

Professional Specialist and Teaching Professor of Management

Arthur F. and Mary J. O'Neil Director
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SCHOLARLY AND TEACHING INTERESTS (1) The practice of business writing and speaking, and the creation of case studies to teach these skills; (2) Corporate Communication and the integrated functions of employee communication; investor relations; media relations; client and customer relations; corporate image, identity, and reputation; and corporate philanthropy; (3) Intercultural business communication and the impact of cultural differences on the practice of global business; (4) Business ethics and the application of ethical decision frameworks to the practice of business communication.

HIGHLIGHTS

Founded and built the *Eugene D. Fanning Center for Business Communication*. Beginning in 1990, designed curriculum and taught graduate and undergraduate students in the University of Notre Dame's Mendoza College of Business. Developed coursework, hired and supervised faculty, devised workshops and seminars to improve communication confidence and skill.

Founding Director of *The Conference on Corporate Communication*. Beginning in 1997, distinguished scholars, senior corporate executives, and consulting practitioners have met at Notre Dame each fall to present papers, document best practices, explore current issues, and devise strategies for corporate response to issues of public interest.

Published 18 college textbooks, 2 trade books, 9 book chapters, 26 refereed articles and more than 350 case studies in business and management communication. The Notre Dame Case Collection in Management and Corporate Communication is the largest of its kind in the English language.

Appointed the Arthur F. and Mary J. O'Neil Director of the Fanning Center for Business Communication in October 2008. I hold one of just 29 endowed chairs in the business school and one of 161 throughout the University.

Served as an external Promotion and Tenure Committee reader/reviewer for tenure-track faculty at Boston University, Brigham Young University, Cornell University, Emory University, Marquette University, Northwestern University, and the University of Michigan, 1995-present.

Serve as a consultant and management educator to *Fortune 500*, *Big Four*, and mid-size firms throughout the country. Since 1980, served as a principal presenter on more than 500 occasions to more than 20,000 colleagues and professionals from the Far East to Europe, and across the United States. Events have included the presentation of scholarly papers to professional associations; training sessions for government, business, and educational institutions. Topics have included press and journalism issues, communication practices and strategies, crisis management, and reputation management.

EDUCATION

Syracuse University, Syracuse, New York
Doctor of Philosophy, Public Communication, The Newhouse School. 1980

Christ's College, University of Cambridge, England
Graduate Student in Nineteenth Century English History. 1979

University of New Mexico, Albuquerque, New Mexico
Master of Arts, Speech Communication. 1973

Temple University, Philadelphia, Pennsylvania
Master of Science, Mass Communication. 1970

University of Notre Dame, Notre Dame, Indiana
Bachelor of Business Administration, Management. 1968

ACADEMIC EXPERIENCE

1990 - Present: UNIVERSITY OF NOTRE DAME, Notre Dame, Indiana

Teaching Professor of Management

Arthur F. and Mary J. O'Neil Director

Eugene D. Fanning Center for Business Communication

Mendoza College of Business

Instruct both graduate and undergraduate students of business in writing, speaking, and corporate communication. Design and supervise curriculum in management and business communication for BBA, MBA, MSA, MSBA, MSF, MSM, MNA and EMBA students in the Mendoza College of Business. Directly supervise four full-time and two part-time faculty members. Regular faculty member in executive and non-degree programs. Appointed to the Arthur F. and Mary J. O'Neil endowed chair in August, 2008.

1986 - 1990: AIR UNIVERSITY, Maxwell AFB, Alabama

Military-Media Curriculum Advisor to the Commander

Professor of Public Affairs, 1989-1990.

Associate Professor of Public Affairs, 1986-1989

Advised the Commander, Air University, and Commandant, Air War College, on all matters related to curriculum and instruction in public opinion, public affairs and media relations.

Performed classroom instruction, and developed curriculum in core and advanced studies courses in the Air War College, Air Command and Staff College, Judge Advocate General School, and other schools and centers of the University. Reported to the Director of Public Affairs, Office of the Secretary of the Air Force, Washington DC.

1986 - 1990: AUBURN UNIVERSITY (AUM), Montgomery, Alabama

Professor of Communication, Adjunct, 1986-1990

Instructed undergraduate students in human communication, business and professional communication, public speaking, interpersonal communication, and persuasion.

1983 - 1986: DEFENSE INFORMATION SCHOOL, Fort Benjamin Harrison, Indiana

Professor of Public Affairs, 1983-1986

Chief, Policy & Information Division, Public Affairs Department, 1984-1986

Performed classroom instruction and conducted training in various areas related to public affairs, including public speaking, writing, listening, communication theory, persuasion, media relations and other communication skills. Directly supervised nine instructors.

1984 - 1986: INDIANA UNIVERSITY (IUPIU), Indianapolis, Indiana

Professor of Communication, Adjunct, 1984-1986

Instructed undergraduate students in fundamentals of communication, interpersonal communication, and business and professional communication.

1978 - 1983: UNITED STATES AIR FORCE ACADEMY, Colorado Springs, Colorado

Associate Professor of English, 1981-1983

Assistant Professor of English, 1980-1981

Instructor of English, 1978-1980

Directed Media Instruction and Professional Services Division; supervised intercollegiate forensics, drama productions, broadcasting education, speech education, speech therapy program, and the work of five instructors. Directed the U.S. Air Force Academy Executive Writing Course. Served as Editor-in-Chief, *Academic Call to Quarters*, and as Deputy Assistant to the Dean of the Faculty for Academic Information. Directed instruction in Modern Irish Literature, Advanced Speech, Honors Technical Writing. Taught Composition and Speech, Technical Writing, British Literature, and English Composition. Faculty Advisor to Rocky Mountain Collegiate Press Association.

1981 - 1983: UNIVERSITY OF COLORADO (UCCS), Colorado Springs, Colorado
Associate Professor of Communication, Adjunct
Instructed undergraduate students in advanced television production, public speaking, and interpersonal communication.

1975 - 1978: SYRACUSE UNIVERSITY, Syracuse, New York
Assistant Professor of Aerospace Studies
Conducted classroom instruction for freshman and sophomore ROTC students; served as test-control officer, advertising and publicity director, drill team advisor.

1970: THE COMMUNICATIONS INSTITUTE OF IRELAND, Dublin, Ireland
Visiting Professor of Communication
Instructed Educational Television Production, supervised studio productions, proctored examinations, lectured on educational research in television.

1969 - 1970: TEMPLE UNIVERSITY, Philadelphia, Pennsylvania
Graduate Teaching Assistant
Department of Radio-Television-Film, School of Communication and Theater. Instructor, Introduction to Television Production, and Fundamentals of Communication.

BOOKS

Tuleja, E. A. and O'Rourke, J. S. (editor) (2015). *Intercultural Communication for Business*. Indianapolis, IN: GlobeComm Publishing. ISBN: 978-1-4575-3362-4.

O'Rourke, J. S. (2013). *Management Communication: A Case Analysis Approach* (5th edition, 2013; 4th edition, 2010; 3rd edition, 2007; 2nd edition, 2003; 1st edition, 2001). Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-26714-09. Third, fourth and fifth editions translated into Mandarin.

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- O'Rourke, J. S. (2007). *Beginning Your Career Search: A Hands-on Approach to Building Your Career Portfolio* (4th edition, 2007; 3rd edition, 2004; 2nd edition, 2001; 1st edition, 1998). Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-100802-1.
- Collins, S. and O'Rourke, J. S. (editor) (2003). *Communication in a Virtual Organization*. Cincinnati, OH: Thomson South-Western. ISBN: 0-324-15256-6.
- Boulger, C. and O'Rourke, J. S. (editor) (2003). *e-Technology and the Fourth Economy*. Cincinnati, OH: Thomson South-Western. ISBN: 0-324-15255-8.
- O'Hair, H. D.; O'Rourke, J. S.; and O'Hair, M. J. (2001). *Business Communication: A Framework for Success*. Cincinnati, OH: South-Western College Publishing. ISBN: 0-324-01415-5.
- O'Rourke, J. S. (editor) (1988). *Reflections in the Dome: Sixty Years of Life at Notre Dame*. Notre Dame IN: Breffny Books, Ltd. ISBN: 0-911187-03-0.
- O'Rourke, J. S. (Editor) (1986). *Meeting the Media*. Montgomery AL: The United States Air War College, Air University, U.S. Government Printing Office.

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Zigerell, J. J.; Portre, T. W., and O'Rourke, J. S. (1980). *Television in Community and Junior Colleges: An Overview and Guidelines*. Syracuse NY: Educational Resources Instructional Clearinghouse.

CHAPTERS IN BOOKS

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O'Rourke, J. S.; Harris, B.; and Ogilvy, A. (2007). Google in China: Government Censorship and Corporate Reputation, *Journal of Business Strategy*. May-June 2007, Vol. 28, No. 3, pp. 12-25.

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O'Rourke, J. S. (1999). ThinkPiece: At The Root of Our Fascination with CEOs Is the U.S. Culture of Hero-Worship that Downplays the Team, *PRWeek*, Monday, December 13, 1999, p. 11.

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O'Rourke, J. S. (1981). Publish or Perish! In the Scholarly Press These Days, the Latter Seems to Be Getting Easier, *Educational Technology*, 21, 5, 40-42.

O'Rourke, J. S. (1980). The Irrational Astronomers, *Air University Review*, 32, 1, 115-117.

CASE STUDIES

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Casey, L.; Bryan, S.; Lawton, M. and O'Rourke, J. S. (editor) (2016). *The Walt Disney Company: Job Displacement and the H1-B Visa*. 23 pp. Case #16-07.

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Buffington, G.; Fasano, S. and O'Rourke, J. S. (editor) (2016). *Campbell Soup Company: An Advocate for Mandatory GMO Labeling*. 20 pp. Case #16-04.

Beck, M.; Foster, W.; Kenney, C. and O'Rourke, J. S. (editor) (2016). *Airbnb: Scaling Safety with Rapid Growth*. 15 pp. Case #16-03.

Hernandez, J.; Weber, M.; Ferguson, K. and O'Rourke, J. S. (editor) (2016). *Facebook, Inc.: Curating Moods in a Newsfeed Experiment*. 8 pp. Case #16-02.

Choi, S.; Li, H.; O'Rourke, J. S. (editor) (2016). *Amazon.com, Inc.: Big Ideas in a Bruising Workplace*. 20 pp. Case #16-01.

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Alexander, M.; Chase, A.; Chase, K. and O'Rourke, J. S. (editor) (2015). *Sony Pictures Entertainment, Inc.: A Cybersecurity Attack from North Korea*. (A) case, 13 pp. (B) case, 2 pp. Case #15-05.

- Brinkley, C.; Kellner, J.; Zicarelli, J. and O'Rourke, J. S. (editor) (2015). *Paula Deen Ventures: Business Partnerships Imperiled Over a Choice of Words*. (A) case, 15 pp. (B) case, 2 pp. Case # 15-04.
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- Ware, G.; Vater, K.; Daly, M. and O'Rourke, J. S. (editor) (2015). *Burberry Group PLC: How Much Can a Company Really Control Its Brand?* (A) case, 6 pp. (B) case, 4 pp. Case #15-02.
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- Hall, D.; Meara, R.; Nachio, J. and O'Rourke, J. S. (editor) (2014). *The National Football League: Responding to Traumatic Brain Injuries*. 22 pp. Case #14-08.
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- Moore, N.; Ritter, A.; and O'Rourke, J. S. (editor) (2000). *ValuJet: Disaster in the Everglades*. 8 pp. Case # 00-26.
- Bonner, E.; Schaefer, J.; and O'Rourke, J. S. (editor) (2000). *Mitsubishi Corporation and the Environment*. 4 pp. Case # 00-25.
- Fields, M.; Swain, M.; and O'Rourke, J. S. (editor) (2000). *Bank of New York: A Money Laundering Scandal*. 6 pp. Case # 00-24.
- Gadawaski, K.; Lacey, M.; and O'Rourke, J. S. (editor) (2000). *Metabolife, Inc.* 6 pp. Case # 00-23.

- Heath, K.; Porter, K.; Welch, S.; and O'Rourke, J. S. (editor) (2000). *United Way of America*. 5 pp. Case # 00-22.
- Silveus, T.; Sarzen, J.; Strilchuk, M.; and O'Rourke, J. S. (editor) (2000). *AM General Corporation and the Hummer Plant Expansion*. 5 pp. Case # 00-21.
- Guerin, B.; Verot, C.; and O'Rourke, J. S. (editor) (2000). *Daimler-Benz Corporation and the Mercedes A-Class*. 5 pp. Case # 00-20.
- Rotnofsky, J.; Shields, E.; and O'Rourke, J. S. (editor) (2000). *Fisher-Price Power Wheels*. 5 pp. Case # 00-19.
- Carr, G.; Gay, D.; Lutterbach, R.; and O'Rourke, J. S. (editor) (2000). *Southwest Airlines and the Succession of Herb Kelleher*. 4 pp. Case # 00-18.
- Hellwig, A. K.; Loughney, E. E.; and O'Rourke, J. S. (editor) (2000). *Sears Roebuck and Company and the United Colors of Benetton*. (A) case, 7 pp. (B) case, 4 pp. Case # 00-17.
- Bonnet, S.; Burciaga, F.; Fuller, K.; and O'Rourke, J. S. (editor) (2000). *Sara Lee Corporation: The Listeriosis Crisis*. 7 pp. Case # 00-16.
- Fee, F. J.; Meyer, M.C.; and O'Rourke, J. S. (editor) (2000). *Long Term Capital Management*. 8 pp. Case # 00-15.
- Griffin, J.; Nemeth, S.; Fleming, J.; and O'Rourke, J. S. (editor) (2000). *Christie's and Sotheby's: The Art World's Price-Fixing Scandal*. (A) case, 5 pp. (B) case, 3 pp. Case # 00-14.
- Mager, Tim.; Pedone, V.; O'Connor, J.; and O'Rourke, J. S. (editor) (2000). *Quality Dining and Bruegger's Bagels*. (A) case, 5 pp. (B) case, 3 pp. Case # 00-13.
- Delahanty, M.; Scott, B.; Simms, B.; and O'Rourke, J. S. (editor) (2000). *CD Universe and Internet Security*. 8 pp. Case # 00-12.
- Goria, T.; Reed, D.; Skendzel, D.; and O'Rourke, J. S. (editor) (2000). *Texaco, Inc.: Racial Discrimination Suit*. (A) case, 7 pp. (B) case, 24 pp. Case # 00-11.
- Delgado, R.; Garcia, A.; Villalobos, T.; Steedley, A.; and O'Rourke, J. S. (editor) (2000). *BP Colombia: Accusations of Human Rights Violations*. (A) case, 7 pp. (B) case, 5 pp. Case # 00-10.
- Crawford, C.; McCullough, P.; Schlatterbach, M.; and O'Rourke, J. S. (editor) (2000). *Intel Corporation: The Pentium III Chip*. 5 pp. Case # 00-09.

- Davis, F.; McLemore, K.; Orloski, S.; and O'Rourke, J. S. (editor) (2000). *State Farm Insurance Company*. 5 pp. Case # 00-08.
- O'Rourke, J. S. (2000). *Vitruvius Sportswear, Inc.: A Question of Online Privacy*. 3 pp. Case # 00-07.
- O'Rourke, J. S. (2000). *Analyzing a Case Study*. 8 pp. Teaching Note # 00-06.
- O'Rourke, J. S. (2000). *A Collection Scandal at Sears Roebuck & Company*. 4 pp. Case # 00-05.
- O'Rourke, J. S. (2000). *F. W. Woolworth Company: A New Image and a New Workforce*. 3 pp. Case # 00-04.
- O'Rourke, J. S. (2000). *Staples, Inc.: Preparing the CEO for a Press Conference*. 3 pp. Case # 00-03.
- O'Rourke, J. S. (2000). *LaJolla Software, Inc: Intercultural Communication in the North American Workplace*. 4 pp. Case # 00-02.
- Smith, H.; Feighan, A.; and O'Rourke, J. S. (editor) (2000). *Coca-Cola and the European Contamination Crisis*. 10 pp. Case # 00-01.
- O'Rourke, J. S. (1999). *Persuasion: The Elements of Human Belief*. 5 pp. Teaching Note # 99-06.
- Crowley, B.; Keefe, S.; and O'Rourke, J. S. (editor) (1999). *Food Lion Corporation: A Hidden Camera Investigation by ABC Television's Prime Time Live*. (A) case, 3 pp. (B) case, 2 pp. Case # 99-05.
- Dutmers, A.; Littlejohn, L.; Lorch, C.; and O'Rourke, J. S. (editor) (1999). *Northwest Airlines and the Blizzard of '99*. (A) case, 12 pp. (B) case, 6 pp. Case # 99-04.
- Gebbie, E.; Nemeth, J.; White, J.; and O'Rourke, J. S. (editor) (1999). *Great West Casualty Company vs. Estate of G. Witherspoon*. (A) case, 4 pp. (B) case, 3 pp. Case # 99-03.
- Wallen, R. J.; Riveiro, G.; Ledbetter, J.; and O'Rourke, J. S. (editor) (1999). *Chicago's Museum of Contemporary Art: Biting the Hand That Feeds It*. 22 pp. Case # 99-02.
- Halverson, S.; Rake, K. L.; and O'Rourke, J. S. (editor) (1999). *Odwalla, Inc: Managing a Product Recall*. (A) case, 11 pp. (B) case, 2 pp. Case # 99-01.
- O'Rourke, J. S. *The Art of Listening: Becoming a Better Communicator by Becoming a Better Listener*. 4 pp. Teaching Note # 98-04.

- O'Rourke, J. S. *Management Communication and Communication Strategy*. 6 pp. Case # 98-03.
- O'Rourke, J. S. *Team Building in the Workplace: Sharing the Responsibility for Success*. 5 pp. Teaching Note # 98-02.
- O'Rourke, J. S. (1998). *American Rubber Products Company*. (A) case, 5 pp. (B) case, 2 pp. Case # 98-01.
- O'Rourke, J. S. (1997). *American Electrical, Inc.: Managing and Environmental Crisis*. 9 pp. Case # 97-01.
- O'Rourke, J. S. (1999). *Old Dominion Trust Company: Preparing for a Public Speech*. 2 pp. Case # 96-02.
- O'Rourke, J. S. (1996). *Cypress Semiconductor Corporation: A Stinging Office Memo Boomerangs*. 12 pp. Case # 96-01.
- O'Rourke, J. S. (1994). *Lake Edna VA Medical Center: The Case of the MRSA Outbreak*. 6 pp. Case # 94-12.
- O'Rourke, J. S. (1994). *Lake Edna VA Medical Center: The Case of the Weekend Kitchen Fire*. 6 pp. Case # 94-11.
- O'Rourke, J. S. (1994). *Olive Garden Restaurants Division, General Mills Corporation*. 3 pp. Case # 94-10.
- Wilburn, L., and O'Rourke, J. S. (editor) (1994). *Baxter International, Inc.: Corporate Values and the Arab League Boycott of Israel*. 6 pp. Case # 94-09.
- O'Rourke, J. S. (1994). *The Ethics of Resumes and Recommendations: When Do Filler and Fluff Become Deception and Lies?* 3 pp. Case # 94-07.
- O'Rourke, J. S. (1994). *Spartan Industries, Inc: Communicating an Employee Promotion*. 4 pp. Case # 94-06.
- Wigton, K. and O'Rourke, J. S. (1994). *Deerfield Hospital Supply, Inc: Conflict and Cultural Diversity*. 3 pp. Case # 94-05-1.
- O'Rourke, J. S. (1994). *Hayward Healthcare Systems, Inc: Conflict and Cultural Diversity*. An alternative version of issues discussed in *Deerfield Hospital Supply, Inc*. (94-05-1). 3 pp. Case # 94-05-2.

- O'Rourke, J. S. (1994). *Excel Industries, Inc.: Closing an On-Site Daycare Center*. (A) case, 5 pp.; (B) case, 2 pp.; C case, 1 pp. Case # 94-03.
- O'Rourke, J. S. (1994). *Dixie Industries, Inc.: Gender Equity in a Manufacturing Organization*. 6 pp. Case # 94-02.
- O'Rourke, J. S. (1994). *Oak Brook Medical Systems, Inc.: Interpersonal Communication Styles in the Workplace*. 3 pp. Case # 94-01.
- O'Rourke, J. S. (1993). *Volvo of North America, Inc.: A Direct Approach to Customer Service*. 2 pp. Case # 93-01.
- O'Rourke, J. S. (1992). *Earl's Family Restaurants: A Role-Play Exercise in Listening*. (A) case, 3 pp. (B) case, 3 pp. Role-Playing Exercise # 92-05.
- O'Rourke, J. S. (1992). *Sequoia Medical Supply, Inc.: Communication and Accounts Collections*. 6 pp. Case # 92-04.
- O'Rourke, J. S. (1992). *Waukegan Materials, Inc.: Communication and Employee Recognition Programs*. 2 pp. Case # 92-03.
- O'Rourke, J. S. (1992). *Great Lakes Garments, Inc.: Communicating Layoffs to Key Stakeholders*. 4 pp. Case # 92-02.
- O'Rourke, J. S. (1992). *Farberware Products of America: Dealing with a Dissatisfied Customer*. 2 pp. Case # 92-01.
- O'Rourke, J. S. (1991). *Boun Giorno Italian Foods, Inc.: Press Relations and a Product Recall*. 3 pp. Case # 91-02.
- O'Rourke, J. S. (1991). *O'Brien Paint Company: Press Relations and a Plant Fire*. 3 pp. Case # 91-01.

FUNDED RESEARCH

Communication and Leadership for Accountancy: A Strategic Partnership between Ernst & Young and The University of Notre Dame College of Business Administration. A three-year (1995-1998) program to develop a prototype course of study in communication and leadership for undergraduate students of accountancy. Includes such subjects as human communication, critical thinking, ethics, leadership, motivation, self-awareness and teamwork. The project produced learning materials, lesson plans, software, and educators' monograph. \$150,000.

Video Resources in Business Ethics: A Guide to Video Instructional Products and Ancillary Teaching Materials Available in Business Ethics. A Comprehensive description of commercial video training products. Includes program titles, running length, program synopsis, presenter, program source, ancillary materials, and program costs. 1993, 43 pp. Sponsored by The Boehnen Foundation, St. Paul, MN. \$1,350.

REVIEW ARTICLES

Multicultural Public Relations: A Social-Interpretive Approach, Stephen P. Banks. Thousand Oaks, CA: Sage Publications, Inc., 1995, for *CHOICE*, (1995) 33, 3, The American Library Association, Ref. 33-1336.

Management of Corporate Communication: From Interpersonal Contacts to External Affairs, Robert L. Heath. Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers, 1994, for *CHOICE*, (1995) 32, 6, The American Library Association, Ref. 32-3394.

Top Dog, J. David Pincus and J. Nicholas DeBonis. New York: McGraw-Hill, Inc., 1994, for *CHOICE*, (1994), 32, 3, The American Library Association, Ref. 32-1619.

The McGraw-Hill 36-Hour Course: Business Presentations, Lani Arredondo. New York: McGraw-Hill, Inc., 1994, for *CHOICE*, (1994), 32, 2, The American Library Association, Ref. 31-5528.

Taking Sides: Clashing Views on Controversial Issues in Business Ethics and Society, by Lisa H. Newton & Maureen M. Ford. Guilford, CT: Dushkin Publishing Group, Inc., 1990, for *The Bulletin of the Association for Business Communication*, (1993), 56, 2, 46-47.

Communicating in Business: Key to Success, 7th ed. by William H. Bonner. Houston, TX: Dame Publications, 1992, for *The Bulletin of the Association for Business Communication*, (1993), 56, 1, 53-54.

Ernie's War: The Best of Ernie Pyle's World War II Dispatches, edited with a biographical essay by David Nichols, New York: Random House, Inc., 1986, for *Airpower Journal*, (1987) 1, 1, 80-81.

Promotion Management: A Strategic Approach by John J. Burnett, St. Paul MN: West Publishing Company, 1984, for *Journalism Quarterly*, (1986), 1, 906.

The Age of Television by Martin Eslin, San Francisco: Freeman, 1982; *The Early Window: The Effects of Television on Children and Youth*, 2nd Edition, by Robert M. Liebert, Joyce N. Sproffkin and Emily S. Davidson, New York: Pergamon, 1982; *The Interplay of Influence: Mass Media and Their Publics in News, Advertising and Politics* by Kathleen Hall Jamieson and Karlyn Kohrs Campbell, Belmont, CA: Wadsworth, 1983, for *The Journal of Broadcasting*, (1983), 27, 4, 428-430.

The Communications Revolution by Fredrick Williams, Beverly Hills, CA: Sage Publications, 1982, for *The Journal of Broadcasting*, (1983), 27, 1, 88-89.

2081: A Hopeful View of the Human Future by Gerard K. O'Neill, New York NY: Simon & Schuster, 1981, for *Air University Review*, (1982), 34, 1, 122-123.

Teaching Television: How to Use TV to Your Child's Advantage by Dorothy G. Singer, Jerome L. Singer, and Diana M. Zuckerman, New York NY: The Dial Press, 1981, for *The Journal of Broadcasting*, (1981), 25, 3, 315-317.

The Wired Society by James N. Martin, Englewood Cliffs, NJ: Prentice-Hall, Inc., 1978, for *Air University Review*, (1980), 31, 2, 118-119.

Scott of the Antarctic by Elspeth Huxley, New York, NY: Atheneum, 1978, for *Air University Review*, (1979), 31, 1, 107-108.

Lindbergh Alone by Brendan Gill, New York, NY: Harcourt Brace Jovanovich, 1977, for *Air University Review*, (1979) 30, 5, 88-90.

DISSERTATION TITLE

The Introduction of Videotaped Instructional Material into the Curriculum of the United States Air Force Air Command and Staff College Associate Seminar Program: A Comparison of Educational Strategies. Syracuse University, 1980.

THESIS TITLE

The Role of the Radio Corporation of America in Securing Federal Communications Commission Approval of an All-Electronic Compatible System of Television in Color, 1932-1953: A Descriptive Study. Temple University, 1970.

AWARDS AND HONORS

Grand Prize, COMM PRIX Awards, Academic Case Writing: 2016

The Global Alliance for Public Relations and Communication Management

USI Università della Svizzera Italiana, Lugano, Switzerland

Directing Editor, *Sony Pictures Entertainment, Inc.: A Cybersecurity Attack from North Korea*.

Authors: Meredith Alexander, Ashley Chase, and Kelly Chase.

First Place, Business Schools: 2016

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Barney's New York: A Case of "Shop and Frisk"*.

Authors: Christopher Cellante and Timothy Kelly.

Second Place, Business Schools: 2016

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Sony Pictures Entertainment, Inc.: A Cybersecurity Attack from North Korea*.

Authors: Meredith Alexander, Ashley Chase, and Kelly Chase.

First Place, Business Schools: 2015

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Starbucks Corporation: Tax Avoidance Controversies in the U.K.* (A) and (B).

Authors: Jack Gay and Scott Manwaring.

Second Place, Business School: 2015

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Gilead Sciences and Sovaldi: The Cost of a Cure*. (A) and (B). Authors:

Benjamin Budish, Chase Lane, and Richard Zaleski.

Second Place, Business Schools: 2014

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Bank of America's Debit Card Fee: Corporate Strategy vs. Consumer*

Perception (A) and (B). Authors: Jessica Bonnano, Jason Guindon, Patrick Riley, and Jonathan Stevens.

Third Place, Business Schools: 2014

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Progressive Insurance: Paying a Lawyer to Defend Your Sister's Killer*.

Authors: Ryan Heatherman and Ilza Swanepoel.

First Place, Business Schools: 2012

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Carnival Cruise Lines: Fire Aboard a Stranded Cruise Ship*. Authors: Russell Cramer, Sam De Lemos, and Laura Divel.

Second Place, Business Schools: 2012

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Groupon Goes Public: Communication Strategy and Challenges*. Authors: Jun Frank and Eric Sauerhoff.

Third Place, Business Schools: 2012

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Stoppage of Play: The Sony PlayStation Network Crash*. Authors: Xiao-Feng (John) Hsu and Shawn Do.

Distinguished Publication on Business Communication

Association for Business Communication

Presented at the 75th Annual Convention of ABC in Chicago, Illinois, October 29, 2010.

Publication: *Management Communication: A Case-Analysis Approach, 4/e* (2010: Prentice Hall).

Grand Prize: 2010

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Domino's "Special Delivery": Going Viral Through Social Media*. Authors: Christine Vaughn and Adam Peeples.

First Place, Business Schools: 2010

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Apple, Inc.: Transparency in Corporate Statements About the CEO*. Authors: Paul Kim, Jon Lee, and Steven Lee.

Second Place, Business Schools: 2010

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *General Motors Corporation: Communicating a New Vision for Survival*. Authors: Lina Sorensen and Timothy Whitehead.

Grand Prize: 2007

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Google: Entrance into the Chinese Market and Government Censorship*. Authors: Brynn Harris and Allison Ogilvy.

First Place, Business Schools: 2007

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Bristol Myers Squibb: Patents, Profits, and Public Scrutiny*. Authors: Meghan Carter, Matthew McHale, and Thomas Triscari.

Second Place, Business Schools: 2006

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *ChoicePoint: Personal Data and a Loss of Privacy*. Authors: Quinn Bailey and Benjamin Gilfillan.

Third Place, Business Schools: 2006

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Citigroup: Restoring Ethics and Image Before Growth*. Authors: David Lee and Julie Ann Ratliff.

Second Place, Business Schools: 2005

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Starbucks Corporation: Can Customers Breastfeed in a Coffee Shop?* Authors: Jennifer E. Bailey, Cameron A. McHale, and Shannon J. Rainer.

John A. Kaneb Award for Excellence in Undergraduate Teaching: 2003-2004

University of Notre Dame award acknowledging superior teaching skills among faculty who have taught undergraduate students for five years or more. The prize includes public acknowledgment at the University's 159th Commencement Exercises and a cash award.

Grand Prize: 2003

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Wyeth Pharmaceuticals: Premarin, Prempro and Hormone Replacement Therapy*. Authors: Kathryn I.C. Huang and Megan E. Van Aelstyn

First Place, General Submissions: 2003

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Hershey Foods: It's Time to Kiss and Make Up*.
Authors: Michaelyn McCoy and Laura Castrillo

Second Place, Crisis or Issues Management: 2003

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Martha Stewart Living Omnimedia, Inc.: An Accusation of Insider Trading*.
Authors: Arianne R. Westby and Mary P. Moulton

Grand Prize: 2002

The Arthur W. Page Society Case Writing Competition in Corporate Communication

Directing Editor, *Emulex, Incorporated: A Crash Course in Crisis Management*.
Authors: Joshua Berlo and Joseph Worrell

Outstanding Faculty / Most Popular Faculty

Mendoza College of Business, University of Notre Dame

Business Week Guide to the Best Business Schools: 2003, 2001, 1999, 1997, 1995.

Gannett Foundation Teaching Fellow

Indiana University, Bloomington, Indiana, 1985

Michael D. Meeks Award (Third Place)

Outstanding Paper in Broadcasting

Rocky Mountain Collegiate Press Association Convention, 1980

President, Doctoral Students Organization

S. I. Newhouse School of Public Communication

Syracuse University, Syracuse, New York, 1976-1978

Temple University Graduate Study Award

Academic Years: 1968-1969 and 1969-1970

Harold B. Fellows Memorial Scholarship

National Association of Broadcasters, 1968-1969

Dean's List Award

College of Business Administration, 1967-1968

University of Notre Dame

The General Dynamics Award

Air Force Reserve Officer Training Corps, 1966

University of Notre Dame

MILITARY SERVICE

Served from August 1970 to August 1990 as a commissioned regular officer in the United States Air Force. Promoted through ranks from second lieutenant to lieutenant colonel, and honorably retired following 20 years of service. Military decorations include the Meritorious Service Medal with one oak leaf cluster, the Joint Service Commendation Medal, the Air Force Commendation Medal, and others.

PROFESSIONAL AND ACADEMIC TRAINING

The Art and Craft of Discussion Leadership: A Seminar on Case Method Teaching. Harvard Business School, Boston, Massachusetts, March 13-14, 1998.

The Myers-Briggs Personality Type Indicator, Administrator-Instructor Certification. Association for Psychological Type, Chicago, Illinois, May 13-16, 1992.

PROFESSIONAL ASSOCIATION MEMBERSHIPS

Australian Centre for Public Communication (2003-2012)

A teaching and research centre of the University of Technology Sydney.
Member, Editorial Advisory Board

Academy of Management (1994)

Member, Social Issues Interest Group

Arthur W. Page Society (1998)

A select membership organization for senior public relations and corporate communications executives, practitioners, and academics.

Trustee, 2000-2014 (term limited)

Chair, Business Schools Committee, 2001-2014

Member, Educators' Subcommittee, 2014-present

Association for Business Communication (1991)

Chair, Ethics Committee, 1995-1999

Founding Director, Ethics Interest Group, 2000-2001

Beta Gamma Sigma (1994)

Honorary Business Education Society

Conference on Corporate Communication (1997)

An annual Notre Dame conference on current issues and best practices

Founding Director, 1997-present

Education Review of Business Communication (2003)

Associate Editor, 2003-2005.

Hollingsworth Colborne & Associates (1995)

A full-service Atlanta, Georgia public relations firm

Member, Board of Directors, 1995-2002

Institute for Public Relations (2005)

Trustee, 2005-2011.

Journal of Business and Technical Communication (1998)

Board of Reviewers, 1998-2003.

Management Communication Association (1996)

Conference Host and President, 2002.

Phi Delta Kappa (1986)
Honorary Society of Educators

The Reputation Institute (2001)
An association of scholars and practitioners

Sigma Delta Chi (1970)
The Society of Professional Journalists

UNIVERSITY AND COLLEGE COMMITTEE ASSIGNMENTS AND SERVICE

University Committee to Select the Valedictorian for the Class of 2016. April 6-20, 2016.
Appointed by Vice President and Associate Provost Hugh Page.

University Committee to Select the Valedictorian for the Class of 2015. April 7-22, 2015.
Appointed by Vice President and Associate Provost Hugh Page.

University Committee on Research, Library, and Special Professional Faculty Appeals. 2012-2015. Elected by a vote of the faculty to a three-year term.

Search Committee, Director of Undergraduate Studies, Mendoza College of Business. 2011.
Appointed by Dean Carolyn Woo to recruit, review, and select candidates to succeed the retiring undergraduate studies director.

Curriculum Committee, Master of Nonprofit Administration, Mendoza College of Business. 2005-2013. Appointed by Dean Carolyn Woo to review and advise on curricular content in the Notre Dame Master of Nonprofit Administration program.

Admissions Committee, Master of Nonprofit Administration, Mendoza College of Business. 2005-2013. Appointed by Dean Carolyn Woo to review and vote on the admission of applicants to the Notre Dame Master of Nonprofit Administration program.

University Macebearer. 2003-2004. Appointed by Notre Dame Registrar Harold L. Pace to carry the University Mace at ceremonial events, including Opening Liturgy, Baccalaureate, and Commencement.

University Committee on Admissions, Scholarships, and Financial Aid. 1996-1999. Appointed to a three-year term by Notre Dame President, Rev. Edward A. Malloy, C.S.C.

University Ad Hoc Committee on First-Year Writing. 1995-1996. Appointed to a one-year term by Dean of the First Year of Studies, Dr. Eileen Kolman.

University Advisory Committee on First-Year Writing. 1990-1999. Appointed to consecutive one-year terms by College of Arts and Letters Dean, Dr. Harold Attridge, September 1990. Renewed eight times.

Faculty Liaison, President's Advisory Council for the College of Business. 1991-1997. Elected by the Executive Committee of the Council, John W. Jordan II, Chairman.