

15 November 2021

## NARRATIVE PROFESSIONAL BIOGRAPHY

### DR. DEAN KRUCKEBERG, APR, FELLOW PRSA

Dr. Dean Kruckeberg, APR, Fellow PRSA, is a tenured full professor in the Department of Communication Studies at the University of North Carolina at Charlotte. He was executive director of the Center for Global Public Relations, a service unit in that department, from 2008 to 2013. From 1983 through 2008, Dr. Kruckeberg was a public relations professor in the Department of Communication Studies at the University of Northern Iowa, serving most of those years as coordinator of the Public Relations Degree Program or of the Mass Communication Division. Dr. Kruckeberg is co-author of the book, *Public Relations and Community: A Reconstructed Theory*, which won the first annual PRIDE Award from the Speech Communication Association Commission on Public Relations (now National Communication Association Public Relations Division), and he is the author and co-author of many book chapters, articles and papers dealing with international public relations and international public relations ethics.

Dr. Kruckeberg is co-author of the 11<sup>th</sup> (2013), 10<sup>th</sup> (2010), 9<sup>th</sup> (2006), 8<sup>th</sup> (2004), 7<sup>th</sup> (2000) and 6<sup>th</sup> (1996) editions of *This Is PR: The Realities of Public Relations*, which is a major public relations textbook that has a global English edition and translation editions in several languages worldwide, and of *Transparency, Public Relations, and the Mass Media: Combating the Hidden Influences in News Coverage Worldwide* (2017); and is co-editor of *Public Relations in the Gulf Cooperation Council Countries* (2019); and of *Strategic Communications in Russia: Public Relations and Advertising* (2021). He was co-researcher of a two-year study that was released globally in 2003 that ranked 66 countries according to the likelihood that their daily newspaper reporters were seeking or accepting bribery for editorial coverage. This study received global attention in leading news media worldwide as well as in the professional press and marked the beginning of a stream of research about journalists' propensity toward bribery in these countries.

Dr. Kruckeberg was recipient of the 2021 Gold Anvil for lifetime achievement from the Public Relations Society of America. He was recipient of the 2016 NCA Public Relations Division's "PRIDE Award for Outstanding Contribution/Achievement in Public Relations Education." In October, 2013, he was presented the Atlas Award for Lifetime Achievement in International Public Relations by the Public Relations Society of America at its International Conference in Philadelphia. Dr. Kruckeberg was the 1995 national "Outstanding Educator" of the Public Relations Society of America. He was awarded the Jackson Jackson & Wagner Behavioral Research Prize at the International Conference of the Public Relations Society of America in Salt Lake City in November 2006. This national award and \$1,000 prize recognize individual behavioral science researchers whose scholarly work has enhanced the understanding of the concepts and theories that contribute to the effectiveness of public relations practice. He was the 1997 recipient of the Pathfinder Award presented by the Institute for Public Relations, another leading award for public relations research. Professor Kruckeberg also was presented the 1997 State of Iowa Regents Faculty Excellence Award. In fall 1998, Dr. Kruckeberg was awarded the Wartburg College Alumni Citation that recognized his accomplishments as one of the nation's leading public relations educators.

## Kruckeberg narrative professional biography/2-2-2

In 2011, Dr. Kruckeberg was presented the Infinity Award, the highest award to a public relations professional that is given by the Charlotte Chapter of the Public Relations Society of America. That award honors a public relations professional whose character, career and service represent the highest standards and who excels in the practice of public relations and/or has accomplished an outstanding one-time achievement. In May 2013, he was inducted into Rowan University's Public Relations Hall of Fame. From 1997 to 2012, Dr. Kruckeberg was Co-Chair of the Commission on Public Relations Education. This consortium, which has representatives from major national and international professional and scholarly associations, determines and recommends guidelines for public relations curricula and pedagogy in the United States. Its October 1999 and November 2006 reports were used as benchmarks for public relations curricula and instruction in the United States and in several foreign countries. Its report on master's degree education was released at the international conference of the Public Relations Society of America in October 2012.

Dr. Kruckeberg is a Fellow of the Public Relations Society of America (inducted in 1990), was 2010 chair of the PRSA International Section and is a member of PRSA's Global Affairs Task Force. He is the lead Academic Advisor of the Inez Y. Kaiser – GKC-PRSA Memorial Scholarship Fund. From 2000 through 2002, he served a two-year term as director-at-large on the national board of this 21,000-member professional association, and he is a former member of the PRSA Advocacy Advisory Board. Dr. Kruckeberg was 1993-94 Midwest District Chair of PRSA; was 1996 national nominating committee member, representing the Midwest District; had served on the executive committee and was newsletter editor of the PRSA International Section; was newsletter editor of the PRSA College of Fellows; is former National Faculty Advisor of the Public Relations Student Society of America (1989-91); and is a former Advisor to *Forum*, the national newspaper of PRSSA.

Dr. Kruckeberg is past Chair of the Public Relations Division of the International Communication Association and is former Head of the Public Relations Division of the Association for Education in Journalism and Mass Communication. In 1997, he was one of two candidates for President-Elect of the Association for Education in Journalism and Mass Communication, and from 2012 to 2018, he served as a member of the national Professional Freedom and Responsibility Committee, having been elected to a second three-year term in 2015. He is past Resolution Chair, Vice Chair and was the 2018 Chair of that national committee, as well as a member of the AEJMC President's Advisory Council and National Board of Directors. Dr. Kruckeberg is former Chair of the Public Relations Division of the National Communication Association (1993); was 1997 Chair of the PRSA Educators Section (now Academy); was 1997 Co-Chair of the Educational Affairs Committee of PRSA; was a member of the Research and Educational Advisory Board of the Institute for Public Relations; and is an advisory board member of the International Public Relations Research Conference. He has been an active member of several other professional associations and was a charter member of the Commission on Global Public Relations Research. Professor Kruckeberg was a Senior Fellow of the Society for New Communications Research, was a member of the Board of Directors of this global 501(c) (3) nonprofit research and education foundation and was Chair of the Editorial Committee of SNCR's *Journal of New Communications Research (JNCR)*. This organization has now been acquired by The Conference Board.

### Kruckeberg narrative professional biography/3-3-3

Dr. Kruckeberg has lectured and taught worldwide. In December 2019, he was an invited speaker discussing Russian Strategic Communications Education and Practice for the II Marine Expeditionary Force Strategic Communication Professionals, Camp LeJeune, Jacksonville, NC. The audience included, not only strategic communication officers, but also a range of senior-level officers, and the video-recording was circulated widely. In November 2020 and 2018, he was a keynote speaker via zoom and Adobe Connect at Connect-Universum V and IV International Transdisciplinary Research and Practice Online Conferences, National Research Tomsk State University, Tomsk Oblast, Russia. In May 2018, he was co-organizer and master mentor at the ICA pre-conference Ph.D. Workshop), in which doctoral students from Russia, Czech Republic, Estonia, Switzerland and the United States had their doctoral dissertation proposals reviewed and critiqued by their mentors in Prague, Czech Republic. In summer 2018, he gave two seminars to faculty and graduate students at Aarhus University, Denmark.

In fall 2016, he was a visiting professor at the Russian Federation's National Research University Higher School of Economics School of Integrated Communications, teaching "Global and International Public Relations/Strategic Communication Inquiry: Current theory and Practice" to master's degree students. This program is regarded by many to be the best of its kind in the Russian Federation. In summer 2016, Dr. Kruckeberg was a visiting professor teaching "Global and International Public Relations" in the Summer Program in Communication Education (SPICE) at the University of Erfurt, Germany. In July 2015, Dr. Kruckeberg was invited to co-present a paper at a plenary session and participate in a round table discussion, "Academics to Practitioners: Pragmatics of Communication Studies," at the International Research Conference of the Department of Integrated Communications at the National Research University Higher School of Economics in Moscow. In August 2015, he presented a co-authored paper with Prof. Chiara Valentini of Aarhus University, Denmark, via skype at "Public Relations: Critical Perspectives, Edgework and Creative Futures Conference," Queen Margaret University, Edinburgh, Scotland.

In October 2015, Dr. Kruckeberg gave a skype lecture to the Public Relations class at East Siberia State University of Technology and Management, Ulan-Ude City, Buryatia (Autonomous Republic), Siberia, Russia, and, via telepresence, to U.S. members of Bank of America: Global Risk, Legacy Asset Servicing and Global Technology & Operations Corporate Communications Team. In April 2015, he gave a skype lecture to the master's-level Principles of Public Relations class at Monmouth University, and, in January 2015, he gave a skype lecture to COM 510 Public Relations Principles and Practices, College of Communication and Media Sciences, Zayed University, United Arab Emirates. In May 2014, Dr. Kruckeberg gave a lecture at the London College of Communication for a graduate class and for guests from the Chartered Institute of Public Relations, Public Relations Consultancies Association and the UK International Association of Business Communicators. In March 2014, he was a keynote speaker at the International Conference-Public Interest & Media Impact at Shih-Hsin University, Taipei, Taiwan, which drew participants from China, Macao, Malaysia and Singapore. In March 2014, he made a presentation via skype to the University of North Carolina at Chapel Hill School of Journalism and Mass Communication JOMC 432 Public Relations Case Studies class.

#### Kruckeberg narrative professional biography/4-4-4

In September 2013, Dr. Kruckeberg was an invited lecturer for the public relations research “Dream Course” at the University of Oklahoma Gaylord College of Journalism and Mass Communication.” He also gave a public lecture, “In Search of the Ethics’ Holy Grail: Normative Theory and the Role of the Communication Professional in Global Society,” and led a discussion in a graduate course. In June 2013, Dr. Kruckeberg made a presentation at the International Communication Association pre-conference in London. In May 2013, Dr. Kruckeberg presented the keynote address at the Rowan University PRSSA Spring Gala and was a guest lecturer in its Introduction to Public Relations class. In January 2011, Prof. Kruckeberg was the keynote speaker and made another presentation at the First Conference of the Middle East Public Relations Association, Dubai, United Arab Emirates, and in November 2010 he gave a public speech at Auburn University and made presentations about globalism at North Carolina State University and the University of Georgia in spring 2011. In June 2010, Dr. Kruckeberg made two presentations at the International Communication Association pre-conference program in Singapore.

In 2014, 2011 and 2010, Prof. Kruckeberg taught UNC Charlotte’s London International Public Relations Seminar at Regent’s University-London, and he made electronic keynote presentations for the Association of Russian Public Relations Educators in St. Petersburg, Moscow and Kazan while he was in London in 2011. Dr. Kruckeberg also gave a lecture via Skype in April 2012 to a master class at IRSO in Novosibirsk, Siberia, Russia, and, in October 1997, to students at Curtin Business School of Curtin University of Technology, Perth, Western Australia. Skype lectures also have included those to students in Germany and, in March 2013, to the doctoral class in Global Public Relations at the University of Maryland. In fall 2009, Dr. Kruckeberg was a keynote speaker at the 20<sup>th</sup> Anniversary Celebration of the College of Journalism and Communications at the University of Bucharest, Romania, and, also in fall 2009, he was an invited keynote speaker at the 8<sup>th</sup> Baltic PR Weekend in St. Petersburg, Russia. In summer 2009, Dr. Kruckeberg made several presentations at *PR Hunting*, in which public relations education programs at seven Siberian Universities participated in seminars for their students in Barnaul, Altai Krai Region, and in the Altai Region of Russia, after which he made a presentation in Moscow for the Government Relations Section of the Russian Public Relations Association.

In fall 2007, Prof. Kruckeberg was a keynote speaker at the *European Public Relations Congress*, in Kiev, Ukraine, which was sponsored by the Ukrainian Association of Public Relations, where he also participated in a panel, press briefing and was a judge of the Pravda Awards, co-presenting the “Grand Prix Award” at the Pravda Awards—2007 Gala Ceremony. Also in fall 2007, he presented the Annual Walker Fund Lecture at the University of Northern Illinois. In summer 2006, Dr. Kruckeberg was the keynote speaker at the international conference, *Municipal Social Policy and Publics: Realities and Perspectives*, sponsored by Ulan-Ude City, Buryatia (Autonomous Republic), Siberia, Russia, and he presented a workshop in Moscow for Niccolo M, a leading Russian international political consulting and public relations firm, and for the Governmental Affairs Section of the Russian Public Relations Association. He was an invited speaker presenting the paper, Kruckeberg, D., and Vujnovic, M. “The Imperative for an Arab Model of Public Relations as a Foundation and Framework for Arab Diplomatic, Corporate and Nongovernmental Organization Relationships: Challenges and Opportunities,” spring 2004 at the Public Relations Conference of the College of Communication, University of Sharjah, United Arab Emirates.

## Kruckeberg narrative professional biography/5-5-5

In May 2002, Dr. Kruckeberg was invited to speak to the Swedish Public Relations Association in Stockholm, to faculty and graduate students at Orebro University, and he was a keynote and a session speaker at the *Communicare 2002 Seminar* at Mid-Sweden University in Sundsvall. Dr. Kruckeberg in July 1998 was a speaker at the *Teaching the Teachers* workshop that was designed to prepare communication faculty in the Baltic States and Russia to teach public relations, which included a presentation at the *Third Annual Summer School in Russian Media* in St. Petersburg, Russia, and he made a presentation at the workshop program in Riga, Latvia, in July, 1998. The workshop was funded by the Soros Foundation and by USIA. Also in summer 1998, Dr. Kruckeberg was invited by USIS-Sofia, Bulgaria, to present information about the U.S. Freedom of Information Act to Bulgarian news people, government officials and leaders of nongovernmental organizations (NGOs) and to teach sessions related to media relations for press secretaries of the various governmental ministries. He has been interviewed by media in the Czech Republic, Russia, Ukraine, Bulgaria and South Africa.

Dr. Kruckeberg's consulting work has included a review of the public relations and mass communication programs at the United Arab Emirates University in fall 1993. During summer 1994, he was part of the project team that developed the public relations degree program at that university. In January 1993, he was one of six American scholars invited and hosted to attend 2nd Selected Subject Meeting of the Herbert Quant Communication Circle, Berlin, Germany, sponsored by the BMW Foundation. He also has been external reviewer for public relations education programs or their home departments at McMaster University, Hamilton, Ontario, Canada; Georgia Southern University; the University of North Dakota; Southwest Missouri State University; Illinois State University; Eastern Illinois University; Minnesota State University—Moorhead; Capital University, Columbus, Ohio; and Coe College, Cedar Rapids, Iowa, as well as a Public Relations Society of America CEPR Certification Reviewer for Rowan University twice, as well as for Valdosta (Georgia) State University, Eastern Kentucky University, Seneca College in Toronto twice and Radford University in Virginia.

Dr. Kruckeberg has a bachelor of arts degree in English with a journalism minor from Wartburg College, Waverly, Iowa (1969); a master of arts degree in journalism in the public relations sequence from Northern Illinois University, DeKalb (1974); and a doctor of philosophy degree in mass communications from the University of Iowa, Iowa City (1985). Dr. Kruckeberg worked professionally as a public relations practitioner at Lutheran General Hospital, a large teaching hospital and health care center in the Chicago area, for four years and as an extension information specialist (publications) for the Agricultural Extension Service of the University of Minnesota for four years, as well as part-time during his undergraduate college career—comprising over a decade of practitioner experience in journalism and public relations. Dr. Kruckeberg has been on the faculty as an instructor at the University of Minnesota-St. Paul; as an instructor at the University of Iowa; as an assistant professor and student newspaper advisor at Northwest Missouri State University; and, for 25 years, as an assistant, associate and full professor at the University of Northern Iowa before assuming responsibilities from 2008 to 2013 as executive director of the Center for Global Public Relations and as a full professor at the University of North Carolina at Charlotte.

15 November 2021

**Dean Alfred Kruckeberg**

**WORK ADDRESS:**

5044 Colvard  
The University of North Carolina at Charlotte  
9201 University City Blvd.  
Charlotte, NC 28223-0001 U.S.A.

**HOME ADDRESS:**

9240 Meadowmont View Drive  
Charlotte, NC 28269

**WORK PHONE:** (704) 687-0770; **FAX:** (704) 687-5286; **E-Mail:** dkruckeb@uncc.edu

**CURRENT POSITION:** Professor, Department of Communication Studies, University of North Carolina at Charlotte.

**EDUCATION:**

**Ph.D.**, mass communications, the University of Iowa, Iowa City, May 1985.

**M.A.**, journalism in public relations sequence, Northern Illinois University, DeKalb, May 1974.

**B.A.**, English major and journalism minor, Wartburg College, Waverly, Iowa, May 1969.

**EMPLOYMENT:**

2008-present. Professor, Department of Communication Studies, University of North Carolina at Charlotte, and, from 2008 to 2013, Executive Director, Center for Global Public Relations. (Professor Emeritus of the University of Northern Iowa.)

1983-2008. Professor, Department of Communication Studies, University of Northern Iowa, Cedar Falls, Iowa 50614-0139. Tenured 1988, promoted to associate professor 1989, promoted to full professor 1994.

1979-83. Assistant Professor, School of Communications, and Advisor, *Northwest Missourian* student newspaper, Northwest Missouri State University, Maryville.

1976-1979. Instructor, School of Journalism, University of Iowa, Iowa City.

1973-1976. Extension Information Specialist, Publications, Agricultural Extension Service, and Instructor, Department of Information and Agricultural Journalism, University of Minnesota-St. Paul.

1969-1973. Assistant Director of Public Relations, Lutheran General Hospital, Park Ridge, Ill.

1968-1969. Part-Time News Writer, Public Relations Department, Wartburg College, Waverly, Iowa.

May-July 1968. Reporter, *Waterloo (Iowa) Courier*.

Kruckeberg curriculum vitae/2-2-2

1967-1968. Editor (paid position), *Wartburg Trumpet*, student newspaper of Wartburg College, Waverly, Iowa. (Held several progressive news-editorial positions during years 1965-1967 preceding editorship.)

#### **RESEARCH AND SCHOLARSHIP, AWARDS AND PROFESSIONAL SERVICE**

##### **Publications:**

##### **Books and Book Chapters:**

Swiatek, L., Galloway, C., Vujnovic, M., & Kruckeberg, D. (in review). Artificial intelligence: Mapping the ethical landscape for communication professionals and beyond. In J. Lipschultz, K. Freberg, and R. Luttrell (Eds.), *The emerging media handbook: Theoretical and applied Trends in social media and CMC*. Bingley, UK: Emerald Publishing.

Flores Mayorga, M., & Kruckeberg, D. (accepted). Implications for the transformation of public relations higher education in Mexico: From the traditional model to social and digital projects. In J. F. Munoz Uribe (Ed.), *Communication training: Vision of a future formation*. Quito, EC: Pontificia Universidad Católica del Ecuador.

Tssetsura, K., Kruckeberg, D., & Paluszek, J. (under contract). *Global public relations in the evolving society*. San Diego, CA: Cognella.

Vujnovic, M., Kruckeberg, D., & Starck, K. (2021). Extending the boundaries of public relations through community-building and organic theories. In Valentini, C. (Ed.), *Handbook of public relations* (pp. 443-449). Berlin, DE, & Boston, MA: De Gruyter Mouton.

Tssetsura, K., & Kruckeberg, D. (2021). Navigating the uncharted waters of journalism ethics and responsibilities in a 21<sup>st</sup> Century information age. In D. Dimitrova & C. Kozman (Eds.), *Global journalism: Understanding world media systems*. Lanham, MD: Roman & Littlefield.

Tssetsura, K., & Kruckeberg, D. (Eds.) (Author of introductory chapter). (2021). *Strategic communications in Russia: Public relations and advertising*. Abingdon, UK: Routledge.

Tssetsura, K., & Kruckeberg, D. (2020). The changing nature of journalism: A sociology of de-professionalization. *Proceedings of the 5<sup>th</sup> World Journalism Education Congress "Teaching Journalism During a Disruptive Age" in 2019* (pp. 726-737). Paris, FR: World Journalism Education Congress. ISBN 978-2-9571786-0-5  
[http://www.wjec.paris/wp-content/uploads/2020/02/ConferenceProceedings\\_WJEC19.pdf](http://www.wjec.paris/wp-content/uploads/2020/02/ConferenceProceedings_WJEC19.pdf)

Kruckeberg, D. (2020). Front inside book endorsement. In D. Pompper, *Community Building and Early Public Relations: Pioneer Women's Role on and After the Oregon Trail* Abingdon, UK: Routledge.

Almutairi, T. M., & Kruckeberg, D. (Eds., co-authors of introductory and concluding chapters). (2019). *Public relations in the Gulf Cooperation Council countries*. Abingdon, UK: Routledge.

Kruckeberg, D., & Tssetsura, K. (2019). Global public relations as a communication sub-field. *Communications, Media and Design*. Moscow, RU: Russian Federation National Research University Higher School of Economics.

Vujnovic, M. & Kruckeberg, D. (2019). Community. In B. R. Brunner (Ed.), *Public relations theory: Application and understanding* (pp. 141-158). Hoboken, NJ: Hoboken, NJ. Wiley.

Kruckeberg, D., & Vujnovic, M. (2019). Global advertising and public relations. In Y. R. Kamalipour (Ed.), *Global communication: A multicultural perspective* (pp. 325-343). Lanham, MD: Rowman & Littlefield Publishers.

### Kruckeberg curriculum vitae/3-3-3

Tsetsura, K., & Kruckeberg, D. (2019). A voyage into uncharted waters: Societal implications of today's global media environment. Proceedings of Connect-Universum-November 2018. Tomsk, Russia: Tomsk National Research University (NOTE: Listed in Russian Citation Index.)

Vujnovic, M. & Kruckeberg, D. (2018). Digital media, journalism, PR, and grassroots power. In A. Adi (Ed.), *Protest public relations: Communicating dissent and activism* (pp. 262-278). London, UK: Routledge.

Valentini, C., & Kruckeberg, D. (2018). Volkswagen the betrayer: A case study of gross disregard for the welfare of customers worldwide. In B. Brunner & C. Hickerson (Eds.), *Cases in public relations: Translating ethics into action*. Oxford, UK: Oxford University Press.

Vujnovic, M., & Kruckeberg, D. (2018). Communitarianism. In R. L. Heath & W. Johansen (Eds.), *The international encyclopedia of strategic communication* (pp. 307-314). West Sussex, UK: John Wiley & Sons.

Vujnovic, M., & Kruckeberg, D. (2018). Cultural analysis. In R. L. Heath & W. Johansen (Eds.), *The international encyclopedia of strategic communication* (pp. 465-472). West Sussex, UK: John Wiley & Sons.

Vujnovic, M., & Kruckeberg, D. (2018). Globalization. In R. L. Heath & W. Johansen (Eds.), *The international encyclopedia of strategic communication* (pp. 682-690). West Sussex, UK: John Wiley & Sons.

Valentini, C., Romenti, S., & Kruckeberg, D. (2018). Handling crises in social media: From stakeholder crisis awareness and sense-making to organizational crisis preparedness. In Y. Jin & L. Austin (Eds.), *Social media and crisis communication*. London, UK: Routledge.

Valentini, C., Romenti, S., & Kruckeberg, D. (2017). A communicatively constituted online crisis: A theoretical proposition for studying crisis development in social media communicative interactions. In S. Duhe (Ed.), *New media and public relations*. New York, NY: Peter Lang Publishing.

Tsetsura, K., & Kruckeberg, D. (2017). *Transparency, public relations and the mass media: Combating media bribery worldwide*. New York: Taylor and Francis/Routledge (Research in Journalism Series).

Vujnovic, M., & Kruckeberg, D. (2017). In the bind between theory and practice: Public relations and ethics of neoliberal global capitalism. In B. Brunner (Ed.), *The moral compass of public relations* (pp. 137-148). New York, NY; London, UK: Routledge.

Valentini, C., & Kruckeberg, D. (2016). The future role of social media in international crisis communication (pp. 478-488). In M. Loffelholz, A. Schwarz, & M. Seeger (Eds.), *Handbook of International Crisis Communication*. New York, NY: Wiley Blackwell.

Vujnovic, M., & Kruckeberg, D. (2015). Conceptualization, examination, and recommendations for a normative model of community-building for organizations managing change using new media. In E-J. Ki, J-N. Kim, & J. Ledingham, (Eds.). *Public relations as relationship management: A relational approach to the study and practice of public relations* (2<sup>nd</sup> Edition). New York: Routledge.

Kruckeberg, D., & Bowen, S. (2015). Using the case study method in the classroom. In B. Neff & T. L. Johnson (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (4th ed.) (pp. 293-305). New York: Public Relations Society of America.

Kruckeberg, D., & Tsetsura, K. (2015, October). Global public relations as a communication subfield, Proceedings of the International Research Conference of the Department of Integrated Communications, National Research University Higher School of Economics, Moscow, RU.

Kruckeberg, D. (2014, October). Published response. How do you communicate a corporation's HQ relocation to a different country? *PR Week*.



## Kruckeberg curriculum vitae/4-4-4

Kruckeberg, D. (2013). Published interview. *International Public Relations Yearbook of Iran*. Tehran, Iran: Kavoshgaran (Researchers) Public Relations.

Kruckeberg, D., & Vujnovic, M. (2013). Actuality. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (pp. 8-9). Thousand Oaks, CA: Sage Publications, Inc.

Kruckeberg, D., & Vujnovic, M. (2013). Boxed Print. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (p. 80-81). Thousand Oaks, CA: Sage Publications, Inc.

Vujnovic, M., & Kruckeberg, D. (2013) Communitarianism. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (p. 161-164). Thousand Oaks, CA: Sage Publications, Inc.

Kruckeberg, D., & Vujnovic, M. (2013). Composing/composition. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (p. 175-176). Thousand Oaks, CA: Sage Publications, Inc.

Vujnovic, M., & Kruckeberg, D. Wire service. (2013). In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 2* (pp. 973-974). Thousand Oaks, CA: Sage Publications, Inc.

Newsom, D., Turk, J. V., & Kruckeberg, D. (2013). *This Is PR: The realities of public relations*. Boston: Wadsworth Cengage Learning.

Valentini, C., & Kruckeberg, D. (2012). New media versus social media: A conceptualization of their meanings, uses, and implications for public relations. In S. Duhe (Ed.), 3-12, *New media and public relations*. New York: Peter Lang.

Valentini, C., & Kruckeberg, D. (2012). "Iran's Twitter Revolution" from a publics (sic) relations standpoint. In A. M. George & C. B. Pratt (Eds.), *Case studies in crisis communication: International perspectives on hits and misses* (pp. 383-402). London: Routledge.

Vujnovic, M., & Kruckeberg, D. (2012, March). Public relations and community: A reconstructed theory revisited (once again). Proceedings of the 15<sup>th</sup> Annual International Public Relations Research Conference. Miami: University of Miami.

Tssetsura, K., & Kruckeberg, D. (2011, March). Media practice or media opacity? Conceptual considerations and implications. [Winner of the Brigham Young University Top Ethics Paper Award at the 2011 IPR International Public Relations Research conference]. *Proceedings of the 14<sup>th</sup> International Interdisciplinary Public Relations Research Conference*. Miami: University of Miami.

Kruckeberg, D. (2011, January). International models of excellence. Proceedings of the First Conference of the Middle East Public Relations Association. Dubai, U.A.E.

Kruckeberg, D. (2011, January). Benefits of collaboration between academia and industry—the perfect PR world. Proceedings of the keynote speech at the First Conference of the Middle East Public Relations Association. Dubai, U.A.E.

Kruckeberg, D., & Tssetsura, K. (2011). Building the public relations professional community through collaboration among practitioners, scholars/educators, and students. *AIICO-APPRE Russian School of Public Relations*, 2, 158-165.

Walton, S., et al. (2011, September). White Paper—"The Public Relations Professional in 2015". New York: Public Relations Society of America. Accessible at <http://www.prsa.org/AboutPRSA/Documents/PRProfessionalWhitePaper.pdf>.

## Kruckeberg curriculum vitae/5-5-5

Vujnovic, M., & Kruckeberg, D. (2010). Managing global public relations in the new media environment. In M. Deuze (Ed.), *Managing media work* (pp. 217-223.) London: Sage.

Vujnovic, M., & Kruckeberg, D. (2010). The local, national, and global challenges of public relations: A call for an anthropological approach to practicing public relations. In R. L. Heath (Ed.), *Handbook of Public Relations* (pp. 671-678). Thousand Oaks, CA: Sage Publications, Inc.

Newsom, D., Turk, J. V., & Kruckeberg, D. (2010). *This Is PR: The realities of public relations*. Boston: Wadsworth Cengage Learning.

Kruckeberg, Dean. (2007). An "organic model" of public relations: The role of public relations for governments, civil society organizations (CSOs) and corporations in developing and guiding social and cultural policy to build and maintain community in 21<sup>st</sup>-Century civil society." In the Administration of Ulan-Ude Committee of Social Politics (Ed.), *Municipal social politics and the publics: Realities and perspectives: Materials of the International/Scientific Conference*, (pp. 17-25). Ulan-Ude, Buryatia: Publishing House of Buryatia Scientific Center of Russian Academy of Science, 2007.

Newsom, D., Turk, J. V., & Kruckeberg, D. (2007). *This Is PR: The Realities of Public Relations*. Belmont, Calif.: Wadsworth Publishing Co.

Kruckeberg, D., & Vujnovic, M. (2007). Global advertising and public relations. In Y. R. Kamalipour (Ed.), *Global communication* (pp. 271-292). Belmont, CA: Thomson Wadsworth, 2007.

Kruckeberg, D., and Vujnovic, M. (2006). The imperative for an Arab model of public relations as a foundation and framework for Arab diplomatic, corporate and nongovernmental organization relationships: Challenges and opportunities. In M. Kirat & W. I. A. Barry (Eds.), *Proceedings of the Conference Public Relations in the Arab World in the Age of globalization: Current Realities and Future Prospects* (pp. 36-41). Sharjah, United Arab Emirates: University of Sharjah.

Kruckeberg, D., Starck, K., and Vujnovic, M. (2006). The role and ethics of community-building for consumer products and services: With some recommendations for new-marketplace economies in emerging democracies. In C. H. Botan & V. Hazleton (Eds.), *Public Relations Theory II* (pp. 485-497). Mahwah, NJ: Lawrence Erlbaum Associates.

Kruckeberg, D. (2006). Public relations. In W. G. Christ (Ed.), *Assessing media education: A resource handbook for educators and administrators* (pp. 281-308). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

Kruckeberg, D., Tsetsura, K., & Ovaitt, F. (2005). Global index of bribery for news coverage. In *Global Corruption Report 2005: Special Focus: Corruption*. In Transparency International (Ed.), *Construction and post-conflict reconstruction* (pp. 258-261). London: Pluto Press.

Kruckeberg, D., & Vujnovic, M. (2005). Actuality. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (pp. 9-10). Thousand Oaks, CA: Sage Publications, Inc.

Kruckeberg, D., & Vujnovic, M. (2005). Boxed Print. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (p.94). Thousand Oaks, CA: Sage Publications, Inc.

Kruckeberg, D., & Vujnovic, M. (2005). Composing/composition. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (pp.177-178). Thousand Oaks, CA: Sage Publications, Inc.

Vujnovic, M., & Kruckeberg, D. Wire service. In R. L. Heath (Ed.), *Encyclopedia of Public Relations: Volume 1* (pp.898-899). Thousand Oaks, CA: Sage Publications, Inc.

## Kruckeberg curriculum vitae/6-6-6

Ayish, M. I., & Kruckeberg, D. (2004). Abu Dhabi National Oil Company (ADNOC). In J. V. Turk & L. H. Scanlan (Eds.), *The evolution of public relations: Case studies from countries in transition* (2<sup>nd</sup> ed.)(pp. 39-47). Gainesville, FL: The Institute for Public Relations.

Kruckeberg, D., & Starck, K. (2004). The role and ethics of community building for consumer products and services. In M. L. Galician (Ed.), *Handbook of product placement in the mass media: New strategies in marketing theory, practice, trends and ethics* (pp. 133-146). New York: Best Business Books. Russian Edition published October 2004.

Kruckeberg, D., & Tsetsura, K. (2004). International journalism ethics. In J. C. Merrill & A. De Beer (Eds.), *Global journalism: Topical issues and media systems* (4<sup>th</sup> ed.)(pp. 84-92). New York: Longman.

Cassara, C., Gross, P., Kruckeberg, D., Palmer, A. W., & Tsetsura, K. (2004). Eastern Europe, the Newly Independent States of Eurasia, and Russia. In J. C. Merrill & A. DeBeer (Eds.), *Global journalism: Topical issues and media systems* (4<sup>th</sup> ed.)(pp. 212-256). New York: Longman.

Tsetsura, K., & Kruckeberg, D. (2004). Theoretical development of public relations in Russia. In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp. 176-192). Boston: Allyn & Bacon.

Kruckeberg, D., & Bowen, S. (2004). Using the case study method in the classroom. In L. M. Sallot & B. J. DeSanto (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.)(pp. 293-305). New York: Public Relations Society of America.

Paluszek, J. L., & Kruckeberg, D. (2004). Guidelines for public relations curricula: Results of the 1999 Commission on Public Relations Education. In L. M. Sallot & B. J. DeSanto (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.)(pp. 39-48).

Newsom, D., Turk, J. V., & Kruckeberg, D. (2004). *This Is PR: The realities of public relations*. Belmont, CA: Wadsworth Publishing Co.

Kruckeberg, D. Global advertising and public relations. (2002). In Y. R. Kamalipour (Ed.), *Global communication* (pp. 88-206). Belmont, CA. Wadsworth/Thompson Learning.

Starck, K., & Kruckeberg, D. (2001). Public relations and community: A reconstructed theory revisited. In R. L. Heath (Ed.) & G. Vasquez (contributing Ed.), *Handbook of public relations* (pp. 51-59). Thousand Oaks, CA: Sage Publications, Inc.

Newsom, D., Turk, J. V., & Kruckeberg, D. (2001). International public relations: A focus on pedagogy. In R. L. Heath (Ed.) & G. Vasquez (contributing Ed.), *Handbook of public relations* (pp. 649-658). Thousand Oaks, CA: Sage Publications, Inc.

Kruckeberg, D. (2000). Public relations: Toward a global professionalism. In J. A. Ledingham & S. D. Bruning (Eds.), *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 145-157). Mahwah, NJ: Lawrence Erlbaum Associates.

Badran, B. A. R., & Kruckeberg, D. (1999). Dubai Department of Tourism and Commerce Marketing. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: The evolution of public relations: Case studies from countries in transition* (pp. 65-83). Gainesville, FL: The Institute for Public Relations.

Ayish, M. I., & Kruckeberg, D. (1999). Abu Dhabi National Oil Company. In J. V. Turk & L. H. Scanlan (Eds.), *Fifteen case studies in international public relations: The evolution of public relations: Case studies from countries in transition* (pp. 122-130). Gainesville, FL: The Institute for Public Relations.

## Kruckeberg curriculum vitae/7-7-7

Newsom, D., Turk, J. V., & Kruckeberg, D. (2000). *This Is PR: The realities of public relations*. Belmont, CA: Wadsworth Publishing Co.

Kruckeberg, D. (1998). Using the case study method in the classroom. In L. M. Sallot (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (2nd ed.) (pp. 221-233). New York: Public Relations Society of America.

Kruckeberg, D. (1997). Public relations. In W. G. Christ (Ed.), *Media education assessment handbook* (pp. 291-318). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Kruckeberg, D. (1996). Transnational corporate ethical responsibilities. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 81-92). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Hazleton, V., & Kruckeberg, D. (1996). European public relations: An evolving paradigm. In H. M. Culbertson & N. Chen (Eds.), *International public relations: A comparative analysis* (pp. 367-377). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Newsom, D., Turk, J. V., & Kruckeberg, D. (1996). *This Is PR: The realities of public relations*. Belmont, CA: Wadsworth Publishing Co., 1996.

Kruckeberg, D. (1995). International journalism ethics. In J. C. Merrill (Ed.), *Global journalism: Survey of international journalism* (3<sup>rd</sup> edition) (pp. 77-87). New York: Longman.

Kruckeberg, D., Badran, B. A. R., Ayish, M. I., & Awad, A. A. (1994). *Case studies in public relations*. Al-Ain, United Arab Emirates: United Arab Emirates University Press.

Kruckeberg, D., Badran, B. A. R., Ayish, M. I., & Awad, A. A. (1994). *Principles of public relations*. Al-Ain, United Arab Emirates: United Arab Emirates University Press.

Kruckeberg, D. (1994). Professional profile. In F. T. Goodson & L. A. Goodson, *Journalism: A practical approach* (pp. 11-14). Ottawa, KS: The Writing Conference, Inc.

Kruckeberg, D. (1993). Public relations and community. In W. Armbrrecht, H. Avenarius, & U. Zebel (Eds.), *Image und PR: Kann image gegenstand einer public relations-Wissenschaft sein?* (pp. 23-36). Wiesbaden, Germany: Westdeutscher Verlag.

Kruckeberg, D. (1991). Using the case study method in the classroom. In J. V. Turk (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (pp. 221-233). New York: Public Relations Society of America.

Kruckeberg, D. (1991). Foreword. In J. Ferre' & S. C. Willihnganz, *Public relations and ethics: A bibliography* (pp. vii-x). Boston: G. K. Hall.

Kruckeberg, D., & Starck, D. (1988). *Public relations and community: A reconstructed theory*. New York: Praeger. In 1989, this book won the first annual PRIDE Award in the book category from the Commission on Public Relations of the Speech Communication Association. In 1993 and 1994, special panels of papers were presented at the national conventions of the Speech Communication Association that built upon the theory presented in this book. An extensive quote from this volume also appeared in the lead story of the March 2, 1998, *pr reporter*.

Kruckeberg curriculum vitae/8-8-8

**Articles in Scholarly/Refereed/Professional Journals:**

**Published:**

Vujnovic, M., & Kruckeberg, D. (2021). Running against the tide: Educating Future public relations and communications professionals in the age of neoliberalism. *Journal for Communication Studies*, 14(1): 161-179.

Valentini, C. & Kruckeberg, D. (2019). “Walking the environmental responsibility talk in the automobile industry: An ethics case study of the Volkswagen environmental scandal. *Corporate Communications: An International Journal*, 23(4), 528-543. This article was selected as an Outstanding Paper in the 2019 Emerald Literati Awards competition, earning a Literati Award by being chosen as one of the most exceptional pieces of work the editorial team has seen throughout 2018.

Valentini, C., Romenti, S., & Kruckeberg, D. (2016). Language and discourse in social media relational dynamics: A communicative constitution perspective. *International Journal of Communication* 10:4055-4073.

Valentini, C., & Kruckeberg, D. (2016). Societal responsibility and ethical corporate behavior—A case study of the Volkswagen environmental scandal. *Journal of Communication Management Conference Special Issue*.

Valentini, C., Kruckeberg, D., & Starck, K. (2016, Fall). The global society and its impact on public relations theorizing: Reflections on major macro trends. *Central European Journal of Communication*, 9(2), 229-246.

Vujnovic, M., & Kruckeberg, D. (2016). Pitfalls and promises of transparency in the digital age. *Public Relations Inquiry*, 5(2), 121-143.

Valentini, C., Kruckeberg, D., & Starck, K. (2012). Public relations and community: A persistent covenant. *Public Relations Review*, 38, 873-879.

Valentini, C., & Kruckeberg, D. (2011, Spring). Public relations and trust in contemporary global society: A Luhmannian perspective of the role of public relations enhancing trust among social systems. *Central European Journal of Communication*, 4(1), 91-107.

Kruckeberg, D., & Tsetsura, K. (2011). Building the public relations professional community through collaboration among practitioners, scholars/educators, and students. *AIPCO-APPRE Russian School of Public Relations*, 2, 158-165.

Kruckeberg, D., & Vujnovic, M. (2010, Spring). The death of the concept of “publics” (plural) in 21<sup>st</sup> Century public relations. *International Journal of Strategic Communication*. (Special issue on publics and the public sphere.)

Tsetsura, K., & Kruckeberg, D. (2009, Summer). Corporate reputation: Beyond measurement. *Public Relations Journal*, 3(3).

Kruckeberg, D., & Tsetsura, K. (2008, March). The “Chicago School” in the global community: Concept explication for communication theories and practices. *Asian Communication Research*, 3, 9-30.

Kruckeberg, D. (2007, Spring) A clarification of the differences between “Product and “Consumer” in public relations professional education: A call for the re-assessment and re-ordering of perception of stakeholders. *Teaching Public Relations Monograph*, 72.

Kruckeberg, D., & Vujnovic, M. (2006, Summer). Public relations nation-building in emerging democracies. *Global Connections*, 11-14.

Kruckeberg, D., & Vujnovic, M. (2005). Public relations, not propaganda, for US public diplomacy in a post-9/11 world: Challenges and opportunities. *Journal of Communication Management*, 9(4), 296-304.

## Kruckeberg curriculum vitae/9-9-9

- Vujnovic, M., & Kruckeberg, D. (2005). Imperative for an Arab Model of public relations as a framework for diplomatic, corporate and nongovernmental organization relationships. *Public Relations Review*, 31(3), 338-343.
- Kruckeberg, D., & Starck, K. (2004). The role and ethics of community building for consumer products and services. *Journal of Promotion Management*, 10(1 & 2), 133-146.
- Kruckeberg, D., & Tsetsura, K. (2003). *International Index of Bribery for News Coverage* (Institute for Public Relations). Retrieved from [http://www.instituteforpr.com/international.phtml?article\\_id=bribery\\_index](http://www.instituteforpr.com/international.phtml?article_id=bribery_index)
- Starck, K., & Kruckeberg, D. (2003). Ethical obligations of public relations in an era of globalisation. *Journal of Communication Management: An International Journal*, 8(1), 29-40.
- Kruckeberg, D. (2000, Fall). The public relations practitioner's role in practicing strategic ethics. *Public Relations Quarterly*, 45(3), 35-39.
- Kruckeberg, D., & Paluszek, J. L. (1999, Spring). Significance of the NCA's "Dialogue on Public Relations Education" conference. *Public Relations Review*, 25(1), 5-8.
- Kruckeberg, D. (1998, Summer). The future of PR education: Some recommendations. *Public Relations Review*, 24(2), 235-248.
- Kruckeberg, D. (1998, Spring). Future reconciliation of multicultural perspectives in public relations ethics. *Public Relations Quarterly*, 43(1), 45-48.
- Kruckeberg, D. (1997, Spring). Testing your E.Q. (Ethical Quotient). *Public Relations Strategist*, 3(1), 31, 33-35.
- Kruckeberg, D. (1996, September). Answering the mandate for a global presence. *International Public Relations Review*, 19(2), 19-23.
- Kruckeberg, D. (1996, Summer). A global perspective on public relations ethics: The Middle East. *Public Relations Review*, 22(2), 181-189.
- Kruckeberg, D. (1995-96, Winter). The challenges for public relations in the era of globalization. *Public Relations Quarterly*, 40(4), 36-39.
- Creedon, P. J., Al-Khaja, M. A. W., & Kruckeberg, D. (1995, Spring). Public relations education and practice in the United Arab Emirates: A descriptive case study. *Public Relations Review*, 21(1), 59-76.
- Kruckeberg, D. (1993, Spring). Universal ethics code: Both possible and feasible. *Public Relations Review*, 19(1), 21-31.
- Kruckeberg, D. (1992). Ethical decision-making in public relations. *International Public Relations Review*, 15(4), 32-37. NOTE: This article also was featured and its arguments were condensed in three issues of the professional newsletter *PR Reporter* Summer 1992.
- Kruckeberg, D. (1992, March 28). Professional ethical practices in public relations professional associations worldwide: An exploratory paper reporting preliminary findings from a study about codes of ethics in national and regional public relations professional associations. *Perhubungan: Official Journal of The Institute of Public Relations Malaysia*, 11-23.
- Starck, K., & Kruckeberg, D. (1991, Fall). Mass communication and the international challenge. *Phi Beta Delta International Review*, 21-31.

## Kruckeberg curriculum vitae/10-10-10

Kruckeberg, D. (1990). Questions of ethics in public relations. *International Public Relations Review*, 13,(2), 26-33.

Kruckeberg, D. (1989, Summer). The need for an international code of ethics. *Public Relations Review*, 15(2), 6-18.  
NOTE: This was the lead article in the special "Ethics in Public Relations" issue of *Public Relations Review*.

Kruckeberg, D. (1986, Summer). Teaching beginning journalism students to use public record. *Journalism Educator*, 41(2), 43-44.

### **Articles in Related Periodicals, Newsletters and Publications:**

Kruckeberg, D. (2013, November). Contemporary leadership crises in PR education: Part 2. *PR Update*, 48(5), 8-9.

Kruckeberg, D. (2013, Summer). Contemporary leadership crises in PR education: Part I. *PR Update*, 48(3), 14-15.

Kruckeberg, D. (2013, June/July). Executive Directors' remarks: A word from Dean Kruckeberg, Ph.D. *The Blue Book*, Center for Global Public Relations, Charlotte, NC, 1 & 5.

Linning, R., & Kruckeberg, D. (2013, April/May). Center for Global Public Relations to host 3<sup>rd</sup> Global Research Conference. *The Blue Book*, Center for Global Public Relations, Charlotte, NC, 1 & 4.

Kruckeberg, D. (2013, February/March). A note from Dean Kruckeberg. *The Blue Book*, Center for Global Public Relations, Charlotte, NC, 7.

Kruckeberg, D. (2012, November). A peek at PRD history. *PR Update*, 47(4), 2-3.

Kruckeberg, D., & Paluszek, J. (2006, December 4). Op-ed: Work to build up "Professional Bond". *PRWeek*, 9(48), 8.

Paluszek, J., & Kruckeberg, D. (2006, December 12). Where will we find the next generation of public relations pros? Retrieved from [http://www.bulldogreporter.com/dailydog/issues/1\\_1/dailydog\\_barks\\_bites/5811-1.html](http://www.bulldogreporter.com/dailydog/issues/1_1/dailydog_barks_bites/5811-1.html)

Kruckeberg, D. (2001, January). Public relations division values its involvement in ICA. *ICA Newsletter* (International Communication Association) (January 2001), 10, 12.

Kruckeberg, D. (2000, Spring). Commission presents educational suggestions for 21<sup>st</sup> Century. *Forum* (Public Relations Student Society of America), 2, 12.

Kruckeberg, D. (1999, Fall). Division chairman's message. *PR Division News* (International Communication Association), 4-5.

Kruckeberg, D. (1999, Spring). Commission on PR Education to deliver report on recommendations at 1999 PRSA Conference in Anaheim." *PR Educator* (PRSA Educators Academy), (8,11).

Kruckeberg, D. (1996, March). The best and the brightest. *ISPRA News* (Iowa School Public Relations Association), 1.

Kruckeberg, D. (1995, August). Success Through co-optation. *The Partnership* (PRSA Educator Section Newsletter for Members and Their Advisory Boards), 1(1), 3-4.

## Kruckeberg curriculum vitae/11-11-11

Kruckeberg, D. (1994, Spring). Notes from the program coordinator. *PRofessional* (Alumni Newspaper of UNI PR Degree Program), 4(3), 6.

Kruckeberg, D. (1993, July). International public relations awareness grows. *PR Update* (Journal and Newsletter of AEJMC Public Relations Division), 2(3), 1-2.

Kruckeberg, D. (1993, April). Ethical values define public relations community. *PR Update* (Journal and Newsletter of AEJMC Public Relations Division), 2(2), 1-2.

Kruckeberg, D. (1993, Spring). Commission direction. *PRIDE* (Newsletter of SCA Commission on Public Relations), 6(1), 1, 3.

Kruckeberg, D. (1993, Spring). Degree program changes to be made. *Professional* (Alumni Newspaper of UNI PR Degree Program), 3(2), 2.

Kruckeberg, D. (1993). A seminal book, in *Four Reviews of Excellence in Public Relations and Communication Management* (pp. 4-7). Chicago: Ragan Communications, Inc.

Kruckeberg, D. (1992, November.) Building on the past--Moving to the future. *PR Update* (Journal and Newsletter of AEJMC Public Relations Division), 2(1), 1, 2, 16.

Kruckeberg, D. (1992, Fall). Graduating? It's okay to panic a little. *Forum* (National Periodical of the Public Relations Student Society of America), 25(1), 4.

Kruckeberg, D. (1992, Fall). Report from Vice Chair. *PRIDE* (Newsletter of SCA Commission on Public Relations), 5(3), 1.

Kruckeberg, D. (1992, Summer). Report from Vice Chair." *PRIDE* (Newsletter of SCA Commission on Public Relations), 5(2), 1.

Kruckeberg, D. (1992, Spring). Report from Vice Chair." *PRIDE* (Newsletter of SCA Commission on Public Relations), 5(1), 1.

Kruckeberg, D. (1991, Fall). Accomplishments indicate success of UNI chapter. *PRofessional* (Alumni Newspaper of UNI PR Program), 2.

Kruckeberg, D. (1991, July/August). Cheap tricks part 2." *Area Business Magazine*, 40-41.

Kruckeberg, D. (1991, Summer). Worldwide communications to penetrate cultural barriers. *Forum* (National Periodical of the Public Relations Student Society of America), 23( 3), 3.

Kruckeberg, D. )1991, March/April). Cheap tricks part 1. *Area Business Magazine*, 42-43.

Kruckeberg, D. (1991, Spring). The inside 'Kruck.' *Advisor Line* (National Publication for PRSSA Faculty and Professional Advisors), 2.

Kruckeberg, D. (1991, Spring). Be a National PRSSA Faculty Advisor. *Advisor Line* (National Publication for PRSSA Faculty and Professional Advisors), 4.



## Kruckeberg curriculum vitae/12-12-12

Kruckeberg, D. (1990, Summer). Lifetime connection: Why you should try to attend PRSSA conferences. *Forum* (National Periodical of the Public Relations Student Society of America), 22,(3), 3.

Kruckeberg, D. (1990, Spring). Advising is a true fringe benefit. *Advisor line* (National Publication for PRSSA Faculty and Professional Advisors), 4.

Have written many book reviews for professional and scholarly journals throughout the years.

### **Quoted and Source:**

Kruckeberg, D. & Tsetsura, K. (2018, May). Media interview: Journalism In Crisis: Social Networks Have Reduced Confidence in Information—With Global PR Communications Experts. Please see: Dean Kruckeberg and Katerina Tsetsura. Retrieved from <https://hlidacipes.org/zurnalistika-v-krizi-socialni-site-udelaly-novinare-z-kazdeho-ale-snizily-duveru-v-informace/> (This is from an hour-long video-recorded interview by reporter Tereza Engelova of *Hlidacipes.org*, which is a Czech news portal that specializes in in-depth topics such as transparency, ethics, corruption and abuse of power (404,000 total hits on its website). Received on LinkedIn almost 800 views, 3 likes and 2 comments in two days.)

Kruckeberg, D. & Tsetsura, K. (2018, May). Media interview: Dean Kruckeberg, US expert on digital privacy: Adopting GDPR has made the EU the world pioneer in data protection. Retrieved from <https://archiv.ihned.cz/c1-66152920-gdpr-se-nevyhnou-ani-usa-rikaji-akademici> (This is from an interview by Jan Usela of *Hospodarske noviny*, *Hospodarske noviny*, the most important Czech business daily in the country, covering local/international business and politics (6,600,000 total visits).

Lead introductory quote (2008). In Public relations and collaboration, which is *IPRA Gold Paper No. 17*, and was also cited in that *Gold Paper* about public diplomacy.

Quoted extensively (2009, May). In Attitude adjustment: How bridging the global generation gap can help your business. *PRSA Tactics*.

Quoted extensively (2008, September). In An ethics month discussion: Can civil discourse succeed during an American presidential election campaign season? *PRSA Tactics*.

Quoted extensively (2008, June). In Ask the professor. *PRSA Tactics*.

Quoted extensively (2008, April 1). In Bob Grupp, president of the International Public Relations Association, *President's note to IPRA members*.

Quoted extensively (2007, September). How to ethically engage new media. *PRSA Tactics*, pp. 24-25,30. Interview of members of the Public Relations Society of America Board of Ethics and Professional Standards (BEPS).

Quoted extensively (2006, November). About 2006 report of the Commission on Public Relations Education, including new social media, e.g., internet publications and several blogs and podcasts, with podcast interviews as far away as Australia.

Quoted extensively (2003, September). A discussion on public trust: PR's role in helping American business regain its credibility. *Public Relations Tactics*, 31-33. Interview of 12 Public Relations Society of America Board of Ethics and Professional Standards (BEPS), College of Fellows ethics advisors and liaisons from the PRSA board of directors to BEPS.

## Kruckeberg curriculum vitae/13-13-13

Quoted (2000, June.) Internships heat up for west-coast recruitment. *Public Relations Tactics*.

Quoted (1999, October). Learning in America. *pr magazine (das magazin der kommunikationsbranche)*. This is the monthly public relations trade journal in Germany. This article by Silke Tittel discussed internship opportunities in the United States for European students.

Quoted (1998, March 2). What Is PR's role in community building today? *pr reporter*. In that issue, I also was identified as co-chair of the Commission on Public Relations Education in the article, Are PR courses moving out of journalism into speech Com'n?

Interviewed (1997, September). About public relations ethics by graduate student and professor via teleconference from Curtin Business School of Curtin University of Technology, Perth, Western Australia, as part of professor's efforts to interview international figures in public relations scholarship.

Featured (1997, September). Talk from the top interview, Higher learning: Today's PR Education. *Public Relations Tactics*. This is a monthly interview column featuring leaders in public relations practice and education.

Primary source quoted (1995, October). 1995 Outstanding Educator Award: Preparing for the Century of Public Relations. *Public Relations Journal*.

Cited two times and a half-page photograph and quotation appear (1995). In Avenarius, Horst. *Public Relations: Die Grundform Der Gesellschaftlichen Kommunikation*. Darmstadt: Wissenschaftliche Buchgesellschaft.

Primary source (1993, July 12). Quoted in article, Speech communication profs becoming major teachers of PR. *PR Reporter*.

Quoted (1993, February 8). Is PR degree valuable? Recruiters, APR Program Not Supportive. *PR News*.

Quoted (1993, January). Campus activism goes mainstream. *Public Relations Journal*.

Wrote a manuscript for the *International Public Relations Association Gold Paper in Education*, requested because of my role as a member of the International Commission on Public Relations Education of the International Public Relations Association. The article was used for discussion, and its ideas were integrated into the Paper.

While in India (1986, Summer) was interviewed by and later was featured in *Andhra Bhoomi*, the magazine with the largest circulation in the native Telegu language of Andhra Pradesh state in India. Remarks revolved around the transfer of knowledge between the West and the East, focusing on crisis communications, obligations of mass communication researchers and ethics of international public relations.

### **Paper Presentations:**

Vujnovic, M., & Kruckeberg, D. (2021, July). Running against the tide: Educating future public relations and communications professionals in the age of neoliberalism. Paper presented at BledCom 2021, Ljubljana, SI.

Vujnovic, M., Kruckeberg, D., Swiatek, L., & Galloway, C. (2021, January). Artificial intelligence and public relations: Ethics, opportunities and failures. Presentation at the virtual conference of the Public Relations Division of the Association for Education in Journalism and Mass Communication.

Valentini, C., & Kruckeberg, D. (2019, November). **Competitive:** The Dark Side of Public Relations: A Systematic Literature Review. Paper presented at the National Communication Association, Baltimore, MD.

Tsetsura, K., & Kruckeberg, D. (2019, July). The changing nature of journalism: A sociology of de-professionalization. Paper presented at the 5<sup>th</sup> World Journalism Education Conference, Paris, FR.

## Kruckeberg curriculum vitae/14-14-14

Vujnovic, M., & Kruckeberg, D. (2019, June). Teaching Activist History of Journalism And PR As Foundation For Understanding Contemporary Activist Practice. Paper presented at the International History of Public Relations Conference, Bournemouth, UK.

Vujnovic, M., Kruckeberg, D., and Starck, K. (2019, May). Extending the boundaries of public relations through community and organic theory. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association, Washington, DC.

Tsetsura, K., & Kruckeberg, D. (2019, May). Peace communication: Issues and contemporary incidents in Asia. Paper presented at the 69<sup>th</sup> Annual Conference of the International Communication Association, Washington, DC.

Vujnovic, M. & Kruckeberg, D. (2019, March). "Measurement, Evaluation, and Interpretation of Graduates' Success: Educators' Most Important Metric". Paper to be presented at the conference of the International Public Relations Research Conference, Orlando, FL.

Kruckeberg, D. (2018, November). A brief history of (and warning about) the role of educators in public relations professional education. Paper presented at the annual convention of the National Communication Association, Salt Lake City, UT.

Kruckeberg, D. (2018, May). Advertising and public relations: Together or apart? Paper presented at Voices from academia and practice. Blue Sky Workshop, *Creating the 2018 Prague Manifesto: Global Voices on Advertising and Public Relations from Academia and Practice*, at the 68<sup>th</sup> Annual Conference of the International Communication Association, Prague, CZ.

Vujnovic, M. & Kruckeberg, D. (2018, May). Digital media, journalism, PR and grassroots power: Theoretical perspectives. Protest PR: Alternative voices in public relations theory and practice. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association, Prague, CZ.

Vujnovic, M. & Kruckeberg, D. (2018, March). Harvest of shame: Public relations education in the 21<sup>st</sup> Century. Paper presented at the 21 annual International Public Relations Research Conference, Orlando, FL.

Kruckeberg, D. (2017, October). Climate change and extreme weather: What others are saying. Paper presented at the 2017 International Conference of the Public Relations Society of America, Boston, MA.

Kruckeberg, D. (2017, August). Cultural threats to U.S. press freedom in an era of globalization. Paper presented at the 100<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Vujnovic, M., & Kruckeberg, D. (2017, March). Conceptualization, examination, and recommendations for a normative model of community-building for organizations managing change using new media. Paper presented at the 16 annual International Public Relations Research Conference, Orlando, FL.

Kruckeberg, D. (2016, December). Community-building for organizations managing change using new media. Master lecture at Russian Federation National Research University Higher School of Economics School of Integrated Communications, Moscow, RU.

Kruckeberg, D. (2016, November). Enriching the communication field by examining and reconciling competing theoretical conceptualizations within the intercultural conference environment. Paper presented in the program, Intercultural Communication Challenges in International Conference Practices, National Communication Association, Philadelphia, PA.

Kruckeberg, D. (2016, October). When local becomes global: The case of Charlotte in digital platforms: Connectivity, innovation and globalization. Professional Development Workshop at the 2016 International Conference of the Public Relations Society of America, Indianapolis, IN.

## Kruckeberg curriculum vitae/15-15-15

Valentini, C., & Kruckeberg, D. (2016, September-October). Societal responsibility and ethical corporate behavior—A case study of the Volkswagen environmental scandal. Paper presented at the 18<sup>th</sup> EUPRERA Congress “Let’s Talk Society,” Groningen, The Netherlands.

Kruckeberg, D. (2016, April). Reflections about Ken Starck: His life and legacy. Presented at the Ken Starck Festschrift, Iowa City, IA.

Kruckeberg, D., Creedon, P., Gorpe, S., & Al-Khajha, M. (2015, October). The dynamics of power and influence among corporations, civil society organizations and governments: Ramifications of the changing social, political, economic and cultural dimensions of global society in an era of transparency through digital communication—one year later. Paper presented at the 20<sup>th</sup> Annual Conference of the Arab-U.S. Association for Communication Educators, Doha, Qatar.

Valentini, C., & Kruckeberg, D. (2015, August). *Communitas and communitarianism: What’s that something that people hold in common?* Paper presented at the Public Relations: Critical Perspectives, Edgework and Creative Futures Conference, Queen Margaret University, Edinburgh, Scotland.

Valentini, C., Romenti, S., & Kruckeberg, D. (2015, May). The role of social media discourses on stakeholder crises awareness and perception---A conceptual framework. Paper presented at the pre-conference program, Discussion, Dialogue, Discourse: Meanings and Methods at the 65<sup>th</sup> Annual Conference of the International Communication Association, San Juan, Puerto Rico.

Vujnovic, M., & Kruckeberg, D. (2015, March). In the bind between theory and practice: Public Relations and Ethics of neoliberal global capitalism. Paper presented at The 17<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D., & Valentini, C. (2014, November). Conceptualization of community and community-building in a globalized world. Paper presented at the 100<sup>th</sup> Annual Convention of the National Communication Association, Chicago, IL.

Kruckeberg, D., Creedon, P., Gorpe, S., & Al-Khajha, M. (2014, October). The dynamics of power and influence among corporations, civil society organizations and governments: Ramifications of the changing social, political, economic and cultural dimensions of global society in an era of transparency through digital communication. Paper presented at the Fourth Conference of the Yarmouk University Faculty of Communication in cooperation with the Arab-U.S. Association for Communication Educators, Irbid, Jordan.

Vujnovic, M. & Kruckeberg, D. (2014, March). A PR “meta-strategy” based on an examination of “transparency,” “Pseudo-Transparency,” “Authenticity” and “Trust”. Paper presented at The 17<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Valentini, C., & Kruckeberg, D. (2013, October). *Social media in international crisis communication - an overview*. Paper presented at the 3rd International Conference on Crisis Communication in the 21st Century. Erfurt, Germany.

Kruckeberg, D. (2013, May). *Another inconvenient truth*. Paper presented at the pre-conference, Power through Communication Technology in a 21<sup>st</sup> Century global society: Questions that must be addressed, at the 63<sup>rd</sup> annual conference of the International Communication Association, London, UK.

Kruckeberg, D. (2013, April). Contemporary leadership crises in public relations education, at the Southern States Communication Association Convention, Louisville, KY. Paper presented in absentia.

Vujnovic, M., & Kruckeberg, D. (2013, March). *Conceptualization, examination, and recommendations for a normative model of community-building for organizations managing change using new media*. Paper presented at the 16<sup>th</sup> annual International Public Relations Research Conference, Miami, FL.

## Kruckeberg curriculum vitae/16-16-16

Valentini, C., Kruckeberg, D., & Starck, K. (2012, April). *Ivanna meets Thomas Kuhn: Shifting paradigms in public relations*. Paper presented at the Second Annual Global Research Conference, Center for Global Public Relations, University of North Carolina at Charlotte, Charlotte, NC.

Vujnovic, M., & Kruckeberg, D. (2012, March). *Public relations and community: A reconstructed theory revisited (once again)*. Paper presented at the 15th annual International Public Relations Research Conference, Miami, FL.

Valentini, C., & Kruckeberg, D. (2011, October). *Iran's Twitter Revolution: A case study about a political crisis*. Paper presented at the Second International Conference on Crisis Communication at the Beginning of the 21<sup>st</sup> Century, Aarhus, Denmark.

Valentini, C. & Kruckeberg, D. (2011, April), *New and social media: The meaning and the use of communication technologies in public relations*. Paper presented at the First Annual Global Public Relations Research Conference, Center for Global Public Relations, University of North Carolina at Charlotte, Charlotte, NC.

Tsetsura, K., & Kruckeberg, D. (2011, March). *Media practice or media opacity? Conceptual and theoretical considerations and implications*. Paper presented at the 14<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL. This paper was selected to receive the Brigham Young University Top Ethics Paper Award.

Kruckeberg, D. (2010, November). *International public relations*. Paper presented in the program, *Do we teach what we practice?*, at the 96<sup>th</sup> Annual Convention of the National Communication Association, San Francisco, CA.

Tsetsura, K., & Kruckeberg, D. (2010, October). *Corporate reputation: Beyond Measurement*. Paper presented in the program, "Top Five *Public Relations Journal* articles," at the International Conference of the Public Relations Society of America, Washington, D.C.

Kruckeberg, D., & Vujnovic, M. (2010, June). *An "organic model" of public relations*. Paper presented at the International Communication Association pre-conference session, "Global Strategic Thinking—Managing public Relations in a 21<sup>st</sup> Century global Society," Singapore.

Kruckeberg, D., & Vujnovic, M. (2010, June). *Public relations in 21<sup>st</sup> Century global society: Should we start from a clean sheet of paper?* Paper presented at the International Communication Association pre-conference session, "Global Strategic Thinking—Managing public Relations in a 21<sup>st</sup> Century global Society," Singapore.

Vujnovic, M., & Kruckeberg, D. (2010, March). *Absurdities in the Historical Assumptions about Public Relations Ethics: A Call for a Review and Re-Examination*. Paper presented at the 13<sup>th</sup> International Public Relations Research Conference, Miami, FL.

Kruckeberg, D. (2009, November). *Reflections of 20 years of change in public relations education*. Paper presented in the program, "Twenty Years Down and Five Years Out: The Public Relations Division Reflects on Stability and Change," at the 95<sup>th</sup> Annual Convention of the National Communication Association, Chicago, IL.

Kruckeberg, Dean. (2009, May). *The death of the concept of "publics" (plural) in 21<sup>st</sup> Century public relations*. Paper presented at the 59<sup>th</sup> Annual Conference of the International Communication Association, Chicago, IL.

Tsetsura, K., & Kruckeberg, D. (2009, March). *Truth, public relations and the mass media: A normative model to examine media opacity*. Paper presented at the 12<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, Dean. (2008, November). *Adaptation: A key to instruction in international public relations*. Paper presented at the 94<sup>th</sup> Annual Convention of the National Communication Association, San Diego, CA.

## Kruckeberg curriculum vitae/17-17-17

Kruckeberg, D., & Tsetsura, K. (2008, August). The Chicago School in the global community: Implications for 21<sup>st</sup> Century public relations theory and practice. Paper presented in the program, "Community and Communication in the Global Context," at the 30<sup>th</sup> Anniversary Conference of the Korean American Communication Association, Chicago, IL.

Kruckeberg, D., & Vujnovic, M. (2008, March). 21<sup>st</sup> Century challenges for public relations in a global, multicultural society. Paper presented at the 11<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D. (2007, May). Overview on public relations in Eastern Europe: ("But then why was I in Siberia?"). Paper presented at the 57<sup>th</sup> Annual Conference of the International Communication Association, San Francisco, CA.

Vujnovic, M., Kumar, A., & Kruckeberg, D. (2007, March). An "organic theory" as a social theory of public relations: A case study from India. Paper presented at the 10<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D., & Vujnovic, M. (2006, August). Corporate social responsibility within an organic model of public relations: A normative theory of transparency. Paper presented at the 89<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Kruckeberg, D. (2006, April). Healthcare communitas: Sketching a community-centered model for crisis public relations. Paper presented at the 18<sup>th</sup> annual conference of the International Academy of Business Disciplines, San Diego, CA.

Kruckeberg, D., & Vujnovic, M. (2006, April). Conceptualizing communities in the globalizing transnational multiverse. Paper presented at the 18<sup>th</sup> annual conference of the International Academy of Business Disciplines, San Diego, CA.

Kruckeberg, D., & Vujnovic, M. (2006, March). Toward an "organic model" of public relations in public diplomacy. Paper presented at the 9<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D. (2005, March). Students are not "first" in professional education; they are "third." Paper presented at the 8<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D. (2004, August). Better "red" than "Dead"; no, better "dead" than "red"! Finding internships for big programs in small towns. Paper presented at the convention of the Association for Education in Journalism and Mass Communication in Toronto, Ontario, Canada.

Kruckeberg, D., & Vujnovic, M. (2004, May). The imperative for an *Arab* model of public relations as a foundation and framework for Arab diplomatic, corporate and nongovernmental organization relationships: Challenges and opportunities. Paper presented at the Public Relations Conference, *Public Relations in the Arab World in the Age of Globalization: Current Realities and Future Prospects*, of the College of Communication, University of Sharjah, Sharjah, United Arab Emirates.

Tsetsura, K., & Kruckeberg, D. (2004, April). Cash for news coverage and freedom of press. Paper presented at the annual convention of the Central States Communication Association, Cleveland, OH.

Vujnovic, M., & Kruckeberg, D. (2004, March). Reconceptualization of the construct of the "public" within a global context and from an interpersonal theoretical perspective. Paper presented at the 7<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

## Kruckeberg curriculum vitae/18-18-18

Kruckeberg, D., & Vujnovic, M. (2004, February). Public relations, not propaganda, for U.S. public diplomacy in a post-9/11 world: Challenges and opportunities. Paper presented in the program, *Public Diplomacy and Propaganda: Discerning the Differences*, at the 13<sup>th</sup> Annual Meeting of the Association for Practical and Professional Ethics, Cincinnati, OH.

Kruckeberg, D., & Vujnovic, M. (2003, November). Reconciling territoriality: PR, marketing and advertising. Paper presented in the program, *Reaching Out/Reaching In: Public Relations' Similarities to and Differences from Other Academic and Non-Academic Enterprises*, at the 89<sup>th</sup> Annual Meeting of the National Communication Association, Miami Beach, FL. Presented in absentia by Brigitta Brunner.

Kruckeberg, D., & Vujnovic, M. (2003, May). Linking global capitalism with new forms of democracy: Opportunities in community building. Paper presented in the program, *Is Free Enterprise a Prerequisite for Public Relations: Reflection on the Writings of Hernando DeSoto*, at the 53<sup>rd</sup> Annual Conference of the International Communication Association, San Diego, CA.

Kruckeberg, D. & Tsetsura, K. (2003, March). Identification, validation and measurement of variables used to index the propensity for demands for "cash for editorial" by countries' major consumer news media To indigenous information subsidies providers. Paper presented at the 6<sup>th</sup> International, Interdisciplinary Public Relations Research Conference, Miami, FL.

Kruckeberg, D., & Starck, K. (2002, March). The role and ethics of community building for consumer products and services. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Kruckeberg, D. (2002, November). The role of community & community-building in addressing power disparity. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Kruckeberg, D. (2002, July). The implications of community and community building in Asian cultures. Paper presented at the 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Kruckeberg, D. (2002, July). The "Chicago School" in the global community. Paper presented at 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Kruckeberg, D., & Starck, K. (2002, July). "It is now a very good day to get out anything we want to bury" or, in other words, ethical obligations of public relations in an era of globalization. Paper presented at the Public Relations Division Pre-Conference Workshop of the 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Kruckeberg, D. (2001, November). Reconciling public relations theory and practice with political/economic systems other than democracy and capitalism. Paper presented at the annual convention of the National Communication Association, Atlanta, GA.

Kruckeberg, D. (2001, August). PR in emerging democracies: A global perspective. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Kruckeberg, D. (2001, May). Public relations and community: A theoretical construct for the 21<sup>st</sup> Century. Paper presented at the 51<sup>st</sup> Annual Conference of the International Communication Association, Washington, DC.

Kruckeberg, D. (2001, April). The collapse of character: Analysis of the Roselyn Bakers case study. Paper presented at the convention of the Central States Communication Association, Cincinnati, OH.

Kruckeberg, D., & Starck, K. (2000, November.) The role and ethics of community building for consumer products and services. Paper presented at the convention of the National Communication Association, Seattle, WA.

## Kruckeberg curriculum vitae/19-19-19

Kruckeberg, D. (2000, November). Corporate nets: The Chicago School meets the webbed community. Paper presented at the convention of the National Communication Association, Seattle, WA.

Kruckeberg, D. (2000, October). Ethics and social issues in business: A universalist approach. Paper presented at the Convention of the American Society for Competitiveness, Atlanta, GA.

Kruckeberg, D. (2000, August). Codes for institutional as well as individual performance. Paper presented at the Convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Kruckeberg, D. (1999, November). Community-building: From public opinion to relationship-building to community-building in public relations. Paper presented at the Convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1999, November). Position paper: RQ1: How can people of opposing and absolutist ideologies, values and beliefs live together in harmony and with mutual respect in a global society? Paper presented at the Convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1999, November). New assessment strategies and tools. Paper presented at the Convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1999, August). The chop shop virtual university." Paper presented at the 82<sup>nd</sup> Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Kruckeberg, D. (1999, August). Overlaying First World public relations on Second and Third World societies. Paper presented at the 82<sup>nd</sup> Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Kruckeberg, D. (1999, May). A typology of ethical relationships and dilemmas and an attempt at their reconciliation. Paper presented at the 49<sup>th</sup> Annual Conference of the International Communication Association, San Francisco, CA.

Kruckeberg, D. (1998, November). The need for an enlarged vision and additional perspectives in the 21<sup>st</sup> Century: A challenge to existing paradigms. Paper presented at the 84<sup>th</sup> national convention of the National Communication Association, New York.

Kruckeberg, D. (1998, November). Public relations and its education: 21<sup>st</sup> Century challenges in definition, role and function. Paper presented at the 84<sup>th</sup> national convention of the National Communication Association, New York.

Kruckeberg, D. (1998, November). A revisitiation of the concept of community in public relations practice in the 21<sup>st</sup> Century." Paper presented at the 84<sup>th</sup> national convention of the National Communication Association, New York. (ERIC)

Kruckeberg, D. (1998, November). Public relations and the travel industry: Lessons learned from the Middle East. Presentation of unpublished case study by B. A. R. Badran & D. Kruckeberg at the 84<sup>th</sup> national convention of the National Communication Association, New York.

Kruckeberg, D. (1998, November). Community-building partnerships in contemporary society. Paper presented at the 84<sup>th</sup> national convention of the National Communication Association, New York.

Starck, K., & Dean Kruckeberg. (1998, November.) The new public relations community: Where the global meets the local. Paper presented at the 84<sup>th</sup> national convention of the National Communication Association, New York.



## Kruckeberg curriculum vitae/20-20-20

Hazleton, V., & Kruckeberg, D. (1998, July). Numerical significance: Jacob Cohen, critical statistics and public relations. Paper presented at the 48<sup>th</sup> annual conference of the International Communication Association, Jerusalem, Israel.

Kruckeberg, D. (1998, April). Challenges for public relations education in the new millennium. Paper presented at the 66th annual convention of the Central States Communication Association, Chicago, IL. Because of a time conflict, UNI colleague Tricia Hansen-Horn presented the paper for me.

Kruckeberg, D. (1997, November). Public Relations as community: Embracing internationalism. Paper presented at the 83rd national convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1997, November). Multicultural perspectives in public relations ethics: An attempt at consensus. Paper presented at the 83rd national convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1997, November). Application of public relations community building in Middle East-Arab culture. Paper presented at the pre-convention conference of the 83rd national convention of the National Communication Association, Chicago, IL.

Kruckeberg, D. (1997, August). Public relations: Towards a global professionalism. Paper presented at the 80th Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Kruckeberg, D. (1997, May). The role of the educator in professional education. Paper presented at the 47th Conference of the International Communication Association, Montreal, Quebec, Canada.

Kruckeberg, D. (1996, November). The clash of ideologies: Is communitarianism under fire in corporate America? Paper presented at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Kruckeberg, D. (1996, November). A review of the literature and recommendations for leadership styles in public relations. Paper presented at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Kruckeberg, D. (1996, November). Thoughts about the new Commission on Public Relations Education. Paper presented at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Kruckeberg, D. (1996, May). Global public relations: Regional paradigmatic differences—Middle East. Paper presented at the annual conference of the International Communication Association, Chicago, IL.

Kruckeberg, D. (1996, November). Assessing media education: Public relations. Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

Kruckeberg, D. (1995, November) A global perspective on public relations ethics. Paper presented at the annual convention of the Speech Communication Association, San Antonio, TX.

Kruckeberg, D. (1995, November). Assessing public relations. Paper presented at the annual convention of the Speech Communication Association, San Antonio, TX.

Kruckeberg, D. (1995, November). Integrating multicultural/international experiences into the public relations curriculum. Paper presented at the annual convention of the Speech Communication Association, San Antonio, TX.

Kruckeberg, D., & Lucarelli, S. M. (1995, October). Globalizing U. S. public relations education. Précis presented to the Educators Section of the Public Relations Society of America Oct. 31, 1995, in Seattle, WA.

## Kruckeberg curriculum vitae/21-21-21

Kruckeberg, D. (1995, August). Public relations education and outcomes assessment: An immediate challenge for educators. Paper presented at the pre-convention workshop preceding the annual convention of the Association for Education in Journalism and Mass Communication, in Washington, DC.

Kruckeberg, D. (1995, May). 1987 revisited: Is it time for a new look. Paper presented at the annual convention of the International Communication Association, Albuquerque, NM.

Creedon, P. J., Al-Khaja, M. A. W., & Kruckeberg, D. (1995, May). Public relations education and practice in the United Arab Emirates: A descriptive case study. Paper presented at the annual convention of the International Communication Association, Albuquerque, NM.

Kruckeberg, D. (1995, April). Public relations as ideology." Paper presented at the annual convention of the Eastern Communication Association, Pittsburgh, PA.

Kruckeberg, D. (1994, August). A preliminary identification and study of public relations models and their ethical implications in select internal public relations departments and public relations agencies in the United Arab Emirates. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Newsom, D., Carrell, B. J., & Kruckeberg, D. (1993, November.) Development communication as a public relations campaign. Paper presented at the international convention of the Association for the Advancement of Policy, Research and Development in the Third World, Cairo, Egypt.

Kruckeberg, D. (1993, November). Hypocrites and Bernays: A medical ethics perspective on the ethics of public relations. Paper presented at the national convention of the Speech Communication Association, Miami Beach, FL.

Kruckeberg, D. (1993, November). Applying theory to the case study course. Paper presented at the national convention of the Speech Communication Association, Miami Beach, FL.

Kruckeberg, D. (1993, April). An examination of appropriate ethics and mutual responsibilities of transnational corporations and their host nations in the Americas. Paper presented at the conference, *Communication Between the Americas: Bridging the Gap*, Fort Worth, TX.

Newsom, D., Carrell, B. J., & Kruckeberg, D. (1993, February). Some ethical responsibility considerations for multinational corporations: Involvement in development issues of their Third World hosts. Paper presented at the 10th Annual Intercultural and International Communication Conference, Miami, FL.

Kruckeberg, D. (1992, December). Use of communication theories for active learning in case study courses. Paper presented at the Mid-Winter Meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

Kruckeberg, D. (1992, October). European perspectives in public relations. Paper presented in the program, *International public relations: Theory and practice* at the national convention of the Speech Communication Association Convention, Chicago, IL.

Kruckeberg, D. (1992, January). Public relations and community in a world society. Paper presented at the 2nd Selected Subject Meeting of the Herbert Quant Communication Circle, Berlin, Germany. Was one of six American scholars invited to attend this program sponsored by the BMW Foundation.

Kruckeberg, D. (1992, October). International public relations: A challenge for tomorrow's practitioners and scholars. Paper presented in the program, *Hot Topics: Discussing Current Trends in Public Relations Research*, at the national convention of the Public Relations Society of America, Kansas City, MO.

## Kruckeberg curriculum vitae/22-22-22

Kruckeberg, D. (1992, August). A universal ethics code: Both possible and feasible. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Montreal, Quebec, Canada.

Kruckeberg, D. (1992, August). Student-run public relations agencies: The good and the bad. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Montreal, Quebec, Canada.

Kruckeberg, D. (1992, August). A theoretical framework for community development. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Montreal, Quebec, Canada.

Kruckeberg, D. (1991, November). Public relations and community in Third World countries. Paper presented at the International Conference of the Association for the Advancement of Policy, Research and Development in the Third World, Nassau, Bahamas.

Kruckeberg, D. (1991, November.) Public relations ethics in the global community: A search for cultural universals. Paper presented at the International Conference of the Association for the Advancement of Policy, Research and Development in the Third World, Nassau, Bahamas.

Kruckeberg, D. (1991, November). A methodology for ethical decision making in public relations. Paper presented in the program, *Focus on Abortion: The Role of Public Relations in Guiding Social Discourse* at the national convention of the Speech Communication Association, Atlanta, GA.

Kruckeberg, D. (1991, August). Public relations education and the marginal scholar. Paper presented in the program, *The Department View of Public Relations Program Development: The Potential and the Possible*, at the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Kruckeberg, D. (1991, April). Ramifications of recent Soviet policy on contemporary public relations practice. Paper presented at the annual conference of the Central States Communication Association, Chicago, IL.

Kruckeberg, D. (1990, November). Public relations research and education agendas in the 90's: A non-position paper. Paper presented in the program, *Public Relations Research and Education Agendas for the 90's*, at the national convention of the Speech Communication Association, Chicago, IL.

Kruckeberg, D. (1990, August). Ethics and responsibilities of international corporate communications. Paper presented at the 17th Conference and General Assembly of the International Association for Mass Communication Research, Bled, State of Slovenia, Yugoslavia.

Kruckeberg, D. (1990, August). Historical research in public relations in the United States. Paper presented at the 17th Conference and General Assembly of the International Association for Mass Communication Research, Bled, State of Slovenia, Yugoslavia.

Kruckeberg, D. (1990, June). Professional ethical practices in public relations professional associations worldwide. Paper presented at the 40<sup>th</sup> Annual Conference of the International Communication Association, Dublin, Ireland.

Starck, K., & Kruckeberg, D. (1990, February). Responsibilities of North American mass communication educators to help students learn about other world cultures. Paper presented at the 7th Annual Intercultural and International Communication Conference, Miami, FL.

Kruckeberg, D. (1990, December). Can professional ethics be learned at the college level? Paper presented at UNI CHFA Forum, Cedar Falls, IA.

## Kruckeberg curriculum vitae/23-23-23

Kruckeberg, D. (1989, November). Questions of ethics in the context of professionalism in public relations. Paper presented at the national convention of the Speech Communication Association, San Francisco, CA.

Kruckeberg, D. (1989, February). Opportunities for Latin American public relations practitioners representing transnational corporations to contribute to the worldwide model of public relations theory, practice and ethics within the milieu of Latin American culture. Paper presented at the 6th Annual International Communication Conference, Miami, FL.

Kruckeberg, D. (1988, July). The need for a code of ethics: An elaboration and expansion. Paper presented at the 16th Conference and General Assembly of the International Association for Mass Communication Research, Barcelona, Spain, in the working group, *Ethics and Responsibilities of International Corporate Communications*.

Kruckeberg, D. (1988, July). Transnational corporate communication: Ethics and responsibilities. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Portland, OR.

Kruckeberg, D. (1988, February). The need for a code of ethics: Corporate communications in crisis situations. Paper presented at the 5th Annual Intercultural Conference on Latin America and the Caribbean, Miami, FL.

Kruckeberg, D. (1986, September). Education for the future. Paper presented at the District Convention of the International Association of Business Communicators, Omaha, Neb.

Kruckeberg, D. (1986, August). The need for a code of ethics. Paper presented at the 15th Conference and General Assembly of the International Association for Mass Communication Research, New Delhi, India.

Kruckeberg, D. (1986, August). Uses and abuses of student agencies in public relations education. Paper presented at the national convention of the Association for Education in Journalism and Mass Communication, Norman, OK.

Kruckeberg, D., & Hollingsworth, B. A. (1985, November). A plan to recruit all public relations educators at U.S. institutions of higher learning into PRSA by 1989. Strategy paper presented at the national conference of the Public Relations Society of America, Detroit, MI. This was in my role as membership procedures coordinator of the Educators Section of the Public Relations Society of America.

### **Scholarly Paper Discussant or Discussant/Moderator:**

Kruckeberg, D. (2020, November). Respondent. Effects-Based Communication: At the Crossroads, Beyond Messages and Publics. National Communication Association 106<sup>th</sup> Annual Convention. (virtual conference).

Kruckeberg, D. (2019, August). Discussant for Misinformation, Fake News, and Behaving Badly Online at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Ont., CA.

Master mentor at the ICA pre-conference Ph.D. Workshop (May 2018), in which doctoral students from throughout the world had their doctoral dissertation proposals reviewed and critiqued by their mentors. Washington, DC.

Kruckeberg, D. (2018, November). Respondent for Activism and political issues in public relations at the annual convention of the National Communication Association, Salt Lake City, UT.

Kruckeberg, D. (2018, August). Discussant for Ethics and moral reasoning poster session at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Co-organizer and master mentor at the ICA pre-conference Ph.D. Workshop (May 2018), in which doctoral students from Russia, Czech Republic, Estonia, Switzerland and the United States had their doctoral dissertation proposals reviewed and critiqued by their mentors. Prague, CZ.

Kruckeberg, D. (2018, May). Respondent in extended session: *The state-of-the-art: How do we see the forest through the trees?* at the 68<sup>th</sup> Annual Conference of the International Communication Association, Prague, CZ.

## Kruckeberg curriculum vitae/24-24-24

Kruckeberg, D. (2018, May). Chair and moderator of Ethical dimensions of public relations at the 68<sup>th</sup> Annual Conference of the International Communication Association, Prague, CZ.

Respondent. (2017, November). Legacy and Relevance of International Relations' Impacts on Higher Education, at the 103<sup>rd</sup> Annual Convention of the National Communication Association, Dallas, TX.

Respondent. (2017, May). Global Interventions: Public Relations Around the World, at the 67<sup>th</sup> Annual Convention of the International Communication Association, San Diego, CA.

Respondent. (2017, May). Media Transparency and Corporate News: Interventions, Connections, Disruptions, at the 67<sup>th</sup> Annual Convention of the International Communication Association, San Diego, CA.

Discussant. (2015, November). International Perspectives of Negative Stakeholder Engagement, at the 101 Annual Convention of the National Communication Association, Las Vegas, NV.

Discussant. (2015, November). From Warsaw Pact to NATO: Eastern Europe's Story of Transition, at the 101 Annual Convention of the National Communication Association, Las Vegas, NV.

Discussant. (2015, November). There is Nothing as Practical as a Good Theory": Pushing the Boundaries of Public Relations Theory, at the 101 Annual Convention of the National Communication Association, Las Vegas, NV.

Discussant. (2015, August). History and Public Relations Divisions; Graduate Student and Small Programs Interest Groups Scholar-to-Scholar Refereed Paper Research Session—Public Relations Division—Strategic Messaging: Change Management Communication: Barriers, Strategies & Messaging, at the 2015 convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Co-moderator, with Katerina Tsetsura. (2014, November). Theme Session: Institutionalization of Communication as a Field and as a Discipline in Russia: The Presence of the Past in Today's Challenges, at the 100<sup>th</sup> Annual Convention of the National Communication Association Nov. 23, 2014, Chicago, IL.

Moderator (2014, September). Public diplomacy: Public relations Writ large, Webinar of the Global Affairs Committee, Public Relations Society of America.

Introductory speaker and discussant. (2012, August). Pre-conference program, "2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master's Program in the United States," at the 2013 convention of the Association for Education in Journalism and Mass Communication Aug. 7, 2013, Washington, DC.

Discussant. (2011, August). "Public relations profession," at the convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Discussant. (2009, August), Poster Session 1 for "Public Relations Global Studies Papers," at the Convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Respondent. (2008, November). "Corporate Responsibility in Post-Communist Eastern Europe," at the 94<sup>th</sup> Annual Convention of the National Communication Association, San Diego, CA.

Discussant. (2006, August). "Mass Communication and Society and Newspaper Divisions (Mass Communication Division) Refereed Paper Research Poster Session," at the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Respondent. (2006, June). "Public Relations Top Student Papers," at the 56<sup>th</sup> annual conference of the International Communication Association, Dresden, Germany.

## Kruckeberg curriculum vitae/25-25-25

Respondent. (2005, May). "Linking Public Relations Theory with Public Relations Practice," at the annual convention of the National Communication Association, Boston, MA.

Respondent. (2005, May). "International Public Relations & Personal Influence Model," at the 55<sup>th</sup> annual conference of the International Communication Association, New York, NY.

Respondent. (2005, May). "Issues and Activist Groups in Public Relations," at the International Communication Association, New York, NY.

Respondent. (2004, May). "Tradition of Excellence Theory," at the annual convention of the International Communication Association, New Orleans, LA. Prepared comments presented in absentia by Bonita Dostal Neff.

Respondent. (2004, March). Panel of Professionals, Ethics Project Presentations, Media Criticism class, Wartburg College, Waverly, IA.

Chair and Respondent. (2002, November). "Students in Action: Issues in Experiential Learning," at the annual convention of the National Communication Association, New Orleans, LA.

Discussant. (2002, August). "Beyond Codes and Cases: Teaching Public Relations Ethics," at the national convention of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.

Discussant. (2002, August). "Public Relations Division Top Teaching Papers," at the national convention of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.

Respondent. (2002, July). "Top Three Papers in Public Relations," at the 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Respondent. (2001, November). "Radical(izing) Public Relations Pedagogy," at the annual convention of the National Communication Association, Atlanta, GA.

Discussant. (2001, August). "Top Faculty and Student Collaboration Research Papers," of the Public Relations Division at the national convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Co-respondent and co-moderator. (2001, March). "Top Three Competitive Papers," at the PRSA Educators Academy 4<sup>th</sup> Annual International, Interdisciplinary Public Relations Research Conference, Coral Gables, FL.

Respondent. (2001, November). "Response to a 'Port of Entry: The Report of the Commission on Public Relations Education' Focusing on Undergraduate Curricula," at the convention of the National Communication Association, Seattle, WA.

Co-discussant. (2000, October). Educators Academy's "Competitively Selected Top Research Papers" program, at the World Congress of the Public Relations Society of America and the international Public Relations Association, Chicago, IL.

Discussant. (2000, August). "Top Student Research Papers Session," at the convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Co-discussant. (2000, March). "Top Three Competitive Papers," at the 3<sup>rd</sup> Annual International, Interdisciplinary Public Relations Research Conference of the Public Relations Society of America, Miami, FL.

Discussant. (1999, August). "PR Practices and Perspectives: Domestic and International," at the 82<sup>nd</sup> Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

## Kruckeberg curriculum vitae/26-26-26

Co-respondent and moderator. (1999, June). Communication Sciences Division panel at the Second Annual Public Relations Society of America educators Academy International, Interdisciplinary Public Relations Research Conference, College Park, MD.

Respondent. (1998, July). "Public Relations Chair's Panel: Public Relations in 2010," at the International Communication Association 48<sup>th</sup> Annual Conference, Jerusalem, Israel.

Respondent. (1998, July). "Top 3 Papers: Public Relations in 2010," at the International Communication Association 48<sup>th</sup> Annual Conference, Jerusalem, Israel.

Respondent and Chair. (1998, June). "Business Sciences Division Research Paper Session," at the Public Relations Society of America Educators Academy First Annual International, Interdisciplinary Research Conference, College Park, MD.

Discussant. (1997, April). "Environmental Activism and Public Relations," at the annual convention of the Central States Communication Association, St. Louis, MO.

Respondent. (1996, November). "Professionalism, Pedagogy and Public Relations: A Contemporary Perspective," at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Discussant. (1996, August). "Teaching Public Relations Research," at the national convention of the Association for Education in Journalism and Mass Communication, Anaheim, CA.

Discussant. (1995, November). "Public Relations and the Organizational Context: Boundary Spanning, Placement and Interdepartmental Conflict," at the annual convention of the Speech Communication Association, in San Antonio, TX.

Discussant and Chair. (1995, May). "The Marriage of Theory and Practice of Writing in the Professional Area," at the annual convention of the International Communication Association, Albuquerque, NM.

Discussant. (1994, November). "Public Relations Efforts to Create and Maintain Community," at the national convention of the Speech Communication Association, New Orleans, LA.

Discussant and Moderator. (1994, November). "Global Applications of Excellent Public Relations Theory," at the national convention of the Speech Communication Association, New Orleans, LA.

Co-Discussant. (1993, November). "Exploring the Role of Public Relations in Building Community: Reconstructing the Paradigm," at the national convention of the Speech Communication Association, Miami Beach, FL.

Discussant. (1991, November). "Competitively Selected Research Papers," at the national conference of the Public Relations Society of America, Phoenix, AZ.

Discussant. (1991, November). "International Public Relations: Preparing for 1992 in Europe," at the Speech Communication Association convention, Atlanta, GA.

Discussant. (1990, November). "In Search of Certainty: Top Three Competitive Paper Session for the Commission on Public Relations," at the national convention of the Speech Communication Association, Chicago, IL.

## Kruckeberg curriculum vitae/27-27-27

Discussant and Moderator. (1989, August). "Inclusivity in Journalism: Equity for Hispanics," at the national convention of the Association for Education in Journalism and Mass Communication, Washington, DC. I organized and produced this session as part of my responsibilities as Chair of the Professional Freedom and Responsibilities Committee of the Public Relations Division of the Association for Education in Journalism and Mass Communication.

Discussant. (1987, August). "Research Papers in International Communication," at the national convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX.

### **Scholarly Paper and Professional Program Moderator/Presider/Chair:**

Presider. (2020, March). Research Discussions, 23 International Public Relations Research Conference, Orlando, FL.

Kruckeberg, D. (2019, November). Chair: "Alternative" Shades of Grey: Communication, Power, and Deception, Public Relations Division, Paper Session, National Communication Association, Baltimore, MD.

Presider. (2019, March). Research Discussions, 22th International Public Relations Research Conference, Orlando, FL.

Presider. (2018, March). Research Discussions, 21th International Public Relations Research Conference, Orlando, FL.

Moderator/Presider. (2017, August). Social, Political, Economic and Cultural Threats to the U.S. Press, at the 100th Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Presider. (2017, March). Research Discussions, 20th International Public Relations Research Conference, Orlando, FL.

Chair. (2017, May). Public Relations Interventions, at the 67th Annual Convention of the International Communication Association, San Diego, CA.

Chair. (2017, May). Let's Talk Dialogue, at the 67th Annual Convention of the International Communication Association, San Diego, CA.

Kruckeberg, D. (2016, March). Presider, Research Discussions, 19<sup>th</sup> IPRRC, Miami, FL.

Kruckeberg, D. (2015, March). Presider, Research Discussions, 18<sup>th</sup> IPRRC, Miami, FL.

Moderator. (2014, March). Research Discussions, X, 17<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Kruckeberg, D. (2014, March). Presider, Research Discussions, 17<sup>th</sup> IPRRC, Miami, FL.

Kruckeberg, D. (2013, March). Presider, Research Discussions XIV, 16<sup>th</sup> IPRRC, Miami, FL.

Moderator, webinar. (2012, July). "China: Your Company's Next Market Frontier."

Kruckeberg, D. (2012, March). Presider, Research Discussions XIV, 15<sup>th</sup> IPRRC, Miami, FL.

Moderator. (2011, September). "Best Practices for Multicultural Audiences." PRSA Charlotte September Luncheon, Charlotte, NC.

Moderator. (2011, January). "Status of PR Education," at the First Conference of the Middle East Public Relations Association Jan. 20, 2011, Dubai, UAE.



## Kruckeberg curriculum vitae/28-28-28

Moderator. (2011, January). "Status of PR Education," at the First Conference of the Middle East Public Relations Association, Dubai, UAE.

Presider (2011, March), Research Session at the at the 14<sup>th</sup> International Public Relations Research Conference, Miami, FL.

Chair (2010, November), Top 3 Student Papers in Public Relations, at the 96<sup>th</sup> Annual Convention of the National Communication Association, San Francisco, CA.

Presider (2010, March), Research Session X at the at the 13<sup>th</sup> International Public Relations Research Conference, Miami, FL.

Presider. (2009, March). "Research Session XVIII," at the 12<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Chair. (2008, November). "Paradox, Puzzle and Aporia: Unconventional Ethical Issues of Content, Control and Critique in Public Relations," at the 94<sup>th</sup> Annual Convention of the National Communication Association, San Diego, CA.

Presider. (2008, March). "Research Discussions Session XI," at the 11<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Presider. (2007, March). "Research Session, X," at the 10<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Presider. (2006, March). "Research Session, XI," at the 9<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Presider. (2005, March). "Public Engagement, Social Responsibility, and Ethical Leadership: Building Relationships for Effective Crisis Management, at the 8<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL.

Chair, "Public Relations as Communication in Action and Inaction: Discussions of Disparity and Dialogue," at the annual convention of the National Communication Association Nov. 22, 2002, in New Orleans.

Chair. (2002, July). "Professional Standards Ethics, and Practices in Public Relations," at the 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Moderator. (2002, March). *Top Competitive Papers*, at the 5<sup>th</sup> Annual International, Interdisciplinary Public Relations Research Conference of the Public Relations Society of America Educators Academy, Miami, FL.

Moderator. (2001, May). *Public Relations Division Chair's Panel*, at the 51<sup>st</sup> Annual Conference of the International Communication Association, Washington, DC.

Moderator. (2001, March). Research Discussions," at the PRSA Educators Academy 4<sup>th</sup> Annual International, Interdisciplinary Public Relations Research Conference, Miami, FL.

Moderator. (2000, October). Educators Academy's panel, "The Future of Public Relations," at the World Congress of the Public Relations Society of America and the international Public Relations Association, Chicago, IL.

Moderator. (2000, October). "The Challenge of E-Business to Traditional Industries," at the Convention of the American Society for Competitiveness, Atlanta, GA.

## Kruckeberg curriculum vitae/29-29-29

Moderator. (2000, October). "Emerging Issues in Human Resources Management," at the Convention of the American Society for Competitiveness, Atlanta, GA.

Moderator. (2000, August). "Convergence or Fragmentation: Journalism Education in the 21<sup>st</sup> Century," at the Convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Moderator. (2000, August). "Effective Practitioner and Academy Relationships in the 21<sup>st</sup> Century," at the Convention of the Association for Education in Journalism and Mass communication, Phoenix, AZ.

Chair. (2000, June). "Chair's Panel: Global Application of the Commission's Recommendations for Public Relations Education," at the 50<sup>th</sup> Annual Conference of the International Communication Association, Acapulco, Mexico.

Moderator. (2000, April). Several sessions, at the 3<sup>rd</sup> Annual International, Interdisciplinary Public Relations Research Conference of the Public Relations Society of America, Miami, FL.

Moderator. (1998, August). "Ethics and Public Relations/ Advertising/Marketing Strategies In Developing Countries," at the national convention of the Association for Education in Journalism and Mass Communication, Baltimore, MD.

Chair. (1998, June). "Teaching Managers What They Need to Know about PR," at the PRSA Educators Academy First Annual International, Interdisciplinary Research Conference, College Park, MD.

Chair. (1998, June). "Winning a Seat at Tomorrow's Table," at the PRSA Educators Academy First Annual International, Interdisciplinary Research Conference, College Park, MD.

Moderator. (1997, August). "Competitive Research Panel," at the 80th Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Chair. (1996, November). Public Relations as Communicative Enactment: Symbolic Interactionism and Beyond," at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Chair. (1996, November). "Competitive Papers in Public Relations: Some Ethics, Some Responsibility, and Some Baseball," at the 82nd Annual Convention of the Speech Communication Association, San Diego, CA.

Facilitator (Presider). (1996, October). "Active, Cooperative, and Experiential Learning: Some Definitions and Examples (Part 2)," at the universitywide conference for UNI Faculty, Staff and Students, *Building a Learning-Centered Community*, Cedar Falls, IA.

Chair. (1996, May). "Global Public Relations: Regional Paradigmatic Differences," at the 46th Annual Conference of the International Communication Association, Chicago, IL.

Moderator/Presider. (1995, August). "Refereed Paper Session," at the national convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Chair. (1994, November). "Top Three Papers in Public Relations," at the national convention of the Speech Communication Association, New Orleans, LA.

Moderator. (1993, November). Chair's Panel of the Commission on Public Relations at the national convention of the Speech Communication Association, Miami Beach, FL. Planning this program was part of my responsibilities as 1992- 93 chair of the 370-member Commission on Public Relations of the Speech Communication Association.

## Kruckeberg curriculum vitae/30-30-30

Moderator. (1993, November). Research Paper Session, at the national convention of the Public Relations Society of America, Orlando, FL. This was part of my responsibilities as 1992-93 Research Chair of the 325-member Educators Section of PRSA.

Co-Moderator. (1993, August). "Interactive Research Paper Session," a joint session of the Public Relations and Advertising Divisions at the national convention of the Association for Education in Journalism and Mass Communication, in Kansas City, MO.

Master of Ceremonies. (1993, August). In which a senior White House official was guest speaker at the Public Relations Division Annual Luncheon at the national convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO. I did this in my role as 1992-93 head of the 420-member Public Relations Division of AEJMC.

Moderator. (1993, August). Joint meeting of the Advertising and Public Relations Divisions of the Association for Education in Journalism and Mass Communication in which was presented the final report of the Joint Task Force on Integrated Marketing Communication at the national convention of the Association for Education in Journalism and Mass Communication, Kansas City, Mo. I did this in my role as 1992-93 head of the 420-member Public Relations Division of AEJMC.

Co-Moderator. (1992, October). PRSA Closing General Session, *National Public Relations Town Meeting: The Politics of Sacrifice*, at the national convention of this 16,000-member organization, Kansas City, MO.

Moderator and Host. (1992, October). *A View From the Classroom*, featuring guest speaker Edward M. Schroeder, "Outstanding American Teacher," at the national convention of the Public Relations Society of America, Kansas City, MO. This was a professional enrichment seminar sponsored by the College of Fellows.

Moderator. (1991, December). "Graduate Studies in Public Relations," pre-convention workshop at the Mid-Winter Meeting of the Association for Education in Journalism and Mass Communication Dec. 5, 1991, in Washington, DC.

Moderator. (1991, August). Public Relations Research Paper Session at the 1991 national convention of the Association for Education in Journalism and Mass Communication, Boston, Massachusetts. This program was the presentation of the "Top Three Refereed Papers."

Moderator. (1990, November). "Public Relations Around the Globe," at the national convention of the Public Relations Student Society, New York, NY, in which four Soviet students attending North Carolina State University and their liaisons and the faculty advisor discussed the program at NCSU.

Moderator. (1990, November; 1989, October). Public Relations Student Society of America Advisors Workshops at the 1990 and 1989 national conventions of the Public Relations Society of America for faculty and professional advisors to PRSSA, New York, NY 1990, and Dallas, TX, 1989. Also planned and coordinated these workshops in my role as National Faculty Advisor to PRSSA from 1989 to 1991.

Moderator, Convener and Rapporteur. (1990, August). "Ethics and Responsibilities of International Corporate Communications," at the 17th Conference and General Assembly of the International Association for Mass Communication Research, Bled, State of Slovenia, Yugoslavia.

Moderator. (1988, November). "Computer Technology in Public Relations Education," at the national convention of the Public Relations Society of America November, Cincinnati, OH. I coordinated this program in my role as Technology Chair and member of the Executive Board of the Educators Section of PRSA.

## Kruckeberg curriculum vitae/31-31-31

Moderator and Panelist. (1988, June). "Accreditation...Who Needs It?" professional development mini-seminar, at the Cedar Valley Chapter of the Public Relations Society of America, Cedar Rapids, IA.

Session chair. (1985, Spring). Midwest District Convention of the Public Relations Student Society of America.

### **Guest Speaker, Panelist (Scholarly and Professionally Related Organizations):**

Vujnovic, M., & Kruckeberg, D. (2021, April). Problems and best practices for future of PR education. Presentation in the program Smoother Sailing with Pedagogical Innovation in Public Relations, at the Southern States Communication Association (virtual conference).

Kruckeberg, D. (2021, March). Public relations management. Guest lecturer at the Canadian University Dubai, Dubai, United Arab Emirates.

Kruckeberg, D. (2021, January). The responsibility of the global public relations professional community in the COVID-19 global pandemic. Presentation at the 17<sup>th</sup> Iran International Conference on Public Relations (ICPR).

Kruckeberg, D. (2020, November). Traditional Mission, Role and Function of the University—Appreciating, Respecting, Supporting, Maintaining and Safeguarding the University as an Essential Societal Institution. Keynote presentation via Zoom at Connect-Universum V International Transdisciplinary Research and Practice Online Conference, National Research Tomsk State University, Tomsk Oblast, RU.

Kruckeberg, D. (2020, November). Presenter. Effects-Based Communication: At the Crossroads, Beyond Messages and Publics. National Communication Association 106<sup>th</sup> Annual Convention. (virtual conference).

Kruckeberg, D. (2020, November). Presenter and co-chair. Strategic Communications in Russia at the Crossroads: Observations and Predictions as We Enter the Next Decade of the 21<sup>st</sup> Century. National Communication Association 106<sup>th</sup> Annual Convention. (virtual conference).

Kruckeberg, D. (2020, October). Russia and the Middle East. Presenter in the program Are we really communicating? Practicing International Public Relations in Non-Western Countries at the International Conference of the Public Relations Society of America (virtual conference). Competitive.

Kruckeberg, D. (2020, October). COVID-19 and America's Response to the Pandemic: Global Perceptions and Criticisms and Their Implications for U.S. Corporations, NGOs/CSO's, and the Nation. Presenter in the program America Abroad: international Perceptions of the American Brand at the International Conference of the Public Relations Society of America (virtual conference). Competitive.

Kruckeberg, D. (2020, February). Is this any way to elect a president? Panelist in After Hours at the Cone Center, University of North Carolina at Charlotte.

Kruckeberg, D. (2019, December). **Invited speaker:** Russian Strategic Communications Education and Practice, Dec. 5-6, 2019, II Marine Expeditionary Force Strategic Communication Professionals, Dec. 5-6, Camp LeJeune, Jacksonville, NC. **NOTE:** The audience included, not only strategic communication officers, but also a range of senior-level officers, and the video-recording was circulated widely.

Kruckeberg, D. (2019, October). Presenter in the program America Abroad: International Perceptions of the American Brand at the International Conference of the Public Relations Society of America, San Diego, CA.

Kruckeberg, D. (2019, October). Presenter in the program Feared When Not Forgotten: Practicing International Public Relations in Countries Contentious with the United States at the International Conference of the Public Relations Society of America, San Diego, CA.

Kruckeberg, D. (2019, September). Invited panelist: University of Iowa School of Journalism and Mass Communication, Sept. 20, 2019. Discussed tenure and promotion strategies for junior faculty. Presented at the University of Iowa, Iowa City, IA.

## Kruckeberg curriculum vitae/32-32-32

Kruckeberg, D. & Tsetsura, K. (2018, November). A Voyage into Uncharted Waters: Societal Implications of Today's Global Media Environment. Keynote presentation via Adobe Connect at Connect-Universum IV International Transdisciplinary Research and Practice Online Conference, National Research Tomsk State University, Tomsk Oblast, RU. (Please see <http://connect-universum.com/node/758> and <http://connect-universum.com/node/756>)

Kruckeberg, D. (2018, October). Presenter in the program America Abroad: International Perceptions of the American Brand at the International Conference of the Public Relations Society of America, Austin, TX.

Visiting professor who was invited and hosted by Department of Management, Aarhus University, Aarhus, DK; seminar with doctoral students and guest lecturer at plenary session discussing corporate communication, "Community-Building for Organizations Managing Change Using New Media," to graduate students and faculty, May 29 through June 3.

Guest lecturer discussing Russian news media Feb. 22 at Queens University by invitation of Prof. Mohammed el-Nawawy, Department of Political Science and Sociology

Tsetsura, K., & Kruckeberg, D. (2018, January). Media and Foreign Policy, Great Decisions Lecture Series, University of North Carolina at Charlotte.

Debater. (2017, August). AEJMC Ethics Debate on Advocacy in Public Relations, sponsored by the Media Ethics and Public Relations Divisions, at the 100th Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Kruckeberg, D. (2016, Summer). Global and International Public Relations, course taught as visiting professor in the Summer Program in Communication Education at the University of Erfurt, Germany.

Kruckeberg, D. (2015, November). Understanding Global Public Opinion: Examining Alternative Worldviews, professional development session of the Global Affairs Committee at the International Conference of the Public Relations Society of America, Atlanta, GA.

Kruckeberg, D. (2015, October). PRSA Charlotte APR Preparation Class # 5—Research, Testing & Evaluation, PRSA Charlotte, Charlotte, NC.

Kruckeberg, D. (2015, October). Discussion with Dr. Dean Kruckeberg. Bank of America: Global Risk, Legacy Asset Servicing and Global Technology & Operations Corporate Communications Team Offsite, Charlotte, NC.

Kruckeberg, D. (2015, October). The Reconceptualization of Public Opinion In the Digital Era. Skype lecture to the Public Relations class, East Siberia State University Of Technology and Management, Ulan-Ude City, Buryatia (Autonomous Republic), Siberia, Russia.

Kruckeberg, D. (2015, July). Leveraging your personal brand in a job interview, at New Pros program of PRSA Charlotte, Charlotte, NC.

Kruckeberg, D., & Tsetsura, K. (2015, July). Global public relations as a communication subfield, at the International Research Conference of the Department of Integrated Communications, National Research University Higher School of Economics, Moscow, RU.

Kruckeberg, D. (2015, July). Panelist, Round Table Discussion, Academics to Practitioners: Pragmatics of Communication Studies, at the International Research Conference of the School of Integrated Communications, National Research University Higher School of Economics, Moscow, RU.

Kruckeberg, D. (2015, April). A conceptualization of employee community-building, at the PRSCA Charlotte Inaugural Communications Symposium, Charlotte, NC.

## Kruckeberg curriculum vitae/33-33-33

Kruckeberg, Dean. (2015, April). The reconceptualization of Public Opinion in the Digital Era—How Online Public Opinion Changes the world. Skype lecture to the Principles of Public Relations master's class, Department of Communication, Monmouth University, West Long Branch, NJ.

Kruckeberg, Dean. (2015, April). The reconceptualization of Public Opinion in the Digital Era—How Online Public Opinion Changes the world. Skype lecture to the Public Relations Principles and Practices master's class, College of Communication and Media Sciences, Zayed University, Abu Dhabi and Dubai, U.A.E.

Kruckeberg, D. (2014, October). When local becomes global: The case of Ferguson, at the International Conference of the Public Relations Society of America, Washington, DC.

Kruckeberg, D. (2014, September). Moderator, Public diplomacy: Public relations Writ large, Webinar of the Global Affairs Committee, Public Relations Society of America.

Kruckeberg, D. (2014, May). Community-Building for Organizations Managing Change Using New Media,” for graduate class at the London College of Communication, London, UK.

Kruckeberg, D. (2014, March). The Reconceptualization of Public Opinion in the Digital Era—How Online Public Opinion Changes the World, at the International Conference-Public Interest & Media Impact at Shih-Hsin University, Taipei, Taiwan.

Presenter. (2013, October). Global connection: Local collaboration in the era of (dis)trust, Global Affairs Committee program, Public Relations Society of America International Conference, Philadelphia, PA.

Kruckeberg, D. (2013, September). The Good, the Bad and the Ugly of Survey Research: Avoiding Bias in Sampling and Questionnaire Development, at the University of Oklahoma Gaylord College of Journalism and Mass Communication the public relations research “Dream Course,” Norman, OK.

Kruckeberg, D. (2013, September). In Search of the Ethics’ Holy Grail: Normative Theory and the Role of the Communication Professional in Global Society, public lecture at the University of Oklahoma Gaylord College of Journalism and Mass Communication, Norman, OK.

Kruckeberg, D. (2013), September). Discussion leader in the graduate course, Conceptual Issues in Mass Communication, at the University of Oklahoma Gaylord College of Journalism and Mass Communication, Norman, OK.

Panelist. (2013, August). AEJMC National Convention Workshop Session: 2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master’s Program in the United States.

Kruckeberg, D. (2012, November). 2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master’s Programs in the United States, at the National Convention of the National Communication Association, Orlando, FL.

Kruckeberg, D. (2012, October). “Will your story be published? What influences the media around the world,” session presented by the Global Affairs Committee at the International Conference of the Public Relations Society of America, San Francisco, CA.

Kruckeberg, D. (2012, October). “Teaching international and global public relations,” session presented at the PRSA 2012 Educators Academy Super Saturday, San Francisco, CA.

Kruckeberg, D. (2012, October). “Standards for a master’s degree in public relations: Educating for complexity,” session presented at the PRSA 2012 Educators Academy Super Saturday, San Francisco, CA.

## Kruckeberg curriculum vitae/34-34-34

Kruckeberg, D. (2012, Sept. 14). Presentation for International House, the Meridian International Center and the U.S. Department of State with “U.S. Elections, Background for Journalists” delegation. Part of International Visitor Leadership Program, Charlotte, NC.

Kruckeberg, D. (2012, May). Panelist—Public Relations Division Extended Session Global Issues and Opportunities – International and Cross-cultural Research in Public Relations, at the 62<sup>nd</sup> Annual Conference of the International Communication Association, Phoenix, AZ.

Kruckeberg, D. (2012, April). Taught master class via Skype for master class in university in Novosibirsk (Russia) April 26, for three classes in marketing, advertising and public relations at the request of Professor Natalia Grigoriev.

Tsetsura, K., Kruckeberg, D., & Grupp, R. (2011, October). Media non-transparency: How it affects your story. Workshop at the 2011 International Conference of the Public Relations Society of America, Orlando, FL.

Kruckeberg, D. (2011, August). Analyzing journalism, public relations and content creation in the Arab world. Panelist at the 2011 Convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Kruckeberg, D. (2011, August). Anticipating professional needs: Feedback from the field. Panelist at the 2011 convention of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Kruckeberg, D., & Tsetsura, K. (2011, May). Benefits of collaboration between academia and industry—The perfect PR world. Keynote presentation at the First International Conference of the Association of (Russian) Public Relations Educators, at the Institute of Social Technologies, Kazan State Technical University, Kazan, Russia.

Kruckeberg, D., & Tsetsura, K. (2011, May). International models of excellence. Presented at First International Conference of the Association of (Russian) Public Relations Educators, at Kazan State Technical University, Kazan, Russia.

Kruckeberg, D., & Tsetsura, K. (2011, May). Benefits of collaboration between academia and industry—The perfect PR world. Keynote presentation at the First International Conference of the Association of (Russian) Public Relations Educators, at St. Petersburg State Electrotechnical University, St. Petersburg, Russia.

Kruckeberg, D., & Tsetsura, K. (2011, May). International models of excellence. Presented at First International Conference of the Association of (Russian) Public Relations Educators, at St. Petersburg State Electrotechnical University, St. Petersburg, Russia.

Kruckeberg, D., & Tsetsura, K. (2011, May). International models of excellence. Presented at First International Conference of the Association of (Russian) Public Relations Educators, at Moscow State University, Moscow, Russia.

Kruckeberg, D. (2011, April). Global public relations in the 21<sup>st</sup> Century. Presentation at International Ad/PR Day, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA.

Kruckeberg, D. (2011, April). Presentation in Principles of Public Relations class at Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA.

Kruckeberg, D. (2011, February). Global public relations in the 21<sup>st</sup> Century. Presentation in the Department of Communication, North Carolina State University, Raleigh, NC.

Kruckeberg, D. (2011, January). International models of excellence. Presentation at the First Conference of the Middle East Public Relations Association, Dubai, U.A.E.

## Kruckeberg curriculum vitae/35-35-35

Kruckeberg, D. (2011, January). Benefits of collaboration between academia and industry—the perfect PR world. Keynote speech at the First Conference of the Middle East Public Relations Association, Dubai, U.A.E.

Kruckeberg, D. (2010, November). Importance of Communication in the 21<sup>st</sup> Century. Public lecture at Auburn University, Auburn, AL.

Kruckeberg, D. (2010, October). At leadership assembly luncheon of the Public Relations Society of America, made presentation of CEPR certification to Rowan University, Washington, D.C.

To leadership assembly of the Public Relations Society of America, presentation about the public relations profession in the year 2015, Oct. 16, 2010, Washington, D.C.

To audience of public relations educators, discussed value of CEPR certification Oct. 17, 2010, at the International Conference of the Public Relations Society of America, Washington, D.C.

Taught International Public Relations Seminar in London to students from several universities May 17 to June 10, 2010, at Regents College, London.

Introduction to Public Relations class at UNC-Pembroke Dec. 10, 2009.

Brubaker, P. J. (2016, February). Faculty profile: Dean Kruckeberg on PR education. Association for Education in Journalism and Mass Communication Public Relations Division. Retrieved from <http://aejmc.us/prd/2016/02/03/faculty-profile-dean-kruckeberg-on-pr-education>.

Solovyeva, O. (2016, December). Audio interview: Dean Kruckeberg on PR education. Federation of Russia National Research University Higher School of Economics School of Integrated Communications.

Kruckeberg, D. (2009, November). Interviewed for two separate television programs during my visit to Bucharest, Romania, Nov. 20 and 21, 2009.

Kruckeberg, D. (2009, November). Keynote speaker at Plenary Session, International Anniversary Conference, 20th Anniversary, University of Bucharest, College of Journalism and Mass Communication Studies, Bucharest, Romania, ROU.

Invited guest speaker at the Miami University of Ohio PRSSA Chapter Oct. 5, 2009.

Keynote speaker, Baltic PR Weekend, St. Petersburg, Russia, Sept. 11, 2009—Keynote speaker at Plenary Session.

Public Affairs Section of Russian Public Relations Association—Presentation in special program for practitioners, Moscow, Russia, June 29, 2009.

Barnaul Public Relations Association—Presentation in special program for practitioners during my speaking engagements at “PR Hunting” student conference in Barnaul, Altai Krai Region, June 25 through 28, 2009.

Guest speaker on several programs for students from seven Siberian universities and for area public relations practitioners at “PR Hunting” at Barnaul, Altai Krai Region and at Altai Region of Siberia and program for Government Relations Section of the Russian Public Relations Association June 22 through 30, 2009, which was a conference of students from seven universities from throughout Siberia.

Video-taped interview by Dr. Astrid Sheil, California State University-San Bernardino, June 10, 2009, for her textbook.



## Kruckeberg curriculum vitae/36-36-36

Edelman Social Media Immersion Workshop June 9, 2009—Five-minute live segment on “Things They Don’t Teach You in College.” “Hi, Dean, ... Oh... one item that’s not on the survey... Would you be willing to do a live audio interview, to be streamed live, at the end of our session. Talking you and a partner. Five minutes max.... Best,/pmg”

Kruckeberg, D. (2009, April). New Opportunities in Global Public Relations: The Mission and Vision of the Center for Global Public Relations at the University of North Carolina at Charlotte. Presentation in the program *International Public Relations: Perspectives on Theory and Practice*, at the Southern States Communication Association, Norfolk, VA.

Guest speaker with Katerina Tsetsura, about global media corruption at the monthly meeting of the Charlotte Chapter of the Public Relations Society of America, April 22, 2009.

Tar Heel Chapter, PRSA April 14, 2009—“Public relations in a 21st Century Technological/ Multicultural/Global World.” Guest speaker, monthly meeting of the Tar Heel Chapter of the Public Relations Society of America, Greensboro, N.C.

Guest speaker, “Charlotte Talks” NPR WFAE 90.7 FM radio program March 30, 2009, discussed demise of newspapers: “How Do You Get The News?”

Visiting faculty member who taught “Special Problems: Global Public Relations Ethics,” one-credit-hour course MC 482.1 Feb. 6 through 8, 2009, at Southeast Missouri State University, Cape Girardeau, Mo.

Guest speaker, Waxhaw-Weddington Sunrise Rotary Club, Jan. 15, 2009, Waxhaw.

Guest lecturer, graduate seminar “Advanced Strategic Communication Theories,” Dec. 2, 2008, University of Oklahoma via teleconference.

Taught ethics and law session for APR study group of Charlotte Chapter of PRSA fall 2008.

Panelist, “Teaching Panel: Ethical Conflict Resolution of Emerging Issues and Agendas in Teaching Today,” Aug. 9, 2008, at the convention of the Association for Education in Journalism and Mass Communication.

Invited speaker at St. Louis University; spoke to International Public Relations class about ethics; also spoke in Contemporary Theories in Communication Master of Arts Seminar Feb. 21, 2008; was also invited speaker scheduled for St. Louis PRSA Pro-Am Day Feb. 22, but the event was cancelled because of weather.

Invited guest speaker in Prof. Pam Creedon’s “Public Relations and Fund-raising” class Feb. 11, 2008, at the University of Iowa School of Journalism and Mass Communication.

Invited speaker. (2007, November). “21<sup>st</sup> Century Challenges for Public Relations in a Global, Multicultural Society,” Annual Walker Fund Lecture, Northern Illinois University, DeKalb, IL.

Guest speaker (2007, November). In Public Relations Writing class in the Department of Communication, Northern Illinois University, DeKalb, IL.

Guest speaker (2007, November). In Prof. Geraldine Perreault’s University of Northern Iowa capstone class on lies and lying in personal and public life, Cedar Falls, IA.

Presenter. (2007, November). Pre-Conference on Public Relations Pedagogy, at the National Communication Association conference Annual Convention Nov. 14, 2007, in Chicago.

Guest speaker. (2007, October). In Prof. Angie Burda’s graduate seminar for communication disorders students, at University of Northern Iowa, Cedar Falls, IA; discussed public relations tactics useful in private practices.

## Kruckeberg curriculum vitae/37-37-37

Guest speaker. (2007, October). At several classes of the Department of Communication at the University of North Carolina–Charlotte and consulted about new Center for the Study of International Public Relations.

Co-presenter. (2007, October). The “Grand Prix Award” at the Pravda Awards-2007 Gala ceremony sponsored by the Ukrainian Association of Public Relations, Kiev, Ukraine.

Panelist. (2007, October). In session, “Reputation Management as a Corporate Governance Function: How Corporate Communications Can Impact Business Value,” at the European Public Relations Congress, sponsored by the Ukrainian Association of Public Relations, Kiev, Ukraine.

Keynote speaker. (2007, October). “Tangible Trust—How to Make an Asset out of Corporate Reputation,” at the European Public Relations Congress, sponsored by the Ukrainian Association of Public Relations, Kiev, Ukraine.

Participant/panelist. (2007, October.) In press briefing regarding the European Public Relations Congress, sponsored by the Ukrainian Association of Public Relations, Kiev, Ukraine.

Panelist. (2007, September). “Ethics in Political Campaigns,” at Southeast Missouri State University, Cape Girardeau, MO.

Visiting faculty member. (2007, September). Taught “Special Problems: Global Public Relations Ethics,” one-credit-hour course MC 482.1, at Southeast Missouri State University, Cape Girardeau, MO.

Panelist. (2007, September). Discussed public relations in universitywide panel, “Ethics in Political Campaigns,” at Southeast Missouri State University, Cape Girardeau, MO.

Panelist. (2007, August). In session, “Developing Outcomes for Assessment,” in half-day workshop sponsored by the Association of Schools of Journalism and Mass Communications, Washington, DC, and served as expert matched one-on-one with those who wanted their plans evaluated.

Acceptance speech (2006, November.) For the Jackson Jackson & Wagner Behavioral Science Prize at the Awards Luncheon of the Monday General Session of the Public Relations Society of America, Salt Lake City, UT.

Speaker. (2006, November). *The Professional Bond—Public Relations Education and the Practice: The Report of the Commission on Public Relations Education, November 2006*, to the Educators Academy session of the Public Relations Society of America, Salt Lake City, UT.

Co-Presenter. (2006, November). *The Professional Bond—Public Relations Education and the Practice: The Report of the Commission on Public Relations Education, November 2006*, to the National Assembly of the Public Relations Society of America, Salt Lake City, UT.

Commenter. (2006, November). As CEPR Reviewer accepting CEPR Plaque on behalf of Eastern Kentucky University at the National Assembly Luncheon of the Public Relations Society of America, Salt Lake City, UT.

Presenter. (2006, October). With Marina Vujnovic at Ph.D. Seminar at University of Iowa School of Journalism and Mass Communication, Iowa City, IA.

Speaker. (2006, July). At the Government Relations Section of the Russian Public Relations Association, Moscow, Russia.

Keynote speaker, (2006, June). At the international conference, “Municipal Social Policy and Publics: Realities and Perspectives,” Ulan-Ude, Buryatia (Autonomous Republic), Russia.

Guest speaker (2006, June). At Niccolo M Center of Political Consulting, one of the leading companies in Russia in the field of political consulting and public relations, Moscow, Russia.

## Kruckeberg curriculum vitae/38-38-38

Visiting faculty member. (2006, February). Taught "Special Problems: International Public Relations Ethics" course MC 482.1, at Southeast Missouri State University, Cape Girardeau, MO.

Guest speaker. (2006, February). In World Communications Systems class at the Greenlee School of Journalism & Communication, Iowa State University, Ames, IA.

Panelist. (2005, August). In the Association for Education in Journalism and Mass Communication Professional Freedom and Responsibility Mini-Plenary, "Elections and Ethics: Candidate Messages and Political Reporting in the Spin Zone," San Antonio, TX.

Panelist. (2005, May). In the International Communication Association Public Relations division pre-conference program, "Global Dialogue and Partnerships," New York, NY.

Speaker. (2005, March). "Bribe the editor!," presentation at the Central Illinois Chapter of the Public Relations Society of America March, Bloomington, IL.

Visiting faculty member (2005, February). Taught "International Public Relations Ethics" course MC 482.1, at Southeast Missouri State University, Cape Girardeau, MO.

Panelist. (2004, October). In the Educators Academy Super Saturday program, "The Skyscrapers of the Academic World: Constructing the Journal Article," at the international conference of the Public Relations Society of America, New York, NY.

Speaker. (2004, August). "Cultural Empathy and the Role of Language: An Innocent Abroad: What I have learned from 20 Years of International Travel," national teleseminar of the Public Relations Society of American International Division and the PRSA New York Chapter, New York, NY.

Speaker. (2004, August). "Journalism for Sale," live telephone interview on radio show, *MEDIA@SQAfm*, on South African National Public Radio SAfm, Johannesburg, South Africa.

Panelist (2004, May). In the program, "The 20<sup>th</sup> Year Division Celebration, at the annual convention of the International Communication Association, New Orleans, LA. Prepared comments were presented in absentia by Bonita Dostal Neff.

Panelist. (2004, May). In the program, "New Challenges and a Celebration of the First Twenty Years," at the annual convention of the International Communication Association, New Orleans, LA. Prepared comments were presented in absentia by Bonita Dostal Neff.

Panelist. (2003, December). In the program, "The Problem of Media Bribery," at the Public Relations Society of America Public Affairs Symposium *beyond War and Terrorism: Rebuilding Global Communication Links*, United Nations, New York, NY.

Panelist. (2003, May). In the program, *What Should be the Focus of Public Relations?*, at the 53<sup>rd</sup> Annual Conference of the International Communication Association, San Diego, CA.

Panelist. (2003, May). In the program, *Global Update: Public Relations Leadership Working Across Borders*, at the 53<sup>rd</sup> Annual Conference of the International Communication Association, San Diego, CA.

Speaker. (2003, March). "Media Relations and Demands For 'Cash for Editorial in the Global Environment," at meeting of the Iowa State University Chapter of the Public Relations Student Society of America, Ames, IA.

Speaker. (2002, August). "Mentoring Graduate Students into a Research Agenda," at the Association for Education in Journalism and Mass Communication Convention, Miami Beach, FL.

## Kruckeberg curriculum vitae/39-39-39

Speaker. (2002, November). "Teaching in a World of Technological Change: You should be on Television," at the international conference of the Public Relations Society of America, San Francisco, CA.

Speaker. (2002, November). "Crucial Career Milestones: Academic Advancement from Graduate Student through the Transition to Senior Scholar: Senior Scholar," at the international conference of the Public Relations Society of America, San Francisco, CA.

Guest speaker. (2002, October). With Kenneth Starck, "Public Relations and Corporate Social Responsibility, at the Ph.D. Seminar of the University of Iowa School of Journalism and Mass Communication, Iowa City, IA.

Guest Speaker. (2002, October). "Public Relations Ethics," at the annual meeting of the Greater Fort Worth Chapter of the Public Relations Society of America, Fort Worth, TX.

Panelist. (2002, August). "Mentoring Graduate Students into a Research Agenda," at the Public Relations Pre-at the national convention of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.

Panelist. (2002, July). "Issues Facing Public Relations: Dialogue from Global Perspectives," at the 52<sup>nd</sup> Annual Conference of the International Communication Association, Seoul, South Korea.

Speaker. (2002, May). "The Role of Corporations in Shaping Social Values," at the Communicare 2002 Seminar, *Corporate Social Responsibility*, Mid Sweden University, Sundsvall, Sweden.

Keynote speaker. (2002, May). With Kenneth Starck, "It Is Now a Very Good Day to Get Out anything We Want to Bury, or Ethical Obligations of Public Relations in an Era of Globalization," at the Communicare 2002 Seminar, *Corporate Social Responsibility*, Mid-Sweden University, Sundsvall, Sweden.

Speaker. (2002, May). With Kenneth Starck, "It Is Now a Very Good Day to Get Out anything We Want to Bury, or Ethical Obligations of Public Relations in an Era of Globalization," at a program for faculty and doctoral students of Orebro University, Orebro, Sweden.

Speaker. (2002, May). With Kenneth Starck, "It Is Now a Very Good Day to Get Out anything We Want to Bury, or Ethical Obligations of Public Relations in an Era of Globalization," at a luncheon, *The Latest Research in CSR (Corporate Social Responsibility)*, of the Swedish Public Relations Association, Stockholm, Sweden.

Guest speaker. (2002, February). "Public Relations Ethics," at the February luncheon of the Greater Kansas City Chapter of the Public Relations Society of America, Kansas City, MO.

Interviewed. (2002, February). About public relations ethics by graduate student and professor via teleconference from Central Missouri State University, as part of professor's efforts to interview major figures in public relations scholarship in the class Mass Communication 5300: Alternative Perspectives in Public Relations.

Speaker. (2001, November). "The Globalization of Public Relations and Advertising in the 21<sup>st</sup> Century: The Middle East and Beyond," at the Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA.

Speaker. (2001, November). "Public Relations Administration" classes, at the Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA.

Speaker. (2001, October). "All Around the Globe: A Look at International Public Relations," at the national conference of the Public Relations Student Society of America, Atlanta, GA.

## Kruckeberg curriculum vitae/40-40-40

Speaker. (2001, October). "Who's Paying Attention to Philanthropy for Public Relations Education? Some Answers and Issues," at "PRSA Educators Academy Super Saturday Plus" program at the national conference of the Public Relations Society of America, Atlanta, GA.

Panelist. (2001, August). "The 'Phoenix' of Public Relations Ethics: How Can a function Originating from an Unethical Base of Puffery Now Claim to Be the Ethical Conscience of the Organization?" at the national convention of the Association for Education in Journalism and Mass Communication, DC.

Panelist. (2001, May). "The Handbook's Contribution to the Understanding of the Role of Community in Public Relations Practice and Scholarship," presented in *Communication Research Matters: Discerning the Impact of the Handbook of Public Relations on the Profession*, at the 51<sup>st</sup> Annual Conference of the International Communication Association, Washington, DC.

Guest panelist. (2001, April). "The Definition of a Professional: A Tribute to Dan P. Millar," at the convention of the Central States Communication Association, Cincinnati, OH.

Guest speaker. (2001, March). "Personal Tributes to Elaine Averick, Retiring Executive Director of Education, PRSSA," New Orleans, LA.

Panelist. (2000, November). "Master's Degree Communication Programs: Engaging in Shared Interests, Issues and Opportunities," at the pre-convention conference of the National Communication Association, Seattle, WA.

Panelist. (2000, October). "Cross Fertilization of Communications Disciplines: New Demands in International Public Relations," at the International Public Relations Association program, at the Public Relations Society of America and the International Public Relations Association's World Congress, Chicago, IL.

Co-presenter. (2000, September). Of the findings of the Commission on Public Relations Education at the meeting of the Accrediting Council for Education in Journalism and Mass Communication, Chicago, IL.

Guest Speaker. (2000, August). "Deutschmann Award Panel in Honor of James E. Grunig," at the convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Roundtable discussion leader. (2000, August). "The Research Course in the PR Commission Report," at the convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Panelist. (2000, August). "Practitioner and Academic Views on the State of PR Research," at the convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Guest speaker. (2000, August). "Best Practices in International Public Relations," at the International Public Relations Seminar for Senior Executives and Managers that was co-sponsored at Towson University by that university in Towson, Maryland, and the American Management Training Academy. Students in the seminar were senior executives from major corporations in Africa and the Middle East, Towson, MD.

Panelist. (2000, April). "Public Relations: The Larger Questions" Prepared remarks presented in absentia by Bonita Dostal Neff, in "Alternative Approaches to Public Relations Research: The Rhetorical-Critical Paradigm, Part Deux," at the 68<sup>th</sup> Annual Convention of the Central States Communication Association, Detroit, MI.

Guest speaker. (2000, February). "International Public Relations," at the Meeting of the Public Relations Network of the Quad Cities, Rock Island, IL.

Presenter. (1999, November). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," at the second business meeting of the Public Relations Division of the National Communication association, Chicago, IL.

## Kruckeberg curriculum vitae/41-41-41

Facilitator. (2000, October). "Luncheon Exchange: Building Global Media Relationships," at the international conference of the Public Relations Society of America, Anaheim, CA.

Critiquer. (1999, October). "PRSSA Resume Critiquing/Interviewing Tips Session," at the national conference of the Public Relations Student Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the General Session of the Public Relations Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the Educators Academy of the Public Relations Society of America, Anaheim, CA.

Panelist. (1999, October). "The Mentor Circle," at the international conference of the Public Relations Society of America, Anaheim, CA.

Panelist. (1999, October). "Meet the Authors of the Major Public Relations Textbooks," at the international conference of the Public Relations Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the Educational Affairs Committee of the Public Relations Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Certification for Education in Public Relations Training Session," to participants at the international conference of the Public Relations Society of America, Anaheim, Calif.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the National Assembly of the Public Relations Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the National Board of the Public Relations Society of America, Anaheim, CA.

Co-Presenter. (1999, October). "Public Relations Education for the 21<sup>st</sup> Century: A Port of Entry: The Report of the Commission on Public Relations Education, October 1999," to the National Committee of the Public Relations Student Society of America, Anaheim, CA.

Featured Speaker. (1999, October). "Building Strategic Communications Plans," at the Siouxland Chapter of the Public Relations Society of America and Sioux City Advertising Federation Seminar, "*Taking It to the Streets*" *Paving the Way to Effective Communication*, Sioux City, IA.

Guest Speaker (via teleconference). (1999, September). Graduate Seminar in Public Relations Management, University of Louisiana at Lafayette. I spoke on public relations education as Co-Chair of the Commission on Public Relations Education.

Panelist. (1999, August). Public Relations Division Pre-Conference Workshop, "Public Relations Education: An Assessment of the State of the Art," at the 82<sup>nd</sup> Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Panelist. (1999, June). "Balancing Research, Teaching and Service: Seeking Mentors and Building Relationships," at the Second Annual Public Relations Society of America educators Academy International, Interdisciplinary Public Relations Research Conference, College Park, MD.

## Kruckeberg curriculum vitae/42-42-42

Program presenter. (1999, June). Training session for those who will review university education programs for Certification for Education in Public Relations (CEPR) at the Second Annual Public Relations Society of America educators Academy International, Interdisciplinary Public Relations Research Conference, College Park, MD.

Panelist. (1999, April). "A Discussion of Public Relations Curricula," at the 67<sup>th</sup> Annual Convention of the Central States Communication Association, St. Louis, MO.

Panelist. (1998, November). "Lessons Learned, New Visions—Assessing the Findings of the NCA Summer Conference: Dialogue on Public Relations Education," at the 84<sup>th</sup> convention of the National Communication Association, New York, NY.

Discussion facilitator. (1998, October). For luncheon exchange at the national conference of the Public Relations Society of America, Boston, MA. Discussed "Stimulating Employee Morale and Productivity".

Program presenter. (1998, August). Series of journalism training programs sponsored by USIS-Sofia. The first week, I and a Washington, D.C., correspondent as well as others discussed the U.S. Freedom of Information Act for media representatives and officials of nongovernmental organizations; the second week, I and another colleague discussed media relations for government press secretaries.

Panelist. (1998, August). "Building a Research Agenda Based on the Relationship Paradigm," at the national convention of the Association for Education in Journalism and Mass Communication, Baltimore, MD.

Speaker. (1998, July). *Teaching the Teachers* workshop to prepare communications faculty in the Baltic States and Russia to teach public Relations, which included a presentation in Latvia and at the *Third Annual Summer School in Russian Media*, Riga, Latvia, and St. Petersburg, Russia. The workshop was funded by the Soros Foundation and by USIA.

Panelist/presenter. (1998, June). "Teaching International Public Relations," at the PRSA Educators Academy First Annual International, Interdisciplinary Research Conference, College Park, MD.

Panelist/presenter. (1998, June). "Boundary Spanners," at the PRSA Educators Academy First Annual International, Interdisciplinary Research Conference, College Park, MD.

Guest Speaker and panelist. (1998, April). In the program, *The Crisis in Media Credibility*, at the 53rd annual convention of the Society for Collegiate Journalists, Waverly, IA.

Guest speaker. (1998, April). "Public Relations Knowledge Test: The Realities of Public Relations," at the 53rd annual convention of the Society for Collegiate Journalists, Waverly, IA.

Panelist/presenter. (1998, January). "Using University Resources," in the Professional Development Program, *30 Ideas in 30 Minutes*," at the monthly meeting of the Cedar Valley Chapter of the Public Relations Society of America, Cedar Rapids, IA.

Guest speaker. (1997, December). "Testing Your E.Q.--Ethical Quotient," at the monthly meeting of the Siouxland Chapter of the Public Relations Society of America, Sioux City, IA.

Guest presenter and resource. (1997, September). "A Round Table Discussion on Public Relations Curriculum Development," at the annual convention of the Iowa Communication Association, the Amana Colonies, IA. I was speaker and resource because of my role organizing the new Commission on Public Relations Education as part of my responsibilities as co-chair of the Public Relations Society of America Educational Affairs Committee.

Guest Speaker. (1997, May). Wartburg College May Term Public Relations Seminar that was discussing the Kruckeberg and Starck book, *Public Relations and Community: A Reconstructed Theory*, Waverly, IA.

## Kruckeberg curriculum vitae/43-43-43

Panelist. (1997, April). "Issues in Undergraduate Public Relations Education: Creating the Capstone Course," at the annual convention of the Central States Communication Association, St. Louis, MO.

Guest Speaker. (1997, March). Wartburg College Society of Collegiate Journalists Banquet, Waverly, IA.

Guest Speaker. (1997, February). Iowa School Public Relations Association, Ames, IA.

Panelist. (1996, November). "Teaching Future Practitioners to Make Ethical Decisions in the 21st Century," at the national conference of the Public Relations Society of America, St. Louis, MO.

Discussion facilitator. (1996, November). For breakfast exchange and lunch exchange at the national conference of the Public Relations Society of America, St. Louis, MO. Discussed "Communicating Across Borders".

Guest speaker. (1996, October). "Public Relations: Restoring a Sense of Community," at the monthly meeting of the Quad-Cities/Iowa-Illinois Chapter of the Public Relations Society of America, Davenport, IA.

Guest speaker. (1996, March). "Global PR," at the Public Relations Student Society of America Central District Conference, Iowa City, IA.

Guest speaker. (1996, February). "Law and Ethics." At the Greater Fort Worth Chapter Public Relations Society of America Professional Development Program, Fort Worth, TX.

Panelist. (1995, November). "The Value and Benefits of Developing 'Relatively Universal' Codes of Ethics," at the National Convention of the Speech Communication Association, San Antonio, TX.

Speaker. (1995, November). "Submission Expectations: *Public Relations Journal*, *Public Relations Tactics*, *The Public Relations Strategist*," at the National Convention of the Speech Communication Association, San Antonio, TX.

Discussion facilitator. (1995, October). For lunch exchange at the national conference of the Public Relations Society of America, Seattle, WA. Discussed "Getting Started in the International Arena" Oct. 30, 1995.

Introduction. (1995, October). For new Fellow Kirk Hallahan of the University of North Dakota at the PRSA College of Fellows Induction Dinner, in Seattle, WA.

Interviewer. (1995, October). "Career Expo for Public Relations Student Society of America," mock interview sessions at the national conference of the Public Relations Student Society of America, Seattle, WA.

Panelist. (1993, September). "Integrated Marketing Communication: The Traditional Perspective on Public Relations," at the District IV Symposium of the International Association of Business Communicators, Des Moines, IA.

Guest Speaker and Interviewee Via Telelecture. (1992, October). "Meet the Experts" segment of the graduate seminar *Contemporary Issues in Public Relations* at the University of Southwestern Louisiana, Lafayette, LA. The purpose of this segment of the graduate seminar was "to bring together, by long-distance phone calls, the ... graduate students.. and ... researchers and practitioners from around the country who are on the cutting edge of theoretical and applied issues in public relations."

Guest speaker. (1992, Fall). 1992 Cedar Valley Chapter PRSA Accreditation Study Program.

Guest speaker. (1992, June). "Defining and Promoting the Public Relations Function on Campus," at the IDA national conference of 29 Evangelical Lutheran Church of America Colleges at Luther College, Decorah, IA.



## Kruckeberg curriculum vitae/44-44-44

Guest speaker. (1992, January). Made three presentations in panels for the National Public Support Institute of the American Red Cross, Miami, FL. Presentations were "Communicating Effectively with Internal Audiences is Crucial," "Taking Aim" and "Positioning Your Chapter in the Community."

Guest speaker. (1991, Summer). As Treasurer of the Midwest District Public Relations Society of America, spoke to Dubuque's prospective PRSA chapter members about starting a chapter Fall 1991 and spoke at the Madison, Wisconsin, area PRSA chapter, Dubuque, IA.

Featured Speaker. (1991, Spring). Central District Public Relations Student Society of America annual convention; spoke about ethics in public relations.

Guest speaker. (1989, October). "Opportunities in International Public Relations," at the national convention of the Public Relations Student Society of America, Dallas, TX. Spoke about opportunities in international public relations and what PRSSA must do to enhance these opportunities.

Panelist. (1989, October). "Strengthening Relationships in PRSSA," at the national convention of the Public Relations Student Society of America, Dallas, TX.

Panelist. (1989, April). "Joys and Sorrows of Employing a Public Relations Intern," discussed internships at the professional development meeting of the Cedar Valley Chapter of the Public Relations Society of America at Mount Mercy College, Cedar Rapids, IA.

Guest speaker. (1989, March). "The Role of Ethics in Public Relations," at the Midwest District Convention of the Public Relations Student Society of America, Cedar Falls, IA.

Roundtable session leader. (1988, November). Of PRSSA faculty advisors at the national PRSA convention, Cincinnati, OH. Discussed international public relations education opportunities and what Public Relations Student Society of America chapters can do to develop interest in and possible working relationships with international public relations practitioners and student pre-professional groups in other countries.

Host and Breakfast Roundtables presenter. (1988, fall, through 1994, fall). At PRSA's National Conferences Fall 1988 through 1994. These roundtables are designed to help practitioners explore a range of topics ranging from international public relations to recreating corporate culture.

Keynote speaker. (1988, May). "Looking into your Future," at the Wartburg College Journalism Banquet, Waverly, IA.

Speaker. (1987, May). At the Educational Talent Search/Upward Bound Career Development Workshop for high school students, at the University of Northern Iowa Center for Urban Education (UNICUE), Cedar Falls, IA.

Speaker. (1987, January and February). Three presentations. "Free and Inexpensive Sources of Marketing Information: How to Increase Sales Without Increasing New Customers," business seminars at the Peoples Bank and Trust Company's Cedar Falls Building, Cedar Falls, IA. Owners and managers of small businesses in the

Waterloo/Cedar Falls area attended these seminars which were sponsored in part by the United States Small Business Administration.

Guest lecturer. (1985, 1986 and 1987, spring). At the pre-professional journalism class at Wartburg College, Waverly, IA. Discussed preparation for a career in public relations and trends in public relations practice as well as public relations theory.

Speaker. (1984, October). To Black Hawk County Medical Association about public relations as it relates to medical malpractice, October 1984.

## Kruckeberg curriculum vitae/45-45-45

Frequent panelist for "Northern Iowa Premier" throughout career at the University of Northern Iowa.

Listed in *PRSA Expert Speakers Directory* since 1990 edition.

### **Awards and Honors:**

PRSA 2021 Gold Anvil Award, the highest award presented by this international professional association.

As a past national board member of the Public Relations Society of America, I was among those recognized at the PRSA International Conference October 2019 in San Diego. Honors included an invitation to a reunion celebration, recognition through special name badges and reserved front-row seating at all 10 keynote sessions. I was also invited to a Chair's VIP reception in the Presidential Suite.

Nominated in 2020 for PRSA Gold Anvil Award, the highest award presented by this international professional association. "The Committee was very impressed with your distinguished public relations career and many accomplishments including your valuable contributions to PRSA and other organizations. Therefore, we want to encourage you to participate in next year's selection process." The former national chair who won the award emailed me, " You have always been my hero and mean the world to me. Your note means so much. Will save you a seat near the front for the opening session if that is okay."

2016 NCA Public Relations Division's "PRIDE Award for Outstanding Contribution/Achievement in Public Relations Education."

In October, 2013, was presented the Atlas Award for Lifetime Achievement in International Public Relations by the Public Relations Society of America at its International Conference in Philadelphia. The Atlas Award recognizes a public relations practitioner who has made extraordinary contributions to the practice and profession of public relations in an international environment over the span of his or her career, and the recipient need not be a member of PRSA.

Awarded Chair & CEO's 2012 Citation for Meritorious Service as Co-Chair, Commission on Public Relations Education.

2011 Recipient of the Infinity Award, the highest award to a public relations professional that is presented by the Charlotte Chapter of the Public Relations Society of America to honor a public relations professional whose character, career and service represent the highest standards and who excels in the practice of public relations and/or has accomplished an outstanding one-time achievement.

Tsetsura, K., & Kruckeberg, D. (2011, March). Media practice or media opacity? Conceptual and theoretical considerations and implications. Paper presented at the 14<sup>th</sup> International Public Relations Research Conference, Miami, FL. This paper was selected to receive the Brigham Young University Top Ethics Paper Award.

Special 2010 Chair & CEO Citation from PRSA January 2011.

Tsetsura, K., & Kruckeberg, D. (2010, October). Corporate reputation: Beyond Measurement. Presented in the program, "Top Five *Public Relations Journal* articles, at the International Conference of the Public Relations Society of America, Washington, D.C.

Special 2007 Chair & CEO Citation from PRSA Jan. 28, 2008.

As past recipient of the Wartburg College Alumni Citation, was awarded medal and recognition in absentia Oct. 21, 2007, at Homecoming Luncheon.

2006 Jackson Jackson & Wagner Behavioral Science Prize presented Nov. 13, 2006, at the Awards Luncheon of the PRSA International Conference in Salt Lake City, UT.

## Kruckeberg curriculum vitae/46-46-46

Honored as an influential author/educator in public relations at the "Meet Your Citations" social sponsored by the Public Relations Division at the national convention of the Association for Education in Journalism Aug.6, 2001, Washington, DC.

"Outstanding Service to the Leadership Studies Program, University of Northern Iowa," award presented April 17, 2001.

1998 Wartburg College Alumni Citation presented Oct. 2, 1998, at alumni dinner. I was the first member of the class of 1969 to achieve the distinction of being awarded this honor.

1998 Fellowship, Direct Marketing Institute for Professors, awarded by the Chicago Association of Direct Marketing Educational Foundation and the Direct Marketing Educational Foundation. The Institute was held in Chicago May 27 through 29, 1998. I was one of 20 selected nationwide.

1997 Pathfinder Award for research from the Institute for Public Relations Research and Education. This is regarded as the premier award nationally for public relations research.

1997 State of Iowa Regents Faculty Excellence Award-winner.

1995 "Outstanding Educator" Award, Public Relations Society of America presented at the national conference in Seattle Oct. 30, 1995.

Honored at the 30th Anniversary Luncheon of the Public Relations Division of the Association for Education in Journalism and Mass Communication Aug. 9, 1995, in Washington, DC., for being Division head in 1992-93.

Awarded 1994 and 1990 "President's Citation" at the national conventions of the Public Relations Society of America for leadership contributions to PRSA during those years.

Selected by Herbert Quandt Stiftung Foundation of BMW AG, West Germany, to attend program on European-U.S. Relations March 1994 in Washington, DC.

Cited and presented with a certificate of appreciation for "Outstanding Division Leadership" in August 1993 for my work 1991-93 as Vice-Head and as Head of the Public Relations Division of the Association for Education in Journalism and Mass Communication.

Presented with the Jon Riffle/PRSSA Championship Award at the 1992 national convention of the Public Relations Student Society of America Oct. 27, 1992, because of my past service as national faculty advisor.

One of 36 outstanding alumni featured as "Proof of the Pudding" in Harold P. Kurtz' book, *Fly the Banner High: The Story of Journalism at Wartburg College* (Westminster, CO.: The Publishing House, 1992).

Awarded the 1991 Wartburg College Society of Collegiate Journalists' "Medal of Merit" for alumni who have had exceptionally distinguished professional careers in journalism. Award was presented during spring SCJ banquet March 27, 1991.

PRSA Fellow (was inducted in 1990 in the first selected class of 59 people nationwide in this 16,000-member organization).

Selected as one of about a half dozen experts who were to be featured in a videotape about international public relations which was viewed in a plenary session of the 1990 national convention of the Public Relations Society of America. Because of technical difficulties in its production, my portion of the tape had to be eliminated.

## Kruckeberg curriculum vitae/47-47-47

Won Outstanding Faculty Advisor Award at the Midwest District Conference of the Public Relations Student Society of America Feb. 24, 1990, in Carbondale, IL., for work as faculty advisor of the UNI Chapter of the Public Relations Student Society of America.

Won the first annual PRIDE Award in the book category for *Public Relations and Community: A Reconstructed Theory* (New York: Praeger, Inc., 1988). The award was for outstanding innovative, developmental and educational research in public relations. It was presented by the Commission on Public Relations of the Speech Communication Association. The book was entered into the competition by the publisher, and each author and the publisher was given a plaque at the Speech Communication Association national convention Nov. 18, 1989, San Francisco, CA.

Invited by Wartburg College to attend a journalists' luncheon and roundtable with Xiaopo Huang, journalist and former deputy director of the National Press Club of the People's Republic of China, Sept. 14, 1989, Waverly, IA.

Selected by Herbert Quandt Stiftung Foundation of BMW AG, West Germany, as one of about 50 American scholars to attend, "Transatlantic Forum '88: Perspectives on International Communications," in Philadelphia, PA.

Selected to be conference participant, *Christian Science Monitor*, "Third World Symposium," March 27 through 29, 1987, in Boston, MA. All expenses associated with attendance at the event as well as for two UNI students of my choosing were fully paid by that newspaper.

Cited in *Who's Who in Public Relations* and in various other *Who's Who*-type books throughout the years.

### **Major Consultancies; Professional, University and Community Leadership Positions and Service:**

#### Major Consultancies:

Kruckeberg, D. (2020, September). Appointed adviser and consultant to C4CS Strategic Communication and Crisis Management, Pittsburgh, PA., and Charlotte, NC.

Kruckeberg, D. (2019, May). Dissertation mentor: Rosalynn Vasquez, *Examining perceived credibility of female scientists in science PR effectiveness*, International Communication Association Ph.D. Workshop: Public Relations and Strategic Communication at the 69<sup>th</sup> Annual Conference of the International Communication Association, Washington, DC. This workshop is for PhD students within the research field of Public Relations and Strategic Communication at different stages of their dissertation process.

Kruckeberg, D. (2019, August). Mentor: Ioana Coman, Texas Tech University, AEJMC PRD Mentoring Program—Plank Center Mentorship involving a continuing mentor/protégé relationship.

Invited panelist, University of Iowa School of Journalism and Mass Communication, Sept. 20, 2019. Discussed tenure and promotion strategies for junior faculty.

Reviewer, public relations major, Rowan University, April 23 through 26, 2017, Glassboro, NJ.

Guest Speaker and consultant, public relations of Continental Tire—The Americas, May 22-23, 2012, Fort Mill, SC.

University of Vienna External Referee, University of Vienna, chair of "PR Research/Organization Communication" 2011 and 2012, Vienna, Austria.

Reviewer, Georgia Southern University Department of Communication Arts, Jan. 25 through 27, 2012, Statesboro, GA.

Reviewer, public relations major, Rowan University, March 30 and April 1, 2010, Glassboro, NJ.

Reviewer, public relations major, Valdosta (Georgia) State University, Feb. 25 and 26, 2008, Valdosta, GA.

## Kruckeberg curriculum vitae/48-48-48

Reviewer, public relations major, Coe College, Nov. 27 and 29, 2007. Cedar Rapids, IA.

Reviewer, Eastern Kentucky University, Oct. 22 through 25, 2006. Richmond, KY. This involved a visitation and an extensive written report on behalf of the Public Relations Society of America Certification for Education in Public Relations (CEPR) for this program to seek re-certification.

External Reviewer, Communication Department, Capital University, March 15 through 17, 2006, Columbus, OH.

Reviewer, Seneca College, Jan. 17 through 21, 2005, Toronto, Ontario, Canada. This involved a five-day visitation and an extensive written report on behalf of the Public Relations Society of America Certification for Education in Public Relations (CEPR) for this first international program to seek such certification. Also served on search committee Jan. 21, 2005, for new faculty member.

External Reviewer, Mass Communications Department, Minnesota State University—Moorhead, Sept. 28 through 30, 2004, Moorhead, MN.

External Reviewer for doctoral dissertation, "Saga City: Patterns of Influence in Politics, Public Relations and Journalism: Professional Communicators in a Regional City," submitted by Mr. Richard Stanton, a candidate for the degree of Ph.D., Monash Research Graduate School, Monash University, Clayton, Victoria, Australia.

Reviewer, Radford University, April 25 through 28, 2004, Radford, VA. This involved a five-day Visitation and an extensive written report on behalf of the Public Relations Society of America Certification for Education in Public Relations (CEPR).

Expert Witness, McMath Woods P.A. Attorneys at Law, Little Rock, AR., in litigation of Arkansas Tomato Farmers against BASF and FACET applicators. The growers provided official notice of their intent to file suit against BASF and the applicators for their creation of an "imminent and substantial endangerment to the environment" in violation of the federal Resources Conservation and Recovery Act. The growers will file suit in federal court seeking a ban on the future application of Facet and an injunction requiring repair of the damage already done. In addition, the growers will seek monetary compensation for the damage to their crops, businesses and livelihoods.

External Reviewer, Department of Speech Communication, Eastern Illinois University, March 5 through 7, 2001, Charleston, IL. This involved a three-day visit and an extensive written report offering an independent opinion about the well-being of the department.

Reviewer, Seneca College, March 24 through 28, 1999, Toronto, Ontario, Canada. This involved a five-day Visitation and an extensive written report on behalf of the Public Relations Society of America Certification for Education in Public Relations (CEPR) for this first international program to seek such certification.

External Reviewer, School of Communication, University of North Dakota, spring 1998, Grand Forks, ND. This involved a four-day visitation and an extensive written report offering an independent opinion about the well-being of the public relations education program there and the likelihood the school's program would be eligible for CEPR Certification from the Public Relations Society of America.

External Reviewer, public relations education program, Southwest Missouri State University, fall 1995, Cape Girardeau, MO. This involved a two-day fact-finding visit and an extensive written report. Other reviewers in the external review team were Robert L. Heath of the University of Houston and Richard A. Nelson of Louisiana State University.

Program consultant, public relations degree program, Mass Communication Department, United Arab Emirates University, June 1 through Aug. 15, 1994, Al-Ain, UAE. Worked with project team from Middle East faculty at the UAE University to write textbooks, develop and refine curriculum and publicize this new degree program which promises to be a leading education program in public relations in the Middle East.

## Kruckeberg curriculum vitae/49-49-49

Co-Host with Professor Pamela J. Creedon, Director of the School of Journalism and Mass Communication at Kent (Ohio) State University, of Dr. Mai Abdul Wahed Al-Khaja of the United Arab Emirates University, Al-Ain, UAE. Dr. Mae began her six-month tour of eight U.S. Universities at the University of Northern Iowa, Cedar Falls, IA.

Consultant, Mass Communication Department, United Arab Emirates University, Sept. 29 through Oct. 7, 1993, Al-Ain, UAE. Reviewed and made recommendations for major programs in this department.

Consultant, Public Relations Major, Communication Department, Illinois State University, fall 1993, Normal, IL. I was the only outside evaluator of public relations education programs whom all of the faculty of the department determined would be acceptable to review the program.

Frequent external reviewer of other university's candidates for tenure and promotion. Schools have included Florida International University, Pennsylvania State University, Kent State University, Texas Christian University, Howard University and Southern Illinois University-Carbondale, to name only a few of the five to nine candidates evaluated or supported by letter each year.

### Editorial Positions (past and present):

Member, Editorial Board, *Middle East Educator*.

Chair, Editorial Review Committee, *Journal of New Communication Research*.

Member, Editorial Board, *Public Relations Journal*

Member, Advisory Board, *Encyclopedia of Public Relations*, Sage.

Reviewer, *Journal of Communication Management* (Europe).

Member, Editorial Advisory and Review Board, *Journal of Promotion Management*.

Member, Editorial Advisory Board, *Australian Centre for Public Communication*.

Member, Editorial Board, *Journal of Journalism and Communication Monographs*.

Member, editorial board and blind reviewer of articles for *Journal of Communication*.

Member, editorial board, Sage Public Relations Series.

Member, editorial board and frequent blind reviewer of articles for the *Journal of Public Relations Research*.

Member, editorial board and blind reviewer of articles for *Public Relations Review*.

Past member, editorial board and blind reviewer of articles for *WorldCommunication*.

Past book reviewer, *Public Relations Review*.

### **Leadership Positions, National Communication Association:**

Academic Co-Chair, Commission on Public Relations Education and Commission delegate representing the National Communication Association 1997 through 2012. The Commission on Public Relations Education is a consortium of national professional and scholarly association representatives will determine and recommend guidelines for public relations curricula and pedagogy for the next decade in the United States.

Member, Task Force on Summer 1998 Conference on Public Relations.

Representative, National Communication Association Public Relations Division to the 1996 Commission on Public Relations Education. (NOTE: When I became co-chair of the Commission, another delegate was elected to represent NCA so I could assume the leadership position.

Paper Reader, Speech Communication Association Public Relations Division.

Immediate Past Chair, Public Relations Division, 1993-94, with responsibilities as Head of the nominating committee and Head of the PRIDE Award Committee.

Chair, 370-member Commission on Public Relations, 1992-93. Under my leadership, the Commission became a full-fledged Division.

Member, PRIDE Award Advisory Council of the Commission on Public Relations, 1992-93.

## Kruckeberg curriculum vitae/50-50-50

Co-coordinator, nationwide annual "Public Service Announcement Competition for Radio and Television," since 1990. I and the other co-coordinator oftentimes totally subsidize the cost of this national competition.

Copy-editor, *PRIDE Newsletter* of the Commission on Public Relations of the Speech Communication Association, 1989-93.

Vice Chair and Program Chair of the Commission on Public Relations, 1991-92.

Vice Chair Elect of the Commission on Public Relations, 1990-91.

Judge, second annual (1990) PRIDE Awards presented by the SCA Commission on Public Relations; was selected for this task, in part, because co-author Kenneth Starck and I won the first annual PRIDE Award in the book category for, *Public Relations and Community: A Reconstructed Theory* (New York: Praeger, Inc., 1988).

### **Leadership Positions, Association for Education in Journalism and Mass Communication:**

2018 Chair of the nine-member Professional Freedom & Responsibility Committee, which is one of four national elected standing committees of the Association for Education in Journalism and Mass Communication. In this role, I am also a member of the four-member advisory committee that includes the national president of AEJMC as well as the 16-member national board of directors. These responsibilities represented a huge amount of work throughout 2018, including at the national convention.

Chair elected for term 2017-2018 of Professional Freedom and Responsibility Committee, presidential advisory committee and national board member, Association for Education in Journalism and Mass Communication.

Vice Chair elected for the term 2016-2017, with succession to Chair 2017-2018, of the Professional Freedom and Responsibility Committee of the Association for Education in Journalism and Mass Communication, having been re-elected to a second three-year term in 2015.

Resolution Chair and member elected for term beginning 2013 of the Professional Freedom and Responsibility Committee of the Association for Education in Journalism and Mass Communication, having been re-elected to a second three-year term in 2015.

Member, Past Heads Council, Public Relations Division of the Association for Education in Journalism and Mass Communication.

Member, Nominations and Elections Committee, 2007-2010. Appointed by Charles C. Self, 2007-2008 President of AEJMC.

Research Paper Judge, Mass Communication and Society Division, 2006.

Co-Chair (representing AEJMCJ) of the Committee on Alliances of the Association for Education in Journalism and Mass Communication and the Association of Schools of Journalism and Mass Communication. This committee enhances alliances between the associations and industry groups and with other academic associations.

Member, Membership Committee, Association for Education in Journalism and Mass Communication, Oct. 1, 1999, through Sept. 30, 2002.

One of two candidates nominated for 1997 president-elect. Lost the election with 40 percent of the votes.

Appointed Oct. 1, 1997, to three-year term on Cooperative Council on Alliances, a committee designed to explore and develop relationships with like organizations worldwide.

## Kruckeberg curriculum vitae/51-51-51

Chair, Student Paper Competition, 1996-97.

Chair of the Professional Freedom and Responsibility Committee of the Public Relations Division, 1996-97. This is regarded as one of the most important committees in the Divisional structure.

Chair of the Task Force on Curriculum of the Public Relations Division, 1996-97.

Research Chair and Research Competition Chair, Public Relations Division, 1995-96. Was responsible for research paper sessions at the 1996 National Convention of the Association for Education in Journalism and Mass Communication Aug. 9 through 14 in Anaheim, Calif.

Member, National Finance Committee of the Association for Education in Journalism and Mass Communication, 1993-94, 1994-95 and 1995-96.

Reviewer, "A General Theory of Internal Public Relations," for *Journalism and Mass Communication Monographs*, October 1995.

Member, mass communication nominating committee for 1995 Common Wealth Awards administered by PNC Bank of Delaware in which Charles Kuralt was selected to receive the \$25,000 award. AEJMC is responsible for selecting members of the mass communication Common Wealth Award. Was guest at the awards ceremony in Wilmington, Delaware, April 7 through 9, 1995.

Immediate Past Head and Head of the Nominating Committee of the Public Relations Division, 1993-94.

Head of the 420-member Public Relations Division, 1992-93.

Vice Head and Program Chair of the Public Relations Division, 1991-92.

Secretary/Treasurer of the Public Relations Division, 1990-91.

Judge for Public Relations Division Graduate Student Paper Competition, 1991.

Judge, Public Relations Division Research Paper Competition, 1991.

Elected Delegate-At-Large of the Public Relations Division, 1989-90.

Chair of the Professional Freedom and Responsibility Committee of the Public Relations Division, 1987-88 and 1988-89. This is regarded as one of the most important committees in the Divisional structure.

Won national competition for recruitment of new members while serving as the 1986-87 Membership Committee Chair on the Executive Committee of the Public Relations Division. Prize was paid registration to the 1987 national conference

Judge, Research Paper Competition, International Division, 1988.

Sponsor of membership for a student of color to the Public Relations Division of the Association for Education in Journalism and Mass Communication by paying her or his Division dues and general dues (\$50) to AEJMC each year.



Kruckeberg curriculum vitae/52-52-52

**Leadership Positions, Public Relations Society of America (PRSA); Institute for Public Relations Research and Education; Public Relations Student Society of America; Society for New Communications Research; International Public Relations Association:**

**PRSA Board of Ethics and Professional Standards (BEPS)**

Three-year term on the Board 2006-2009. Head of subcommittee revising PRSA Code of Ethics.

BEPS Global Ethics Liaison

**PRSA Educational Affairs Committee (PRSA):**

Co-chair, 1997. Formed and initiated the Commission on Public Relations Education while serving in this office. National staff of PRSA said this was the most productive year in the history of the Educational Affairs Committee.

Member, 1989 to 1995, 1996 through 2005. This is a small and prestigious committee consisting of leading public relations educators in the United States who are asked to participate in policy-making in public relations education.

**PRSA Educators Academy (PRSA):**

Member, Educators Academy 2001 Research Conference Steering Committee.

Member, Educators Academy 2000 Research Conference Steering Committee.

Member, Educators Academy 1999 Research Conference Steering Committee.

Chair, nominating committee for 1999 officers of the Educators Academy of PRSA.

Chair, 1997. Also represented this body at the 1997 National Assembly of PRSA.

Vice-Chair and Head, International Committee, 1995-96.

Elected Delegate, and Head, International Committee, 1994-95.

Secretary/Treasurer, 1993-94.

Appointed Director-At-Large and Research Paper Chair, 1992-93.

Chair, Technology Committee, and Board Member, 1987-88. Responsible for planning and hosting presentation of computer software useful to public relations educators at the 1988 national convention.

**PRSA College of Fellows (PRSA):**

College of Fellows Mentor, continuing through 2001.

College of Fellows Selection Committee, Summer 2005.

College of Fellows Selection Committee, Summer 2004.

College of Fellows Selection Committee, Summer 2001.

Program Committee, 1997. I wrote program copy for the 1997 induction ceremony; this text described the contributions of the 10 new members of the College of Fellows.

Mentoring Committee, 1997.

## Kruckeberg curriculum vitae/53-53-53

Newsletter editor, 1995-1996.

Mentor, service to members of PRSA during 1994 national conference in Baltimore, Maryland, and during 1995 national conference in Seattle, Wash.

Co-Chair of the PRSA College of Fellows Scholarship Committee, 1992-93.

### **PRSA Midwest District:**

Proctored APR examination for Greater Dubuque Chapter March 14, 1998.

Midwest District Delegate to National Nominating Committee that met Aug. 3 and 4, 1996, in Chicago to select 1997 national slate of PRSA officers.

Immediate Past Chair and Chair, Nominating Committee, 1995.

Chair, 1994. The Midwest District is composed of over 2,000 members in 15 chapters in seven states.

Chair-Elect, 1993.

Secretary, 1992.

Treasurer, 1991.

### **PRSA International Section/Global Affairs Committee:**

Member, Global Affairs Committee, 2011 to present.

Chair, 2010.

Incoming Chair, 2009.

Newsletter Editor, 2003-2004.

Chair, Educators Committee of International Section, and member of the executive committee, 1995-96.

Member, International Committee, and charter member, International Section; the original committee was restricted to senior-level practitioners in the international arena, and its membership was by invitation only and had to be approved by the National Board of Directors.

### **PRSA National:**

Advocacy Advisory Board, PRSA, appointed 2009.

Past National Board Members Committee, 2009-continuing.

Co-chair, "Summit II on Life-Long Learning in Public Relations," day-long by-invitation-only program in which leaders in public relations professional education discussed opportunities to work together Nov. 17, 2002, in San Francisco.

Global Initiatives Committee, appointed 2002.

## Kruckeberg curriculum vitae/54-54-54

*Co-chair, "Summit on Life-Long Learning in Public Relations," day-long by-invitation-only program in which leaders in public relations professional education discussed opportunities to work together Oct. 31, 2001, in Atlanta, GA.*

Representative, national board, at national assembly of the Public Relations Society of America meeting Oct. 27, 2001, in Atlanta, GA.

Appointed as College of Fellows Ethics Advisor to the Midwest District by the PRSA Board of Ethics and Professional Standards 2001.

Elected as a director-at-large representing the Midwest District on the national board of directors of the 20,000-member Public Relations Society of America at the PRSA national assembly in Chicago Oct. 21; the two-year term began Jan. 1, 2001.

Senior Judge, national Silver Anvil Award competition, March 24 and 25, 2000, Minneapolis, MN.

Judge, national Silver Anvil Award competition, March 21 and 22, Century City, Calif.

Outstanding Educator, 1995; award was presented Oct. 29 at the awards luncheon at the national conference in Seattle, WA.

Member, "Resource Bank" of PRSA members with expertise in chapter operations; this group of experts that advises and guides officers and committee chairs was assembled by the National Chapter Operations Committee to aid chapters and districts.

Reviewer, *Treasurer's Handbook*, national publication of PRSA, 1992-93.

Judge, Minnesota Chapter 1990 Public Relations Society of America Scholarship Competition. 1990.

Chair, Communication Technology Task Force Research Committee, 1984-85, 1985-86. Made major contributions to an on-site research project at the 1986 Public Relations Society of America national convention, which measured acceptance of computer technology among convention participants.

Member, Judicial Panel of Midwest District PRSA, mid-80s.

Charter member, Public Relations Society of America Technology Section.

Frequent oral examiner for national accreditation examination, serving Midwest District chapters.

### **PRSA Charlotte Chapter:**

As the 2011 recipient, served on the selection committee for PRSA Charlotte's 2012, 2013, 2014, 2015, 2016 Infinity Award.

### **PRSA Cedar Valley Chapter:**

Honored for being former president, Cedar Valley PRSA, 18, 2003.

Chair, APR Accreditation Examination Oral Examination, Sept. 19, 1998.

President, 1988-89.

Chapter's National Assembly Delegate, 1986-91.

Accreditation Chair, 1987-91, teaching accreditation courses to professionals preparing to take the national examination.

## Kruckeberg curriculum vitae/55-55-55

Nominating Committee, 1993 slate of officers and board members.

### **Institute for Public Relations Research and Education:**

Charter member, Commission on International Public Relations Research, Institute for Public Relations.

Member, advisory board, International Public Relations Research Conference.

Member, Research and Educational Advisory Board. Membership to the Institute is restricted to leading public relations educators in the United States, 1989 to present.

Member, Ethics/Social Responsibility Project, 1989 to present.

Judge, Master's Thesis Award Competition for the Institute for Public Relations Research and Education, 1996 and 1991.

Judge, National Dr. F. H. "Chris" Teahan Master's Thesis Competition sponsored by the Institute for Public Relations Research and Education, New York, N. Y., 1989.

### **Public Relations Student Society of America:**

Judge, 2014 Teahan Awards, Chapter Development and National Outstanding Professional Advisor Award.

Dean Kruckeberg, critiquer, "Resume Critique Session," at the national conference of the Public Relations Student Society of America October, 2004, in New Orleans, LA.

Dean Kruckeberg, critiquer, "Resume Critique Session," at the national conference of the Public Relations Student Society of America Oct. 29, 2001, in Atlanta, GA.

Critiqued resumes at national conference of PRSSA Oct. 19, 1998.

National Faculty Advisor of the Public Relations Student Society of America, two-year term from 1989-91.

Associate editor, *Advisor Line*, national newsletter of PRSSA Advisors, 1989-91.

Faculty advisor, *Forum*, the national newspaper of the Public Relations Student Society of America, 1991-92; this publication was sent to about 7,000 students at colleges and universities nationwide as well as to about 1,000 other readers.

Judge, national PRSSA Bateman Case Studies Competition, 2020, 1994 and 1991.

Co-advisor, UNI PRSSA Bateman Case Study Team, 1989, which won first place in the PRSSA Midwest District competition, and advisor to the 1991 winner of the District competition.

Faculty advisor, UNI Chapter, Public Relations Student Society of America, 1983-1994.

"Friend of PRSSA," in which I contribute an amount equal to students' national PRSSA dues. This money is used for scholarships and other program support at the national level. I also contribute yearly to the Betsy Plank

Scholarship Program of the Public Relations Student Society of America. Also, I make donations to the Public Relations Society of America Foundation's College of Fellows Scholarship Program.

I also contribute to the Institute for Public Relations Research and Education and make yet another contribution to the Public Relations Society of America Foundation. Make monthly payroll deduction contributions to the University of Northern Iowa PRSSA "Scholarship Fund".

## Kruckeberg curriculum vitae/56-56-56

### Society for New Communications Research:

Executive Board, 2012 to present; Honorary Senior Fellow beginning Fall 2006; chair, editorial review committee of *Journal of New Communications Research*.

### International Public Relations Association:

Chair, U.S. Council Representatives 2009; Elected as one of the three U.S. Council representatives of the International Public Relations Association and will serve a two-year term beginning January 2008.

### International Communication Association:

Immediate Past Chair and Chair, Nominating Committee, Public Relations Division of International Communication Association, 2002-2004.

Chair, Public Relations Division of International Communication Association, 1999-2001.

Vice Chair and Program Chair (including chair of dissertation and thesis competition), Public Relations Division of International Communication Association, 1997-99.

Vice Chair Elect and Membership and Public Relations Director, Public Relations interest Group, International Communication Association, 1996-97.

Judge, 1994-95 Thesis and Dissertation Awards presented spring 1996 by the Public Relations Interest Group of the International Communication Association.

Reviewer, Competitive Research Papers, Public Relations Interest Group of the International Communication Association.

Co-chair, Public Relations Division Committee to nominate members for ICA Awards, International Communication Association.

Paper Reader, Robert Heath Top Paper Award, 2006, Public Relations Division of the International Communication Association.

Paper Reader, 2005, Public Relations Division of International Communication Association.

### **Leadership Positions and Service in Other Professional Organizations:**

Senior Fellow of the Society for New Communications Research, was a member of the Board of Directors of this global 501(c) (3) nonprofit research and education foundation and was Chair of the Editorial Committee of SNCR's *Journal of New Communications Research (JNCR)*. This organization that has now been acquired by The Conference Board.

Jackson Jackson and Wagner Award Selection Committee 2012. As a past winner of this national award, was on 2012 committee.

Scientific Advisory Committee for the Second International Conference of Emerging Research Paradigms in Business and Social Sciences.

Judge for several competitions of "PR Hunting" conference of seven Siberian universities' public relations education programs June 2009.

Judge for the Pravda Awards-2007 sponsored by the Ukrainian Association of Public Relations that were presented Oct. 5, 2007, in Kiev, Ukraine.

## Kruckeberg curriculum vitae/57-57-57

Co-Chair, (1997-2012), Commission on Public Relations Education, which is comprised of 46 delegates representing eight educator, practitioner and institutional bodies and that will make curriculum recommendations for public relations in U.S. colleges and universities for the next decade.

Judge, "Best of Show" award in the Golden ARC Awards Program, the eighth annual national competition that is sponsored by the Agricultural Relations Council.

Paper judge, 1996 International Association of Business Communicators.

Nominating committee, Marketing and Advertising Club of Northeast Iowa, 1991.

Judge, 1991 International Public Relations Association Golden World Awards Competition, which is a worldwide international competition.

Working Group leader and coordinator of programs in, "Ethics and Responsibilities of International Corporate Communications," of the International Association for Mass Communication Research in 1988 in Barcelona, Spain, and in 1990 in Bled, State of Slovenia, Yugoslavia.

Publishing Subcommittee, Educators Group of the International Public Relations Association, appointed at its international convention in Helsinki, Finland, June 3 through 7, 1989.

Member, Judge Selection and Judge Coordinators Committee for the 1988 MAC Awards of the Marketing and Advertising Club of Northeast Iowa.

National judge of periodicals of Organization of College/University Office Personnel, 1983

Book Reviewer (1980), *Public Relations Review*.

Blind reviewer for special issue of *Public Relations Review* that identified leading competing paradigms in public relations.

Regularly review textbook manuscripts and prospectuses for publishers.

### **Leadership Positions and Service, Community:**

University City Marketing Committee, 2009-present.

Appointed October 2000 to three-year term on the board of directors of the Cedar Bend Humane Society; am serving third three-year term through 2009.

Served two three-year terms on the board of directors of the Hawkeye Chapter of the American Red Cross and served as chair for several years beginning in 1987. Was on chapter's 75th Anniversary Committee.

Elected in 1987 and re-elected until 1992 when I declined nomination as Treasurer of the, Turkey Foot Longrifles, an area club promoting black powder shooting sports and the history of black powder firearms.

Elected in 1989 and re-elected in 1990 and 1991 to one-year terms on the stewardship committee of Bethlehem Lutheran Church.

### **Leadership Positions and Service, University of North Carolina at Charlotte:**

Member, search committee for chair of Department of Communication Studies, 2020-2021.

Member, Chancellor's Advisory Council on Intercollegiate Athletics, appointed July 3, 2013.

Member, College of Liberal Arts RTP Committee, 2012-2013.

Kruckeberg curriculum vitae/58-58-58

Member, Sportsmanship and Ethical Conduct Subcommittee, appointed by the Chancellor March 29, 2012.

Executive Committee, Mu Chapter of Phi Beta Delta International Honor Society, past.

**Leadership Positions and Service, University of Northern Iowa:**

Department of Communication Studies Professional Assessment Committee, 2007-2008.

Lincoln Bicentennial Committee of the American Democracy Project 2007-2008, University of Northern Iowa.

Summer Fellowship Committee, Graduate College, 2005-2007.

Chair, Steering Committee, and associate chair, Advisory Board, Leadership Studies Program, since 1996.

Member, Board of Student Publications, 1995-2008.

College of Humanities and Fine Arts nominee, 1996 Donald McKay Outstanding Faculty Research/Creative Activity Award.

College of Humanities and Fine Arts nominee, 1996 Regents Award for Faculty Excellence.

College of Humanities and Fine Arts nominee, 1996-97 Distinguished Scholar Award.

Member, Leadership Studies Program Advisory Board and Steering Committee, since 1994.

Received Micro-Computer Grants in 1991 and 1993.

Awarded Professional Development Leave to perform research about public relations ethics for transnational corporations, spring 1992 semester.

ISCS department computer liaison, 1991-92.

Participant, "Study in Leadership" program, 1991-92.

Member, PRIDE Advisory Council, in the University of Northern Iowa graduating-student survey, 1991-92.

Advisor to undergraduate student performing an organizational communication audit at Kennedy Space Center, NASA, which was an undergraduate research grant awarded by the NASA Iowa Space Consortium, summer 1991.

Participant, workshop, "Improving College Teaching," summer 1991.

Secretary, United Faculty, 1990-91.

Participant, NCRIPAL study of faculty relationships, 1990-91.

Member, Selection Committee for the Executive Editor of the *Old Gold Yearbook*, 1990.

Participant, *Old Gold Yearbook* Consultant Interview, fall 1990.

Panel on Faculty Conduct, 1988-90.

## Kruckeberg curriculum vitae/59-59-59

Communication Officer of United Faculty and Editor of the United Faculty *Advocate* for several years through 1989. This publication was cited "for excellence in local publications" by the Iowa State Education Association at its statewide delegate assembly April 2, 1987.

Participant, "Breakfast of Champions" program, November 1988.

Consultant and contributor to technical assistants for early childhood special education, October 1988.

Critiquer of *Nine Lives* residence hall news publication fall 1983 through spring 1988.

Member, UNI Recruiters Fair Committee, 1983-87.

Member, UNI Faculty Senate Headship Committee which in 1987 engaged in a comprehensive research project determining the attitudes of faculty toward the existing department leadership structure at the university.

In-service instructor, UNI General Advising, fall 1986; general advisor, summer 1987, Academic Advising Services.

Universitywide Academic Advising Committee, 1984-86; Contributed to development of instrument to determine UNI students' attitudes toward advising in conjunction with membership in the Committee, 1984.

Chair, Campus Planning Advisory Committee, 1984-86.

Consultant to businesses requiring public relations counsel who were clients of the UNI Small Business Development Center, 1983-85.

Panel Speaker, "Faculty Point of View/Northern Iowa Premiere" programs for parents of incoming students each summer.

Participant, "Mentor Program," several years.

Participant, residence halls' "By Candle Light Dinner," throughout years this was offered.

### **Leadership Positions and Service, College:**

Department Representative, College of Humanities and Fine Arts

Academic Computing Advisory Committee, with major committee assignments related to new computer technology in the Department.

Development Committee, 1994-present.

Tenure and Promotion Review Advisory Committee, 1994-95.

College Representative and College Coordinator, United Way, 1989-91. Part of this responsibility was to be in charge of promotion and distribution of campaign materials and to be in charge of collection of contributions and pledges.

Vice Chair of Faculty of the University of Northern Iowa College of Humanities and Fine Arts, 1989-90.

College Representative of ROTC 2-Year Scholarship Committee, 1989.

Nominated by the College of Humanities and Fine Arts for the McKay Faculty Research Award, 1989.



## Kruckeberg curriculum vitae/60-60-60

College of Humanities and Fine Arts Mass Communication/Journalism Planning Committee, 1984-86

### **Leadership Positions and Service, Department:**

Member, graduate program admissions committee, beginning fall 2006.

As coordinator of the Journalism/Mass Communication/Public Relations Division, I had a range of administrative responsibilities. Below are a few of my department responsibilities and activities throughout the years; most, but not all, of those cited below are above and beyond my responsibilities as Division Coordinator.

Throughout early and middle years of my career at UNI, I advised well over 100 students per semester in their curricular planning.

Faculty Advisor, UNI Chapter of the Public Relations Society of America, 1983-94. This Chapter is nationally and regionally recognized and usually is second-largest of the over 180 chapters nationwide.

Supervise Public Relations Internship and Cooperative Education programs. Numbers of students enrolled each year range from 50 to 90.

Faculty advisor/supervisor, *PROfessional*, alumni newspaper of the Public Relations Degree Program, and, *PRogressor*, internal newsletter for the program, 1983 through 1984.

Regularly talk to incoming students and the parents of the students planning to enroll in or investigating the public relations degree program in the Department of Communication Studies.

Routinely meet with incoming students interested in the public relations degree program who are being recruited by the Athletic Department.

Was regularly cited as having had a positive influence on student development at UNI. Graduating students record my name as such as part of the annual UNI Graduating Student Survey administered prior to the graduation ceremony.

Member, Strategic Planning Committee, 1995-present.

Member, Outcomes Assessment Committee, 1995-present.

Graduate Faculty Curriculum Review Committee, 1994-present.

Member, Strategic Planning Committee, 1989-1993.

Member, Department of Communication Studies Journalism Integration Committee, 1991-92.

Member, Department Professional Assessment Committee; was chair of PAC 1990-91; was secretary 1989-90.

Member, Department Writing Across the Curriculum Committee, 1989.

Chair, Public Relations Degree Program Professional Advisory Committee, 1983-present.

Participated in Homecoming (parade entries and open houses) and in Parents Weekend (open houses), 1983-93.

Wrote copy for the Department of Communication Studies Graduate College pamphlet, 1993.

Copy-edited and proofread publications of the National Debate Tournament spring 1993.

## Kruckeberg curriculum vitae/61-61-61

Wrote a successful proposal for the Department to receive three Apple PC's from Apple Computer Co., 1991-92.

Academic adviser to *PRisms*, the UNI PRSSA chapter-sponsored student public relations agency, 1983-86.

Chair and/or Committee Member, many department search committees throughout the years.

Write infinite numbers of letters of recommendation, critique infinite numbers of drafts of resumes, career counsel with students regularly.

Member, Department Name Change Committee, 1991.

Try to support all department functions, ranging from oral interpretation plays to graduate faculty brown bags.

Task Force on Departmental Admissions Requirements, late 1980s.

Have served on several master's committees throughout career at UNC Charlotte and at the University of Northern Iowa.

**DETAILS ABOUT PRESENT POSITION (TEACHING):** Tenured full professor in the Department of Communication Studies; teach public relations courses. From 2008 through 2013, was Executive Director of the Center for Global Public Relations, which was dedicated to helping public relations practitioners, scholars/educators and students coalesce into a global professional community that shares universal professional values and best practices. The Center's mission was to encourage and support the evolution of global public relations as a specialization of professional practice that can help people and organizations worldwide through communication and understanding. The Center was located in the Department of Communication Studies at the University of North Carolina at Charlotte.

### **DETAILS ABOUT POSITION AT THE UNIVERSITY OF NORTHERN IOWA:**

Courses taught included Public Relations Writing; Public Relations: Integrated Communications; Global Public Relations; Public Relations Management; Public Relations Methods; Public Relations: Cases and Studies; Newswriting for Print Media; Selected Topics: Public Relations in Comparative Social Systems; Selected Topics: Public Relations and Community; various independent study projects; Applied Public Relations in conjunction with *PRisms* student public relations agency; faculty supervisor of public relations internship program and public relations cooperative education program; adviser of the *PROfessional*, public relations degree program alumni newspaper through *PRisms*, and the *PROgressor*; and various other coursework.

**DETAILS ABOUT POSITION AT NORTHWEST MISSOURI STATE UNIVERSITY:** Taught basic reporting, editing, advanced newswriting, public relations, advertising copy, mass communication history and mass communication theory, coordinated internship program and practicum, advised student weekly newspaper. Considerably upgraded and improved the student newspaper, including professionalized news coverage, advertising, circulation (including vending machines in the community), business operations and newsroom organization; obtained professional reference materials, light tables, police/fire scanner and related newsroom equipment; for the first time, the newspaper used color photographs, and high-quality newspapers were as large as 20 pages broadsheet. Initiated major changes in the journalism program, introduced new courses and curricula, including a 36-hour journalism major based on criteria set forth by the Accrediting Council on Education in Journalism and Mass Communication and a journalism minor.

Served as a member of the School of Communications curriculum committee, mass media committee, University human relations committee and student disciplinary committee. Wrote successful grants for 1980 and 1981 Journalism Days, coordinated events and recruited top-name speakers; developed newspaper and public relations internship program; initiated University's chapter of Public Relations Student Society of America.

Kruckeberg curriculum vitae/62-62-62

**DETAILS ABOUT POSITION AT UNIVERSITY OF IOWA:**

Taught major public relations course with an enrollment of about 50 students each semester and which was recommended by several University departments; taught news reporting course; coordinated internship program of 15 to 20 students each semester; was faculty adviser to University of Iowa chapter of the Public Relations Student Society of America.

**DETAILS ABOUT POSITION AT UNIVERSITY OF MINNESOTA:**

Had complete editorial responsibilities for periodicals and assigned publications of the University of Minnesota Agricultural Extension Service and Agricultural Experiment Station. Advised authors, edited manuscripts, performed layout and design, supervised photography, printing and distribution; taught courses in agricultural journalism; served on research committee.

**DETAILS ABOUT POSITION AT LUTHERAN GENERAL HOSPITAL:**

Performed in all areas of public relations in a 677-bed teaching hospital which is a major health care facility in the Chicago metropolitan area; worked extensively in news media relations, news releases, public contact, special events and related areas; also produced (researched, wrote, edited, supervised photography, printing and distribution) 20M circulation quarterly external magazine. This publication was cited many times by national public relations professional journals. Worked closely with fund-raising department on campaigns, promotions, memorials and grants; worked frequently with Chicago and network television.