nigeria, West Africa.

Chair, Communication Committee/Member, Board of Directors, The Rivers State Foundation, 2001-2003. Provided leadership, including a strategic communication plan, for the organization.

Editor at-Large, *CYH* (Celebrate Your Heritage) magazine, 1999 to present. Lifestyle magazine that targets Africans in the diaspora

Consultant/presenter, C-SPAN TV, Washington, D.C., 1994
For C-SPAN in the Classroom “programs initiative.”

Vice Chair, Ohio University Alumni Association Board of Directors, (OUAB) 2000-2002

Chair, Marketing Committee, OUAB, 1998-2000
The OU Alumni Association strives to improve alumni experience and provide updated information about OHIO University

Executive Vice President for Administration, Board of Directors, 24th Street Experiment Theater, San Antonio, Texas, 1992-1994.
Helped to develop policy and guidance to award-winning experimental theater company in San Antonio, Texas

President, Graduate Senate, Ohio University, 1989-1991
Served as an elected and paid representative of over 3-thousand graduate students on various University committees. Coordinated workshops on grant writing, resume writing, job search and interview process, to benefit graduate students at Ohio University.

Successfully secured and disbursed research grants of \$20,000 to graduate students.

Was overwhelmingly reelected to a second term of office.

Writer/Editor, *McCracken Educator*, Ohio University, 1986-1987.

Wrote and edited all articles for the newsletter of the College of Education, Ohio University.

Intern, Voice of America (VOA) Radio, Washington, D.C., Summer 1987

Was one of eight international communication student interns selected nationally to spend six weeks at the U.S. government international broadcast radio network.

Wrote, produced and hosted short radio segments for the International Training program and Africa Service.

Stringer, Voice of America (VOA) Africa Service, 1987-1988

Wrote and reported stories of interest to listeners of the Africa Service of VOA.

Public Relations Associate, Center for African American Studies, Ohio University, 1987-1988

Wrote features, press releases and performed assigned publicity for the Center's educational and cultural activities. Organized workshops on working with the media

Writer/Producer/Host, "Classic Saturday," WOUB-FM, Athens, Ohio, 1987-1989.

Wrote, produced and hosted a weekly classical music program on WOUB-FM, a Public Broadcasting Service (PBS) of Ohio University.

8. Courses taught at TCU

STCO 31423: Strategic Writing

STCO 47422: Global Communication

STCO 48833: Campaigns

STCO 47523/53483: Crisis Communication

STCO 60193: Global Cases and Campaigns

Previously Taught:

STCO 16101 Diversity (Formerly Race, Gender and Mass Media)

STCO 23123: Public Relations

STCO 45733: Cases and Problems

At Previous Schools

Corporate Communication
Crisis Communication
Communication Practices in Organizations/Organizational Communication
Introduction to Mass Communication
International/Intercultural Public Relations
Media Ethics
Media Writing
Multicultural Public Communication Practice
Persuasion
Professional and Business Communication
Public Relations Campaigns
Public Relations Case Studies
Public Relations Principles
Public Relations Writing
Public Communication Campaigns
Public Speaking
Qualitative Research Methods
Senior Honors in Journalism
Special Events Planning
Special Topics in Journalism
Special Topics in Public Relations
Specialized Professional Writing

9. External support sought

Received

\$15,000 grant (I applied for and received the additional grant) from The Century Council to extend the VITALS campaign through May 2013.

\$50,000 grant awarded to The Schieffer School of Journalism by The Century Council to develop and execute VITALS, a strategic communication campaign, designed to educate students on the dangers of alcohol poisoning, 2011-2012.

I was invited to lead the effort as the Principal Investigator (PI), with colleagues, to develop and execute the campaign. Learn more about VITALS at www.tcuvitals.com

\$2,000 to spend two weeks at USAA in San Antonio, with the corporate affairs team and conduct a crisis communication seminar for the team. From the Plank Center for Leadership in Public Relations. I was one of 14 competitively selected nationwide. The grant from the Plank Fellowship via USAA, was part of the Plank Center's mission to "bridge the gap between education and practice," Summer 2012.

\$2,000 to spend six weeks in the summer “interning” in the newsroom of KRVN-TV, an NBC affiliate station in Reno, Nevada. From the National Association of Television Program Executives (NATPE) Faculty Development Program. I was one of six communication professors competitively selected nationwide to receive the grant, Summer 2002.

\$2,000 to spend six weeks in the summer “interning” in the newsroom of KENS-TV, a CBS affiliate in San Antonio, Texas. From the National Association of Television Program Executives (NATPE) Faculty Fellowship Grant. I was one of six communication professors competitively selected nationwide to receive the grant, Summer 1997

10. Internal support sought and disposition of request

A. Internal (Requested & Funded)

- **\$1,000** Service-Learning Course Development Grant awarded by the TCU Office of Service Learning and Community Engagement, 2015.
- **\$5,000** grant awarded as part of the **Coleman Faculty Entrepreneurship Fellowship, 2014/2015**. The Fellowship is administered in partnership with the Neeley School of Business

I was one of seven selected to receive the grant at TCU. The goals of the Fellows Program are 1) to build support for entrepreneurship education in non-business departments; 2) to advance the Coleman Foundation’s definition of entrepreneurship with focus on business creation; and 3) to cultivate cohorts of entrepreneurship educators on individual campuses and across many disciplines outside the school of business. I used mine to develop an entrepreneurship angle to my crisis communication and Strategic Campaign courses beginning since 2015. Learn more about the Coleman Faculty Fellowship at <http://www.colemanfoundation.org>

\$5,000 to invite a visiting professor from Australia as part of TCU Quality Enhancement Program (QEP) Global Leadership Program, 2014.

\$1,500 to revise syllabus to highlight application of service learning strategies in a strategic communication course. From the TCU Community Involvement and Service Learning Program, 2006

\$3,800 to study “Doctor-Female Minority Patient Communication.” From the Junior Faculty Research Grant, University of Nevada, Reno, 2003.

\$2,000 to redesign a public relations campaign course with a “Service Learning” component. From the Nevada Service Learning Program, University of Nevada, Reno, 2001-2002.

\$2,000 to conduct a pilot study of communication between doctors and Latina (Hispanic female) patients in San Antonio, Texas. From the Center for the Study of Gender in Society, University of Texas, San Antonio, 1998.

11. Graduate thesis and projects

Directed the following @ TCU:

- Sun Kaiyi (MS Project): “Home Link Co. Beijing, China. High-Quality Rental Life & “Beijing Young, A New Way of Renting” Campaign, 2015.
- Jianyao Chang (MS Project): “Strategic Communication Plan for Alitrip: The Business Pioneer to Advocate China’s LGBT Community.” 2015
- Shannon Merchant (MS Project): “ARROW GLOBAL CAPITAL: A Strategic Communication Plan for a Start-Up International Development Social Enterprise,” 2014
- Ujal Ibrahim (Thesis): “Renewable Energy Marketing: Case Analyses of Strategies of Selected Organizations in Bangladesh and the United States: Challenges and Opportunities, 2011

Member of these graduate thesis and project committees:

- Kait Chura (MS-Strategic Communication, 2015)
- Jenny Sanders (MS-Strategic Communication, 2014)
- Lauren Land, (MS-Strategic Communication, 2014)
- Jean Marie Brown- (MA –Journalism, 2013)
- Nick Olivier (MA-Strategic Communication, 2012)
- Amyjo Measles (MA-Ad/PR, 2010)
- Whitney Rogers (MA-Ad/PR, 2009).
- Bethe Spurlock (MA-Ad/PR, 2009)
- Crystal Patton (MA-Ad/PR, 2008)

Member of these graduate thesis committees:

- Brinn Wellise (MA-Journalism, 2004)
- Cindy Peterson, (MA-Journalism, 2004)

13b. Special projects/classes supervised

- Sarah Wunderlick. “Reputation, Image and Identification: How Pope Francis Influences Views of His Church through Media.” Honors Thesis (Context expert and committee member), Spring 2016
- Ethan Benne, “Challenges and Opportunities in Developing a Crisis Plan for a Homeless Shelter,” Spring 2014
- Amanda Garrison, “Planning and Executing a Strategic Communication Campaign: The TCU VITALS Campaign,” Spring 2012

12. Presentations of scholarly and creative activities

a. Selected Refereed Publications: Journal Articles

- Evuleocha, Stevina U. and George, Amiso M. (2011). "Using Classroom Exercises To Teach Sustainable Business and Strategic Communication Writing in a Consumer Culture." In M. A. Goralski, H. P. LeBlanc III and M. G. Adams (Eds.). *Business Research Yearbook: Global Business Perspectives*, 18, 318-323.
- Jones, Kellye L. and George, Amiso M. (2011). "Clickers Technology Attitudes of Business School Faculty: Outcomes, Evaluations, And Insights." In M. A. Goralski, H. P. LeBlanc III and M. G. Adams (Eds.). *Business Research Yearbook: Global Business Perspectives*, 18, 287-293.
- Jones, Kellye L. and George, Amiso M. (2009). "Ethiopian Immigrant Entrepreneur Technology Attitudes: Generational Differences and Insights." In R. A. Oglesby and M. G. Adams (Eds.). *Business Research Yearbook: Global Business Perspectives*, 16, 430-436.
- George, Amiso M. (2006). "Health, Culture and Communication: Perceived Information Gaps/Needs of Female Minority Patients and Their Doctors." In M.G. Adams and A. Alkhafaji (Eds.). *Business Research Yearbook: Global Business Perspectives*, 13, 369-373.
- George, Amiso M. (2004). "Denials, excuses, justifications and apologies: Attempts by Abacha, Abubakar and Obasanjo to repair Nigeria's tarnished image. In C. Gardner, J. Biberman and A. Alkhafaji (Eds.). *Business Research Yearbook: Global Business Perspectives*, 11, 736-740.
- George, Amiso M. (2003, June). "Teaching Culture. Challenges and Opportunities of International Public Relations Practice." *Business Communication Quarterly*, 66(2), 97-113.
- George, Amiso M. (2000, Spring). "The New Public Relations: Using Marketing Public Relations Strategies for Student Recruitment and Institutional Image Building. A Case Study of the University of Texas at San Antonio." *Journal of Non-Profit and Social Marketing*, 7(4), 17-31.
- Orange, Carolyn M., and Amiso M. George (2000, Fall). "Child Sacrifice: Black America's Price of Paying the Media Piper," *Journal of Black Studies*, 30(3), 294-314.
- Orange, Carolyn, M., Nancy Greenman, and Amiso M. George (1999, Fall/Winter). "The Motivated Student: A New Factor in the Alienation

Equation of African American and Mexican American Adolescents.”
Journal of Communication and Minority Issues, 5(1), 59-68.

Jones, Kellye L. and Amiso M. George (1998, February). “African American Females in the Academy: A 20-Year review,” *The Research Association of Minority Professors (RAMP) Journal*, 2(2) 48-57.

George, Amiso M. (1995. Fall/Winter). “Situationalized Audience Research for Urban Teen Family Planning: A Sense-Making Approach to Information Needs Assessment for Social Change and Development,” *Journal of Communication and Minority Issues* , 2(1), 37-52.

b. Peer-reviewed proceedings, trade journals, and book reviews (Online Included)

George, Amiso, and Maggie B. Thomas (2006). “Denials, Cover-ups, and Apologies: How “Résumé gate” Ended the Once Rising Career of Radio Shack’s Dave Edmondson, and Lessons for The Rest of Us.” In William Wardrope, ed., *Going Global: Network Connections Through Effective Business Communication. The Association for Business Communication*. New York: Association for Business Communication, 15 pages; also online at
<http://www.businesscommunication.org/conventions/Proceedings/2006/PDF/ABC06.pdf>

Cowen, Jeff, and Amiso M. George (2005). “An Eternal Conversation within a Corporation: Using Weblogs as an Internal Communications Tool.” In Lisa E. Gueldenzoph, ed., *Business Communication Professionalism at 70 Years: Celebrating the Past, Living the Present, Creating the Future. Proceedings from the 70th Annual Convention (Irvine, California), The Association for Business Communication*. New York: Association for Business Communication, 8 pages; also online at
<http://www.businesscommunication.org/conventions/Proceedings/2005/PDFs/06ABC05.pdf>.

Nealy, Chynette and Amiso M. George (2004). “Enhancing Competence, Cooperation, and Confidence by Strengthening Skills of Diverse Workers.” In Jeanette S. Martin, ed., *Exploring the Impact of Technology on Business Communication Practice and Pedagogy. Proceedings from the 69th Annual Convention (Cambridge, Massachusetts), The Association for Business Communication*. New York: Association for Business Communication, 81-86; also online at
<http://www.businesscommunication.org/conventions/Proceedings/2004/PDFs/08ABC04.PDF>.

- George, Amiso M., and Mathew Friedman (2004). "This Just In—Managing Crisis in the Age of Instant News." In Jeanette S. Martin, ed., *Exploring the Impact of Technology on Business Communication Practice and Pedagogy. Proceedings from the 69th Annual Convention (Cambridge, Massachusetts), The Association for Business Communication*. New York: Association for Business Communication, 298-309; also online at <http://www.businesscommunication.org/conventions/Proceedings/2004/PDFs/27ABC04.PDF>.
- George, Amiso M., and Stevina Evuleocha (2003). "Denials, Excuses, Justifications, and Apologies: Restoring Tarnished Reputations after the Year of Corporate Malfeasance. What Worked and What Didn't." In Linda Beamer and Barbara Shwom, eds., *Communication and Ethics: Challenges for Research, Teaching, and Training. Proceedings from the 68th Annual Convention (Albuquerque, New Mexico), The Association for Business Communication*. New York: Association for Business Communication, 17 pages; also online at <http://www.businesscommunication.org/conventions/Proceedings/2003/PDF/04ABC03.pdf>.
- George, Amiso M., Barbara Davis and Marilyn Easter (2003). "Learning, Teaching, and Classroom Management Styles: The Complexities of Diverseness." In Clive Muir, ed., *The World Within the Words: Business Practice in Plain Language. Proceedings of the Association for Business Communication 2003 Spring Conference, Toronto, Canada*. New York: Association for Business Communication, 56-60; also online at http://www.businesscommunication.org/publications/proceedings/2003ABC_Toronto_Proceedings.pdf
- George, Amiso M. (1999, Spring). "The 'New' Public Relations: Using Marketing Public Relations Strategies for Student Recruitment and Institutional Image Building. A Case Study of the University of Texas at San Antonio." In J. Wilson, ed., *Marketing for the Millennium: Proceedings of the Atlantic Marketing Association Conference*, 543-552.
- c. Non-refereed publications (Magazines/newsletters)**
- George, Amiso M. (2016). "10 Tips for Dealing with Crisis Communication." The Plank Center for Leadership in Public Relations. Available at: <http://plankcenter.ua.edu/10th-anniversary-celebration/10-tips-for-dealing-with-crisis-communication/>
- George, Amiso M. (Fall 2011). "More than your average Campaign Class: Schieffer School receives \$50,000 grant to educate students about alcohol poisoning." *Schieffer School Alumni Newsletter*.

George, Amiso (2008 to 2010) “In my Opinion...” a column for *Virtue Magazine*, a lifestyle publication targeting Africans in the diaspora.

George, Amiso M. (2008, May/June) “In Nobody’s Shadows, Beatrice Hamza Basse charts her Own Course.” *Virtue Magazine* (Cover story)

George, Amiso M. (2008, May/June). “A Passion for Service: The Challenging and Fulfilling Life of Dame (Dr). Claribell Abam...” *Virtue Magazine*.

George, Amiso M. (2008, May/June) “An Ordinary Man, An Extraordinary Achievement: Dr. J. Segun Thomas of Lockheed Martin...” *Virtue Magazine*.

George, Amiso M. (2008, August/September) “Grace Jiwul Akpan, Esq.: A Rising Star in Intellectual Property Law.” *Virtue Magazine*.

George, Amiso M. (1999, Spring). “Sex, Lies and Videotapes: Clinton’s Use of the Media to Attempt to Repair His Tarnished Image.” Abstract published in the *Proceedings of the International Mass Communication Symposium*, 1, 76.

George, Amiso M. (1996, April 23). “It’s All in Your Head or Is It?” *The Paisano* (San Antonio, Texas), 12.

George, Amiso M. (1994, September). “Teaching Module for Public Relations.” In *C-SPAN’s Teaching Module: An Accompaniment to the Lincoln/Douglas Debates*. Washington, DC: C-SPAN.

d. Books

George, Amiso M. and Kwansah-Aidoo, Kwamena (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (December 2016).

George, Amiso M. and Cornelius Pratt (Eds). (2012). *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*. London/New York: Routledge/Taylor Francis (554 pages).

George, Amiso M. and Thomason, Tommy (2012) *Race, Gender, and Stereotypes in the Media: A Reader for Professional Communicators*. San Diego, CA: Cognella Publishers (207 pages).

d. Book chapters

George, Amiso M. Containing Ebola in Nigeria: Lessons in Effective

Transboundary Risk and Crisis Management. In A.M. George and Kwansah-Aidoo, Kwamena (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (Expected publication date, January 2017).

Kwansah-Aidoo, Kwamena and George, Amiso M. Communication, Culture and Crisis in a Transboundary Context. In. A. M. George and Kwansah-Aidoo, Kwamena (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (Expected publication date, January 2017).

Kwansah-Aidoo, Kwamena and George, Amiso M. Almost Without a Trace: Missing Flight MH370, Culture and Transboundary Crisis Communication in the Era of social media. In. A. M. George and Kwansah-Aidoo, Kwamena (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (Expected publication date, January 2017).

da Silveira e Silva, Regina C and George, Amiso. Gone with the Mud: Learning from the Niteroi Disaster in Brazil. In A. M. George and K. Kwansah-Aidoo (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (Expected publication date, January 2017).

George, Amiso M. and Kwansah-Aidoo, Kwamena. Looking to the Future: Planning for Crisis Communication Across Cultural and Transboundary Contexts. In. A. M. George and Kwansah-Aidoo, Kwamena (Eds). *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New York: John Wiley (Expected publication date, January 2017).

George, Amiso. (2016) Crisis Communication Research in Nigeria: In A. Schwarz, M. Seeger, & C. Auer, (Eds). *Handbook of International Crisis Communication Research*. Wiley-Blackwell, pp. 259-268

George, Amiso (2016). Crisis Communication Research in Nigeria. In A. Schwarz, M. Seeger and C. Auer (Eds). *The Handbook of International Crisis Communication Research*. Wiley-Blackwell, pp. 259-268

George, Amiso (2012). The Phases of Crisis Communication. In A.M. George, and C. Pratt (Eds). *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*. London/New York: Routledge/Taylor Francis, pp. 31-50.

George, Amiso (2012). Delays, Denials, Recalls, and Apologies: Fixing the Dent in Toyota's Image. In A.M. George, and C. Pratt (Eds). *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*. London/New York: Routledge/Taylor Francis, pp. 227-252.

- George, Amiso M. (2012). Toddlers and Tiaras: The Sexualization of Young Girls. In A. M. George and T. Thomason (Eds). *Race, Gender, and Stereotypes in the Media: A Reader for Professional Communicators*. San Diego, CA: Cognella Publishers, pp. 17-24.
- Gwamna, Paul B. and George, Amiso M. (2012). Breaking the Spiral of Silence: Altering Media Portrayals of the Disabled. In A. M. George and T. Thomason (Eds). *Race, Gender, and Stereotypes in the Media: A Reader for Professional Communicators*. San Diego, CA: Cognella Publishers, pp. 153-159.
- George, Amiso M. (2011). "Localize It: Multicultural Audiences Require Nuanced Messaging." In S. Goldstein (Ed). *Crisis Management Guidebook* Vol. 5. New York: PR News Publication, pp. 26-30.
- George, Amiso M. (2010) "Restoring a Nation's Human Rights Image: A Look at Nigeria's Political Transition Years" In B. A. Musa and J. Domatob, (Eds.). *Culture, Communication and Human Rights in Africa*. University Press of America
- Ogbondah, Chris O., and Amiso M. George (2004). "Fire at Nigeria's Treasure Base: An Analysis of Shell Petroleum's Public Relations Strategies in the Wake of the Niger Delta Crisis." In D. J. Tilson and E. C. Alozie (Eds). *Towards the Common Good: Perspectives in International Public Relations*. Boston: Allyn & Bacon, pp. 255-278.
- George, Amiso M. (1999). "Reengineering an Image: Shell's Efforts to Rebuild Its Tarnished Public Image," In L. Scanlan and J. VanSlyke Turk, eds. *Fifteen Case Studies in International Public Relations. The Evolution of Public Relations: Case Studies from Countries in Transition*. Gainesville, FL: The Institute for Public Relations, University of Florida, 192-203; also online at <http://www.instituteforpr.com/international.phtml>. The Institute is the only independent foundation in the field of public relations focusing on research and education. Through publications, lectures, awards, symposia, professional development forums and other programs, IPR has been at the leading edge of efforts to promote and encourage academic and professional excellence. Equally important, the Institute has supported more than 400 separate research projects that have made impressive contributions to the sum and substance of modern public relations. Its mission is to "improve the effectiveness of organizations by advancing the professional knowledge and the practice of public relations through research and education."

e. Papers presented, participation on panels, etc., at scholarly meetings

George, Amiso, Macias, Wendy, Richards, Adam and Pratt, Cornelius. "The VITALS Campaign: Examining the Intended and Unintended Effects of an Anti-Binge Drinking Campaign." Paper presented at the 66th Annual Conference of the International Communication Association, Fukuoka, Japan, June 9-13, 2016

George, Amiso M. and Thomas Maggie B. "The Ebola Crisis. From Denials to Apologies: Image Repair Efforts by Texas Health Presbyterian Hospital, Dallas and the CDC." Paper presented at the 2015 SWECJMC Symposium, Texas Christian University in Ft. Worth, Texas, November 6-7, 2015.

George, Amiso M. "Containing Ebola in Nigeria: How Nigeria got it Right! Lessons in Effective Risk and Crisis Communication." Paper presented at Crisis4 Conference, Lund University, Campus Helsingborg, Sweden, October 7-10, 2015.

George, Amiso M.; Sellnow, Deanna & Sellnow-Richmond, Debbie. "Effective Risk Communication in the Time of Ebola." Paper presented at the 65th Annual Conference of the International Communication Association. San Juan, Puerto Rico 21-25 May 2015

George, Amiso M. and Thomas Maggie B., "Denial, Blame and Fear: Crisis Communication in The Age Of Ebola. A Texas Case Study" Paper presented at the 27 Annual Conference of the International Academy of Business Disciplines, Orlando, Florida, March 26-28, 2015

George, Amiso (with Kaiyi Sun and Jianyao Chang) The Shuanghui (China) Group Pork Crisis: Lessons In Image Restoration. Paper presented at the 27th Annual Conference of the International Association of Business Disciplines (IABD), Orlando, Florida, March 26-28, 2015.

George, Amiso & Farrell, Cathy. Seizing the Moment: Social Media, Protests and Crisis Communication. Presented at the Crisis Communication International Conference, Hong Kong, June 3-6, 2014.

Listorti, Shannon & George, Amiso. Relationships with Audience on an Online Community: A Textual Analysis of the Facebook Pages of Alzheimer's Disease International and Affiliate Organizations in Three Countries. Presented at the annual meeting of the International Association of Business Disciplines (IABD), San Diego, California, April 10-13, 2014.

Jones, Kellye, & George, Amiso. Game On? Attitudes Toward and Evaluation of Business Simulation Strategies." Presented at the annual meeting of the International Association of Business Disciplines (IABD), San Diego, California, April 10-13, 2014.

- George, Amiso. The Human Element: Effects of Crisis Communication on Victims of Crises in Nigeria. Accepted (but not presented) at the Human Element. The International Crisis & Risk Communication (ICRC) Conference, Orlando, Florida, March 3-5, 2014.
- George, Amiso. Crisis Communication in Nigeria: A Tale of Hide and Seek. Presented at the International Conference on Crisis Communication in the 21st Century in Erfurt, Germany, October 2-5, 2013.
- George, Amiso. In Crisis, Transparency Trumps: How TCU got it Right and What Other Universities Can Learn. Presented at the 78th Annual International Convention of the Association for Business Communication (ABC) in New Orleans, October 23 – 26, 2013.
- George, Amiso M. “Managing Organizational Risk and Crisis Communication: Challenges and Opportunities of Social Media.” Presented at the 76th Annual International Convention of the Association for Business Communication (ABC), Montreal, Canada, October 18-22, 2011.
- George, Amiso M. “When Culture Hurts: Balancing Organizational Culture with 21st Century Crisis Communication.” Presented at the 76th Annual International Convention of the Association for Business Communication (ABC), Montreal, Canada, October 18-22, 2011.
- George, Amiso M. (2011). “Using Classroom Exercises To Teach Sustainable Business and Strategic Communication Writing in a Consumer Culture.” With Stevina U. Evuleocha. Presented at the annual meeting of the International Association of Business Disciplines (IABD), New Orleans, Louisiana, April 7-9, 2011.
- Jones, Kelly, & George, Amiso M. (2011). “Clickers Technology Attitudes Of Business School Faculty: Outcomes, Evaluations, And Insights.” Presented at the annual meeting of the International Association of Business Disciplines (IABD), New Orleans, Louisiana, April 7-9, 2011.
- George, Amiso. “U.S. International Image in the Age of Obama: Perception Versus Reality.” Presented at the annual meeting of the Southwest region of the Association for Business Communication (ABC), Dallas, Texas, March 3-5, 2010.
- George, Amiso. “The Wired President: Obama’s Use of Social Media and its Implication for Corporate Leadership.” Presented at the 74th Annual International Convention of the Association for Business Communication (ABC), Portsmouth, VA, November 3-7, 2009.

- Evuleocha, Stevina & George, Amiso M. "Rebranding Nigeria: Strategies for a Successful Campaign." Presented at the 74th Annual International Convention of the Association for Business Communication (ABC), Portsmouth, VA, November 3-7, 2009.
- George, Amiso M. "Beers, Tutwiler, Hughes and Glassman: Selling America's Image Abroad Since 9/11. Has the Return on Investment Been Worth it? Presented at the Asian Convention of the Association for Business Communication (ABC), Singapore, March 27-28, 2008.
- George, Amiso M. "The Niger Delta (Nigeria) Crisis: Why Effective Community Relations Matter. Presented at the 19th annual meeting of the International Academy of Business Disciplines (IABD), Orlando, Florida, March 29-April 1, 2007.
- George, Amiso M. "How to Win Friends and Gain Influence: China's Marketing to Its New Friends in Africa." Presented at the European Convention of the Association for Business Communication (ABC), Istanbul, Turkey, May 23-26, 2007.
- George, Amiso, and Maggie B. Thomas "Denials, Cover-ups, and Apologies: How "Résumé gate" Ended the Once Rising Career of Radio Shack's Dave Edmondson, and Lessons for The Rest of Us." Presented at the 71st annual meeting of the Association for Business Communication (ABC), San Antonio, Texas, October 25-28, 2006.
- George, Amiso M., James Archibald, J. Gregory Payne, and Thomas Harris. "Free Expression vs. Blasphemy: What the Mohammed Cartoons Have Taught Us about Global Crisis Communication." Panel discussant at the 71st annual meeting of the Association for Business Communication (ABC), San Antonio, Texas, October 25-28, 2006.
- George, Amiso M. "Denials, Excuses, and Apologies: Crisis Communication Lessons from Hurricane Katrina." Presented at the pre-conference seminar at the annual meeting of the American Political Science Association (APSA), Philadelphia, Pennsylvania, August 31-September 3, 2006.
- George, Amiso M. "Health, Culture and Communication: An Assessment of Information Gaps and Needs of Female Minority Patients and their Doctors. Implications for Healthcare Policy." Paper presented at the 18th annual meeting of the International Academy of Business Disciplines (IABD) in San Diego, California, April 6-9, 2006.
- Benton, Feleceia B., and Amiso M. George. "Media and Evangelism: An Analysis of Integrated Marketing Communication Strategies in T. D. Jakes' Ministries." Paper presented at the 18th annual meeting of the International

Academy of Business Disciplines (IABD) in San Diego, California, April 6-9, 2006.

- George, Amiso M. "Blogs as Transformational Corporate Communication Tool: Implications for Crisis Communication." Paper presented at the 70th annual meeting of the Association for Business Communication (ABC) in Irvine, California, October 20-22, 2005.
- George, Amiso M., and James Archibald. "Weblogs as Tools for Global Communication: Implications for International and Business Communication." Panel presented at the 70th annual meeting of the Association for Business Communication (ABC) in Irvine, California, October 20-22, 2005.
- Cowen, Jeff, and Amiso M. George. "The Weblog Implosion: How Blogs have Changed Internal Communication and their Implications for the Future." Paper presented at the 70th annual meeting of the Association for Business Communication (ABC) in Irvine, California, October 20-22, 2005.
- George, Amiso M., Donica Mensing, Howard Goldbaum, Rosemary McCarthy and Jean Trumbo. "Blogs as Teaching Tool: Lessons from the Classroom and Newsroom." Panel presented to the Public Relations Division at the 2005 annual convention of the Association for Educators in Journalism and Mass Communication (AEJMC) in San Antonio, Texas, August 2005.
- George, Amiso M., and Mathew Friedman. "This Just In—Managing Crisis in the Age of Instant News." Paper presented at the 69th Annual Conference of the Association for Business Communication (ABC) in Cambridge, Massachusetts, October 2004.
- George, Amiso M.. "It's Not a Good Thing! Can Martha Fix Her Mess?" Paper presented at the 69th Annual Conference of the Association for Business Communication (ABC) in Cambridge, Massachusetts, October 2004.
- Nealy, Chynette and Amiso M. George. "Enhancing Competence, Cooperation, and Confidence by Strengthening Skills of Diverse Workers." Paper presented at the 69th Annual Conference of the Association for Business Communication (ABC) in Cambridge, Massachusetts, October 2004.
- George, Amiso M., and Stevina Evuleocha. "The Year of Corporate Malfeasance: How Corporate Titans Denied, Made Excuses, and Apologized in their Attempts to Salvage their Reputations." Paper presented at the 68th Annual Conference of the Association for Business Communication (ABC) in Albuquerque, New Mexico, October 2003.

- George, Amiso M. "Salt Lake 2002: The Fall and Rise of the IOC: Restoring the Tarnished Olympic Rings." Paper presented at the 67th Annual Conference of the Association for Business Communication (ABC) in Cincinnati, Ohio, October 2002.
- George, Amiso M. "Communication with Employees in Times of Crisis: What Companies are Doing, What Companies Should Do." Poster presented at the 66th Annual Conference of the Association for Business Communication (ABC) in San Diego, November 2001.
- George, Amiso M. "Coke is Not It! Rescuing Coke's Tarnished Image Following a European Nightmare." Poster presented at the 65th Annual Conference of the Association for Business Communication, Atlanta, Georgia, October 2000.
- George, Amiso M. "Adapting Effective Communication Strategies for the New Millennium: What Organizations are Doing, What Organizations Can Do." Poster presented at the 64th Annual Conference of the Association for Business Communication (ABC) in Los Angeles, California, November 1999.
- George, Amiso M. "Why Denials, Excuses and Apologies are Not Enough: Revisiting the UN and U.S. Failed Public Relations Strategies in the Aftermath of the Rwanda Crisis." Poster presented at the 42nd Annual Meeting of the African Studies Association in Philadelphia, Pennsylvania, November 1999.
- George, Amiso M. "The 'New' Public Relations: Using Marketing Public Relations Strategies for Student Recruitment and Institutional Image Building. A Case Study of the University of Texas at San Antonio." Paper presented at the Atlantic Marketing Association Annual Meeting in Annapolis, Maryland. September 1999.
- George, Amiso M. "Denials, Excuses, Justifications, and Apologies: Attempts by Abacha, Abubakar, and Obasanjo to Repair Nigeria's Tarnished Image." Paper presented at the Communicating Human Rights and Responsibilities Conference in Rochester, New York, June 1999.
- George, Amiso M. "Clinton's Africa Odyssey: An Attempt to Woo the Black Community or a Public Relations Gambit?" Poster presented at the 21st Third World Studies Conference in Omaha, Nebraska, October 1998.
- George, Amiso M. "Technological Applications in Public Relations Practice: The Use or Non Use of the Internet." Paper presented at the Global Conference on Education for the 21st Century, Cancun, Mexico, November 1996.

George, Amiso M. “It’s all in your Head or is it? Doctor/Female Patient Communication: A Nigerian Case Study.” Paper presented at the 19th Annual Third World Studies Conference in Omaha, Nebraska, October 1996.

George, Amiso M. “New Technology Trends in Public Relations.” Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, Illinois, May 1996.

George, Amiso M., and Carolyn Orange. “Child Sacrifice: Black America’s Price of Paying the Media Piper.” Paper presented at the 15th Annual Conference of the Research Association of Minority Professors (RAMP), New Orleans, Louisiana, February 1996.

Jones, Kellye, and Amiso M. George. “African American/Hispanic Female Faculty in Predominantly Minority Institutions: An Analysis of Personal and Professional Experiences.” Paper presented at the 14th Annual Conference of the Research Association of Minority Professors (RAMP), Houston, Texas, February 1995.

George, Amiso M. “Public Relations Crisis and the African American Community: Implications for Black Africa.” Poster presented at the 18th Annual Third World Studies Conference in Omaha, Nebraska, October 1995.

George, Amiso M. “Striking Back: Using the Media to Educate Women on the Dangers of Female Circumcision.” Paper presented at the 17th National Third World Studies Conference, Omaha, Nebraska, October 1994.

George, Amiso M. “Information Needs Assessment and Information Use of Selected Urban African-American Teenagers.” Paper presented at the 13th Annual Conference of the Research Association of Minority Professors (RAMP), Raleigh, North Carolina, February 1994.

13. Editorships, consultantships, professional activities, and professional engagements

a. Associate Editor, *Frontiers in Health Communication*

b. Keynote Addresses

“Understanding Transboundary Crisis Communication in a Social Media Era.” Presented at the launch of the Institute of Public Relations Malaysia Student Association (IPRMSA) — UTAR Chapter at the Universiti Tunku Abdul Rahman, Malaysia, 2016. Learn more at:

www.utar.edu.my/econtent_sub.jsp?catid=16&fcontentid=73755

“Crisis, Culture and Apologies: When an Apology is Not an Apology.” Presented to students and faculty at the School of Media Communication, Pan Atlantic University, Lagos, Nigeria, September 2014

“Cultural Impact on Crisis Communication: The Nigerian Example.” Presented to students at the School of Media Communication, Pan Atlantic University, Lagos, Nigeria, September 2013.

“Managing Risks and Crises in the Era of Social Media: Challenges and Opportunities.” Presented to the Professional Development Meeting of the Fort Worth Chapter of the International Association of Business Communication, Fort Worth, Texas, October 2010.

“Challenges and Opportunities of Public Relations Education in the 21st Century.” Presented at the Professional Development Meeting of the Sierra Nevada Chapter of the Public Relations Society of America, Reno, Nevada, May 2003.

“Leading Outside The Box: How You Can Help Your Organization Stand Out From The Rest.” Presented to the Rivers State Foundation in Greenbelt, Maryland, August 2000.

“The 21st Century: Leadership in a Multicultural Environment.” Presented at the Latino Leadership Seminar, Nonprofit Resource Center of Texas, San Antonio, Texas, May 1999.

Making a Difference in Your Community: One Person at a Time.” Presented at the Alpha Lambda Delta, Freshman Honor Society, Induction of new members, University of Texas at San Antonio, March 1999.

Doctor/Female Patient Communication: Lessons from an Exploratory Study. Presented at the annual meeting of the Nigerian Medical Women Association, Port Harcourt, Nigeria, December 1998.

“Training to Lead in a Multicultural Environment.” Presented at the monthly luncheon of the San Antonio Chapter of the American Society for Training and Development (ASTD), June 1998.

“Speak Up!” Keynote address given to the graduating class of San Antonio’s future leaders at Bridging Our Communities Program, University of Texas at San Antonio, April 1998.

“You’ve Graduated, Now What?” Keynote address given at the Honors Convocation of Palo Alto College, San Antonio, Texas, May 1997.

The Need for Effective Doctor/Female Patient Communication. Presented at the

annual meeting of the Nigerian Medical Women Association, Port Harcourt, Nigeria, December 1996.

b. Presentations at Professional Engagement

Invited to speak and lead a workshop on Crisis Communication, U.S. Department of Labor, Dallas Field Office, Dallas, Texas, April 2015

Invited to present “Planning for Effective Crisis Management,” at the International Association for Business Communication (IABC), Greater Fort Worth Chapter, Fort Worth, Texas, 2010

Invited to present “Media Coverage of Ongoing Financial Crisis” at the American Financial Services Association (AFSA) Annual Conference, Irving, Texas, October 2008.

Invited to present “Blogs and Public Relations: How PR Practitioners Can Harness the Power of this New Communication Tool” at the Professional Development Seminar of the Greater Fort Worth Public Relations Society of America (PRSA) Chapter, Fort Worth, Texas, February 2006.

Invited to present “Lights! Camera! Action! Delivering Winning Presentations” at the Women of AT&T Conference, San Antonio, Texas, May 2000.

Invited to present “Confident and Effective Public Speaking” to San Antonio’s future leaders at the *Bridging Our Communities Program*, University of Texas at San Antonio, March 1998.

Invited to present “Confident and Effective Public Speaking” to San Antonio’s future leaders at the Bridging Our Communities Program, University of Texas, San Antonio, March 1998

Invited for five consecutive years to present “Communication: It’s All It’s Cracked to Be and More” at the annual conference, “Expanding Your Horizons: A Career Conference for 6th to 12th Grade Young Women,” at the University of Texas at San Antonio, 1995-2000.

Invited to present “Teaching with C-SPAN Programs” at the *C-SPAN Seminar for Professors*, Washington, D.C., June 1995.

Invited to present “Effective Communication with a Diverse Workforce” at the Faculty and Staff Development Day, Alamo Community College District, San Antonio, Texas, April 1995.

14. Academic advising activities

Adviser to 25 Strategic Communication majors
Summer orientation adviser, 2007-2009, 2011.
Advising Coordinator, Monday at TCU, 2005-2006
Monday at TCU participant, 2006 to present

At Previous Schools

Undergraduate advisor, University of Nevada, Reno, 2001-2005

15. Departmental service

- Member, Promotion and Tenure Committee, 2014-present
- Member, STCO Applications Committee, 2014-present
- Summer Chair, School of Strategic Communication, June 2014
- Chair, Strategic Communication Division, 2013-2014
- Chair, Strategic Communication Graduate Program, 2008-2009
- Member, Schieffer School Scholarship Committee, 2010-2013
- Chair, Undergraduate Research Committee, 2006-2008
- Member, Schieffer School Advisory Committee, 2009-2012
- Faculty Advisor, Doug Newsom Chapter of Public Relations Student Society of America (PRSSA), 2006-present
Responsible for successfully petitioning the Public Relations Student Society of America (PRSSA) to formally change the TCU chapter name in honor of Professor Emerita, Doug Newsom. The chapter is now known as the Doug Newsom Chapter of PRSSA @ TCU, 2008.

At Previous Schools

Undergraduate Assessment Coordinator, 2002-2005, UNR.

Dean Search Committee, 2002, 2004, UNR.

Faculty Search Committee, 2002-2004, UNR.

Faculty Advisor, Public Relations Student Society of America (PRSSA), 2001-2005, UNR

16. College service

Member, Curriculum Committee, 2007-2009.

ADHOC:

- Member (External), Search Committee, FTDM, 2016
- Member (External), Search Committee, Journalism, 2016

17. University service

- Member, Evaluation Committee, 2015-present
- Member, Graduate Council, 2013 to 2016
- Mediator, 2012 to present. Have mediated/co-mediated over one dozen personnel cases at TCU and half a dozen outside.

- Member, Task Force on study the Status of Female Faculty at TCU, 2007-2008. Charged (by the Associate Provost) to work with Avalion Consulting on this assignment.
- Undergraduate Research Committee (ad hoc)-College Representative, 2006
- Instrumental in the initial visits to Nanyang Technological University, (NTU) Singapore, which subsequently led to the formal exchange programs with NTU.

ADHOC:

- Search Committee for Dean, College of Communication, 2015
- CRES Working Group: Contributed to the development of minors/programs in areas such as African American and Africana Studies, 2015 to present.
- Honors Collaborative Working Group, 2016

At Previous Schools

- Chairperson, Campus Affairs Committee, 2003-2004, UNR.
Wrote the first crisis communication component of the University's Crisis Plan.
- Member, University Communication Task Force, 2004-2005, UNR
Worked with other task force members to provide strategies for revamping the University's internal and external communication channels.
- Member, Women's Affairs Committee, 2003-2005, UNR.
Worked with other committee members to research and present results of issues that affect female faculty at the University.
- Student Judicial Hearing Officer, 1997-1998, UTSA
Evaluated matters related to student discipline, and made recommendations to the Office of the Associate VP for Student Life.
- Campus Mentor, 1998-2001, UTSA.
Served as mentor to minority and international students.
- Member, Who's Who Selection Committee, 1991-2001, UTSA.

18. Community activities directly related to professional skills

- Participated in the inaugural panel on "What's Now" dialogue, an open forum designed to facilitate campus-wide conversation over controversial issues. First topic was on Rights and responsibilities of Free Speech, March 2014
- Participated in the Second Annual Rhetorical Conversations, on "Affecting Social Change" hosted by The Winifred Bryan Horner Rhetoric Society at TCU, April 2014
- Responsible for successfully obtaining a grant that brought visiting scholar, Professor Kwamenah Kwansah-Aidoo of Swinburne University, Melbourne, Australia, to campus and the DFW community as part of the *TCU's Quality Enhancement Program (QEP), Discovering Global Citizenship*, which

focused on Africa and the Caribbean in 2014. Professor Kwansah-Aidoo spoke to classes and groups at TCU, UT Arlington and the Fort Worth community.

- Partnered with James English, QEP global innovator, to bring award-winning documentarian and journalist, Michele Mitchell, to campus as part of the QEP Program Discovering Global Citizenship, which focuses on Africa and the Caribbean in 2014
- Trinity Episcopal Church, Communication Committee member. Reviewed the communication plan and provided the first crisis communication blueprint for the church. 2012 to present
- Greater Fort Worth Public Relations Society of America (PRSA), Diversity Committee; provided strategies for the organization to diversity membership, among others, 2012
- United Christian Fellowship of Arlington; provided strategic communication plan and training for lay ministers, 2011
- Provided crisis communication training to board members of the Medical Women Association of Nigeria, Rivers State branch, 1998

Speaker to the Following Professional Groups and Seminars (on communication, public relations or crisis communication topics)

- Alpha Lambda Delta (Freshman Honor Society), University of Texas, San Antonio, Texas
- Fort Worth Sister Cities Organization
- Future Latino Leaders, San Antonio, Texas
- Honors Graduation at Palo Alto College, San Antonio, Texas
- International Association for Business Communication (IABC), Greater Fort Worth Chapter, Fort Worth, Texas
- Medical Women Association of Nigeria, Rivers State branch, Port Harcourt, Nigeria
- Public Relations Society of America (PRSA), Greater Fort Worth Chapter, Fort Worth, Texas.
- Public Relations Society of America (PRSA), Sierra Nevada Chapter, Reno, Nevada.
- Public Relations Student Society of America (PRSSA), Ohio University (Hugh Culbertson chapter).
- Public Relations Student Society of America (PRSSA), University of Nevada, Reno (Ted Conover chapter).
- Sister-to-Sister (Mini University for Minority Females), Reno, Nevada
- Trinity Episcopal Church, Vacation Bible School, Fort Worth, Texas
- United Christian Fellowship, Women's Retreat "Women Helping Women," Arlington, Texas
- Women of AT & T Annual Conference, San Antonio, Texas

Guest Speaker in Graduate Journalism Classes

- Ohio University, Athens, Ohio
- Texas Christian University
- University of Nevada, Reno

Guest Speaker in Graduate Corporate Communication/Business Communication Classes

- California State University, East Bay (formerly, California State University, Hayward)
- University of Science and Technology, Port Harcourt, Nigeria
- University of Texas, San Antonio, Texas

Featured in Local and National Publications Such as:

- Quoted in *Fort Worth Star Telegram* in an article on the crisis response of Twin Peaks Restaurant in the wake of a shootout at the restaurant between two motorcycle gangs that left nine gang members dead, May 2015.
- *The Fort Worth Star Telegram* on the crisis response of Texas Presbyterian Hospital in the wake of the Ebola crisis, October 2014
- *The Associated Press* on use of non-apologies in crisis communication. Story picked up by publications and news websites around the world, 2014
- *PR Tactics* on the role of culture in Malaysian response to the MH 370 crash. Quoted by PR professional, Gigi Westerman, APR, Fellow PRSA. Article will be published in the July 2014 edition of *PR Tactics*, a monthly tabloid that delivers essential tips from experienced public relations practitioners.
- *TCU 360* story on my participation on the inaugural campus conversations on controversial topics, March 2014
- *Fox4 TV Dallas* on TCU's response to the student-athlete drug bust, 2012
- *The TCU Magazine* article on VITALS Campaign launch, January 2012
- *The Huffington Post* article on VITALS Campaign 2012 Spring break special.
- *TCU 360* multiple stories on my coordination of VITALS Campaign, 2011, 2012, 2013 and 2014
- *TCU 360* on my comment on TCU's handling of the drug arrests, Feb. 2012
- *The (TCU) Endeavor magazine* on crisis communication. Feature story focused on my research on the role of culture in crisis communication, 2011.
- *Fox-4 Dallas* coverage of VITALS Launch party, November 2011
- *The Daily Skiff* story on TCU Bateman team participation in the 2010 National Bateman competition.
- *The Daily Skiff* story on TCU Bateman team participation in the 2008 National Bateman competition.
- *Fort Worth Business Review* story on the 2008 TCU Bateman team competition.
- *Inside TCU* story on the Schieffer School participation in the 2007 National Bateman (public relations) Competition after a hiatus of 16 years.
- *Fort Worth Business Review* story on the corporate crisis involving the CEO of Radio Shack

- *San Antonio Express News* column on media use among teenagers.
- Online publication, *Zephyr* (Reno, Nevada) on public relations campaign.
- *Inside Nevada*, on first crisis communication class and simulation at UNR
- *Nevada Today*, on first crisis communication class and simulation at UNR
- Reno affiliate of *Telemundo* (Spanish-language television) on findings on doctor-minority (Latina) female communication.
- *Palo Alto College newsletter* on keynote speech at Honors graduation.

Volunteer at the Following Professional Organizations

- Selection Committee member, PRSA College of Fellows, 2011 to 2014
- Nomination Committee member, PRSA College of Fellows, 2014
- Greater Fort Worth PRSA, PR Campaign Competition entries, judge, 2011 to present
- Oklahoma PRSSA, Zenith Award (Student competition) Judge, 2014
- Sierra Nevada PRSA, PR Campaign Competition entries judge, 2003-2005

21. Memberships held in professional organizations

Association for Business Communication (ABC)

- Co-chair of Diversity Committee, 2008 to 2015

Corporate Communication International (CCI)

International Academy of Business Disciplines (IABD)

- Chair of Instruction & Pedagogy Track, 2006 to present

International Communication Association. Manuscript reviewer, 2015-present

International Crisis Communication Group (ICCG)

- Member of the Technical Committee, 2013 to present

Public Relations Society of America (PRSA)

- Member of Diversity Committee, 2008-2010, Greater FW Chapter
- Chair of APR Accreditation Committee, 2006-2007, Greater FW Chapter
- Member, APR Accreditation Committee, 2005
- Chair, Silver Spike (Award) Committee, 2004-2005
- Vice President for Administration, 2002-2004

Association for Education in Journalism and Mass Communication (AEJMC)

- Public Relations Division-Professional Liaison, 2003

Texas Public Relations Association (TPRA)

- Faculty Liaison, 1997-2001

- Member, University Relations Advisory Board, 1996-2001

21. Professionally related honors and awards

- **2015 Nominated** by Greater Fort Worth PRSA as PRSA Outstanding Educator, 2015
- **2013 *Worthy Award of Excellence***, for directing the TCU Strategic VITALS Campaign, team, 2011.
- **2012 *Worthy Award*** in “Internal Relations” and “Service Learning Initiatives for VITALS Campaign, 2012
- **2012 *Worthy Award*** for my co-edited book, *Case Studies in Crisis Communication: International Perspectives on Hits and Misses*. (Routledge/Taylor Francis, 2012).

VITALS is a 3-year strategic communication campaign, sponsored by The Century Campaign, now the Foundation for Advancing Alcohol Responsibility (FAAR). VITALS’s goal was to educate TCU students to recognize the symptoms of alcohol poisoning and get help. Learn more at www.tcuvitals.com

The “Worthys” recognize the best in strategic communication in North Texas. May 2012. Learn more at www.worthyawards.com/

- Directed the TCU Strategic Communication team (VITALS 2012), which won the 2012 Best Poster presentation at the *TCU Annual Festival of Research and Creativity*. Spring 2012
- Directed the TCU Strategic Communication team (VITALS 2011), which won the 2011 Best Poster presentation at the *TCU Annual Festival of Research and Creativity*. Spring 2011.
- ***FELLOW of the Public Relations Society of America (PRSA)***. Inducted into the prestigious Public Relations Society of America (PRSA) **College of Fellows**, class of 2010, the highest honor accorded public relations professionals. Was one of 14 inducted nationwide and one of six living Fellows in north Texas.
 “The College of Fellows is an honorary organization within PRSA comprised of more than 400 senior practitioners and educators, each of whom has left a significant footprint on the public relations profession.” The 400+ members represent about three percent of the 22-thousand members of PRSA. Learn more at: www.prsa.org/collegeoffellows

- Adviser to “**Honorable Mention**” team, Lila Public Relations, the TCU Bateman team, in the 2016 *National Bateman Competition*, the premier and most prestigious national case study competition for public relations students, 2016. Learn more at www.prssa.org/scholarships_competitions/bateman
- Adviser to “**Honorable Mention**” team, Cowtown Communication, the TCU Bateman team, in the 2010 *National Bateman Competition*, the premier and most prestigious national case study competition for public relations students, 2010. Learn more at www.prssa.org/scholarships_competitions/bateman
- Adviser to **third place winner**, Cowtown Communication, the TCU Bateman team, in the 2008 *National Bateman Competition*, the premier and most prestigious national case study competition for public relations students, 2008. Competed against 76 universities nationwide.
- Recipient, Public Relations Society of America (PRSA) **National Diversity Award**. Received as part of the Diversity Committee of the Greater Fort Worth Chapter of PRSA, October 2008.
- Profiled by *Virtue Magazine* as an up and coming **expert on crisis communication**. *Virtue Magazine* is a lifestyle magazine that highlights the achievements of Africans in the diaspora, Spring 2008.
- Listed in *Who’s Who Among American Teachers in Colleges and Universities*, 1996, 1998, 2002, 2004-2005.
- Listed in *Who’s Who in Texas Public Relations*, 1995-1999, 2006.
- Recipient, **Best of Texas** award for advising *3rd Place Winners* in the Texas Public Relations Association (TPRA) Student Case Study Competition, 2000
- Recipient, **Best of Texas** award for advising *2nd Place Winners* in the Texas Public Relations Association (TPRA) Student Case Study Competition, 1999. 1997.
- **Distinguished Faculty Teaching Award for Excellence in the Classroom**, University of Texas at San Antonio, 1999.
- **Co-winner, The Stephen H. Coltrin Award for Excellence in Communication Education**, from the International Radio and Television Society (IRTS), in recognition of the best proposal for a children’s television pilot, 1998. Learn more at: <http://irtsfoundation.org>

- **Recipient, ALS Commendation** for advising *Ist Place Winners* in the ALS (Lou Gherig's Disease) Association, National Campaign Competition, 1997.

22. Other professionally related activities

- Committee Member and Reviewer, Public Relations Society of America, (PRSA) College of Fellows, 2011 to present.
- Co-chair, Diversity Committee, Association for Business Communication (ABC), 2008- 2015
- Track Chair, Pedagogy and Instructional Track, International Association of Business Discipline (IABD), 2006- present.
- Session Chair, IABD 20th Annual Conference, 2008- present
- Manuscript reviewer for McGraw Hill, 2011
- Manuscript reviewer for Routledge, 2013, 2015
- Manuscript reviewer for Oxford University Press, 2012
- Manuscript reviewer, Crisis Communication International Conference, Germany, 2013
- Manuscript reviewer for ABC, 2011 to present
- Manuscript Reviewer for the IABD Conference, 2010, 2011-present
- Manuscript Reviewer, *Journal of Intercultural Communication Research*, 2016
- Member, Editorial Board, Health Communication, *Frontiers In Communication Research*, 2016