



Coordinated working group to develop policy and procedures (including funding) of service learning in the university. Established procedures for all experiential learning and legal/insurance protection for all off-campus learning experiences nationally and internationally.

Administer budget allocations to departmental programs and grants for program development (\$650,000). Monitor and maintain service in Communications Department teaching Senior PR campaigns at night and advising theses for graduate students. Completely rewrote the introductory public relations class and standardized it both on campus and independent study.

Continue activity in PRSA at the national level. Served repeatedly as chair of the Educational Affairs Committee and beginning in 2007 as a member of that committee specializing in CEPR. Chaired a national PRSA task force to develop standards for quality public relations internships with recommendations adopted by PRSA in 2007. Completed a wage, compensation and satisfaction survey for public relations practitioners on the Wasatch Front and presented results in March 2008. Continue service as a member of the executive board of the United Way of Utah County. Continue an active consulting practice in strategic public relations and communications.

1989 - 2004

Teaching/Research, Brigham Young University

Joint appointment as University Director of Internships and professor of communications. Coordinate and fund campus-wide internship efforts. Conduct research in corporate social responsibility and community relations. Committee chair for Faculty Women's Association (2002). Chair of PRSA's Educator's Academy (2003) and Membership Chair of AEJMC's PR Division (2001). Member of University's International and Area Studies Reinvention Panel (2003). Chair of department's Rank and Status Committee (2001-2002). Member of the University's Faculty Awards Committee. Member of the graduate faculty.

Formerly chair of the department (1997-2001), directed integration of journalism curriculum and the student newsroom laboratory. Initiated a complete communications curriculum revision and aided the establishment of a journalism program within the cultural studies major at BYU Hawaii. Re-established a creative track in the department's advertising program. Spearheaded the strengthening of the mass media ethics program and the movement toward a Center for Mass Media Ethics. Serves on the ASJMC/AEJMC Committee on Alliances and as site team member for ACEJMC. Served as co-chair of ASJMC Task Force on Diversity Partnerships and on the Advisory Council for Radio Television News Director's Association's Foundation Excellence in Journalism Education Project.

Formerly public relations emphasis leader (1990-1997) and professor teaching graduate and undergraduate courses in public relations. Former member of the university's scholarship committee and the new student orientation committee. Advised the BYU chapter of the Public Relations Student Society of America (PRSSA 1989-1999) and served as the faculty advisor to the national organization (1992-96). Served as a member of PRSA's educational affairs committee and appointed to the Joint Commission on Public Relations Education (1997-ongoing).

Member of PRSA's strategic planning committee (2000-01), and former director at large of the Educator's Academy. On the Editorial Board for the Journal of Public Relations Research (1999-present). Elected to the PRSA College of Fellows (1998-present) and named PRSA's Outstanding Educator in 2001. Previous chair of the department's diversity task force and of the cultural context subcommittee for the departmental self-study. Also served on the department council. Currently serves on United Way of Utah County's Board of Directors as a public relations advisor, and Emeritus President of the Association of Latter-day Saints Public Relations Professionals. Professionally accredited in public relations (APR). Serve as the public relations advisor on BYU's alumni board.

Served as the department's representative on the college awards committee. Served as a member of the university's ad hoc committee on multi-cultural affairs. Directed revision of sequence curriculum and public relations sequence portion of the departmental strategic plan. Advised students in the organization of the PRSSA National Conference in Phoenix (1991). Advised students in the publication of *Forum!*, the national newsletter of PRSSA (1993-94, 1996-97). Previously taught senior seminars in communication focusing on current issues and ethics. Developed additional curriculum in international



- Laurie J. Wilson, *A Matrix Approach to Public Relations and Marketing: A Companion Reference to Strategic Communications Planning*, 2<sup>nd</sup> Edition (New Title), Provo, Utah: Tittle & Pyne Communications, 2004.
- Laurie J. Wilson and Joseph Ogden, *Strategic Communications Planning for Effective Public Relations and Marketing*, 4th Edition (New Title), Dubuque, Iowa: Kendall/Hunt Publishing Company, 2004.
- Laurie J. Wilson, *Strategic Program Planning for Effective Public Relations Campaigns*, 3rd Edition. Dubuque, Iowa: Kendall/Hunt Publishing Company, 2000.
- John A. Ledingham, Stephen D. Bruning, and Laurie J. Wilson, "The Effect of Time on the Perceptions of Relationship Dimensions and Behavior of Members of a Key Public: Monitoring and Predicting Organization- Public Relationships," *Journal of Public Relations Research* (1999).
- Laurie J. Wilson, *A Matrix Approach to Solving Public Relations Problems: A Desktop Reference for Strategic Matrix Planning and the Development of Communication Tactics*. Provo, Utah: Tittle & Pyne Communications, 1999.
- Laurie J. Wilson, *Strategic Program Planning for Effective Public Relations Campaigns*, 2<sup>nd</sup> Edition. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1998.
- Brad E. Hainsworth and Laurie J. Wilson, *Public Relations Program Management*, Dubuque, Iowa: Kendall/Hunt Publishing Company, 1996.
- Laurie J. Wilson, "Communication and Russia: Evolving Media in a Changing Society," *The Social Science Journal*, Vol. 32, No. 1 (1995): 109-119 (presented originally as a peer-reviewed paper at 11th Annual Conference on Intercultural and International Communication, Miami, Florida, 3-5 February 1994).
- Laurie J. Wilson, *Strategic Program Planning for Effective Public Relations Campaigns*. Dubuque, Iowa: Kendall/Hunt Publishing Company, 1995.
- Laurie J. Wilson, "Excellent Companies and Coalition-Building Among the *Fortune 500*: A Value- and Relationship-Based Theory," *Public Relations Review*, Vol. 20, No.4 (1994): 333 - 343.
- Laurie J. Wilson, "The Return to Gemeinschaft: Toward a Theory of Public Relations and Corporate Community Relations as Relationship-Building," *Business Research Yearbook: Global Business Perspectives*, Vol. 1(1994): 135-141 (presented originally as a peer-reviewed paper at 6th Annual Conference of the International Academy of Business Disciplines, Pittsburgh, Pennsylvania, 7-10 April 1994).
- Brad E. Hainsworth and Laurie J. Wilson, "Strategic Program Planning," *Public Relations Review*, Vol. 18, No. 1 (1992): 9-15.
- Laurie J. Wilson, "Corporate Issues Management: An International View," *Public Relations Review*, Vol.16, No.1 (1990): 40-51.
- Hamid Mowlana and Laurie J. Wilson, *The Passing of Modernity: Communication and the Transformation of Society*, White Plains, New York: Longman, 1990.

Laurie J. Wilson, *Alternative Models of Communication Development: Bridging Theory and Praxis*, (UMI

Dissertation Publication Service, 1989). Hamid Mowlana and Laurie J. Wilson, *Communication Technology and Development*, (Paris: UNESCO, 1989).

Laurie J. Wilson and Ibrahim Al-Muhanna, "The Political Economy of Information: The Impact of Transborder Data Flows," *Journal of Peace Research*, Vol. 22, No. 4 (1985): 289-301.

### **RESEARCH REPORTS, LECTURES, AND BOOK CHAPTERS**

Laurie J. Wilson and Dan Lattimore, "Accreditation and Certification of Public Relations Programs," in Lynne Sallot, ed., *Learning to Teach*, (PRSA, 2003)

Laurie J. Wilson, "Extending Strategic Planning to Communications Tactics," in Robert Heath, ed., *Handbook of Public Relations*, (Thousand Oaks, CA: Sage Publications, 2000).

Laurie J. Wilson, "Relationships Within Communities: Public Relations for the Next Century," in Robert Heath, ed., *Handbook of Public Relations*, (Thousand Oaks, CA: Sage Publications, 2000).

Laurie J. Wilson, "Building Employee and Community Relationships Through Volunteerism: A Case Study," in John Ledingham and Steven Bruning, eds., *Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations*, (Hillsdale, N.J.: Lawrence Erlbaum Associates, 2000).

Laurie J. Wilson, "Strategic Cooperative Communities: A Synthesis of Strategic and Issue Management and Relationship-Building Approaches in Public Relations," in H. M. Culbertson and N. Chen, *International Public Relations: A Comparative Analysis* (Hillsdale, NJ.: Lawrence Erlbaum Associates, 1996).

Laurie J. Wilson, "Corporate Coalition Activity" (research report), January 1992.

### **PEER REVIEWED AND INVITED PAPERS PRESENTED**

"Professional Compensation in PR: A Regional Salary Study and Comparison with National Salary Data,"

competitive paper presented at the Southwest Education Council for Journalism and Mass Communications Symposium, San Marcos, TX, November 2002.

"Constructing a Socially-Responsible Organization: A Comparison of Corporate Community Involvement

in Two Study Communities," competitive paper presented at the PRSA Educator's Academy Annual International Research Conference, Miami, Florida, March 2002.

"Corporate Social Responsibility: Good Business or True Citizenship in Strategic Cooperative Communities," by Laurie J. Wilson and Michael D. McNiven- presented for panel on the State of the Role of Community Building in Public Relations Research and Practice at The International Communications Association, Washington, D.C., May 2001.

"Building Strategic Cooperative Communities: A Communitarian Perspective of Organization-Public Relationships," paper presented at Public Relations Division of the International Communications

Association, Acapulco, Mexico, June 2000.

"Building Gemeinschaft: Community Relations and the Theory of Strategic Cooperative Communities,"  
Invited Paper, 8th Annual Conference of the International Society at Brigham Young  
University, Provo, Utah, August 1997.

"Non-profit Service Organization Partnerships with University Communication Programs: Cultivating  
the  
Values of Community Service and Volunteerism," Annual Conference of the Association for  
Education in Journalism and Mass Communication, Chicago, July 1997, (IABC 1st Place  
Teaching Paper Award and 1996 Ray and Ida Lee Beckham Lecture in Communication).

"Public Relations and Building Relationships: Characteristics of corporate Leaders Who Build Social  
Coalitions," 36th Annual Western Social Science Association Conference, Albuquerque, New  
Mexico, 20-23 April 1994.

"Coalition-Building Among the Fortune 500: A Study of an Emerging Approach to Corporate Political  
Activity," 43rd Annual Conference of the International Communications Association,  
Washington, D.C., May 1993.

### **BOOK REVIEWS**

Laurie J. Wilson, Review of Grace Palladino, Teenagers: An American History for Public Relations  
Review, Vol. 23, No. 2 (Summer 1997): 195-196.

Laurie J. Wilson, Review of A. Cooksun Samli, International Consumer Behavior for Public Relations  
Review, Vol. 23, No. 1 (Spring 1997); 85-86.

Laurie J. Wilson, Review of "Public Relations History" for Journalism and Mass Communications  
Quarterly, Vol. 73, No. 1 (Spring 1996): 262-263.

Laurie J. Wilson, Review of Dudley D. Cahan, ed., Conflict In Personal Relationships for Public  
Relations  
Review, Vol 21, No. 2 (1995): 166.

Laurie J. Wilson, Review of Martin J. Medhurst, Dwight D. Eisenhower: Strategic Communicator, in  
The  
Annals of the American Academy of Political and Social Science, vol. 537 (January, 1995):  
191-192.

Laurie J. Wilson, Review of James A. Stimson, Public Opinion In America: Moods, Cycles, and  
Swings, in  
The Annals of the American Academy of Political and Social Science, Vol. 526 (March 1993):  
225-226.

Laurie J. Wilson, Review of Arthur Asa Berger, AGITPOP: Political Culture and Communication  
Theory,  
in The Annals of The American Academy of Political and Social Science, Vol. 415 (March  
1991): 199-200.

### **PROFESSIONAL ARTICLES**

Laurie J. Wilson, "Placing Community-Oriented Policing in the Broader Realm of Community  
Cooperation," The Police Chief, (April 1995): 127-128.

### **SCHOLARLY WORKSHOPS, SEMINARS AND PRESENTATIONS**

Panelist on Ethnic and Gender Prisms of Academic Leadership: Experiences of JMC Department Heads at Association for Education in Journalism and mass Communication Convention, Washington, D.C., 5-8 August 2001.

Panelist 2000 PRSA Professional Development Seminar; “Socratic Dialogue: Diversity and Customizing. Your Message to Reach Different Audiences”, Thanksgiving Point, Utah, September, 2000.

Panelist on several panels including Newsroom Convergence, Professional-Education Partnerships and Service Learning at the AEJMC Conference, Phoenix, AZ, 8-12 August 2000.

Discussant for AEJMC’s PR Division research paper session at the AEJMC Conference, Phoenix, AZ, 8-12 August 2000.

Panelist on two panels on Journalism Education, Advancing Technology and Newsroom Convergence at Association for Education in Journalism and Mass Communication Conference New Orleans, LA, 4-8 August 1999.

Panelist on Developing, Monitoring and Strengthening Organization-Public Relationships at Association for Education in Journalism and Mass Communication Convention, Baltimore, Maryland, 5-8 August 1998.

Discussant for two Paper Sessions (Educational Issues and Practices, and Corporate Advertising Practices) at 6th Annual Conference of International Academy of Business Disciplines, Pittsburgh, Pennsylvania, 7-10 April 1994.

Directed 1993 International Media Studies Seminar in Russia, Prague and Munich, May-June 1993.

Chaired Competitive Paper panel on Decision-Making Paradigms in Public Relations Research for Public Relations Interest Group of the 43rd Annual International Communications Association Conference, Washington, D.C., May 1993.

Presentation on Corporate Coalition-building to Solve Social Problems at the United Way’s National Corporate Leadership Conference in Indianapolis (1992). Panel moderator for Association of Western Communication Educators conference paper session on teaching journalism and public relations (1990).

Presentation to BYU’s Association of Students in International Development on Intercultural Communication (1990).

## **PROFESSIONAL WORKSHOPS, SEMINARS, AND PRESENTATIONS**

Strategic Communications Workshop, Penna Powers Brian and Haynes, November 2008.

Wasatch Front Salary Survey, PRSA/IABC, performed research and presented findings in 2002, 2004 and 2008.

Communicating Strategically, PRSA-sponsored conference on public relations and communications for nonprofit organizations, Fall 2008.

Strategic Communications Planning Matrix Presentation, UVU PRSSA, Fall 2008.

Workshop on Strategic Communications Planning and Nonprofit Public Relations, PRSA National Conference, October 2004.

Workshop on Strategic Communications Planning Matrix, PRSSA National Conference, October 2004.

Panel moderator for “Developing Positive Relationships with Media in Your Community,” Victims Rights and Media Conference, BYU, 15 November 2001.

Presentation on Strategies for Promotion and Tenure for Women at BYU’s Faculty Women’s Association Conference, Thanksgiving Point, UT, April 2000.

Directed workshop “State of the Art Research in PR,” PRSA Professional Development Conference, Lehi, Utah, September 10, 1999.

Directed workshop “The Substance Behind the Glitz: What Public Relations Really Does for You”, American Association of State Compensation Insurance Funds, Park City, Utah, August 17, 1998.

Directed workshop “Using a CD Program ‘CDCynergy’ to Develop Health Communications Campaigns and Messages”, Braun School of Public Health and Community Medicine, Jerusalem, Israel, July 26-29, 1998.

Directed workshop “Marketing Your Program Effectively”, National Association of Housing and Redevelopment Officials Conference, St. George, Utah, April 2, 1998.

Directed workshop “Aligning Your Strategic Communications Efforts with Your Organization’s Bottom Line” IABC Utah Professional Conference, Snowbird, Utah, April 17, 1998.

Strategic Communications Workshop, BYU Conferences and Workshops, March 1997.  
Workshop on Getting the Most of Your Public Relations Dollars for Intermountain Chapter of PRSA, December 1996.

Workshop on Strategic Planning for UVRMC Public Relations, November 1996.

Workshop on the Role of Public Relations for Alpine School Districts Conference of Administrators, August 1996.

Workshop on Establishing Community Collaboration for Utah Volunteer Center Leaders, April 1996.

Workshop on Effective Program Planning for National Student Alumni Association Advisors, March 1996.

Workshop on Securing and Training Medical Professionals as Spokespersons for Brain Injury Association, February 1996.

Workshop for PRSSA Faculty and Professional Advisors at 48th Annual PRSA Conference in Seattle, Washington, October 1995.

Workshop on Public Relations Issue Management for NuSkin, International, June 1995.

Presentation on Redefining Public Relations in an International Context at the 2nd Annual Conference of the Utah Valley Chapter of PRSA, 16 September 1994.



Workshop on Strategic Cooperative Communities for WordPerfect Corporation's Product Public Relations Team, 21 March 1994.

Workshop on Engineering Community Cooperation for the Public Information Officers Section of the International Association of Chiefs of Police (1994).

Workshop on Counteracting Anti-Corporate Grassroots Activism and Forming Community Coalitions at 46th Annual PRSA Conference in Orlando, Florida, 14-17 November 1993. (Presentation recorded and sold to PRSA members.)

Workshop for PRSSA Faculty and Professional Advisors at 46th Annual PRSA Conference in Orlando, Florida. 14-17 November 1993.

Workshop on Making Professional Connections at the 18th Annual PRSSA Conference in Orlando, Florida. 13-17 November 1993.

Presentation in Coalition-building to the Public Affairs Department of the LDS Church, 1 November 1993.

Workshop in Coalition-building for the 1st Annual Professional Development Conference of the Utah Valley Chapter of PRSA, 24 September 1993.

Presentation on Religious Freedom for LDS Worship Service airing over the VISN cable network (1993).

Presentation on Applying for Scholarships and Awards to PRSSA district conference (1992).

Presentation on Ethics and Planning in Public Relations to professionals at Intermountain Health Care preparing to take the APR examinations (1992).

Participation in the Women's Academic Career Seminar sponsored by BYU's Women's Research Institute(1992). Prepared comments for panel discussion and individual session.

Presentation on Coalition-building to Solve Community Problems to public relations professionals in Salt Lake City (1992).

Presentation on resources for PRSSA faculty and professional advisors at the national PRSA conference in Kansas City (1992).

Presentation on Evaluation in Public Relations to professionals in the LDS Church Public Affairs department preparing to take the APR examinations (1991).

Panel moderator in Phoenix for PRSSA national conference session on student agencies (1991).

Presentation on Issues Management at session of PRSSA national conference (1991).

Presentation on Strategic Planning to Salt Lake City public relations professionals as part of an eight-week training program (1991).

Presentation on Critical Thinking to American Fork High School students in American Problems classes (September 1990, February 1991).

Two-week minority high school student workshop in public relations as part of the four-week communications workshop in conjunction with BYU's summer Discovery program for outstanding minority high school students (1990-1992).

Presentation on Interpersonal and Persuasive Communication to the Association of Utah Valley Insurance Women (1990).

Presentation in New York City to PRSSA national conference workshop on Developing a Student Agency (1990).

### **SERVICE AS REFEREE AND REVIEWER**

Judge for the Public Relations Division of AEJMC Research Paper Competition (2008).

Site team leader for CEPR of Indiana State's public relations program (2008).

External reviewer for Communications Department and programs at Northern Iowa University as part of a university-wide review process (2008).

Site team leader for CEPR of Virginia Commonwealth University's public relations program (2005).

Site team member for ACEJMC reaccreditation of Southern Mississippi University's communication program (2004).

Site team member for ACEJMC reaccreditation of Southern Mississippi University's communication program (2004).

Served on Continuing Status Review Panel (2003)

Site team leader for CEPR of California State University Fullerton's public relations program (2002).

Reviewer for Communication Yearbook (2002)

Editorial and review board for Journal of Promotion Management (2002-present)

Editorial Board for Journal of Public Relations Research (2000-present)

Reviewer for "Teaching Public Relations." (1999-present)

Site team member for ACEJMC reaccreditation of Kent State University's communication program (2002).

Judge for the Public Relations Division of AEJMC Research Paper Competition (2002).

External Reviewer for Rank and Status for Kansas State University (2001)

Reviewed textbook proposal for Allyn & Bacon (2001)

Blind external reviewer for the Management Communication Quarterly An International Journal (2001).

Site team member for ACEJMC reaccreditation of Temple University's communication program (January 2001).

Served as discussant for Public Relations Division of AEJMC Research Papers (2000).

External reviewer for Rank and Status for Syracuse University (2000).

Reviewed AEJMC 2000 PR Division research papers. Also served as discussant.

External Reviewer for Promotion for University of Memphis (2000).

Editorial Board reviewer for Journal of Public Relations Research (1999-present).

Site team member to the Department of Mass Communications at Northeast Louisiana University for the Accrediting Council for Education in Journalism and Mass Communication, 14-17 November 1999.

Referee for AEJMC 1999 PR Division papers, PR Student Competition papers, and Commission on the Status of Women papers (1999).

Reviewed professional promotion application for E.W. Scripps School of Journalism (February 1999).

Reviewed competitive papers for the International Association of Business Disciplines, Public Relations Division (1999 Conference).

Referee for First Annual Ethics Bowl at Brigham Young University (1998).

External Reviewer for tenure and promotion for The University of New Mexico (1998).

Appointed member of the Joint Commission on Public Relations Education (PRSA, AEJMC, IPRA), Summer 1997-present.

Referee for Ray and Ida Lee Beckham Communications Lecture (1994, 1997-present).

Referee for Advertising Division of Association for Education in Journalism and Mass Communication's Research Paper Competition (1996).

Reviewed public relations writing textbook for HarperCollins (1994).

Invited participant in LDS Church Communications Futures Task Force (1993).

Referee for PRSA Betsy Ann Plank Graduate Research Paper Awards (1993).

Referee for PRSA Graduate Research Paper Competition (1992).

Judge for state-wide Governor's Media Awards sponsored by the Governor's Commission for Women and Families (1991).

Reviewed mass communication textbook for Wadsworth (1991).

Referee for Journal of Peace Research (1989).

## **AWARDS**

College Award Outstanding Community Service, 2002

National PRSA Outstanding Educator, 2001

National PRSA Chairman's Citation for Distinguished Service and Leadership, 2001

Thomas Ehrlich Faculty Award for Service-Learning Nominee, 1999

Member College of Fellows, 1998-present Public Relations Society of America

Pyramid of Honor, 1998

Public Relations Student Society of America

BYU Rulon L. Bradley Chapter

Forum participant

1998 Forum on Exemplary Teaching

American Association for Higher Education

Maeser Award for Teaching Excellence (\$3500) Brigham Young University, 1997

IABC 1st Place Award

AEJMC Teaching Papers

Chicago, Illinois, 1997

Annual Award for Teaching Excellence (\$1000)

College of Fine Arts and Communication

Brigham Young University, 1997

Student Award for Excellence in Teaching

Student Alumni Association

Brigham Young University, 1996-1997

1996 Beckham Lecturer (\$1500)

Ray and Ida Lee Beckham Communications Lecture

PRSSA Jon Riffel Award, 1996

Student Award for Excellence in Teaching

Student Alumni Association

Brigham Young University, 1995-1996

Hall of Fame

Public Relations Student Society of America

Inducted 1995

Research Grant (\$500)

College of Fine Arts and Communication

Brigham Young University

Community Service Research, 1995-1996

Student Award for Excellence in Teaching

Student Alumni Association

Brigham Young University, 1994-1995

Conference Grant (\$500)  
Faculty Center  
Brigham Young University  
Diversity Curriculum Conference, 1994

International Media Studies Grant (\$2000)  
College of Fine Arts and Communications  
Brigham Young University  
Russian Media Studies, 1993  
International Media Studies Grant (\$1500)

Kennedy Center  
Brigham Young University  
Radio Free Europe/Radio Liberty Study, 1993

Research Grant (\$4500)  
The Fires Group  
Ardsley, New York  
Coalition Research, 1991

Research Grant (\$500)  
College of Fine Arts and Communications  
Brigham Young University  
Coalition Research, 1990

Outstanding Faculty Advisor  
Public Relations Student Society of America  
National Chapter Awards, 1990

Outstanding Scholarship, Graduate  
The American University, 1989

## **OTHER SCHOLARLY ACCOMPLISHMENTS AND RECOGNITION**

Participant at a credibility roundtable sponsored by “The Associated Press managing Editors (AFME) Association.” Discussion theme: “What Is Fair in Coverage of Religion and How Do You Cover It Fairly?” April 26, 2001.

Panel discussion on “Cutting Edge Research” at BYU Faculty Women’s Association Spring Retreat, May 19, 2000.

Lecturer for KBYU-FM Radio Lecture Series, “The Reality of Ethics in Media: Teaching Responsible Practice,” March 15, 2001.

## **ORGANIZATIONAL / BOARDS AND POSITIONS**

Member PRSA Educational Affairs Committee (2000-present)  
Co-chair PRSA Educational Affairs Committee (2003-2006)  
Co-chair PRSA Task Force On Career Education (2003-2004)  
Member, Salt Lake City Host Committee, National Points Of Light Conference (June 2002)  
Past Chair, PRSA’s Educator’s Academy, (2002-2004)  
RTNDF’s Excellence in Journalism Education Advisory Council (2000-2002)  
Universal Accreditation Board Re-engineering Advisory Panel (2000-present)

Editorial Board for Journal of Public Relations Research (2000-present)  
Editorial Board for Journal of Promotion Management (2002-present)  
AEJMC-ASJMC Committee on Alliances (1999- 2002)  
Alumni Association Board Director at Large and Executive Board (1999-2003)  
Brigham Young University Faculty Committee on Service and Learning (1999-2001)  
At-Large Delegate of PRSA's Educator's Academy, (1999-2001)  
Jacobsen's Center Board, Policies and Procedures Subcommittee (1999-2000)  
ASJMC Taskforce Co-Chair on Diversity Partnerships, (1999-2001)  
Brigham Young University Communications Council, (1998-2001)  
Joint Commission on Public Relations Education, (1998-present)  
Member Administrative Affairs Committee, ASJMC (1998-1999)  
United Way of Utah County Executive Board (1992-present)  
National Faculty Advisor to Public Relations Student Society of America (1992-1996)

## **MEMBERSHIPS**

Broadcast Education Association, (1997-2001)  
Radio and Television News Director's Association (1 997-2001)  
Public Relations Society of America (1989-present)  
PRSA College of Fellows (1998-present)  
Association for Educators in Journalism and Mass Communication (1989-90, 1992-1993, 1997-present)  
International Communications Association (1989-91, 1993-1994, 1998-present)  
Association of Latter-day Saint Public Relations Professionals (1993-2001) President (1993),  
President (1994), Past President (1995-1996)  
International Academy of Business Disciplines (1993-1994)