

TCU VITA

Name

Joshua M. Bentley

Contact information

Assistant Professor
Department of Strategic Communication
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Education

Ph.D. in Strategic Communication, University of Oklahoma, 2010-2013
M.S. in Mass Communication, Oklahoma State University, 2007-2010
B.S. in Broadcasting, John Brown University, 1998-2002

Present rank

Assistant Professor

Year of appointment to the University and rank

2015, Assistant Professor

Previous teaching and/or research appointments

2013-2015, University of New Mexico, Assistant Professor (full time)
2011-2013, University of Oklahoma, Graduate Teaching
Assistant/Instructor of Record (part time)
2004-2006, John Brown University, Adjunct Instructor (part time)

Previous professional positions (other than those listed above)

2007-2009, Cox Radio, Inc., Morning Show Host
2002-2007, John Brown University, KLRC/KUOA Production Director
1998-2002, John Brown University, KLRC Student Announcer (part time)
1999-1999, Clear Channel Radio, Traffic Reporter (part time)
1997-1998, Goforth Media, Inc., Producer

Honors and Awards

2014, Top Faculty Paper, NCA Public Relations Division
2012, Top Student Paper, NCA Public Relations Division
2012, Top Visual Display, AEJMC Public Relations Division
2011, Top Student Paper, NCA Public Relations Division
2010, Top Student Paper, AEJMC Religion and Media Interest Group

Courses taught (other universities)

Communication Research Methods
Introduction to Strategic Communication
Strategic Communication Campaigns
Creative Concepts
Quantitative Data Analysis
Research Methods: Quantitative
Public Relations Publications
Public Relations Research
Audio Design
Public Speaking

Courses developed and taught at TCU

STCO 11103 Writing and Editing
STCO 46403 Law

Graduate theses and dissertations directed, or committee service

Thesis director, Maggie Holman (TCU)
Thesis committee member, Nicholas Manzano (TCU)
Master's project committee member, David Knowles (TCU)
Doctoral dissertation co-chair, Jaclyn Devine (University of New Mexico)
Doctoral dissertation committee member, Natasha Barnett (University of New Mexico)
Thesis committee co-chair, China Billote-Verhoff (University of New Mexico)
Thesis committee member, Hengjiun Lin (University of New Mexico)

Refereed publications

Bentley, J. M., White, J. M., Weiss, D., & Shields, J. D. (2016). Teaching integrated marketing communication campaigns. *Teaching Journalism and Mass Communication*, 6(1), 18-35.

Shields, J. D., Archiopoli, A. M., Bentley, J. M., Weiss, D., Hoffmann, J. White, J. M., Sharp, M. K., Hong, Z., & Kimura, M. (2016). Binge-drinking attitudes and behaviors among Hispanic and non-Hispanic college students: Suggestions for tailoring health campaign messages. *Hispanic Journal of Behavioral Sciences*, 38(2) 243-263.

Ginossar, T., Benavidez, J., Gillooly, Z.D., Attreya, A. K., Nguyen, H., & Bentley, J. (2016). Ethnic/racial, religious, and demographic predictors of organ donor registration status among young adults in the southwestern United States. *Progress in Transplantation*. [Available online at <https://www.ncbi.nlm.nih.gov/pubmed/27619550>]

Bentley, J. M. (2015). Shifting identification: A theory of apologies and pseudo-apologies. *Public Relations Review*, 41(1) 22-29.

- Tsetsura, K., Bentley, J., & Newcomb, T. (2015). Idealistic and conflicted: New portrayals of public relations practitioners in film. *Public Relations Review*, 4(5), 652-661).
- Bentley, J. M., & Barnes, C. C. (2015). Opportunities for dialogue on public radio websites: A longitudinal study. *Journal of Radio and Audio Media*, 22(1), 96-114.
- Bentley, J. M. (2014). Best practices in noncommercial radio fundraising: A practitioner perspective. *International Journal of Nonprofit and Voluntary Sector Marketing*, 19(4), 250-262.
- Bentley, J. M. (2012). Not the best: What Rush Limbaugh's apology to Sandra Fluke reveals about image restoration strategies on commercial radio. *Journal of Radio and Audio Media*, 19(2), 221-138.
- Bentley, J. M. (2012). A uses and gratifications study of contemporary Christian radio web sites. *Journal of Radio and Audio Media*, 19(1), 2-16.
- Bentley, J. M. (2012). Applying dialogic public relations theory to public relations education. *Teaching Journalism and Mass Communication*, 2(1), 1-11.

Non-refereed publications

- Bentley, J. M. (2016). Brand communities. In C. E. Carroll (Ed.), *The SAGE encyclopedia of corporate reputation*. (pp. 80-82). Thousand Oaks, CA: Sage.
- Bentley, J. M. (2016). Guilt by association. In C. E. Carroll (Ed.), *The SAGE encyclopedia of corporate reputation*. (pp. 333-334). Thousand Oaks, CA: Sage.
- Bentley, J. M. (2016). Media dependency theory. In C. E. Carroll (Ed.), *The SAGE encyclopedia of corporate reputation*. (pp. 429-430). Thousand Oaks, CA: Sage.
- Bentley, J. M. (2016). Reciprocity. In C. E. Carroll (Ed.), *The SAGE encyclopedia of corporate reputation*. (pp. 611-612). Thousand Oaks, CA: Sage.
- Bentley, J. M. (2016). Sensemaking. In C. E. Carroll (Ed.), *The SAGE encyclopedia of corporate reputation*. (pp. 742-744). Thousand Oaks, CA: Sage.
- Bentley, J. M. (2013). Sockpuppet. In R. L. Heath (Ed.), *Encyclopedia of public relations* (2nd ed.) (pp. 857-858). Thousand Oaks, CA: Sage.

Papers presented, participation on panels, etc.

- Bentley, J. M. (2016, August). *Pledge now (To benefit yourself)! A content analysis of public radio fundraising*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Minneapolis, MN. [refereed]

- Bentley, J. M., George, A., & Lambise, J. (2016, March). *The apology as identification management (AIM) theory of apologizing*. Paper presented at International Crisis and Risk Communication (ICRC) conference, Orlando, FL. [refereed]
- Bentley, J. M. (2016, February). *Pledge now! A content analysis of public radio fundraising*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) midwinter conference, Norman, OK. [refereed]
- Bentley, J. M., Oostman, K., & Shah, S. (2015, November). *We're sorry, but it's not our fault: Organizational apologies in ambiguous crisis situations*. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) symposium, Fort Worth, TX. [refereed]
- Kalke, K., Griego, S., & Bentley, J. M. (2015, November). *Give back to your alma mater: Fundraising appeals on university websites*. Paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) symposium, Fort Worth, TX. [refereed]
- Ginossar, T., Attreya, A., Benavidez, J., Gilooly, Z., Nguyen, H., & Bentley, J. M. (2015, November). *Ethnic, religious, and demographic predictors of organ donation registration status among young adults in a majority-minority state*. Paper presented at the National Communication Association (NCA) annual convention, Las Vegas, NV. [refereed]
- Morales, G. I., Dozal, M., Shields, J. D., White, J. M., German, L. Bentley, J. M., Weiss, D., & Hoffmann, J. (Upcoming, 2015, November). *Binge-drinking prevention campaigns targeting Hispanic/Latino college students: Importance of individual attitudes and peer support*. Paper presented at the National Communication Association (NCA) annual convention, Las Vegas, NV. [refereed]
- Yang, A., & Bentley, J. M. (2015, November). *A balance theory approach to stakeholder network and apology strategy*. Paper presented at the National Communication Association (NCA) annual convention, Las Vegas, NV. [refereed]
- Bentley, J. M. (2014, November). *Talk is cheap: Organizational apologies from the stakeholder's perspective*. Paper presented at the National Communication Association (NCA) annual convention, Chicago, IL. [refereed]
- Tsetsura, K., & Bentley, J. M. (2014, November). *The presence of our past: Stereotypical representations of public relations practitioners in film in the 21st century*. Paper presented at the National Communication Association (NCA) annual convention, Chicago, IL. [refereed]

- Bentley, J. M. (2014, May). *Stakeholder evaluations of four elements of an organizational apology*. Paper presented at the 2014 International Communication Association (ICA) conference, Seattle, WA. [refereed]
- White, J. M., Bentley, J., & Weiss, D. (2014, May). *Teaching strategic communication campaigns*. Paper presented at the 2014 International Communication Association (ICA) strategic communication preconference, Seattle, WA. [refereed]
- Shields, J. D., Archiopoli, A. M., Bentley, J. M., Hoffman, J., White, J. M., Sharp, M. K., Hong, Z., & Kimura, M. (2014, April). *The impact of race/ethnicity on binge drinking on college campuses: Suggestions for tailoring future health campaign messages*. Poster presented at the New Mexico Public Health Association (NMPHA) annual conference, Albuquerque, NM. [refereed]
- Bentley, J. M. (2014). *Transferring identification: A theory of apologies and pseudo-apologies*. Paper presented at the Western States Communication Association (WSCA) annual conference, Anaheim, CA. [refereed]
- Bentley, J. M., & Park, N. (2013, August). *The role of relationships in public broadcasting fundraising*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Washington, D.C. [refereed]
- Bentley, J. M. (2013, March). *The importance of relationships in public radio fundraising*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) mid-inter conference, Norman, OK.
- Bentley, J. M. (2012, November). *When apologies make things worse: An analysis of Netflix's image restoration strategy*. Paper presented at the National Communication Association (NCA) annual convention, Orlando, Florida. [refereed]
- Bentley, J. M. (2012, August). *Are public radio stations creating opportunities for dialogue on their Web sites?* Poster presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Chicago, IL. [refereed]
- Bentley, J. M. (2012, May). *Fundraising practices at noncommercial radio stations: A public relations perspective*. Paper presented at the International Communication Association (ICA) conference, Phoenix, AZ. [refereed]
- Bentley, J. M. (2012, March). *Factors influencing college students' intention to adopt tablet computers: A structural equation model based on the theory of planned behavior*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) midwinter conference, Norman, OK. [refereed]

- Bentley, J. M. (2011, November). *Applying dialogic public relations theory to public relations education*. Paper presented at the National Communication Association (NCA) annual convention, New Orleans, LA. [refereed]
- Bentley, J. M. (2011, March). *Gatekeeping in contemporary Christian music radio*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) midwinter conference, Norman, OK. [refereed]
- Bentley, J. M. (2010, August). *Contemporary Christian radio web sites: A uses and gratifications study*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Denver, CO. [refereed]
- Bentley, J. M. (2010, March). *Contemporary Christian radio web sites: A uses and gratifications study*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) midwinter conference, Norman, OK. [refereed]

Internal grants received

- TCU Research and Creative Activity Fund (RCAF) grant. Title:
Organizational Apologies in Data Breach Crises. Amount: \$3,850.
- TCU Junior Faculty Summer Research Program (JFSRP) grant. Title:
Organizational Apologies in Data Breach Crises. Amount: \$6,000.

Departmental service

- 2015-2016, Graduate Admissions Committee
2015-2016, New Faculty Search Committee
2015, October 30, Panel moderator for Careers in Communication Symposium. Title: Transition from College to Career.

University service

- 2016, March 16, Presentation to TCU Community Scholars Program. Title:
Developing Effective Communication Skills

Professional service

- Ad-hoc reviewer for *Atlantic Journal of Communication*
Ad-hoc reviewer for *International Journal of Nonprofit and Voluntary Sector Marketing*
Ad-hoc reviewer for *Journal of Public Relations Research*
Ad-hoc reviewer for *Management Communication Quarterly*
Ad-hoc reviewer for *Public Relations Review*
Ad-hoc reviewer for *Prizm*
Paper reviewers for National Communication Association, Public Relations Division
Paper reviewers for International Communication Association, Public Relations Division

Panel Respondent for National Communication Association, Public
Relations Division (2015)

Panel Respondent for International Communication Association, Public
Relations Division (2014)

Academic advising

Fall 2015, advised six students and participated in advising session for
STCO pre-majors

Spring 2016, advised 21 students

Other service

2014-2015, Executive Committee, Department of Communication and
Journalism, University of New Mexico

2013-2014, ACEJMC Accreditation Committee, Department of
Communication and Journalism, University of New Mexico

2013-2014, Student Internship Supervisor, Department of Communication
and Journalism, University of New Mexico