

John Mark King, Ph.D.

Current position

Associate Professor, Advertising/Public Relations
Mass Communication Department
Fain College of Fine Arts
Midwestern State University
3410 Taft. Blvd.
Wichita Falls, TX 76308 USA

CV: Jan 21, 2026

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EDUCATION

Ph.D. in Communications; University of Tennessee, Knoxville, USA, 8/12/1995

Major-Communications, Cognate-Speech/Organizational Communication

Dissertation: *Visual Communication and Newspaper Reader Satisfaction*, Chair, Ed Caudill

3.96 GPA on 4-point system, Phi Kappa Phi, Kappa Tau Alpha

Post-Doctoral graduate work, East Tennessee State University, USA, 2004-2005

MEDA 5860, Technology Leadership in Higher Education I

MEDA 5870, Technology Leadership in Higher Education II

4.0 GPA on 4-point system

M.S. in Communications; University of Tennessee, Knoxville, USA, 12/15/1991

Major-Communications/Journalism

3.96 GPA on 4-point system, Phi Kappa Phi, Kappa Tau Alpha

Thesis: *A Profile of Photojournalists at Tennessee's Daily Newspapers*, Chair, Rob Heller

B.S. in Communications; University of Tennessee, Knoxville, USA, 6/8/1984

Major-Broadcasting-News/Public Affairs

Internships: Tennessee Valley Authority, WBIR-TV, WKXT-TV

Tennessee State University, Nashville, USA, 1/1981-5/1981

Major-English/Journalism

PUBLICATIONS/BOOK REVIEW IN REFEREED ACADEMIC JOURNALS (32)

King, John Mark (2024). Face-ism theory in YouTube images of Haley and Trump in the early stage of the 2024 Republican U.S. Presidential Primary. *Quarterly Review of Business Disciplines* 11(1/2), 50-68.

King, John Mark; King, Meruyert Bakenova (2021). Broadcast media framing of a Middle East political rift. *Journal of Marketing Development and Competitiveness* 15(3), 36-44.

King, John Mark (2021). Face-ism theory in YouTube images of candidates in the 2020 U.S. presidential election. *Quarterly Review of Business Disciplines* 8(1), 77-88.

King, John Mark; King, Meruyert (2018). Global media framing of a diplomatic rift in the Middle East. *Athens Journal of Mass Media and Communication* 4(4), 251-264.

King, John Mark (2016). Dubai wins: A content analysis of global media coverage of the 2020 World Exposition bidding process using nation branding theory. *International Journal of Business and Administrative Studies* 2(6), 202-212.

King, John Mark (2015). EUPRERA scholars urge dialogic approach online. *Tripodos* 37, 186-187 (invited book review).

Litvack, Samara; King, John Mark (2013). How broadcast media frame public relations. *Business Research Yearbook* 20(1), 47-53.

Fritz, Audra J.; King, John Mark (2012). A content analysis of military women in U.S. and U.K. newspapers during the Iraq War (2003-2010). *Business Research Yearbook* 19(1), 26-33.

Tetteh, Dinah; King, John Mark (2011). Newspaper coverage of the U.S. healthcare debate: A content analysis. *Business Research Yearbook* 18(2), 503-510.

Price, Kelly; King, John Mark (2010). Face-ism in the 2008 U.S. presidential general election: Photographic coverage of candidates in news & business magazines. *Business Research Yearbook* 17(2), 570-577.

Parks, Brittany; King, John Mark (2009). Effect of Natalee Holloway's disappearance on Aruba tourism: A content analysis of four years of global newspaper coverage. *Business Research Yearbook* 16(1), 56-63.

King, John Mark (2008). Nation branding: Coverage and perceptions of Qatar in major world newspapers. *Business Research Yearbook* 15(3), 27-32.

King, John Mark; Zayani, Mohamed (2008). Media, branding and controversy: Perceptions of Al Jazeera in newspapers around the world. *Journal of Middle East Media* 4(1), 27-43.

King, John Mark; Watson, Josh (2007). Enhancing the Nextel Brand: Nextel's media coverage before and after becoming NASCAR's primary corporate sponsor. *Business Research Yearbook* 14, 115-121.

King, John Mark; Nastase, Monica; Price, Kelly (2006). A Content Analysis of an Attempt by Victoria's Secret to Generate Brand Mentions through Provocative Displays. *Business Research Yearbook* 13, 58-63.

King, John Mark; Dishner, Adriane (2006). Newspaper endorsement and election result headlines in the 2004 U.S. presidential election. *Business Research Yearbook* 13, 607-611.

McNeill, Kathryn; Dorgan, Kelly; King, John Mark (2005). Health care practitioner and symptoms: Cues to action prompting women in Appalachia to seek mammograms. *Business Research Yearbook* 12(1), 407-411.

Lynch, Andy; King, John Mark (2005). How Oprah parlayed A \$7 Million GM product placement into publicity gains for her own brand. *Business Research Yearbook* 12(1), 76-80.

Armstrong, Don; King, John Mark (2005). Newspapers' use of corporate- vs. historically-named stadiums in major league baseball game stories." *Business Research Yearbook* 12(1), 66-70.

King, John Mark (2004). Fair and balanced visual coverage of the 1996 U.S. presidential campaign? You betcha! *Business Research Yearbook* 11, 906-910.

Anderson, Beth J.; King, John Mark (2004). Visual framing: A study of face-ism from the websites for the 108th United States Congress. *Business Research Yearbook 11*, 871-875.

King, John Mark (2004). An analysis of women in sports photographs in online newspapers across Latin America. *Business Research Yearbook 11*, 102-106.

Hall, Wynton C.; King, John Mark (2003). Rhetorical style in online newspaper coverage of presidential oratory: George W. at the United Nations. *Business Research Yearbook 10*, 887-891.

King, John Mark (2003). A visual analysis of George W. Bush's 2002 state of the union address in 61 online United States newspapers. *Business Research Yearbook 10*, 839-843.

Hall, Wynton C.; King, John Mark (2002). Leadership by x-Sample? Bill Clinton and Dick Morris's use of poll-tested, triangulated rhetoric. *Business Research Yearbook 9*, 612-616.

King, John Mark (2002). A scorecard for the *Fortune 500*: Images of gender and ethnicity on company web sites in the United States. *Business Research Yearbook 9*, 688-692.

King, John Mark (2001). Communicating the image of a candidate: Lamar Alexander's 1978 campaign for governor of Tennessee. *Business Research Yearbook 8*, 610-614.

King, John Mark (2000). Photographic images of gender and race in *Fortune 500* company web sites in the United States. *Business Research Yearbook 7*, 852-856.

King, John Mark; Cargile, Stephanie (1999). The effects of public relations efforts on fund raising in a private high school. *Business Research Yearbook 6*, 697-701.

King, John Mark (1999). The effects of traditional media use and demographics on satisfaction with small daily newspaper appearance. *Southwestern Mass Communication Journal 14*(2), 47-55.

King, John Mark; Nelson, Richard Alan (1998). Television news dependency and public perceptions of the environment in Baton Rouge, Louisiana. *International Business and Ecology Research Yearbook*, 149-154.

King, John Mark (1998). Who gets named? Nationality, race and gender in *New York Times* photograph cutlines. *Ecquid Novi: Journal for Journalism in Southern Africa 19*(2), 56-73.

PUBLISHED BOOK CHAPTERS (3)

King, John Mark; Litvack, Samara. A global study of newspaper framing of public relations. Chapter in Los Mercados Del Manana: Bases Para Su Analisis Hoy (The Markets of Tomorrow: Basis for Their Analysis Today), edited by J. Enrique Bigne Alcaniz, Madrid, Spain, ESIC Editorial, 2011, 176 (abstract), 1-6, (indexed chapter on accompanying CD-ROM) (ISBN: 978-84-7356-785-5).

King, John Mark. Nation branding: Coverage and perceptions of Qatar in major world newspapers. Chapter in Estableciendo Puentes en una Economia Global (Building Bridges in a Global Economy), edited by Julio Pindado & Gregory Payne, Madrid, Spain, ESIC Editorial, 2008, 145 (abstract), 1-6, (indexed chapter on accompanying CD-ROM) (ISBN: 978-84-7356-556-1)

King, John Mark; Lynch, Andy. How Oprah Winfrey and General Motors used a \$7 Million product placement on the Oprah Winfrey Show to gain television publicity across the United States. Chapter in Mass Media Research: International Approaches, edited by Yorgo Passadeos & Dimitra Dimitrakopoulou, Athens, Greece: Athens Institute for Education and Research, 2006, 59-68 (ISBN: 978-960-6672-14-9).

PUBLICATIONS IN REFEREED PROCEEDINGS (5)

King, John Mark; Zayani, Mohamed. A content analysis of mentions of the Al Jazeera brand in major newspapers around the world. In Proceedings of the Satellite Television and Cultural Identity in the Arab World Conference, Sharjah, United Arab Emirates, 2007.

King, John Mark; Lynch, Andy. Impacting the news: How General Motor's \$7 million product placement of the Pontiac G6 automobile on the Oprah Winfrey Show played in newspapers across the United States. In Proceedings of the 2005 Hawaii International Conference on Social Sciences. Honolulu, Hawaii, 2005.

King, John Mark. The Face-ism effect revived: Male visual dominance alive and well in Latin American online newspapers across 17 nations. In Proceedings of the 2002 Hawaii International Conference on Social Sciences. Honolulu, Hawaii, 2002.

King, John Mark. Is a photograph worth a thousand students? A content analysis of forms of visual presentation and visual appeals and visual sources used in photographs on the covers of college catalogs. In Proceedings of the 15th University of Tennessee College of Communications Research Symposium, 15. Knoxville, Tennessee: University of Tennessee College of Communications, 105-185, April, 1993.

King, John Mark. Dana Phillips: A photographic examination of a rural poor college student. In Proceedings of the 12th University of Tennessee College of Communications Research Symposium. Knoxville, Tennessee: University of Tennessee College of Communications, April 1989.

REFEREED ACADEMIC CONFERENCE PAPERS (50)

King, John Mark (2025). Face-ism in the 2024 United States presidential election. Paper presented at the 36th International Academy of Business Disciplines National Conference, Orlando, Florida, USA, April 3, 2025.

King, John Mark (2024). Face-ism theory in YouTube images of Haley and Trump in the early stage of the 2024 Republican U.S. Presidential Primary. Paper presented at the 35th International Academy of Business Disciplines National Conference, Las Vegas, Nevada, USA, April 4, 2024.

King, John Mark. Face-ism theory in YouTube images of candidates in the 2020 U.S. Presidential Election. Paper presented at the 32nd International Academy of Business Disciplines National Conference, Jacksonville, Florida, USA, March 27, 2021 (online conference).

King, John Mark; King, Meruyert Bakenova. Broadcast media framing of a Middle East political rift. Paper presented at the 32nd International Academy of Business Disciplines National Conference, Jacksonville, Florida, USA, March 27, 2021 (online conference).

King, John Mark. Content analysis of Gucci's blackface sweater controversy across multiple media platforms. Paper presented at the 22nd International Conference on Communication, Film and Media Sciences, Montreal, Canada, May 18, 2020. (Won Best Presentation Award, online conference)

King, John Mark; Fiske, James. Global media framing of the 'Third World' construct. Paper presented at the Athens Institute for Education and Research 17th Annual International Conference on Communication and Mass Media, Athens, Greece, May 13, 2019.

King, John Mark; King, Meruyert Bakenova. Global media framing of a diplomatic rift in the Middle East. Paper presented at the Athens Institute for Education and Research 16th Annual International Conference on Communication and Mass Media, Athens, Greece, May 14, 2018.

Mejia, Meylin; King, John Mark. Media framing of Julian Assange in English and Spanish language newspapers. Paper presented at the 29th International Academy of Business Disciplines National Conference, New Orleans, Louisiana, USA, April 6, 2017.

King, John Mark. Face-ism theory in the 2016 U.S. presidential election. Paper presented at the 29th International Academy of Business Disciplines National Conference, New Orleans, Louisiana, USA, April 7, 2017.

King, John Mark. Dubai wins: A content analysis of nation branding and media framing theories in global media coverage of the 2020 World Exposition bidding process. Paper presented at the International Conference on Business, Economics, Social Science & Humanities, Seoul, South Korea, May 25, 2016.

Litvack, Samara; King, John Mark. Talking Heads: How broadcast media frame the public relations industry. Paper presented at the 25th annual meeting of the International Academy of Business Disciplines National Conference, Atlanta, Georgia, April 11, 2013.

Fritz, Audra J. King, John Mark. A content analysis of military women in U.S. and U.K. newspapers during the Iraq war (2003-2010). Paper presented at the 24th annual meeting of the International Academy of Business Disciplines National Conference, Long Beach, California, April 19, 2012.

King, John Mark; Litvack, Samara. A global study of newspaper framing of public relations. Paper presented (keynote speakers) at the 25th annual meeting of the European Academy of Management and Business Economics, Valencia, Spain, June 2011.

Tetteh, Dinah; King, John Mark. Newspaper coverage of the U.S. healthcare debate: A content analysis. Paper presented at the 23rd annual meeting of the International Academy of Business Disciplines National Conference, New Orleans, Louisiana, April 7, 2011.

Price, Kelly; King, John Mark. Face-ism in the 2008 U.S. presidential general election: Photographic coverage of candidates in news & business magazines. Paper presented at the 22nd annual meeting of the International Academy of Business Disciplines National Conference, Las Vegas, Nevada, April 8, 2010.

King, John Mark; Parks, Brittany. Effect of the Natalee Holloway's disappearance on Aruba tourism: A content analysis of four years of global newspaper coverage. Paper presented at the 21st annual meeting of the International Academy of Business Disciplines National Conference, St. Louis, Missouri, April 3, 2009.

King, John Mark. Nation branding: Coverage and perceptions of Qatar in major world newspapers. Paper presented at the joint international conference of the European Academy of Management and Business Economics and the International Academy of Business Disciplines, Salamanca, Spain, June 15, 2008.

King, John Mark; Zayani, Mohamed. Branding in a controversial political climate: The image of Al Jazeera in newspapers across the globe. Paper presented at the 20th annual meeting of the International Academy of Business Disciplines National Conference, Houston, Texas, April 5, 2008.

King, John Mark; Zayani, Mohamed. A content analysis of mentions of the Al Jazeera brand in major newspapers around the world. Paper presented at the Satellite Television and Cultural Identity in the Arab World Conference, Sharjah, United Arab Emirates, December 11, 2007.

King, John Mark; Watson, Josh. Enhancing the Nextel brand: A Content analysis of Nextel's media coverage before and after becoming NASCAR's primary corporate sponsor. Paper presented at the 19th annual meeting of the International Academy of Business Disciplines National Conference, Orlando, Florida, March 30, 2007.

King, John Mark; Watson, Josh. Using public relations to enhance the brand: A content analysis of media coverage of Nextel before and after becoming Nascar's primary corporate sponsor. Paper presented at the Business, Information and Management Academy (BIMA) Conference, Sharjah, United Arab Emirates, March 17, 2007. (*greatly expanded version of the Nextel research paper*)

King, John Mark; Lynch, Andy. How Oprah Winfrey and General Motors used a \$7 million product placement on the Oprah Winfrey Show to gain television publicity across the United States. Paper presented at the Athens Institute for Education and Research 4th International Conference on Communication and Mass Media, Athens, Greece, May 22, 2006.

King, John Mark; Nastase, Monica; Price, Kelly. A content analysis of an attempt by Victoria's Secret to generate brand mentions through provocative displays. Paper presented at the 18th annual meeting of the International Academy of Business Disciplines National Conference, San Diego, California, April 7, 2006.

King, John Mark; Dishner, Adriane. Newspaper endorsements and election result headlines in the 2004 U.S. presidential election. Paper presented at the 18th annual meeting of the International Academy of Business Disciplines National Conference, San Diego, California, April 7, 2006.

King, John Mark; Lynch, Andy. Impacting The news: How General Motor's \$7 million product placement of the Pontiac G6 automobile on the Oprah Winfrey Show played in newspapers across the United States. Paper presented at the Hawaii International Conference on Social Sciences, Honolulu, Hawaii, June 15, 2005.

Lynch, Andy; King, John Mark. How Oprah parlayed a \$7 million GM product placement into publicity gains for her own brand. Paper presented at the 17th annual meeting of the International Academy of Business Disciplines National Conference, Pittsburgh, Pennsylvania, April 7, 2005.

Armstrong, Don; King, John Mark. The Metro Newspapers' use of corporate- vs. historically-named stadiums in Major League Baseball game stories. Paper presented at the 17th annual meeting of the International Academy of Business Disciplines National Conference, Pittsburgh, Pennsylvania, April 7, 2005.

McNeill, Kathryn; Dorgan, Kelly; King, John Mark. The recommendation of a health care practitioner and symptoms as cues to action prompting women in Appalachia to seek mammograms. Paper presented at the 17th annual meeting of the International Academy of Business Disciplines National Conference, Pittsburgh, Pennsylvania, April 8, 2005.

King, John Mark. Fair and balanced visual coverage of the 1996 U.S. presidential campaign? You betcha! Paper presented at the 16th annual meeting of the International Academy of Business Disciplines National Conference, San Antonio, Texas, March 25, 2004.

Anderson, Beth J.; King, John Mark. Visual framing: A study of face-ism from the websites for the 108th United States Congress. Paper presented at the 16th annual meeting of the International Academy of Business Disciplines National Conference, San Antonio, Texas, March 26, 2004.

King, John Mark. An analysis of women in sports photographs in online newspapers across Latin America. Paper presented at the 16th annual meeting of the International Academy of Business Disciplines National Conference, San Antonio, Texas, March 26, 2004.

Hall, Wynton C.; King, John Mark. The impact of rhetorical style in online newspaper coverage of presidential oratory: George W. Bush before the United Nations. Paper presented at the 15th annual meeting of the International Academy of Business Disciplines National Conference, Orlando, Florida, April 5, 2003.

King, John Mark. A visual analysis of George W. Bush's 2002 state of the union address in 61 online United States newspapers. Paper presented at the annual meeting of the 15th International Academy of Business Disciplines National Conference, Orlando, Florida, April 5, 2003.

Hall, Wynton C.; King, John Mark. Ethos, logos, pathos and elocutio: Rhetorical analyses of George W. Bush's response to September 11. Paper presented at the 74th Annual Convention of the Western States Communication Association, Salt Lake City, Utah, February 18, 2003.

King, John Mark. The face-ism effect revived: Male visual dominance alive and well in Latin American online newspapers across 17 nations. Paper presented at the Hawaii International Conference on Social Sciences, Honolulu, Hawaii, June 15, 2002.

Hall, Wynton C.; King, John Mark. Leadership by x-sample? Bill Clinton's instrumental use of public opinion research in presidential discourse. Paper presented at the 14th annual meeting of the International Academy of Business Disciplines National Conference, Los Angeles, California, April 5, 2002.

King, John Mark. A scorecard for the *Fortune* 500: Images of gender and ethnicity on company web sites in the United States. Paper presented at the 14th annual meeting of the International Academy of Business Disciplines National Conference, Los Angeles, California, April 6, 2002.

King, John Mark. Communicating the image of a candidate in a gubernatorial campaign: Lamar Alexander's successful 1978 campaign for governor of Tennessee. Paper presented at the 13th annual meeting of the International Academy of Business Disciplines National Conference, Orlando, Florida, April 5, 2001.

King, John Mark. Men's heads and women's bodies: Face-ism in photographs published by online newspapers in 17 Latin American nations. Paper presented at the annual meeting of the American Schools of Journalism and Mass Communication /Association for Education in Journalism and Mass Communication International Colloquium, Mexico City, Mexico, January 11, 2001. (This paper was one of eight selected in a worldwide call for research.)

King, John Mark. Photographic images of gender and race in *Fortune* 500 company web sites in the United States. Paper presented at the 12th annual meeting of the International Academy of Business Disciplines National Conference, Las Vegas, Nevada, March 31, 2000.

King, John Mark. Symbolic devaluation of women in *New York Times* photograph cutlines. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication National Convention, New Orleans, Louisiana, Aug. 5, 1999.

King, John Mark; Cargile, Stephanie. The effects of public relations efforts on fund raising in a private high school. Paper presented at the 11th annual meeting of the International Academy of Business Disciplines National Conference, Chicago, Illinois, March 27, 1999.

King, John Mark. Communicating the image: Political communication strategies and photographic press coverage of Lamar Alexander's successful 1978 campaign for governor of Tennessee. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Lexington, Kentucky, March 5, 1999.

King, John Mark; Nelson, Richard Alan. Television news dependency and public perceptions of the environment in Baton Rouge, Louisiana. Paper presented at the International Business and Ecology Conference, El Paso, Texas and Cd. Juarez, Mexico, Oct. 16, 1998.

King, John Mark. Who gets named? Nationality, race and gender in *New York Times* photograph cutlines. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication National Convention, Baltimore, Maryland, August 7, 1998.

King, John Mark. What's in a name? Nationality, race and gender in *New York Times* photograph cutlines. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication Southeast Colloquium, New Orleans, Louisiana, March 14, 1998.

King, John Mark. Political endorsements in daily newspapers and photographic coverage of candidates in the 1995 Louisiana gubernatorial campaign. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication National Convention, Chicago, Illinois, Aug. 31, 1997.

King, John Mark. Political endorsements in daily newspapers and photographic coverage of candidates in the 1995 Louisiana gubernatorial campaign. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication Southeast Colloquium, Knoxville, Tennessee, March 15, 1997.

King, John Mark. How media use and demographics affect newspaper reader satisfaction with the appearance of community newspapers. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication National Convention, Anaheim, California, Aug. 11, 1996.

King, John Mark. Is a photograph worth a thousand students? A Content analysis of forms of visual presentation and visual appeals and visual sources used in photographs on the covers of college catalogs. Paper presented at the 15th University of Tennessee College of Communications Research Symposium. Knoxville, Tennessee, March 13, 1992.

REFEREED CREATIVE PROJECTS (1)

King, John Mark. Dana Phillips: A Photographic examination of a rural poor college student. Presented at the 12th University of Tennessee College of Communications Research Symposium. Knoxville, Tennessee, March 14, 1989. (Creative photojournalism project.)

INVITED PROFESSIONAL PRESENTATIONS (12)

King, John Mark. Job Seeking and Networking 101. Panel Presentation at the Thoroughbred Public Relations Society of America Chapter meeting at the University of Kentucky, Lexington, Kentucky, March 23, 2023.

King, John Mark. How a guerilla marketing tactic for the Lourve Abu Dhabi became fake news about religion in the Middle East. Panel presentation, "Globalization of Fake News," at the Athens Institute for Education and Research 17th Annual International Conference on Communication and Mass Media, Athens, Greece, May 13, 2019.

King, John Mark. Public relations case studies from the Middle East: Breast cancer, voting rights and Rolls Royce. Panel presentation at the 25th annual meeting of the International Academy of Business Disciplines National Conference, Atlanta, Georgia, April 11, 2013.

King, John Mark. Should calories count? Is it ethical to include calories counts on menus? Panel presentation at the 25th annual meeting of the International Academy of Business Disciplines National Conference, Atlanta, Georgia, April 11, 2013.

King, John Mark. Tim Howard and the power of YouTube in a global world. Panel presentation at the 24th annual meeting of the International Academy of Business Disciplines National Conference, St. Louis, Missouri, April 21, 2012.

King, John Mark. Global public relations. Presented at Rey Juan Carlos University, Madrid, Spain, June 20, 2011.

King, John Mark. Historical notes on public diplomacy. Presented at the II Symposium Hispano-NordAmerica de Relacions Publiques (Symposium II of Hispanic-North American Public Relations), Barcelona, Spain, June 9, 2011.

King, John Mark. Global PR mindset, local PR reality: Public Relations and culture. Presented at the GlobComm Conference, Barcelona, Spain, June 27, 2011.

King, John Mark. Challenges and opportunities of developing a study-abroad mass communication course in the United Arab Emirates for a U.S. university. Presented at the 21st annual meeting of the International Academy of Business Disciplines National Conference, St. Louis, Missouri, April 2, 2009.

King, John Mark. Historical notes on public diplomacy. Presented at the II Symposium Hispano-Nord America de Relations Publiques (2nd Symposium of Spanish-North American Public Relations). Invited by the University of Barcelona Escola Superior de Relacions Publiques (Superior College of Public Relations) and the Institut d'Estudis Nord-americans (Institute of North American Studies), Barcelona, Catalonia, Spain, June 9, 2008.

King, John Mark. United Arab Emirates: A year in the Middle East. My experience teaching public relations and living in the United Arab Emirates in 2006/2007. Presented at the 20th annual meeting of the International Academy of Business Disciplines National Conference, Houston, Texas, April 6, 2008.

King, John Mark, A Nation of contrasts: PR and culture in the United Arab Emirates. Presented at Michigan State University College of Communication Arts, East Lansing, Michigan, Nov. 19, 2007.

UNIVERSITY FACULTY EXPERIENCE

Midwestern State University, Mass Communication Department, Fain College of Fine Arts

Wichita Falls, Texas, USA, 8/2025-present

Associate Professor

Teach undergraduate courses in advertising, public relations and photojournalism

Conduct research on face-ism theory in U.S. presidential elections and media framing of brands and nations

Undergraduate courses taught:

MCOM 3103, Photojournalism, Fall 2025

MCOM 3223, Advertising, Fall 2025, Spring 2026

MCOM 4832, MSU Client Services Practicum I, Fall 2025, Spring 2026

MCOM 4932, MSU Client Services Practicum II, Fall 2025, Spring 2026

MCOM 3883, Social Media Campaigns, Spring 2026

Mass Communication Department Service:

Advise mass communications students, 1/2026- present

MCOM Faculty Search Committee, 1/2026- present

Fain College of Fine Arts

College Faculty Awards Committee, beginning 8/2027

Service to the Profession

Manuscript referee, *Quartley Review of Business Disciplines*, 8/2021-present

Eastern Kentucky University, ICCA School of Communication, College of Letters, Arts & Social Sciences
Richmond, Kentucky, USA, 8/2022-6/2025

Associate Professor

Taught undergraduate courses in public relations, advertising and broadcasting/electronic media
Conducted research on face-ism theory in United States presidential elections

Undergraduate courses taught:

PUB 275/375, Public Relations Principles
PUB 325, Advertising Strategies & Practices
PUB 380, Public Relations Writing
PUB 385, Public Relations Event Planning & Management
PUB 420, Mass Communication Research
PUB 480, Integrated Communications
PUB 490, Public Relations Campaigns
BEM 305, Storytelling and Feature Writing
GSD 101, Foundations of Learning

School of Communication Service:

EKU Public Relations Student Society of America faculty advisor, 8/2022- 6/2025
School of Communication Public Relations Curriculum Committee, 8/2022-6/2025 (chair)
School of Communication Public Relations Faculty Committee, 8/2022-6/2025
STAR Assessment, Public Relations Concentration; 8/2023-6/2025 (coordinator)
Advise 40 Public Relations majors/minors each semester, 8/2022-6/2025

Institute of Collaborative and Creative Arts Service:

ICCA Recruitment Committee, 08/2022-6/2025
School of Music French Horn Faculty Search Committee 1/2024-6/2024

College of Letters, Arts & Social Sciences Service:

Dean's Evaluation Committee, 2/2025-6/2025

University Service:

University Symphony Conductor Search Committee, 1/2023-5/2023

Service to the Profession

Manuscript referee, *Quartley Review of Business Disciplines*, 8/2021-present

American University of Sharjah, Department of Media Communication, College of Arts & Sciences
Sharjah, United Arab Emirates, 8/2014-8/2022

Professor

Taught undergraduate courses in integrated marketing communications, social media, advertising,
public relations, mass communication, journalism and photojournalism
Conducted research on global media framing of nations and global companies and political communication

Undergraduate courses taught:

MCM 102, Introduction to Media Literacy
MCM 150, Introduction to Mass Communication
MCM 222, Principles of Integrated Marketing Communications
MCM 255, Principles of Advertising
MCM 309, Social Media for Mass Communication
MCM 321, Writing for Mass Media
MCM 323, Multiplatform Media Planning

MCM 351, Advertising Copy and Layout
MCM 377, Photojournalism
MCM 453, Advertising Media Planning
MCM 454, Case Studies in Advertising
MCM 455, Advertising Campaigns
MCM 463, International Public Relations
MCM 465, Public Relations Campaigns
MCM 469, Advanced Public Relations Writing

Department of Media Communication Service:

Online Learning Committee, 2020/2021, 2021/2022 (Chair)
Academic Affairs Committee, 2020/2021, 2021/2022
Outreach Committee, 2017/2018, 2018/2019, 2019/2020, 2020/2021, 2021/2022
Research Committee, 2020/2021
Student Recruitment Committee, 2020/2021
Faculty Promotion Committee, 2019/2020, 2020/2021
Curriculum Committee, 2015/2016, 2017/2018 (Chair), 2018/2019 (Chair), 2019/2020 (Chair)
Search Committee, 2015/2016, 2016/2017 (Chair), 2018/2019
Student Affairs/Events Committee, 2017/2018
ACEJMC Accreditation Committee, 2016/2017 (Chair)
Graduate Committee, 2015/2016
IT/Space Committee, 2015/2016
Advised 40 undergraduate students each year
Co-taught the Photography session for the MCM Media Day for high school students, 2018/2019
Participated in MCM Alumni event at Middle East Broadcasting Corporation (MBC) in Dubai, 2018/2019
Accepted award for Dr. Mohammad Ayish at the Dubai Press Club, 2018/2019
Presentation to the MCM Advisory Board on curriculum updates, 2017/2018, 2018/2019, 2019/2020
Official judge for the Advertising Campaigns and Public Relations campaign courses, 2014/2015, 2015/2016, 2021/2022
Met with Bates Pan Gulf to strengthen internships and employment opportunities for MCM students, 2015/2016, 2020/2021
Wrote two course outlines for the UAE Government Communication Executive Training Program: Media and Community Relations and International Government Communication Cases, 2015/2016
Developed and taught three-hour module for the UAE Government Communication Executive Training Program: Content for Media Purposes, 2016/2017
Moderator for AUS's First Google Day (three-hour event) panel session with four media professionals from Google Arabia, 2015/2016
Updated all courses I taught to reflect current theory and professional practice and to stimulate high levels of engagement among students, 2015/2016, 2016/2017, 2018/2019, 2019/2020, 2020/2021, 2021/2022
Invited lead presenter for a group of students and faculty from Bridgewater State University, Bridgewater, Massachusetts, USA, at Crescent Petroleum House in Sharjah UAE (two-hour presentation), 2015/2016

College of Arts and Sciences Service:

Faculty Promotion Committee, 2019/2020, 2020/2021, 2021/2022
Curriculum Committee, 2019/2020
Faculty Research Grant Committee, 2017/2018
Academic Integrity Committee, 2015/2016
Presenter for a group of graduate students from Austria, 2015/2016

University Service:

Chancellor's In-Depth Review of AUS Strategic Communication and Marketing Department, 2016/2017, 2017/2018, 2018/2019
Faculty volunteer for AUS student recruitment fairs in Dubai (2016/2017), Sharjah (2018/2019) and Abu Dhabi (2019/2020)

Professional Service to the Discipline:

Research session chair, "Media and Politics" at the Athens Institute for Education and Research 16th Annual International Conference on Communication and Mass Media, Athens, Greece, May 14-17, 2018.

Invited panelist, "The opportunities and challenges of doing research in strategic communication in the Middle East" at the International Public Relations (IPR) Research Symposium, Zayed University, Dubai, United Arab Emirates, Feb. 19, 2018.

Manuscript referee for *Quarterly Review of Business Disciplines (USA)*, 2021/2022

Editorial Advisory Board of *Global Media Journal, Arabian Edition (UAE)*, 2014-2018

Manuscript referee for *Global Media Journal, Arabian Edition (UAE)*, 2014-2018

Editorial Board of *Business Research Yearbook (USA)*, 2005-2014

Manuscript referee for *Business Research Yearbook (USA)*, 2005-2014

Research track chair, Political Communication/Public Affairs, International Academy of Business Disciplines National and International Conferences (USA), 2005-2014

Manuscript referee for the Political Communication/Public Affairs track of the International Academy of Business Disciplines National and International Conferences (USA), 1999-2014

Grants:

AUS Professional Development Grant (\$545), 2019/2020

AUS Professional Development Grant (\$3,000), 2018/2019

AUS Professional Development Grant (\$3,000), 2017/2018

AUS Professional Development Grant (\$3,000), 2016/2017

AUS Professional Development Grant (\$3,000), 2015/2016

AUS Seed Grant (\$1358), 2015/2016, 2016/2017

American University in the Emirates, College of Media and Mass Communication

Dubai, United Arab Emirates, 1/2014-7/2014

Visiting Professor

Taught undergraduate and graduate courses in public relations, mass communication and international relations

Advised 50 undergraduate students in the College of Media and Mass Communication

Conducted content analysis research on global media coverage of nations and companies

Totally revised five courses in the public relations specialization

Wrote detailed action plan for ACEJMC Accreditation

Undergraduate courses taught:

PRE 302, Writing in Public Relations

PRE 400, Crisis Management Communication

MMC 403, Editing for the Mass Media

IRE 400, Public International Law

MMC 302, Public Opinion and Propaganda

Graduate courses taught:

MSS 601, Crisis Management Communication

DIP 612, Media and International Relations

University Service:

Program Accreditation Committee

Website Committee

College of Media and Mass Communication Service:

Affiliation Agreement Activation and Student Exchange, Chair

Academic Planning & Accreditation, Chair

Academic Program Revision Task Force

Strategic Plan Review Committee

Assessment and Evaluation Committee
Curriculum Review Committee
Research Committee

Professional Service to the Discipline:

Editorial Board of *Business Research Yearbook* (USA), 2005-2014
Manuscript referee for *Business Research Yearbook* (USA), 2005-2014
Research track chair, Political Communication/Public Affairs, International Academy of Business Disciplines
National and International Conferences (USA), 2005-2014
Manuscript referee for the Political Communication/Public Affairs track of the International Academy of Business Disciplines National and International Conferences (USA), 1999-2014

East Tennessee State University, Department of Communication, College of Arts and Sciences

Johnson City, Tennessee, USA, 8/1999-12/2013 (on leave at American University of Sharjah, UAE, 2006/2007)

Professor (with earned tenure)

Taught undergraduate and graduate courses in public relations and mass communication
Co-chaired Advertising/Public Relations Concentration for undergraduate and graduate students
Developed seven new graduate courses in public relations and mass communication
Developed three new online courses in public relations
Conducted research in public relations, nation branding, political communication, representations of gender and ethnicity in mass media and corporate media, branding, international communication and visual communication

Undergraduate courses taught:

ADVR 3100, Survey of Promotion (Integrated Advertising/Public Relations/Marketing course)
PUBR 2700, Introduction to Public Relations (in classroom and online)
PUBR 3700, Public Relations Writing
PUBR 3770, Public Relations Publications
PUBR 4080, Public Relations Internship
JOUR 4080, Journalism Internship
ADVR 4080, Advertising Internship
ADVR 4730, Advertising Practices (study abroad course in Dubai)
PUBR 4301, Topics: Global Public Relations and Advertising
PUBR 4301, Topics: Public Relations Case Studies
MCOM 2100, Media Writing
MCOM 4957, Topics: Content Analysis in Mass Communication
MCOM 4957, Topics: International Public Relations
MCOM 4957, Topics: Mass Communication and Culture in the Middle East: A Trip to Dubai (study abroad course in Dubai)
MCOM 4957, Topics: Mass Communication and Culture in Dubai (study abroad course in Dubai)
MCOM 4957, Topics: Global PR and Mass Communication (study abroad course in Spain)

Graduate courses taught:

PUBR 5310, Media Management
PUBR 5320, Public Relations Case Studies (in classroom and online)
PUBR 5301, Topics: Public Relations Administration (in classroom and online)
PUBR 5301, Topics: Media Relations in Public Relations
PUBR 5301, Topics: Content Analysis in Mass Communication
PUBR 5301, Topics: Global Public Relations and Advertising
MCOM 5957, Topics: International Public Relations
MCOM 5957, Topics: Mass Communication and Culture in the Middle East: A Trip to Dubai (study abroad course in Dubai)
MCOM 5957, Topics: Mass Communication and Culture in Dubai (study abroad course in Dubai)
MCOM 5957, Topics: Global PR and Mass Communication (study abroad course in Spain)

ETSU graduate theses chaired (27 completed):

Andrade, Meylin Menjivar, "Julian Assange: A content analysis of media framing in newspapers around the world," East Tennessee State University thesis, 2013.

Giuggioli, Jessica, "Framing the 2012 Olympics: A content analysis of the newspaper coverage of female athletes," East Tennessee State University thesis, 2013.

Freyenberger, Deidre D., "Amanda Knox: A content analysis of media framing in newspapers around the world," East Tennessee State University thesis, 2013.

Smathers, Heidi, "Open fire: A portrait of gun control in the media after the 2011 Arizona mass shooting," East Tennessee State University thesis, 2012.

Chartrou, Julie, "How media frame roller derby around the world in 21 different countries," East Tennessee State University thesis, 2012.

Litvack, Samara, "Talking heads: How broadcast media frame the public relations industry," East Tennessee State University thesis, 2011.

Fritz, Audra, "Military women: A content analysis of United States and United Kingdom newspapers' portrayal during the Iraq War," East Tennessee State University thesis, 2011.

Fiske, James, "Western media use of the "Third World" construct: A framing analysis of its validity," East Tennessee State University thesis, 2011.

Teeteh, Dinah, "U.S. newspaper coverage of the 2009/10 healthcare reform debate: A content analysis," East Tennessee State University thesis, 2011.

Bouchillon, Brandon, "A slide in mediated perceptions: Pit bulls and collateral fallout in the Vick trial," East Tennessee State University thesis, 2011.

Shockley, Justin, "Unfiltered? A content analysis of pro athletes' Twitter use," East Tennessee State University thesis, 2010.

Childress, Mariah, "The 'Oprah effect': A content analysis of media coverage of Toni Morrison and how the coverage changed post Oprah," East Tennessee State University thesis, 2010.

Parks, Brittany, "Aruba and Natalee Holloway: A content analysis of four years of newspaper coverage surrounding the incident," East Tennessee State University thesis, 2009.

Watson, Josh, "\$750 million of neutral news coverage: A content analysis of Nextel's media exposure before and after becoming NASCAR's primary corporate sponsor," East Tennessee State University thesis, 2006.

Arnold, Buddy, "Brand placement during the family-viewing hour," East Tennessee State University thesis, 2006.

Pestalardo, Maria, "War on the media: The news framing of the Iraqi War in the United States, Europe, and Latin America," East Tennessee State University thesis, 2006.

Basconi, Mary Alice, "Training for diversity in journalism: Tracking the Columbia summer program graduates, 1968 – 1974," East Tennessee State University thesis, 2006.

Comer, Honey, "Portrayals of Appalachia in America's major metropolitan newspapers," East Tennessee State University thesis, 2006.

Carpenter, Robert, "And now a punch, kick, and slap from our sponsors: A content analysis of aggression in network television commercials," East Tennessee State University thesis, 2005

Colson-Smith, Rhajon, "Look younger, lose 10 pounds, and influence your audience: A content analysis of popular men's and women's magazine cover blurbs and the messages they project to their readers," East Tennessee State University thesis, 2005.

Bond-McNeill, Kathryn, "Communication cues to action prompting central Appalachian women to have a mammogram," East Tennessee State University thesis, 2005. (Co-chair with Dr. Kelly Dorgan)

Armstrong, Don "Print media's treatment of corporate-named stadiums vs. historically-named stadiums in Major-League Baseball game stories," East Tennessee State University thesis, 2004.

Anderson, Beth, "Visual framing: A study in face-ism from the websites for the 108th United States Congress," East Tennessee State University thesis, 2003.

Dishner, Adriane, "Images of gender and ethnicity on Fortune 500 Global 500 company websites," East Tennessee State University thesis, 2003.

Frazier, Mackenzie, "Depictions of ethnicity and gender on the front pages of college and university websites," East Tennessee State University thesis, 2003.

Blank, Angie, "The difference of body exposure: Images of females and males in three top teen magazines," East Tennessee State University thesis, 2002.

Price-Rankin, Kelly, "Male visual dominance continues: A global study of men and women in 750 online newspapers in 74 nations," East Tennessee State University thesis, 2001.

University Service:

ETSU College of Arts and Sciences Tenure and Promotion Committee, 2012-2013
Appalachian Student Research Forum Task Force, 2011-2013
Chair, ETSU Communication Department Committee for Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) Re-Accreditation, 2011-2012
Chair, Communication Department Search Committee for PR/Mass Comm. lecturer position, 2011, 2013
Communication Department Professional Communication Committee (graduate program), 1999-2013
Academic and professional adviser to undergraduate and graduate public relations majors, 1999-2013
Faculty adviser for the Public Relations Student Society of America, ETSU Chapter, 1999-2013
Director, public relations/marketing/advertising for ETSU Summer School, 2000-2006
Worked with another faculty member to establish ETSU Department of Communication Hall of Fame, 2001
Co-chair, Communication Department Committee for ACEJMC Re-Accreditation, 2005-2006
Chair, Communication Department Search Committee for tenure-track Advertising faculty position, 2000-2001, 2003-2004
ETSU African-American Undergraduate Recruitment and Retention Committee, 2001-2004
ETSU University-wide Marketing Team, 2001-2005
ETSU College of Arts and Sciences Faculty Council, 2000-2002, 2008-2009
ETSU Summer School Committee, 2000-2006
Graduate School Dean's representative for four doctoral student dissertation committees, 2002-2006, 2008

Professional Service to the Discipline:

Editorial Board of the *International Journal of Interdisciplinary Research*
Manuscript referee for *Journalism Educator*
Manuscript referee for *Southwestern Mass Communication Journal*
Manuscript referee for *Business Research Yearbook*
Manuscript referee for *International Journal of Business Disciplines*
Manuscript referee for *Visual Communication Quarterly*
Manuscript referee for the Public Relations Division of the Association for Education in Journalism and Mass Communication National Convention
Manuscript referee for the Visual Communication Division of the Association for Education in Journalism and Mass Communication National Convention
Creative project referee for the Visual Communication Division of the Association for Education in Journalism and Mass Communication National Convention
Manuscript referee for the Political Communication/Public Affairs track of the International Academy of Business Disciplines National and International Conferences, 2005-2013
Reviewer of Public Relations: Strategies and Tactics, textbook published by Longman
Reviewer of Public Relations: The Profession and the Practice, textbook published by McGraw Hill
Elected delegate to Public Relations Society of America national assembly representing the Tri-Cities Tennessee/Virginia PRSA Chapter, 2002 (San Francisco), 2003 (New Orleans), 2004 (New York), 2009 (San Diego), 2010 (Washington D.C.), 2011 (Orlando) and 2012, 2013
Research track chair, Political Communication/Public Affairs, International Academy of Business Disciplines International Conference, 2005-2013
Research track chair, Political Communication/Public Affairs, *Business Research Yearbook*, 2005-2013
Judge for PRSA Bateman Competition in New York, NY, national competition for PR students, 2006
Judge for international student advertising competition for the Middle East and Africa in Sharjah, United Arab Emirates, 2007
National Chair, Professional Freedom & Responsibility, Visual Communication Division, AEJMC, 2000-2001

Outreach/Public Service:

Invited New Year's Eve guest commentator on the Obama administration, Radio Republik Indonesia (national public radio network), Jakarta, Indonesia, Dec. 31, 2009
Interviewed by *Gulf News*, major national newspaper in Dubai, United Arab Emirates for published article about my Dubai 2010 study-abroad course

Invited guest commentator on the 2008 United States Presidential Election, Radio Republik Indonesia (national public radio network), Jakarta, Indonesia, Nov. 4, 2008
Arranged a week-long visit of two Indonesian political journalists to the Tri-Cities through a United States State Department program, November 2008
Advised 100 communications professionals and other government officials of the Catalonian national government (Barcelona, Catalonia, Spain) on effective use of public relations in government, June 2008
Accreditation visiting team member Mass Communication (Public Relations) and Translation program at Ajman University of Science and Technology for the United Arab Emirates Commission on Accreditation, United Arab Emirates, 2005
Worked with two area PR professionals to establish the Tri-Cities Tennessee/Virginia Public Relations Society of America Chapter, 2002
Founding administrator for Tri-Cities Tennessee/Virginia PRSA Chapter, 2002-2006
Program chair, Tri-Cities Tennessee/Virginia PRSA, 2003-2004
Ethics/Advocacy chair, Tri-Cities Tennessee/Virginia PRSA, 2005-2013.

Local Speaking Engagements:

King, John Mark, panelist, "The new media effect on politics," presented at East Tennessee State University. Invited by ETSU College Democrats, Spring 2013.

King, John Mark, panelist, "Public relations and politics," presented at a meeting of the Tri-Cities Tennessee/Virginia Chapter of the Public Relations Society of America. Invited by the Tri-Cities PRSA president, Johnson City, Tennessee, Oct. 30, 2012.

King, John Mark, "A global study of newspaper framing of public relations," presented at a meeting of the Johnson City Alliance for Continued Learning. Invited by the program director, Johnson City, Tennessee, April 17, 2012.

King, John Mark, "Nation branding: Coverage of Qatar in major world newspapers," presented at a meeting of the Johnson City Alliance for Continued Learning. Invited by the program director, Johnson City, Tennessee, Oct. 20, 2009.

King, John Mark, "Dubai and the United Arab Emirates: A study in contrasts," presented at a meeting of the Johnson City Alliance for Continued Learning. Invited by the program director, Johnson City, Tennessee, April 16, 2009.

King, John Mark, "Dubai/United Arab Emirates," presented at a meeting of the Kingsport Alliance for Continued Learning. Invited by the KACL director, Kingsport, Tennessee, March 31, 2009.

King, John Mark, "Building trust: PR ethics in the real world," presented at a meeting of the Tri-Cities Tennessee/Virginia Chapter of the Public Relations Society of America. Invited by the Tri-Cities PRSA president, Kingsport, Tennessee, Oct. 17, 2008.

King, John Mark, "United Arab Emirates: The Middle East," presented at Indian Trail Middle School. Invited by Emily Stephens, 7th grade ITMS social studies teacher, Johnson City, Tennessee, Feb. 7, 2008.

King, John Mark, "United Arab Emirates: A nation of contrasts," presented at a meeting of the Tri-Cities Tennessee/Virginia Chapter of the Public Relations Society of America. Invited by the Tri-Cities PRSA president, Kingsport, Tennessee, Dec. 5, 2007.

King, John Mark, "Real PR ethics in the real world," presented at a meeting of the Tri-Cities Tennessee/Virginia Chapter of the Public Relations Society of America. Invited by the Tri-Cities PRSA president, Kingsport, Tennessee, Sept. 13, 2005.

King, John Mark, "Writing the script for the national press: How rhetorical devices (such as alliteration) in George W. Bush's 9/11 speech to a joint session of Congress affected national press coverage," presented at a meeting of the Tri-Cities Tennessee/Virginia Chapter of the Public Relations Society of America. Invited by the Tri-Cities PRSA president, Kingsport, Tennessee, Sept. 23, 2004.

American University of Sharjah, Department of Media Communication, College of Arts and Sciences
Sharjah, United Arab Emirates, 8/2006- 5/2007 (while on leave from ETSU)

Associate Professor

Taught undergraduate courses in public relations and mass communication
Directed public relations sequence for undergraduates
Conducted research in public relations, branding, political communication, representations of gender and ethnicity in mass media and corporate media, nation branding, international communication and visual communication
Served as academic and professional adviser to public relations students
Served as acting department chair during brief periods when the chair was away

Undergraduate courses taught:

MCM 227, Public Relations Principles
MCM 361, Case Studies in Public Relations
MCM 451, Strategic Communication Research (Public Relations and Advertising)
MCM 465, Public Relations Campaigns

Louisiana State University, Manship School of Mass Communication

Baton Rouge, Louisiana, USA, 8/1995-7/1999

Assistant Professor

Manship Research Professor, 1996/1997
Taught undergraduate and graduate courses in mass communication
Directed Visual Communication core course taught by three faculty, adjuncts and graduate assistants
Served as faculty adviser for Society of Professional Journalists, LSU Student Chapter
Conducted research in visual communication, public relations and political communication
Wrote proposals resulting in \$170,000 in grants and gifts for computer labs
Wrote proposals resulting in \$6,400 in academic research grants
Wrote proposals resulting in \$12,500 in applied research grants
Served as faculty member for Dow Jones Minority High School Newspaper Workshop
Served as redesign, writing, photography and management consultant for corporate newspaper editor of *Berita Kita*, a publication for Freeport McMoran's 17,000 employees at the gold mining operation in Irian Jaya, Indonesia
Conducted readership study for 40,000 circulation *Louisiana Conservationist* magazine
Conducted magazine design workshop for Baton Rouge Junior League
Coordinated national panel discussion on new media technology with *CBS News* and educators
Managed \$100,000 annual budget as chair of the facilities and equipment committee for two years
Directed implementation of new computer network and graphics lab
Served as reviewer of PR Strategies and Tactics, textbook published by Longman

Undergraduate courses taught:

MC 2015, Visual Communication
MC 3080, Mass Media Law
MC 3210, Editing for Print and Electronic Media
MC 3065, Photojournalism
MC 4090, Media Ethics and Social Responsibility
MC 4971, Web Page Design

Graduate courses taught:

MC 7021, Mass Communication Theory
MC 7209, Public Communication Practices
MC 7210, Public Communication Administration

LSU graduate theses chaired (3 completed):

Patrick McCarthy, a study on national newspaper coverage of the Mark McGwire-Sammy Sosa home run race of 1998, Louisiana State University thesis, 1999

Jada Sanders, a study on depictions of African American men in magazine advertisements, Louisiana State University thesis, 1998

Stephanie Cargile, a study on the effectiveness of public relations on fundraising in a private high school, Louisiana State University thesis, 1998

Pittsburg State University, Communication Department, College of Arts and Sciences

Pittsburg, Kansas, USA, 8/1992-7/1995

Assistant Professor

Taught four photojournalism/journalism courses each semester
Developed and expanded photojournalism/graphics curriculum
Directed photojournalism program and increased enrollment from four to 35
Maintained good relationship with area newspapers
Managed darkroom and studio facilities and supervised student lab assistants
Advised students and supervised independent study projects
Conducted research in visual communication
Editor, *Universitas*, PSU College of Arts and Sciences alumni publication
Faculty adviser, PSU Student Chapter of the National Press Photographers Association
Planned and hosted 1994 NPPA Region 7 regional conference at PSU
Researched and implemented Macintosh computer system for faculty and student lab
Served as faculty member for state collegiate press workshops and competitions

Undergraduate courses taught:

COMM 276, Photojournalism I
COMM 277, Introduction to Public Relations
COMM 335, Feature Writing
COMM 436, Composition and Lighting (Photographic Editorial Illustration)
COMM 437, Darkroom Techniques
COMM 636, Photojournalism II
COMM 537, Integrated Electronic Communication (Communication Graphics)
COMM 640, Topics: Documentary Photojournalism

Graduate courses taught:

COMM 740, Topics: Documentary Photojournalism/Electronic Imaging
COMM 870, Seminar in Mass Communication Theory

University of Tennessee, Knoxville; College of Communication and Information

Knoxville, Tennessee, USA, 5/1990-5/1992

Bickel Scholar/Graduate Teaching Associate

Bickel scholar as a student in the Master's in Communications program
Graduate teaching associate in the Ph.D. in Communications program

Undergraduate courses taught (full responsibility for all classes):

COMM 200, Writing for Mass Media
JOUR 201, Publicity and Public Relations
JOUR 290, Basic Photojournalism

PROFESSIONAL COMMUNICATIONS EXPERIENCE

Roane State Community College

Harriman/Oak Ridge, Tennessee, USA, 6/1987-6/1990

Community Relations Coordinator

Media relations officer and public information officer; directed all PR/advertising/marketing Developed/produced \$100,000 advertising campaign for print, radio and television annually Designed public relations campaign contributing to significant enrollment increases each year Wrote 400 press releases each year Assigned and edited Sunday Roane State column for local daily newspaper Supervised editorial assistant and four student interns Implemented Macintosh desktop publishing system to produce advertising and publications Edited all publications for dissemination outside the college Wrote, designed and produced class schedule and admission marketing materials each semester Served as staff photographer; shot photos for news releases and publications Developed and implemented annual plans and budgets for all activities of the office

Tennessee School Boards Association

Nashville, Tennessee, USA, 6/1985-5/1987

Director of Video Services, 7/1986-5/1987

Produced videotapes for Tennessee public school systems, one of which resulted in passage of a \$14 million bond issue to replace aging school buses Instructed high school student volunteers on video productions Produced and procured material for the audio/video library for use by school board members Served as liaison for broadcast media statewide and secured coverage of association activities Advised executive director and staff of strategies for effective communication with media Developed and evaluated annual and long-range plans and budget for the department

Communications Specialist, 6/1985-6/1986

Editor of quarterly *Tenn. School Boards Journal* and bi-monthly *Tenn. School Boards Bulletin* Designed, wrote articles and worked with contributors to produce quality publications Managed public relations for the statewide association of 1,000 school board members Served as media liaison and public information officer Provided all photographic services Participated in presentations and panels for annual convention, workshops and other meetings Appointed a seven-member, statewide editorial advisory board Established Macintosh desktop publishing system Maintained extensive information file on current education issues for reporters' use Coordinated annual, statewide Golden Quill awards for education reporters Developed and evaluated annual and long-range plans and prepared budget for the department

The Daily Herald newspaper

Columbia, Tennessee, USA, 4/1985-6/1985

General Assignment Reporter/Photographer

Wrote news stories, feature stories, obits for 12,000 circulation daily newspaper Covered police beat

WATE-TV (ABC)

Knoxville, Tennessee, USA, 6/1984-12/1984

Graphics Producer/General Assignment Photographer

Covered news and feature stories, edited news video Produced graphics for 6 p.m. and 11 p.m. newscasts

U. S. Department of Commerce/U. S. Pavilion/1982 World's Fair

Knoxville, Tennessee, USA, 4/1982-8/1982

Chief Staff Photographer

Worked in White House press pool during President Reagan's official visit

Responsible for news, publicity and National Archives photos

Managed darkroom operations for daily news photo releases

Music City Song Festival/Little Giant Records/Great American Photography Contest

Nashville, Tennessee, USA, 5/1980-6/1981

Public Relations and Promotion Director

Produced national and local publicity for international song writing contest and photo contest

Managed all local, national and international press relations and advertising

Secured media coverage in *Billboard*, *Rolling Stone*, Paul Harvey radio show, CBS, NBC, ABC radio networks, major metro newspapers and television stations across the United States and international media

John King Productions

Franklin, Tennessee, USA, 8/1978-6/1982

Self-proprietor

Managed freelance business including professional photography and publication production

Take One Magazine

Nashville, Tennessee, USA, 8/1977-10/1979

Photography Editor/Chief Staff Photographer

Supervised and assigned freelance photographers for 40,000 circulation weekly magazine

Procured, edited and shot photographs for publication

ACADEMIC COMMITTEE SERVICE AT PREVIOUS INSTITUTIONS

American University of Sharjah 2006/2007

Department of Media Communication Search Committee for tenure-track faculty in mass communication
Research track chair, Political Communication/Public Affairs, International Academy of Business Disciplines
International Conference, 2006-2007

Research track chair, Political Communication/Public Affairs, *Business Research Yearbook*, 2006-2007

Served on AUS College of Arts and Sciences promotion committee

Louisiana State University

National Chair, Professional Freedom & Responsibility, Visual Communication Division, AEJMC, 1996-1997
Chair, Manship School Facilities and Equipment Committee, 1996-1997; Vice-chair, 1995
Manship School Journalism Committee, 1995-1999
Manship School Electronic Media Committee, 1995-1999
Manship School Public Relations Committee, 1995-1999
Manship School Political Communication Committee, 1995-1998
Faculty Search Committee, 1995-1996
Graduate School Dean's representative for two doctoral student dissertation committees

Pittsburg State University

National Chair, Teaching, Visual Communication Division, AEJMC, 1993-1995
Chair, Communication Department Student Evaluation Committee, 1992-1995
Chair, Communication Department Computing Committee, 1992-1995
Faculty Search Committee, 1992-1995

Roane State Community College

Tennessee Higher Education Commission State Printing Advisory Committee, 1988-1991
Chair, Roane County Chamber of Commerce Public Relations Accreditation Committee, 1988
Chair, Graduation Committee 1987-1988
Chair, Memorial Committee, 1987-1990
Printing Advisory Committee, 1987-1990
Administrative Council, 1987-1990
Outreach Task Force, 1987-1990
Awards Committee, 1987-1990

Tennessee School Boards Association

Chair, Publications Committee, 1985-1987
Chair, Video Services Committee, 1985-8197
Chair, Public Relations Committee, 1985-1987
Convention Committee, 1985-1987

AWARDS AND HONORS

Selected for ETSU Faculty Technology Leadership program, 2004-2005
Awarded ETSU Research Development Committee Major Grant, 2000-2001
Selected for national C-SPAN Seminar for Professors, 1998
Awarded Manship Research Professorship at LSU, 1996-1997
Recipient of LSU Research Council Summer Stipend Award, 1996-1997
Inducted into Phi Kappa Phi, oldest, largest and most selective collegiate honor society in U.S., 1990
Inducted into Kappa Tau Alpha, Journalism and Mass Communication honor society, 1990
National merit award from *Admissions Marketing* magazine for college catalog design, 1988
Two designs selected by Aldus Pagemaker for national promotional use, 1986

PROFESSIONAL AFFILIATIONS

Public Relations Society of America, 1999-2014, 2022-2025
PRSA Thoroughbred Chapter, Lexington, Kentucky, 2023-2025
International Academy of Business Disciplines, 1997-present
Athens (Greece) Institute for Education and Research, 2018-present
PRSA Educators Academy, 1999-2014
PRSA, Volunteer Chapter (Knoxville, Tennessee), 1999-2002
PRSA, Tri-Cities Tennessee/Virginia Chapter, 2003-2014 (founding administrator)
Association for Education in Journalism and Mass Communication Public Relations Division, 1998-2011
Society of Professional Journalists, 1995-1999
National Press Photographers Association, 1992-1995
Association for Education in Journalism and Mass Communication, 1991-2011
AEJMC Visual Communication Division, 1991-2011
National Council for (Community College) Marketing and Public Relations, 1987-1990
Tennessee Board of Regents University and Community Colleges Public Relations Officers, 1987-1990
Tennessee College Public Relations Association, 1987-1990
Tennessee School Public Relations Association, 1985-1987
Council of School Boards Association Communicators, 1985-1987