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EDUCATION

- Doctor of Education (Ed.D.), Oklahoma State University, Stillwater, Oklahoma.
Dissertation: “*Citation Analysis and the Impact of Journalism and Mass Communication Publications in the United States [1970-1990].*”
- Master of Arts in Communication, University of the Philippines Diliman, Quezon City, Philippines.
Thesis: “*The ASEAN Press and the Aquino Assassination: A Content Analysis.*”
- Bachelor of Journalism, Silliman University, Dumaguete City, Philippines.

U. S. WORK EXPERIENCE

- Professor, Middle Tennessee State University, Fall 2003-
- Associate Professor, Southwest Texas State University. Tenured and promoted in 2000.
- Assistant Professor, Southwest Texas State University, 1994 – 1999
- Project Coordinator, L.E.A.D. at OSU Program (a leadership training program funded by the U.S. Department of Education), Oklahoma State University, 1994
- Graduate Teaching Assistant, Oklahoma State University, 1991-1993
- Information Supervisor, International Student Services, Oklahoma State Univ., 1991-1993

PROFESSIONAL EXPERIENCE (PHILIPPINES)

- Worked in university public relations taking charge of a newsletter and an academic journal; in association PR responsible for internal (member communication through a newsletter) and external communication with key companies in the industry as well as a congressional committee; in nonprofit public relations that involved media relations and special events to promote environmental awareness; in government public information focusing on wildlife preservation; and briefly in corporate PR doing media relations for an agro-industrial company.

AWARDS/GRANTS/HONORS

- 2003 TOBAW (Ten Outstanding Boholanos Around the World) Award in Mass Communication.
- Department Nominee, Presidential Award for Excellence in Research, Assistant Professor Level, Texas State University, Spring 2000.
- Research Grant: “Media Habits of Filipino Americans in Texas,” Office of Research and Sponsored Projects,” Summer 1998
- Kappa Tau Alpha National Journalism Honor Society, Oklahoma State University, 1993

- Dissertation of the Year Award Nomination, American Association for Higher Education, 1993
- Wentz Scholar, Oklahoma State University, 1991
- Graduated *Magna Cum Laude*, Silliman University, Philippines, 1977

TEACHING

Student Advising

Middle Tennessee State University

- Faculty Adviser, Public Relations Student Society of America, Fall 2003 -

Texas State University (formerly SWT)

- Faculty Adviser, Asian Student Association, 2000 –Aug. 2003
- Faculty Adviser, International Student Association, 1995 – 1996
- Co-Adviser, Public Relations Student Society of America, 1995 – 2003

Courses Taught

Undergraduate: *Middle Tennessee State University*

- PR 3040 Principles of Public Relations
- PR 3360 Public Relations Communication
- PR 4740 Public Relations Campaigns

Undergraduate: *Texas State University (formerly SWT)*

- MC 3343 Introduction to Public Relations
- MC 4376A Special Topics in Public Relations (Persuasion and Mass Communication)
- MC 3379 Advertising and Public Relations Management
- MC 3367 Advertising
- MC 4376C Public Relations Case Studies
- MC 4313 Public Relations Writing
- MC 4320 Public Relations Campaigns
- MC 3360 Research Methods
- MC 4311 Independent Study
- MC 4330 Internship
- GNST 1100 Freshman Seminar

Graduate: *Texas State University (formerly SWT)*

- MC 5304B (now MC 5308) Seminar in Advertising and PR Issues
- MC 5307 Project
 - ❑ Directed the Master's PR Project of Kari Rouse, 2002-Spring 2003. She developed a website on basic public relations for small nonprofit organizations. (Committee members: Jeff Henderson and Dr. Tim England).
 - ❑ Served on the Master's Project Committee of the following graduate students: Lindsey Mijares, Fall 2002-Summer 2003

- Sarah Cox, Fall 2002 – Spring 2002.
- Served on the Comprehensive Exit Exam Committee of the following graduate students:
 - Callie Jernigan, Oct. 31, 2003
 - James Gorka, April 4, 2003
 - Chris Elley, 2000
 - Adam Kaye, 2000
 - Chris Scarborough, 2000
 - Bob Franke, 1999
 - Served as the external faculty member of the oral exam committee Speech Communication (now Communication Studies), 1999.

Graduate: Middle Tennessee State University

- Appointed Full Membership of the Graduate Faculty, May 2004.
- MC 6600 Seminar in Applied Communication Research (Summer, 2005)

Oklahoma State University

- JB 2393 Reporting

SCHOLARLY ACTIVITIES

PUBLICATIONS

Abstracts

- “New Media in Rural Asia: Tools of Participation, Empowerment and Change?” Program of the IAMCR 2004 Congresso Internacional de Comunicacao. Porto Alegre, Brazil, July 25-30, 2004. With Sandhya Rao, first author
- “Disability and Advertising: A Philippine Context,” *Proceedings of the 2003 Conference of the American Academy of Advertising Asia-Pacific Conference*. **Lead Article.**
- “Academic Integrity in a Connected World: Student Perceptions of Ethical Behavior.” *Proceedings of the Fifth International, Interdisciplinary Public Relations Research Conference*. 2002. With Bruce Renfro and Fred Blevens, second authors.
- “Advertising Portrayals of the Disabled: An Issues Approach to Measuring Attitudinal Effects.” *Proceedings of the 2000 Conference of the American Academy of Advertising*. With Michael McBride, second author.
- “Citation Analysis and the Impact of Journalism and Mass Communication Publications in the United States [1970-1990],” *Journalism Abstracts*, 1993.
- “Citation Analysis and the Impact of Journalism and Mass Communication Publications in the United States [1970-1990],” *Dissertation Abstracts International*. Vol. 54. No. 5. November 1993.

Book Chapters

- “Kiss Goodbye to Breast Cancer: A Case Study of a Philippine Public Relations Campaign,” *International and Intercultural Public Relations Campaign Cases*. Edited by Michael Parkinson and Diradireck Ekachai. Submitted to editors: Nov. 15, 2003. In press (Allyn and Bacon). Expected release: Feb, 2005.
- “Public Relations in the Philippines: A Cultural, Historical, Political, and Socio-economic Perspective,” *Public Relations in Asia*, edited by Krishnamurthy Sriramesh. Singapore: Thomson Learning. (2004). Fresh out of the press. With Trina Lorenzo-Molo, University of Asia and the Pacific, Philippines, second author.
- “Taiwan: An Epicenter in the High-Tech World.” In *Cyberpath to Development in Asia*, edited by Sandhya Rao and Bruce Klopfenstein. Westport, CT: Praeger. (2002). With Sandy Rao, second author.
- “Vietnam,” *Handbook on the Media in Asia*, edited by Shelton Gunaratne, New Delhi, India: Sage Publications. (2000). With Yen Do, second author.

Book Reviews

- Sen, Krishna and David Hill. (2000). *Media, Culture and Politics in Indonesia*. (New York: Oxford University Press, 245 pp. In *International Communication Bulletin*, Vol. 36, No. 1-2, Spring 2001.
- Wyatt, Clarence R. (1995) *Paper Soldiers: The American Press and the Vietnam War*. (The University of Chicago Press) in *International Communication Bulletin*, Spring 1996.

Journal Articles

- “Disability Images in Print Advertising: Exploring Attitudinal Impact Issues.” *Disability Studies Quarterly*. Vol. 21, No. 2. Pp. 41-58 with Michael McBride, second author (2001).
- “The Filipino Public Relations Practitioner: Status and Challenges” *Media Asia*. An Asian Mass Communication Quarterly. Vol. 27. No. 2. 2000.
- “Philippine Public Relations: An Industry and Practitioner Profile.” *Public Relations Review*. Summer 2000.
- “Gearing Up for the Next Millennium: Are Some Asian Countries Closing the Gap?” *Media Asia*, Vol. 26. No. 1. 1999. With Sandhya Rao, first author.
- “Who’s Who Among Journalism and Mass Communication Authors: A Study of the Structure of Influence in U.S. JMC Departments.” *OATE Journal* [Oklahoma Association of Teacher Education], Vol. 3. Spring 1999. With David Webster, second author.
- “Teleworking Trends in the United States.” *Critique, A Review of Indian Journalism*. Vol. 3. No. 5. 1999.

- “Academic Quality Rankings of Mass Communication Programs in the United States: A 25-Year Review of the Rating Game.” *Southwestern Mass Communication Journal*, Vol. 14, No. 1, 1998. **Lead Article.**
- “Teleworking: Some Texas Initiatives,” *Texas Business Review*, Bureau of Business Research, College and Graduate School of Business, The University of Texas at Austin, Oct. 1997.

Other Publications (Invited/Service)

- “Circles of Influence.” This essay on leadership was published in the *Ang Pamantala-an*, official newsletter of Bohol Circle of Eastern USA, Vol. 2. No. 2. January 1998.
- “Play Back: The Bohol of my Childhood,” *BATI*, August 2002.

CONFERENCE PAPERS

- “The Cultural/Persuasive Industries and the European Union: When Does Size Really Matter?” International Conference on Communication and Mass Media, The Athens Institute for Education and Research, Athens, Greece, May 24-26, 2004.
- “New Media in Rural Asia: Tools of Participation, Empowerment and Change,” 2004 International Association for Media and Communication Research (IAMCR) Conference on Communication and Democracy: Perspectives for a New World. With Sandhya Rao, first author. Porto Alegre, Brazil, July 25-30, 2004.
- “Disability and Advertising: A Philippine Context,” Presented at the American Academy of Advertising’s Asia-Pacific Conference, May 28, 2003, Tokyo, Japan.
- “There are More Women in my Public Relations Classes: Do I Need to Adjust Course Content and Pedagogy?” Presented at the Association for Education in Journalism and Mass Communication (AEJMC), Kansas City, Aug. 2, 2003.
- “Minority-Owned Public Relations Firms: An Exploratory Study in Texas,” presented at the 25th Annual Conference of the Southwest Education Council for Journalism and Mass Communication, Southwest Texas State University, Nov. 1-2, 2002. With Anthony Mauzy and Frank Y. Panol, second and third authors, respectively.
- “The World Watched Us: How Selected Asian Newspapers Covered the September 11 Terrorist Attacks,” presented at the Association for Education in Journalism and Mass Communication (AEJMC) National Conference, Miami, Florida, Aug. 7-10, 2002.
- “Academic Integrity in a Connected World: Student Perceptions of Ethical Behavior.” presented at the *Fifth International, Interdisciplinary Public Relations Research* Public Relations Society of America (PRSA) Educators Academy, Miami, Florida, March 8-10, 2002. With Bruce Renfro and Fred Blevens, second authors.
- “Effects of ‘Socially Responsible’ Corporate Image-Building Messages on International Public Attitudes,” presented at the Fourth International, Interdisciplinary Public Relations Research Conference, Public Relations Society of America (PRSA) Educators Academy, Miami, Florida, March 23-25, 2001.
- “The Cellular/Mobile Phone Invasion: Changing the Face of Communication and the

Philippine Economy,” presented at the 24th Annual Third World Studies Conference, University of Nebraska-Omaha, Oct. 5, 2001.

- “Advertising Portrayals of the Disabled: An Issues Approach to Measuring Attitudinal Effects.” Presented at the 2000 American Academy of Advertising Conference, April 14-17, 2000. With Michael McBride, second author.
- “World Class Lessons: How to Infuse Globalism and Test Cultural Literacy,” Teaching panel paper presented at the 83rd Annual AEJMC convention, Aug. 12, 2000, Phoenix, AZ. With Annette Aw, second author.
- “Print Advertising Images of the Disabled: Exploring the Impact on Non-disabled Consumer Attitudes.” Media and Disability Track, presented at the Association for Education in Journalism and Mass Communication [AEJMC] Annual National Convention, New Orleans, Aug. 7, 1999. With Michael McBride, second author.
- “From Sick Man of Asia” to “Tiger Cub:” Harnessing the Benefits of Improved Telecommunications and New Information Technologies in the Philippine Economic Transition” presented at the Southwest Conference on Asian Studies, Southwest Texas State University, Oct. 22, 1999.
- “Practicing Public Relations in a Multicultural Environment,” presented at the 68th Annual Convention of the Southern States Communication Association, San Antonio, TX April 2, 1998.
- “The Internet Opportunity: Are Some Asian Countries Closing the Information Gap” presented at the Third World Studies Conference, Oct. 10, 1998. With Sandy Rao, first author.
- “Citation Analysis and the Impact of Journalism and Mass Communication Publications in the United States [1970-1990],” presented at the Rocky Mountain Education Research Association, Edmond, OK, Nov. 5-6, 1998. With David S. Webster, second author.
- “Academic Quality Rankings of Mass Communication Programs in the United States: A 25-Year Review of the Rating Game,” presented at the 1995 Annual Southwestern Mass Communication Conference, San Angelo, TX, Oct. 1-2, 1995.

CONFERENCE PANELS

Proposed, organized, and chaired/moderated the following panels:

- PF&R Panel: “International Journalists and Global Coverage Issues,” 86th Annual Convention, AEJMC, Kansas City, Aug. 1, 2003.
- PF&R Session: “Gender, Politics and the Media: Press Coverage of Women Heads of State,” AEJMC national convention, Miami, Florida, Aug. 7-10, 2002.
- PF&R Panel Session: “Ethnic and Gender Prisms of Academic Leadership: Experiences of JMC Department Heads,” at the AEJMC national convention in Washington, D.C., Aug. 5, 2001.
- Teaching Panel Session: “Windows to the World: Globalizing Journalism and Mass Communication Courses,” 84th AEJMC Annual Convention, Washington, D.C., Aug. 6, 2001.

Chair, discussant of the following peer-reviewed research presentations:

- Discussant, Top Faculty Papers Session on “Aspects of Gender Issues as Portrayed in the Media,” Commission on the Status of Women, 87th Annual Convention, AEJMC, Toronto, Canada, Aug. 4, 2004.
- Discussant, Refereed Paper Poster Research Session on “Brands and Researching Research,” Advertising, Cultural and Critical Studies and Public Relations Divisions Joint Paper Session, 87th Annual Convention, AEJMC, Toronto, Canada, Aug. 5, 2004.
- Moderator, Refereed Research Paper Panel on “National and Comparative Media and Programming.” 86th Annual Convention, AEJMC, Kansas City, Aug. 1, 2003.
- Moderator, Refereed Research Paper Panel on “Asian Perceptions of the Internet,” American Academy of Advertising’s Asia-Pacific Conference, May 28, 2003, Tokyo, Japan.
- Moderator, Refereed Research Paper Session on “Media’s Roles and Audience’s Attitudes: The International Perspective,” 84th AEJMC Annual Convention, Washington, D.C., Aug. 6, 2001.
- Moderator, Refereed Research Paper Session on “New Technology and Health Public Relations,” 83rd Annual AEJMC convention, Aug. 11, 2000, Phoenix, AZ.
- Discussant, Refereed Research Paper Session, “Communication Theory and Methodology,” 83rd Annual AEJMC convention, Aug. 10, 2000, Phoenix, AZ.

Other

- Presided Members’ Meeting of the International Communication Division, AEJMC, as Division Head, Toronto, Canada, Aug. 5, 2004.
- Moderator: “News Media and Cultural Diversity: Challenges and Best Practices” Breakout Session on “Hispanic Presence in the News Rooms: Why Should it Matter?” (Don Flores, editor and publisher of the *El Paso Times*). Nashville, TN. Oct. 31, 2003.
- Presided Executive Officers’ Meeting, International Communication Division, AEJMC, As Incoming Division Head, Kansas City, Aug. 1, 2003.

INVITED PRESENTATIONS

- “Philippine Advertising,” International Advertising [MC 4316A] class of Jody Gibson, Oct. 18, 2002.
- “People with Disabilities and Advertising.” Underrepresented Student Advisory Cultural Center Grand Opening, LBJ Student Center, SWT, Feb. 7, 2002.
- “An Agenda for a United Bohol-USA,” Speech delivered at the 11th Inaugural Ball and Induction of Officers, Bohol Association of Texas, Inc. Houston, TX. Aug. 17, 2002.
- “Networking and Communication Skills,” SWT Student Catholic Center, Feb. 10, 2001.

- “Advertising in the Philippines,” International Advertising [MC 4316A] class of Dr. Michael McBride, Nov. 8, 2001.
- “Asian Leadership Values” Speech given at the Second Annual Asian Leadership Forum, LBJ Student Center Ballroom, Nov. 7, 2000.
- “Advertising in the Philippines,” International Advertising [MC 4316A] class of Dr. Michael McBride, Nov. 16, 2000.
- “Public Relations and Advertising.” Summer 1999 Workshop: “How to Prepare and Present Advertising Campaigns.” Presented to Chilean Advertising Students, Southwest Texas State University, July 20, 1999.
- “Advertising in the Philippines.” Presentation for the International Advertising Class (MC 4316A), Department of Mass Communication, SWT, Nov. 1997 and 1998.
- “Building Bridges for the 21st Century.” Keynote Address, Bohol Circle Eastern USA Induction of Officers, Holiday Inn, New Jersey, Dec. 6, 1997.
- “Public Relations in the Philippines.” Presentation for the International Communication Class (MC 4382B). Fall 1995.

ATTENDANCE AT PROFESSIONAL CONFERENCES/MEETINGS

- Delegate, 2005 MTSU Learning Summit, MTSU Learning, Teaching and Innovation Technology Center, Notification received Sept. 7, 2004.
- “Making Successful Transitions in Higher Education,” 2004 Annual Conference of the Women in Higher Education in Tennessee, Oct. 14-15, 2004, Tennessee State University.
- AEJMC Winter Planning Meeting, Atlanta, Georgia, Dec. 5-7, 2003.
- “The Keys to Unlocking Success.” 2003 Annual Conference of the Women in Higher Education in Tennessee. Belmont University, Nashville. Oct. 17, 2003.
- AEJMC Winter Meeting, Palo Alto, CA, Dec. 6-8, 2002.
- Improving Multimedia and Online Courses with Instructional Design, Texas State University, Feb. 28, 2002.
- Symposium on Online Journalism, The University of Texas at Austin, 2002.
- 2nd Symposium on Online Journalism, The University of Texas at Austin, April 13, 2000.
- Texas Public Relations Association annual conferences in 1995, 1997, 1998, 1999, 2002.
- VIP (Very Important Professor) Conference, Dallas, TX, Jan. 27-29, 2000. Sponsored by the Promotional Products Association International.

SERVICE

Professional

- Head, International Communication Division, AEJMC Fall 2003 – October 2004.
- Vice Head/Program Chair, International Communication Division, AEJMC, 2002 –2003.
- Member, International Advertising Education Committee, American Academy of Advertising, 2003 -
- Research Chair, International Communication Division, AEJMC, Fall 2001 – Aug. 2002.
- Site Committee, Southwest Education Council for Journalism and Mass Communication Symposium, June – November 2002.
- Member, Editorial Board, *University of Asia and the Pacific Communication Review*, 2003 -
- Member, Editorial Board, *International Communication Bulletin*, 2001-Present.
- Secretary, International Communication Division, AEJMC, 2000 – Aug. 2001 – 2002.
- Public Relations Division's Liaison for the Commission of the Status of Women, AEJMC, 1999.
- Reviewer, *Marketing Theory*, 2003.
- Reviewer, AEJMC's International Communication Division.
- Reviewer, Public Relations Division, AEJMC.
- Reviewer, Advertising Division, AEJMC.
- Reviewer, Commission on the Status of Women, AEJMC.
- Reviewer, *Journalism and Communication Monographs*.
- Reviewer, Great Ideas for Teachers (GIFT) Program of the Community College Journalism Association.
- Reviewer, *Southwestern Mass Communication Journal*.
- Reviewer, Addison-Wesley Longman, *Media Writing: Print, Broadcast and Public Relations* by W. Richard Whitaker, Janet E. Ramsey and Ronald D. Smith, 1996-97.
- Member, Association for Education in Journalism and Mass Communication, 1995-
- Member, Texas Public Relations Association (TPRA), 1995 – 2003.
- Member, American Academy of Advertising, 2000 –
- Member, Task Force on Journalism Education 2012, AEJMC, 1999-2001 This national committee organized by AEJMC President Marilyn Kern Foxworth examined the state of journalism education and made forecasts for this sector to the year 2012.

College and/or School Committees

Middle Tennessee State University

- College Tenure and Promotion Policy Revision Taskforce, Fall 2004.
- Governance, Accreditation Committee, Fall 2003-
- Search Committee, Public Relations, Fall 2003- Summer 2004.
- Search Committee, School Director, Fall 2003-Fall 2004
- Ad Hoc Faculty Committee, Fall 2003-
- MT Poll, Fall 2003 –Spring 2004.

Texas State University-San Marcos (formerly Southwest Texas State University)

- Department Representative, College Review Group for Tenure/Promotion – Spring 2003.
- Member, Search Committee for Advertising and PR, Spring 2003.
- Chair, Assessment Committee, Fall 2000 – Summer 2003.

- Member, Radio Station Manager Search Committee, Fall 2000 – Spring 2001.
- Member, Graduate Committee, 1999 - Summer 2003.
- Member, Advertising Search Committee, Fall 2001-Present.
- Member, Assessment Committee, Fall 1998 -1999.
- Member, Minority Affairs, Spring 1998.
- Chair, Communication Week Committee, 1999-2000.
- Member, Communication Week Committee, Spring 1995, 1996, 1997, 2001.
- Member, Scholarship Selection Committee, 1996-97.
- Member, Mass Communication Department Chair Search Committee, 1996.
- Segment Leader, School of Fine Arts and Communication, University Fund Drive Committee, 1996.

University Committees/Other University Service

Middle Tennessee State University

- Taskforce on Undergraduate Research, Scholarship, and Creative Activity (URSCA), Spring 2004 –
Chaired by Diane Miller, this 14-member taskforce was organized to assist the office of the Interim Vice Provost for Research with the implementation of a program to support and foster undergraduate students' involvement in RCA. Reviewed 44 grant applications in April 2004.
- Graduate Council, Fall 2004-07.
- University Discipline Committee, Fall 2004 –06.
- Academic Appeals Committee, Spring 2004 .
- Co-chair, Publicity Committee, International Conference on Cultural Diversity, Oct. 29-31, 2003.
- Who's Who Committee, Fall 2003.

Texas State University-San Marcos (formerly Southwest Texas State University)

- University Library Committee, Fall 2000 – Summer 2003.
- University Library Grants Subcommittee, Fall 2001 and 2002.
- Student Development Subcommittee, SACS Self-Study Committee, 1998.
- Curriculum Committee, Fall 1995-Spring 1998.
- University Assessment Committee, Department Liaison, Fall, 2000 - Summer 2003.

Community Service (Texas)

- Mentor, Maria Hernandez Intermediate School, Fall 2001.
- Board Member, Asian Chamber of Commerce-Austin, Fall 2001- 2002.
- Member, Friends of Fine Arts and Communication, Texas State University, 1999-2003.
- Inspirational Speaker, 11th Inaugural Ball and Induction of Officers, Bohol Association of Texas, Inc. Houston, TX. Aug. 17, 2002.
- Master of Ceremonies, PCCI International Academic Achievement Awards, Philippine Community Center, Inc., Dallas Marriott Quorum Hotel, Addison, TX, May 28, 1999.
- Foster Parents Scholarship Program, Bohol Circle Eastern USA. 1998.
- Donor, Bohol Association of Texas, Inc. Houston, TX. 1998.
- Chair, Search for Ten Outstanding Boholanos (TOBA), Bohol Circle-Eastern USA, 1997.

Other

- Acting Advisor, American Advertising Federation SWT Student Field Trip, Los Angeles, CA, Jan. 4-9, 2003.

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MZSP:1/04