

# Vita

## **Amiso Margaret George, Ph.D., APR, Fellow PRSA**

Department of Strategic Communication  
Bob Schieffer College of Communication

Texas Christian University

TCU Box 298065

Fort Worth, TX 76129

USA

Phone: (817)-257-7510

Email: [a.george2@tcu.edu](mailto:a.george2@tcu.edu)

Twitter: [@Tampriye](https://twitter.com/Tampriye)

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### **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 an Online **Adobe Photoshop and Dreamweaver** training, where I learned key software necessary to enable me to effectively teach a (new) course on Digital Images, Spring 2018

Participated in a 6-hour **Workshop on Video Production**, where I learned useful techniques that have been useful in my Digital Images course, a new class that I began teaching in spring 2018.

Participated in **Honors International Faculty Institute**, where I learned useful strategies for teaching Honors courses and what it means to engage in

Honors education at TCU. While I have not taught Honors courses, I have supervised Honors thesis and projects. I have also served as a content expert on such projects, 2017.

\*Techniques learned from the workshop have been helpful in my supervision of Honors projects as well as my classes.

Participated in a two-day refresher course on **Advanced Mediation Training** organized by Mediation Dynamic and TCU-Human Resources.

\*The workshop developed my current mediation skills and refreshed my understanding of mediation principles, procedures and techniques, February 2017

Attended **workshops organized by the Koehler Center for Teaching Excellence**, to enhance my teaching and assessment. The suggestions provided by workshop leaders enabled me to help my students to become more engaged in identifying and analyzing content they disseminate to their target audience in all my classes, 2017.

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.

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 *Public Relations Principles*, *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* 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 *Public Relations Principles* course.

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

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

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

- c. **University of Texas at San Antonio:** Assistant Professor of Communication 1995-2001
- d. **Our Lady of the Lake University of San Antonio:** Lecturer, Communication Arts, 1991-1994
- e. **Ohio University Center for Afro-American Studies, Athens, Ohio:** Teaching Associate, 1988-1991 (as a graduate student)

*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.** Responsible for developing and reviewing existing courses, and supervising adjuncts, 2001-2004.

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

*Administrative Experience (Non academic elsewhere)*

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

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

**Vice Chair**, Ohio University Alumni Association Board of Directors, (OUAB). Provided leadership in the short and long –term strategic plan of the Alumni Board, 2000-2002

**Chair, Marketing Committee, OUAB**

Provided leadership in developing effective marketing strategies to enhance alumni involvement and experience in the OU Alumni Association, 1988-2000.

**Vice Chair, Editorial Board, *Virtue Magazine*.**

Provided editorial direction for the monthly lifestyle magazine for Africans in the Americas, 2008-2010

**Editor at-Large, *CYH* (Celebrate Your Heritage) magazine.**

Provided editorial services for lifestyle magazine that targets Africans in the diaspora, 1999-2009

**Executive Vice President for Administration, Board of Directors, 24<sup>th</sup> Street Experiment Theater, San Antonio, Texas.**

Helped to develop policy and guidance to award-winning experimental theater company in San Antonio, Texas, 1992-1994.

**President, Graduate Senate, Ohio University, 1989-1991**

Provided leadership as an elected and paid representative of over 3,000 graduate students at Ohio University. Was the spokesperson of graduate students and represented them 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/travel grants of \$20,000 to graduate students.

Was overwhelmingly reelected to a second term of office.

## **7. Previous professional positions**

**External Reviewer**, Public Relations Society of America (PRSA). One of a select few of Accredited Public Relations (APR) professionals and scholars invited by PRSA to enhance and update the examination for Accreditation in Public Relations. With members of the Writing and Technical Review Committee (Adhoc), I wrote and reviewed examination questions for the Universal Accreditation Board (UAB) for inclusion in the examination for Accreditation in Public Relations (APR) exam, 2015-2018.

**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.

**Consultant, Kuwait Foundation for the Advancement of Sciences (KFAS),** Kingdom of Kuwait. Reviewed grant proposals in the area of International and Intercultural Strategic Communication, 2014, 2017.

**Consultant, Strategic Communication, School of Media and Communication, Pan Atlantic University, Lagos, Nigeria.**  
Co-curriculum development, advise on development of instruction modules and conduct workshops on strategic communication topics to graduate students, 2014 to present.

**Readiness Review Consultant, Greater Fort Worth Public Relations Society of America (PRSA).** Reviewed the readiness of candidates preparing for the Accreditation in Public Relations (APR) examination, 2014, 2015, 2017.

**Crisis Communication Consultant, Greater Fort Worth Public Relations Society of America (PRSA).** Taught a boot camp for prospective candidates for the Accreditation in Public Relations (APR) exam, 2014-2016.

**Crisis Communication Consultant, Texas Christian University.** Consult with the University Office of Marketing Communication on its crisis communication plan, 2015 to 2017.  
Conducted crisis communication tabletop exercises for communication specialists of all departments, 2017  
Featured in a University emergency communication response video.

**Crisis Communication Instructor, Certified Public Communicator (CPC)** program co-founded by Dr. Jacque Lambiase and Dr. Laura Bright of Strategic Communication Department at TCU, 2014-present

**Selection Committee, Public Relations Society of America, (PRSA) College of Fellows.** Helped to review applications for induction into the prestigious Public Relations College of Fellows, an honor accorded to about three (3) percent of the over 22-thousand membership of PRSA), 2011-2014

**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, with headquarters in San Antonio, Texas.



**Certified Mediator,** Have chaired or co-chaired Alternative Dispute Resolution teams, which mediated 15 personnel cases in higher education (TCU), 2010 to present.

**Independent Crisis Communication Consultant.** Develop and train teams in small to mid size organizations on risk assessment, crisis management and communication. Clients include colleges, churches in the DFW area, US government departments, small to mid-size businesses and nonprofit organizations in the United States, Malaysia, Australia and Nigeria, 2005 to present.

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

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

**Crisis consultant, University of Nevada, Reno.** 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, 2004-2005.

**Writer/Editor, *McCracken Educator,* Ohio University.**  
Wrote and edited all articles for the newsletter of the College of Education, Ohio University, 1986-1987.

**Stringer, Voice of America (VOA) Africa Service.**  
Wrote and reported stories of interest to listeners of the Africa Service of VOA, 1987-1988.

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

**Public Relations Associate, Center for African American Studies, Ohio University.**  
Wrote features, press releases and performed assigned publicity for the Center’s educational and cultural activities. Organized workshops on working with the media, 1987-1988

**Writer/Producer/Host, “Classic Saturday,” WOUB-FM, Athens, Ohio.**

Wrote, produced and hosted a weekly classical music program on WOUB-FM, a Public Broadcasting Service (PBS) of Ohio University, 1987-1989.

## **8. Courses taught at TCU**

STCO 31423: Strategic Writing  
STCO 32503: Images  
STCO 47422: Global Communication  
STCO 47523/53483: Crisis Communication\*  
STCO 48833: Campaigns (PR)\*\*

### Previously Taught

STCO 16101: Diversity (Formerly Race, Gender and Mass Media) JOUR  
STCO 23123: Public Relations  
STCO 45733: Cases and Problems  
STCO 60193: Global Cases and Campaigns

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

Students in the campaign class have also won numerous awards from the Fort Worth chapter of Public Relations Society of America (PRSA)

### *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

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

Wrote the communication component of the University's crisis plan at the invitation of the faculty Senate.

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.

## 9. External support sought

### Received

**\$9,600 received from Carnegie African Diaspora Fellowship** to enable me to travel to Nigeria to assist in co-curriculum development at a Nigerian university, 2017.

**\$5,000** grant awarded as part of the Coleman Faculty Entrepreneurship Fellowships. The Fellowship is administered in partnership with the Neeley School of Business.

I was one of seven selected to receive the grant at TCU. Among the goals of the Fellows program is to build support for entrepreneurship education in non-business departments.

I used my grant to develop to develop an entrepreneurship angle to my crisis communication and strategic campaign courses since 2015. Learn more about the Coleman Faculty fellowship at:

<http://www.colemanfoundation.org>

**\$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 <https://www.facebook.com/VITALSatTCU/>

**\$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 KRNVTV, 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**

Internal (Requested and funded)

**\$1,500** to enable me to collect qualitative data of crisis victims in Nigeria, 2017. From the Dean's Research Fund, 2017

**\$1,000** to enable me to develop elements of "service learning" in my Strategic Writing class. From the Office of Service learning and Community Engagement, 2015.

**\$5,000** to invite a visiting professor from Australia as part of the **TCU Quality Enhancement Program (QEP) Global Leadership Program**. The visiting professor taught classes, met with students and community groups during his one-week visit. From 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 at TCU:

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

Member of these graduate thesis and project committees:

- Shatika Rembert (MS-Strategic Communication, 2018)
- Stacy Reppond (MS-Strategic Communication, 2018)
- David Knowles (MS-Strategic Communication, 2016)
- Kait Chura (MS-Strategic Communication, 2016)
- Jenny Sanders (MA-Strategic Communication, 2014)
- Lauren Land, (MA-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).
- Beth Spurlock (MA-Ad/PR, 2009)
- Crystal Patton (MA-Ad/PR, 2008)

Member of these graduate thesis committees (Elsewhere):

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

*Undergraduate Honors thesis and projects*

**13b. Special projects/classes supervised**

- Committee member and content expert on **Honors project** (Strategic Communication), fall 2017. Chris Ilenstine “*A Case Study of the Public Relations Strategies and Tactics Used in the Relocation of the Rams and Chargers.*”
- Committee chair on **Honors thesis** (Strategic Communication), spring 2017. Michaela Coons: “*Social Media, Culture and Crisis Communication: Image Restoration Efforts of Selected Cases in the United States and Spain.*”
- Committee member and content expert on **Honors thesis** (Communication Studies), spring 2017. Colten Meisner: “*When Product Loss Minimizes Product Harm: The Reframed Narrative of Blue Bell Creameries’ 2015 Listeriosis Crisis*”
- Committee member and content expert on **Honors thesis** (Strategic Communication), spring 2016. Sarah Wunderlick: “*Reputation, Image and Identification: How Pope Francis Influences Views of His Church through Media.*”
- Supervisor on **Independent project** (Strategic Communication), spring 2014. Ethan Benne, “*Challenges and Opportunities in Developing a Crisis Plan for a Homeless Shelter.*”
- Supervisor on **Independent project** (Strategic Communication), spring 2012. Amanda Garrison, “*Planning and Executing a Strategic Communication Campaign: The TCU VITALS Campaign.*”

**12. Presentations of scholarly and creative activities**

**Refereed Publications:  
Journal Articles**

Sellnow-Richmond, Debbie, George, Amiso and Sellnow, Deanna (2018). An IDEA Model Analysis of Instructional Risk Communication in the Time of Ebola.” *Journal of International Crisis and Risk Communication*, 1, 1, 135-166.

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 Wardrobe, 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](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. "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). (2017) *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives*. New Jersey: Wiley/IEEE (376 pages).
- 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 (2017). 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 Jersey: Wiley/IEEE, pp. 57-75.
- Kwansah-Aidoo, Kwamena and George, Amiso M (2017). 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 Jersey: Wiley/IEEE, pp. 3-18.

- Kwansah-Aidoo, Kwamena and George, Amiso M (2017). 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 Jersey: Wiley/IEEE, pp. 184-208
- da Silveira e Silva, Regina C and George, Amiso (2017). 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 Jersey: Wiley/IEEE, pp. 289-307.
- George, Amiso M. and Kwansah-Aidoo, Kwamena (2017). Looking ahead: 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 Jersey: Wiley/IEEE, pp. 327-341.
- George, Amiso. (2016) Crisis Communication Research in Nigeria: In A. Schwarz, M. Seeger, & C. Auer, (Eds). *Handbook of International Crisis Communication Research*. New Jersey: 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. "A Qualitative Approach In Understanding Archaeological Destination Brand Personality." With Pong Kok Shiong. Paper presented at the 2018 IABD Conference on San Francisco, April 6-8, 2018.
- George, Amiso and Soumitro Sen. "Culture Centered Corporate Apologia: A Review of Strategies across Three Countries, USA, India and Nigeria." Paper presented at the 2018 International Crisis and Risk Communication Conference, Orlando, Florida, March 12-15, 2018.
- George, Amiso. "Behind the Façade: Communicating With Boko Haram Victims Through their Stories and their Hopes." Paper presented at the International Crisis Communication Conference: Crisis5, Universidade Católica Portuguesa in Lisbon, on 19-21 October, 2017.

- George, Amiso. "Evolution of the Crisis Communication Function within Governmental PR: A Systematic Review of Crisis Communication Literature from 1953 – 2015." With Audra Diers-Lawson and Martina Topić. Paper presented at the International Crisis Communication Conference: Crisis5, Universidade Católica Portuguesa in Lisbon, on 19-21 October, 2017.
- George, Amiso. "The Exploration of Service Learning Practice at Universiti Tunku Abdul Rahman (UTAR), Malaysia." With Diong Fong Wei. Paper presented at the 2017 IABD Conference on New Orleans, April 6-8, 2017.
- George, Amiso. "Transboundary Conversations as Crisis Communication" With Josh Bentley, Ryan Julison and Casey Rayborn Hicks. Panel presentation at the 2017 International Crisis and Risk Communication Conference, Orlando, Florida, March 13-15, 2017.
- George, Amiso, Macias, Wendy, Adams, Richard and Pratt, Cornelius. The VITALS Campaign: Examining the Intended and Unintended Effects of an Anti-Binge Drinking Campaign." Presented at the annual meeting of the International Communication Association (ICA), Fukuoka, Japan, June 9-13, 2016
- Bentley, Josh, George, Amiso and Lambiase, Jacque. "The Apology as Identification Management (AIM) Theory of Apologizing." Paper presented at the 2016 International Crisis and Risk Communication Conference, Orlando, Florida, March 7-9, 2016
- George, Amiso. "Ebola In Nigeria: Audience Reception of Ebola Messages." Paper presented at the 2016 International Crisis and Risk Communication Conference, Orlando, Florida, March 7-9, 2016.
- George, Amiso & Thomas, Maggie. "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. Containing Ebola in Nigeria: Lessons in Effective Risk and Crisis Communication. Paper accepted for presentation at the International Conference on Crisis Communication, Crisis4, Lund University, Campus Helsingborg, Sweden, October 7-10, 2015
- George, Amiso; Sellnow, Deanna & Sellnow, Debbie. Effective Instructional Risk Communication in the Time of Ebola. Presented at the annual meeting of the International Communication Association (ICA), San Juan, Puerto Rico, May 21-25, 2015
- George, Amiso (with Kaiyi Sun and Jiangyao Chang). The Shuanghui (China) Group Pork Crisis: Lessons in Image restoration. Presented at the annual

meeting of the International Association of Business Disciplines (IABD), Orlando, Florida, March 26-28, 2015.

George, Amiso. Culture, Politics and Transboundary Crisis Communication: The Case of MH370. Presented at the 79th Annual International Conference of the Association of Business Communication (ABC), Philadelphia, Pennsylvania, October 22–25, 2014

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. 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 78<sup>th</sup> 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 74<sup>th</sup> 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 74<sup>th</sup> 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 19<sup>th</sup> 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 18<sup>th</sup> 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 18<sup>th</sup> 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 70<sup>th</sup> 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 70<sup>th</sup> 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 70<sup>th</sup> 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 69<sup>th</sup> 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 69<sup>th</sup> 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 69<sup>th</sup> 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 68<sup>th</sup> 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 67<sup>th</sup> 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 66<sup>th</sup> 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 65<sup>th</sup> 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 64<sup>th</sup> 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 42<sup>nd</sup> 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 21<sup>st</sup> 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. Editorship**

**Associate Editor**, *Frontiers in Health Communication*, 2016-2017

**b. Consultantships**

**Appointed External Examiner** for the Public Relations program at **Universiti Tunku Abdul Rahman (UTAR) of Malaysia** (<https://www.utar.edu.my>) since 2015. In that capacity, I review and make recommendations on the curriculum and offer professional advise to this English-language private university in Malaysia.

**c. Professional Activities**

**Named a 2017 Carnegie African Diaspora Fellow.** As part of the Fellowship, I spent one month at the School of Media and Communication, Pan Atlantic University, Lagos, Nigeria, to assist in curriculum co-development/revision and offer symposium for graduate students. I also conducted workshops on crisis communication for key communication personnel at the university.

**d. Professional Engagements**

**Keynote Addresses**

"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 21<sup>st</sup> 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 21<sup>st</sup> 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 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 6<sup>th</sup> to 12<sup>th</sup> 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 Strategic Communication majors

Summer orientation adviser, 2007-2009, 2011.

Advising Coordinator, Monday at TCU, 2005-2006

Monday at TCU participant, 2006 to 2014.

##### *At Previous Schools*

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

#### **15. Departmental service**

- STCO Departmental Advisory Committee, 2016 to 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, Search Committee, FTDM, 2016

Member, Search Committee, Journalism Department, 2017

Member, Curriculum Committee, 2007-2009.

**17. University service**

- Member, Evaluation Committee, 2017 to present
- Member, Graduate Council, 2013 to 2016
- Member, Search Committee, Honors College, 2017-2018
- Member, Search Committee, Director of Grants/Research, 2017
- Member, Search Committee, Dean of the College of Communication, 2015
- Mediator, 2012 to present. Have mediated/co-mediated about 12 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, 2008.

*At Previous Schools*

- Chairperson, Campus Affairs Committee, 2003-2004, UNR.

**Wrote the first 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
- Successfully **obtained 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.
- Assisted 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
- Reviewed crisis communication plan for Trinity Episcopal Church, Communication Committee and provided the first crisis communication blueprint for the church. 2012 to present
- Provided strategies for diversifying membership for Greater Fort Worth Public Relations Society of America (PRSA), as part of the Diversity Committee, 2012
- Provided strategic communication plan and training for lay ministers, United Christian Fellowship of Arlington, 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)***

- Keynote speech at the launch of Institute of Public Relations Malaysia, UTAR Chapter, at the Universiti Tunku Abdul Rahman (UTAR), Malaysia
- Graduate students, undergraduate students at the School of Media and Communication at Pan Atlantic University, Lagos, Nigeria.
- 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
- Telstra Australia, Melbourne Office, Emergency Communication staff
- 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/Strategic Communication Classes***

- Pan Atlantic University, Lagos, Nigeria
- Ohio University, Athens, Ohio
- Texas Christian University
- University of Nevada, Reno
- Universiti Tunku Abdul Rahman, Kampar, Malaysia.

***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:**

- *PR Tactics*, *PR People Facebook page*, *PRSA website*, *TCU This week*, in connection with my recognition as the Public Relations Society of America (PRSA) 2017 Educator of the Year, 2017.
- Malaysian Chinese language newspaper and Universiti Tunku Abdul Rahman (UTAR Online) News, on my consulting work as External Examiner with the Public Relations program at UTAR, 2017.
- Featured on “*Gudu Morning Naija*” (Good Morning Nigeria) Breakfast TV in Lagos, Nigeria, on crisis communication, 2017, in connection with my Carnegie African Diaspora Fellowship award at Pan Atlantic University, Lagos, Nigeria, 2017
- Featured on School of Media and Communication news website in connection with my consulting work as a Carnegie Fellow at Pan Atlantic University, Lagos, Nigeria, 2017.
- Featured on TCU This Week website in connection with my Carnegie Fellowship at Pan Atlantic University, Lagos, Nigeria, 2017.
- *The Fort Worth Star Telegram* on the crisis response of the Twin Peaks restaurant in the killing of nine gang members at a motorcycle gang meeting in Waco, TX, 2015.
- *The Fort Worth Star Telegram* on the crisis management of Texas Health Presbyterian Hospital in the wake of the Ebola crisis, 2014
- *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***

- Technical Review Committee, Universal Accreditation Board (UAB), Public Relations Society of America (PRSA), 2016 to present.
- Nomination Committee member, PRSA College of Fellows, 2014 to present.
- Selection Committee member, PRSA College of Fellows, 2011 to present
- Competition judge, Greater Fort Worth PRSA, PR Campaign Competition entries, 2011 to present
- Competition judge, Oklahoma PRSSA, Zenith Award (Student competition), 2014, 2016
- Competition judge, Sierra Nevada PRSA, PR Campaign Competition entries, 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 (ICA)

International Crisis Communication Group (ICCG)

- Member of the Technical Committee, 2013 to present

Public Relations Society of America (PRSA)

- Director, Greater Fort Worth Chapter PRSA Board, 2017 to present, Greater FW Chapter
- Chair of Advocacy, Greater FW Chapter, 2016-2017
- Chair of APR Accreditation Committee, 2006-2007, Greater FW Chapter
- Member of Diversity Committee, 2008-2010, Greater FW Chapter
- 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

**2018 Bridge Award for Excellence in Strategic Communication Research** by the International Crisis and Risk Communication Conference and the Nicholson School of Communication at the University of Central Florida. The award “recognizes a prominent scholar who has demonstrated commitment to the furtherance of strategic communication research” that bridges the gap between the academy and the profession.

**2017 Public Relations Society of America (PRSA) Educator of the Year** by the Public Relations Society of America. The Outstanding Educator Award “recognizes a PRSA member in good standing with a minimum of 20 years of experience in public relations who has made a *significant contribution* to the advancement of public relations education through college or university teaching.”

**2017 Worthy Award of Excellence**, from the Greater Fort Worth Public Relations Society of America (PRSA) for directing the TCU Strategic Communication team for Peer2Peer Combating Extremism campaign. The campaign was sponsored by the Department of Homeland Security in collaboration with Edventures Partners, which works with colleges and universities to connect with the Millennial market. The Worthy Award recognizes the best in strategic communication in north Texas.

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](http://www.prssa.org/scholarships_competitions/bateman)

**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 was a 3-year strategic communication campaign, sponsored by The Century Campaign, now the Foundation for Advancing Alcohol Responsibility

(FAAR). VITAL's goal was to educate TCU students to recognize the symptoms of alcohol poisoning and get help. Learn more at [www.tcuvitals.com](http://www.tcuvitals.com)  
The "Worthys" recognize the best in strategic communication in North Texas.  
May 2012. Learn more at [www.worthyawards.com/](http://www.worthyawards.com/)

**2012, Best Poster Presentation**, *TCU Annual Festival of Research and Creativity*, Spring 2012. Directed the TCU Strategic Communication (VITALS) team

**2011, Best Poster Presentation**, *TCU Annual Festival of Research and Creativity*, Spring 2011. Directed the TCU Strategic Communication (VITALS) team

**2010: 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](http://www.prsa.org/collegeoffellows)

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](http://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 *3<sup>rd</sup> Place Winners* in the Texas Public Relations Association (TPRA) Student Case Study Competition, 2000

Recipient, **Best of Texas** award for advising *2<sup>nd</sup> 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

**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

**Evaluator/Reviewer** Kuwait Foundation for the Advancement of Sciences (KFAS), Kingdom of Kuwait. Reviewed grant proposals in the area of Intercultural Strategic Communication, 2014, 2017

**Evaluator/Reviewer**, PRISM Award entries, Rochester (New York), Public Relations Society of America, 2016.

**Evaluator/Reviewer**, Cleveland Rocks Award entries, Cleveland, Ohio, Public Relations Society of America, 2015.

**Evaluator/Reviewer**, Zenith Award entries, The **Zenith Awards** are a nationally recognized student public relations competition, 2015 to present.

**Evaluator/Reviewer**, Public Relations Society of America, (PRSA) College of Fellows, 2011 to 2014.

**Evaluator/Reviewer**, Pinnacle Award entries, Las Vegas Valley Chapter Public Relations Society of America, 2013.

**Evaluator/Reviewer**, Greater Fort Worth PRSA, 2008-present; Sierra Nevada PRSA, 2001-2003

### **Manuscript (Book) Reviewer**

*The Public Relations of Everything* by Robert Brown (Routledge, 2014)

*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).

*Crisis Communication book proposals for McGraw Hill, Routledge and John Wiley, 2011 to present.*

### **Conference Paper Reviewer**

Crisis Communication, International Communication Association (ICA-PRD) Crisis, 2012-2016.

Communication: Crossing Boundaries in Crisis Communication, Erfurt, 2013

Association for Business Communication (ABC) Conference, 2010 - 2014

International Association for Business Disciplines (IABD) Conference, 2010-present

### **Professional Service**

*Journal of Risk and Crisis Communication*

Editorial Board member, 2017 to present

Manuscript reviewer

*Journal of Social Media in Society*

Editorial Board member, 2016 to present

Manuscript reviewer

*Frontiers in Health Communication*

Associate Editor, 2016-2017

Manuscript reviewer

*Journal of Intercultural Communication Research*

Manuscript reviewer

Public Relations Society of America, (PRSA) College of Fellows,  
Member, Selection Committee, 2011 to 2014.

Public Relations Society of America, (PRSA) College of Fellows,  
Member, Programming Committee, 2017 to present

Association for Business Communication (ABC)  
Co-chair of Diversity Committee, 2008 to 2014

International Academy of Business Disciplines (IABD)  
Chair of Instruction & Pedagogy Track, 2006 to present

International Crisis Communication Group (ICCG) Europe  
Member of the Technical Committee, 2013 to present