

Denise Perry Ferguson, Ph.D., APR

**Associate Dean for Graduate Programs and Research
Professor of Communication**

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Academic Degrees

Ph.D. Purdue University (May 1999)

Major: Public Affairs and Issues Management Minor: Mass Media and Society

Dissertation Chair and Major Professor: Dr. Carl Botan

Title: Rhetorical Public Relations and Issues Management Strategies of Social Movement

Organizations: The Communication of Values and Policy Preferences

University of Arizona

Major: Interpersonal Communication

Advisor and Major Professor: Dr. Judee K. Burgoon

M.A. Bowling Green State University

Major: Speech Communication

Thesis Chair and Major Professor: Dr. James Wilcox

Title: Self-Disclosure as a Relationship Disengagement Strategy: A Replication

B.S. Indiana State University

Major: Speech Communication

Minor: Journalism

Administrative and Academic Experience

Associate Dean for Graduate Programs and Research, Azusa Pacific University, 2017-present

Responsible for providing support for graduate programs and fostering expanded opportunities for faculty scholarship and research, collaborating with the Dean, Associate Deans, Department Chairs, and other university officials to develop, implement, and oversee graduate programs and provide creative leadership for growth and innovation in faculty scholarship and research; supporting faculty in securing external funding for scholarship and research activities and promoting collaborative internal and external partnerships; working closely with other university officials to facilitate the successful preparation and submission of curriculum and research proposals, and working closely with the Dean, Associate Deans, Department Chairs, and graduate Program Directors on matters related to program assessment, faculty and student recruitment, and program marketing and/or promotion.

Professor of Communication, Azusa Pacific University, 2017-present

Teach public relations and other courses in the Department of Communication Studies, assist the department in program development, chartered chapter and Faculty Advisor for APU PRSSA.

Administrative and Academic Experience

Professor of Communication, Pepperdine University

Director, Graduate Programs in Communication, 2011-2017

Directed MA in Strategic Communication program, MA and MS programs in Communication and MA in Media Production, with responsibilities for budget and assistantships, promotion and recruiting, leading development and assessment of curriculum, writing program reviews, maintaining academic rigor, leading the Communication Graduate Committee, overseeing application and graduate assistantship selection processes, teaching the required graduate theory and qualitative methods courses, chairing and serving on non-thesis, thesis and comprehensive examination committees, supervising internships and directed studies, mentoring students' progress toward degree completion, developing the graduate student community and integration with Communication Division operations, and serving on the Seaver College Graduate Program Council.

Director, Undergraduate Program in Public Relations, 2011-2017

Directed the undergraduate program in Public Relations, with responsibilities for leading development and assessment of curriculum, writing program reviews, promotion and recruiting, teaching introductory and capstone courses; supervising internships, advising the PRSSA chapter, and advising The Waves Effect, the Communication Division's student-run public relations, advertising, and integrated marketing communication firm, supervising internships, curriculum advising, mentoring students in career preparation, and maintaining professional networks.

Visiting Faculty, Seaver College International Programs, Pepperdine University, Shanghai, Summer 2014

Chair, Division of Communication, Indiana Wesleyan University, 2005-2011

Associate Professor of Communication, 2004-2011

As Chair reported to the Associate Dean for the School of Arts and Humanities in the College of Arts and Sciences, providing oversight of the Communication Division which administers majors and minors in Communication Studies, Journalism, Media Communication, Public Relations, and Theatre. Under my leadership, the division doubled to an enrollment of more than 150 student majors and eight full-time faculty members, plus adjunct instructors. Specific responsibilities included providing leadership and vision; strategic long-term and short-term planning; team building and identity shaping; conflict management and negotiation; curriculum review; teaching assignments and scheduling; assessment of division, program, and course student learning outcomes; marketing and recruitment; maintaining relationships with alumni; chairing faculty search committees; mentoring new faculty; oversight of budget and equipment proposal and monitoring expenditures, evaluation and professional development of faculty; and supervision of support staff.

Responsibilities as Associate Professor of Communication included directing the division's Public Relations major and minor, advising the IWU Chapter of the Public Relations Student Society of America, revising curriculum and teaching courses (e.g., Public Relations Campaigns and Cases, Public Relations Writing, Principles of Public Relations, Research Methods in Communication). Previously as Associate Professor of Journalism and Public Relations, advised *The Sojourn*, the university's award winning newspaper in print and online, initiated transition from a student

Administrative and Academic Experience

organization to integration in academic department and integration with Journalism curriculum, led change from tabloid to broadsheet format, revised curriculum and taught courses (e.g., Advanced Newswriting, Media Law and Ethics, Magazine Writing, Introduction to Newswriting, Introduction to Mass Communication).

Additional duties included serving on academic leadership committees in the College of Arts and Sciences, serving on university committees, advising students, acting as external spokesperson and representative of the Division of Communication, cultivating relationships with Public Relations and Journalism professionals, participating in professional and academic organizations, as well as maintaining an active research agenda.

Visiting Guest Professor, Pepperdine University, June term 2005-2011

Responsibilities included designing curriculum and teaching 500-level courses in international public relations and communication and conflict, and teaching a department core course in persuasive media messages and campaigns.

Adjunct Faculty, Indiana Wesleyan University, College of Adult and Professional Studies, July 2003-July 2004

Responsibilities included teaching ENG 140, English Composition and Writing, and ENG 141, Business Communication.

Associate Faculty, Indiana University School of Journalism, IUPUI, January 2003-May 2004

Responsibilities included teaching introductory mass communication and newswriting, reporting, and editing courses.

Assistant Professor of Communication, Pepperdine University, 2000-2002

Responsibilities in this tenure-track position included teaching courses in the Communication Division's public relations major and in other communication curriculum, including communication theory and message creation and design. In this capacity, I redesigned existing courses (e.g., public relations writing); served on the Graduate Committee and Rank, Tenure, and Promotion Criteria Committee; advised internships, and graduate and undergraduate students; co-advised the Pepperdine chapter of the Public Relations Student Society of America; cultivated relationships with Los Angeles-area public relations professionals; and participated in professional and academic organizations.

Assistant Professor of Communication, University of Indianapolis, 1998-2000

Responsibilities in this tenure-track position included directing the department's journalism and public relations programs in the Department of Communication, and redesigning and teaching courses in both disciplines (e.g., newswriting, magazine journalism, graphic communication, introduction to public relations, and public relations campaigns), as well as advising the university's student-run newspaper, *The Reflector*. In addition, I advised students, served on university committees, coordinated internship assignments, cultivated relationships with Indianapolis-area public relations and journalism professionals, and participated in professional and academic organizations.

Administrative and Academic Experience

Graduate Teaching Assistant, Purdue University, 1996-1998
Adjunct Faculty, Butler University, 1995-1997
Adjunct Faculty, Marian College, 1991
Graduate Teaching Assistant, University of Arizona, 1987-1988
Graduate Research Assistant to Judee K. Burgoon, University of Arizona, 1988
Graduate Teaching Assistant, Bowling Green State University, 1983-1984

Courses Taught

Public Relations Management (Azusa Pacific University: PUBR 400)
Proseminar and Communication Theory (Pepperdine University: COM 610)
Qualitative Communication Research Methods (Pepperdine University: COM 630)
Public Relations Campaigns and Cases (Pepperdine University: PR 555)
Public Relations Principles (Pepperdine University: PR 255)
Communication and Conflict (Pepperdine University: COM 519)
Intercultural Communication (Pepperdine University: COM 313)
Advanced International Case Studies in Public Relations (Pepperdine University: PR 592)
Rhetoric and Social Influence (Pepperdine University: COM 301)
Research Methods in Communication (Indiana Wesleyan University: COM 233)
Advanced Newswriting and Reporting (Indiana Wesleyan University: COM 483)
Public Relations Campaigns and Cases (Indiana Wesleyan University: COM 431)
Magazine Writing (Indiana Wesleyan University: COM 353)
Public Relations Writing and Publicity (Indiana Wesleyan University: COM 331)
Principles of Public Relations (Indiana Wesleyan University: COM 233)
Introduction to Newswriting (Indiana Wesleyan University: COM 224)
Advanced Cases in Public Relations (Pepperdine University: PR 555)
Public Relations Management (Pepperdine University: PR 505)
Public Relations Writing (Pepperdine University: PR 380)
Introduction to Public Relations (Pepperdine University: PR 255)
Message Creation and Design (Pepperdine University: COMM 301)
Communication Theory (Pepperdine University: COMM 200)
Public Relations Methods (University of Indianapolis: COMM 322)
Public Relations Principles (University of Indianapolis: COMM 321)
Magazine Journalism (University of Indianapolis: COMM 223)
Graphic Communication (University of Indianapolis: COMM 222)
Newswriting (University of Indianapolis: COMM 220)
Introduction to Journalism (University of Indianapolis: COMM 125)
Problems in Public Relations (Purdue University: COM 353)
Public Relations Principles (Marian College: BA 225)
Advanced Public Speaking (Purdue University: COM 314)
Fundamentals of Speech (Purdue University: COM 114)
Business and Professional Communication (Butler University: SH 415)
Introduction to Organizational Communication (University of Arizona: COMM 112)
Interpersonal Communication (University of Arizona: COMM 104)
Public Speaking (Bowling Green State University: COM 180)

Publications

- Lopez Medel, I., & Ferguson, D. P. (forthcoming, 2018). The Apostle Paul and the early practice of public relations. *Journal of Communication and Religion*.
- Ferguson, D. P. (2018). Nonprofit organizations. In R.L. Heath and W. Johansen (Eds.), *International Encyclopedia of Strategic Communication* (pp. 1-13).
<https://doi.org/10.1002/9781119010722.iesc0120>. Malden, MA: Wiley-Blackwell.
- Smith, M.F., & Ferguson, D.P. (2018). Organizing for advocacy: Activist organizational rhetoric. In O. Ihlen and R.L. Heath (Eds.), *Handbook of Organizational Rhetoric and Communication: Foundations of Dialogue, Discourse, Narrative, and Engagement* (pp. 439-452). Malden, MA: Wiley-Blackwell.
- Greene, I., & Ferguson, D.P. (2018). Targeting internal publics during the 2014 Ebola outbreak: An analysis of Kaiser Permanente's crisis communication strategy. Proceedings from the 8th Annual International Crisis and Risk Communication Conference, Orlando, FL. doi 10.30658/icrcc.2018.9.
- Duhe, S., Ferguson, D.P., Halff, G., & Shen, H. (2018, April). Undergraduate curriculum: Courses and content to prepare the next generation of public relations practitioners. In *Fast forward: Foundations + future state. Educators + practitioners. The Commission on Public Relations Education 2017 report on undergraduate education* (pp. 59-64). Retrieved from <http://www.commissionpred.org/commission-reports/fast-forward-foundations-future-state-educators-practitioners/>.
- Ferguson, D.P., Smith, M.F., & Efirid, B. (2016). Measuring the impact of activism and policy decisions on hydraulic fracturing globally. *Quarterly Review of Business Disciplines*, 3(2), 81-100.
- Ferguson, D. P., Sharp Penya, L., & Wallace, J. D. (2014). A transformative typology of pragmatic and repairing corporate image and reputation: Ethical strategies based on empirical research. In R. C. Chandler (Ed.), *Business and Corporate Integrity: Sustaining Organizational Compliance, Ethics, and Trust* (Vol 2, pp. 192-210). Santa Barbara, CA: Praeger.
- Botan, C.H., Ferguson, D.P., & Sintay, G.S. (2014). Humanism as a basic for socially responsible corporate communication. In R.C. Chandler (Ed.), *Business and Corporate Integrity: Sustaining Organizational Compliance, Ethics, and Trust* (Vol. 1, pp. 78-102). Santa Barbara, CA: Praeger.
- Smith, M.F., & Ferguson, D.P. (2013). "Fracking democracy": Issue management and locus of policy decision-making in the Marcellus Shale gas drilling debate. *Public Relations Review*, 39(4), 377-386.
- Wallace, J.D., Ferguson, D.P., & Chandler, R.C. (2013). Crisis image repair: Effective strategies to sustain relationships. *Continuity*, 2, 19-22.
- Ferguson, D.P. (2013). Corporate speech. In R. Heath (ed.), *Encyclopedia of Public Relations* (2nd ed.). Thousand Oaks, CA: Sage.

Publications

- Ferguson, D.P. (2013). Government relations. In R. Heath (ed.), *Encyclopedia of Public Relations* (2nd ed.). Thousand Oaks, A: Sage.
- Ferguson, D.P. (2013). Professionalism in public relations. In R. Heath (ed.), *Encyclopedia of Public Relations* (2nd ed.). Thousand Oaks: Sage.
- Ferguson, D.P. (2013). Religious organizations and public relations. In R. Heath (ed.), *Encyclopedia of Public Relations* (2nd ed.). Thousand Oaks: Sage.
- Ferguson, D.P., & Smith, M.F. (2012). What the frack? Activism in the Marcellus Shale region. *International Journal of Interdisciplinary Research*, 7(2), 14-35.
- Commission on Public Relations Education (D.P. Ferguson, member and participating researcher). (2012). *Educating for complexity: Recommendations for master's degree education in public relations*.
- Ferguson, D.P., & Smith, M.F. (2012). No frackin' way: Activism in the Marcellus Shale region. *Business Research Yearbook*, 18(1), 497-504.
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2012). Accepting the blame and making things right: Public relations practitioners' identification of effective, ethical, and likely to recommend crisis communication strategies. *15th Annual International Public Relations Research Conference Proceedings*, 104-120. **Awarded Brigham Young Top Ethics Paper.**
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2012). Rehabilitating your organization's image: Public relations professionals' perceptions of the effectiveness and ethicality of image repair strategies. *Public Relations Journal* 6(1), 1-19. Lead article, and **awarded Best of Public Relations Journal, 2012.**
- Ferguson, D.P. (2012). Evangelical political involvement. In R. Woods, Jr. (Ed.), *Evangelical Christians and Popular Culture* (Vol. 3, pp. 16-36). New York: Praeger.
- Ferguson, D.P. (2012). The independent Catholic press and Vatican II. In D. Winston (Ed.), *Oxford Handbook of Religion and the American News Media* (pp. 509-522). London: Oxford Press.
- Smith, M.F., & Ferguson, D.P. (2010). Activism 2.0. In R. Heath (Ed.), *The SAGE Handbook of Public Relations* (pp. 395-408). Thousand Oaks, CA: Sage.
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2009). Transforming crisis into confidence: Public relations professionals' perceptions of the effectiveness and ethicality of image repair strategies. *PRSA Educators Academy Online Proceedings*, pp. 36-48. **Awarded Top Faculty Paper.**

Publications

- Wallace, J. D., Ferguson, D. P., & Chandler, R. C. (2008). A transformative typology of pragmatic and ethical responses to common corporate crises: interaction of rhetorical strategies, situational contingencies, and influential stakeholders. *Published proceedings of the Association of Business Communication 72nd Annual International Convention*, Washington, D.C. October 10-12, 2007.
- Ferguson, D.P. (2008). Carrying your organization's message with effective media kits, in R. Chandler (Ed.), *Media Relations: Concepts and Principles for Effective Public Relations Practice* (pp. 51-72). Parker, CO: Outskirts Press.
- Ferguson, D.P. (Fall 2006). Building positive community relations. *Theology News & Notes*, 7-9.
- Smith, M.F., & Ferguson, D.P. (2001). Public relations and activism. In R. Heath & G. Vasquez (Eds.), *Handbook of Public Relations* (pp. 291-300). Thousand Oaks, CA: Sage.
- Adkins-Covert, T., Ferguson, D., Philips, S., & Wasburn, P. (2000). News in my backyard: Media and democracy in an "All American" city. *The Sociological Quarterly*, 41(2), 227-244.
- Ferguson, D.P. (1999). Rhetorical public relations and issues management strategies of social movement organizations: The communication of values and policy preferences. Published dissertation, Purdue University.
- Ferguson, D.P. (1998). From Communist control to *glasnost* and back?: Media freedom and control in the former Soviet Union. *Public Relations Review*, 24(2), 166-182.

Conference Papers

- Greene, I., & Ferguson, D.P. (2018). Targeting Internal Publics During the 2014 Ebola Outbreak: An Analysis of Kaiser Permanente's Crisis Communication Strategy Applying Weick's Sense-Making Model and The Human Resources Approach. International Crisis and Risk Communication Annual Conference. Orlando, FL.
- Greene, I., & Ferguson, D.P. (2017). The 2014 Ebola outbreak in the U.S.: An analysis of Kaiser Permanente's crisis communication strategy. IMC & Popular Culture, UNC-Wilmington.
- Ferguson, D.P. (2016). Rescuers of memory and moral conscience: Activism and engagement in Lithuanian history of the Holocaust. Competitive paper presented at the BledCom 27th International Public Relations Research Symposium, Bled, Slovenia.
- Ferguson, D.P., Smith, M.F., & Efrid, B. (2016). Measuring the impact of U.S. activism and policy decisions on hydraulic fracturing policy globally. Competitive paper presented at the International Academy of Business Disciplines Annual Conference, Las Vegas, NV.

Conference Papers

Wallace, J.D., Ferguson, D.P., & Chandler, R.C. (2016). Communicating with conscience during organizational crises: Crisis communicators' reports of ethical message strategies. Competitive paper presented at the Southern States Communication Association Annual Convention, Austin, TX. **Public Relations Division Top Faculty Paper.**

Ferguson, D.P., & Smith, M.F. (2015). Forging a fracking partnership: Legitimizing activists and municipalities in their defeat of PA Act 13. Competitive paper presented at the National Communication Association Annual Convention, Las Vegas, NV.

Wallace, J. D., Ferguson, D. P & Chandler, R. C. (2015). Crisis relationship repair framework (CRRF): Archeology of a corporate apology. Competitive paper presented at the International Crisis & Risk Communication Annual Conference, Orlando, FL.

Chandler, R.C., Ferguson, D. P., & Wallace, J.D. (2014). Crisis Relationship Repair Framework (CRRF): Concept, applications, and critique. Competitive paper presented at the European Communication Research and Education Association Conference, Lisbon, Portugal.

Mitchell, L., & Ferguson, D.P. (2014). Banning lifestyle propaganda: Public relations, crisis communication and activism in the wake of the Russian homosexual propaganda ban. Competitive paper presented at the International Public Relations Research Conference, Miami, FL.

Ferguson, D.P., Chandler, R.C., & Wallace, J.D. (2013). CONNECTing crises, image restoration strategies, and relationship maintenance: Contributions of Image Repair Theory (IRT) and a Crisis Relationship Repair Framework (CRRF) to crisis communication. Competitive paper presented at the National Communication Association Annual Convention, Washington, D.C.

Wallace, J.D., Ferguson, D.P., & Chandler, R.C. (2013). Effectiveness in image repair: Comparisons of public relations and journalistic perceptions of message strategies deployed in post-scandal/post-crisis public communication. Competitive paper presented at the International Crisis & Risk Communication Conference, Orlando, FL.

Smith, M.F., & Ferguson, D.P. (2012). Welcome to 'Frackville': Communities as a locus of legitimacy in the Marcellus Shale region debate. Competitive paper presented at the National Communication Association Annual Convention, Orlando, FL.

Ferguson, D.P. (2012). "Fostering" communities of faith: Communication, gifts, and traditions. Competitive paper presented at the Religious Communication Association Annual Conference. Orlando, FL.

Conference Papers

- Chandler, R.C., Ferguson, D.P., & Wallace, J.D. (2012). The ethicality of image repair communication: Comparative perceptions of the ethicality of organizational image/reputation repair message strategies utilized in post-scandal and post-crisis public communication. Competitive paper presented at the European Business Ethics Network (EBEN) Research Conference: Accountability, Transparency, and Sustainability, Newcastle University School of Business, Newcastle, England (UK).
- Ferguson D.P., & Smith, M.F. (2012). No frackin' way: Activism in the Marcellus Shale region. Competitive paper presented at the International Academy of Business Disciplines Annual Conference, Long Beach, CA.
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2012). Accepting the blame and making things right: Public relations practitioners' identification of effective, ethical, and likely to recommend crisis communication strategies. Competitive paper presented at the International Public Relations Research Conference, Miami, FL. **Brigham Young Top Ethics Paper Award.**
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2012). Rehabilitating your organization's image: public relations professionals' perceptions of the effectiveness and ethicality of image repair strategies in crisis situations. Competitive paper presented at the Public Relations Society of America International Conference, San Francisco, CA.
- Ferguson, D.P. (2011). Evangelical political engagement: God's voice in the public sphere. Competitive paper presented at the Religious Communication Association Annual Conference, New Orleans. LA.
- Smith, M.F., & Ferguson, D. P. (2010). Understanding activist publics. Competitive paper presented at the National Communication Association Annual Convention, San Francisco, CA.
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2009). Transformative Crises: Perceptions of effective, ethical, and recommendable image repair strategies in crisis situations. Competitive paper presented at the National Communication Association Annual Convention, Chicago, IL.
- Ferguson, D.P., Wallace, J.D., & Chandler, R.C. (2008). Transforming crisis into confidence: Public relations professionals' perceptions of the effectiveness and ethicality of image repair strategies. Competitive paper presented at the International Public Relations Society of America Annual Conference, Detroit, MI. **Educators Academy Top Faculty Paper.**
- Ferguson, D.P. (2007). Managing risks for corporate integrity: Developing an integrity assessment model. Competitive paper presented at the National Communication Association Annual Convention, Chicago, IL.

Conference Papers

- Wallace, J. D., Ferguson, D. P., & Chandler, R. C. (2007). A transformative typology of pragmatic and ethical responses to common corporate crises: Interaction of rhetorical strategies, situational contingencies, and influential stakeholders. Competitive paper presented at the Association for Business Communication (ABC) 72nd Annual Conference, Washington, D.C.
- Chandler, R.C., Wallace, J.D., & Ferguson, D.P. (2007). Pragmatism and ethicality of corporate image repair. Competitive paper presented at the Scholars' Colloquium Lubbock Christian University, Lubbock, TX.
- Chandler, R.C., Coombs, W. T., Wallace, J.D., & Ferguson, D.P. (2005). Re-thinking post-crisis responses from a receiver orientation. Competitive paper presented at the International Public Relations Research Conference, Miami, FL.
- Ferguson, D.P. (2004). Evangelical fervor: Energizing conservatives to go to the polls in 2004. Competitive paper presented at the Religious Communication Association Annual Conference, Chicago, IL.
- Chandler, R. C., J. D. Wallace, and Ferguson, D.P. (2002). Corporate reconciliation with critical stakeholders through communication: An empirical assessment of efficacy, ethicality, and utilization likelihood of Benoit's image restoration strategies in crisis management situational contingencies. Competitive paper presented at the International Communication Association Annual Conference, Seoul, Republic of Korea.
- Ferguson, D. P. (2001). Stories of freedom and faith: Ronald Reagan's narratives and forms of argument advocating voluntary school prayer. Competitive paper presented at the National Communication Association Annual Convention, Atlanta, GA. **Top Three Competitive Paper.**
- Reynolds, L., Ferguson, D.P., & Smith, K. (2001). Changes in perception of corporate reputation: Effects of the Enron collapse on Andersen's scramble to maintain a positive public image. Competitive paper presented at the National Communication Association Annual Convention, New Orleans, LA.
- Ferguson, D.P. (1999). Rhetorical public relations and issues management strategies of social movement organizations: The communication of values and policy preferences. Competitive paper presented at the National Communication Association Annual Convention, Chicago, IL.
- Ferguson, D.P. (1998). Now you see it, now you don't: Objective news and the social construction of political reality in coverage of the Federal Election Commission lawsuit against the Christian Coalition. Competitive paper presented at the National Communication Association Annual Convention, New York, NY.

Conference Papers

- Ferguson, D.P. (1997). From Communist control to glasnost and back?: Media freedom and control in Eastern Europe and the former Soviet Union, and the implications for public relations. Competitive paper presented at the International Communication Association Annual Conference, Montreal, CN.
- Ferguson, D.P. (1997). Ralph Reed's dramatic story of the Christian Coalition: A Burkean and narrative analysis. Competitive paper presented at the National Communication Association Annual Convention, Chicago, IL.
- Ferguson, D.P. (1996). Ronald Reagan's school prayer discourse: Narrative synthesis and forms of argument in his answer to the Right. Competitive paper presented at the Central States Communication Association Annual Convention, St. Paul, MN.
- Ferguson, D.P. (1996). Freedom of expression in a self-governing society: The emergence of corporate speech and a call to social responsibility. Competitive paper presented at the Speech Communication Association Annual Convention, San Diego, CA.
- Burgoon, J., Parrott, R., Le Poire, B., Kelley, D., Walther, J., & Perry, D.P. (1988). Privacy and communication: maintaining and restoring privacy through communication. International Communication Association Annual Conference, New Orleans, LA.

Conference Workshops and Panels

- Lewton, K., O'Neill, J., Neill, M., Ferguson, D., & Phair, J. (2018). Fast Forward to Next Gen: How educators and practitioners must unite to prepare the future leaders of our profession. PRSA International Conference, Austin, TX.
- Ferguson, D. (2018). "He heard us and will fight for us": The Faith & Freedom Coalition's Mobilization to Elect Donald Trump. Paper panel presented at the Religious Communication Association Annual Conference, Dallas, TX.
- Ferguson, D. (2016). "The Place Where Your Deep Gladness and the World's Deep Need Meet: Exploring and Engaging the Meaning of Calling at Christian Colleges and Universities." Paper panel presented at the Religious Communication Association Annual Conference, Philadelphia, PA.
- Andreas, D., Ballard, S., Ferguson, D.P., & Ballard, B. (2014). EPiC assessment and student mastery: Integrating community engagement with learning outcomes. Workshop presented at the IMPACT Annual Conference, Valparaiso, IN.
- Ferguson, D.P. (2012). *COMMunicating for change: The COMMunity of faith in the public sphere*. Paper panel presented at the Religious Communication Association Annual Conference, Orlando, FL.

Conference Workshops and Panels

- Ferguson, D.P., & Hazlett, D. (2010). Choosing public relations textbooks: Tips and hints. Paper panel presented to the Educators' Academy at the Public Relations Society of America International Conference. Washington, D.C.
- Ferguson, D.P. (2009). Five years out: Vision casting issues and opportunities in public relations. Paper panel presented at the National Communication Association Annual Convention, Chicago, IL.
- Ferguson, D.P., and Evans, C. (2009). Journalism practicum: How to evaluate success. Paper panel presented at the College Media Advisors Annual Conference, New York, NY.
- Moore, B., Ponce, C., and Ferguson, D.P. (2006). Serving the community: Grace House for Recovery and Transition public relations campaign. Paper panel presented at the Central States Communication Association Annual Convention, Indianapolis, IN.
- Ferguson, D.P. (2005). Faith and communication: The relationship between Foster's six historical traditions and the communication discipline. Paper panel presented at the Religious Communication Association Annual Conference, Boston, MA.
- Ferguson, D.P. (2005). Issues in public relations education and professionalism. Paper panel presented at the National Communication Association Annual Convention, Boston, MA.
- Ferguson, D.P. (2005). PR service learning pedagogy at the small college: Practices and possibilities. Paper panel presented at the National Communication Association Annual Convention, Boston, MA.
- Bratcher, S., Wesseling, R., & Ferguson, D.P. (2005). "45 For 45": Research, planning and implementation of an awareness and fundraising campaign for YWCA of Grant County. Paper panel presented at the Central States Communication Association Convention, Kansas City, KS.
- Chandler, R.C., Coombs, W.T., Wallace, J.D., & Ferguson, D.P. (2004). Re-thinking post-crisis responses from a receiver orientation. Paper panel presented at the International Public Relations Research Conference, Miami, FL.
- Ferguson, D. (2003). Meaningful service learning experiences in and out of the public relations classroom: Best practices. Paper panel presented at the National Communication Association Annual Convention, Miami, FL.
- Ferguson, D. (2001). Unshakeable faith: Ronald Reagan's presidential crusade to protect religious freedom and 'reawaken America's heart.' Paper panel presented at the National Communication Association Annual Convention, Atlanta, GA.

Conference Workshops and Panels

Chandler, R., Ferguson, D., & Wallace, J. (2001). Image restoration strategies in crisis management situational contingencies: Comparative perceptions of ethicality, effectiveness, and utilization likelihood. Paper panel presented at the National Communication Association Convention, Atlanta, GA.

Ferguson, D., Sintay, S., & Botan, C. (1996). Humanism as a basis for socially responsible public relations. Paper panel presented at the International Communication Association Convention, Chicago, IL.

Ferguson, D.P. (1993). Dialogue on Public Relations Education, Outcomes Team. (1993). National Communication Association Public Summer Conference. Arlington, VA.

Awards and Honors

Southern States Communication Association Annual Conference Top Ethics Paper, Public Relations Division, 2016

PRSA "Best of Public Relations Journal" Award, 2012

International Public Relations Research Conference Top Ethics Paper, 2012

Betsy Plank Center for Public Relations Educator Fellowship, 2012

Accredited in Public Relations (APR), Public Relations Society of America, 2010-present

Leadership Development for Women, Indiana Wesleyan University, 2010-2011

International Public Relations Society of America Annual Conference Top Faculty Paper, Detroit, Michigan, 2008

University of Indianapolis selected representative to Wye Faculty Seminar, 1999

Dissertation nominated for the 1999 International Communication Association Dissertation of the Year, Public Relations Division

Alan H. Monroe Graduate Scholar Award, Purdue University, 1998

Grants

Mentorship Program, Pepperdine University, 2014-2016

Service-Learning Mini-Grant, Pepperdine University, 2013-2016

Linley Community-Based Research Fellowship, Pepperdine University, 2013-2014

Hinds Research Fellowship, Indiana Wesleyan University, 2010-2012

Lilly Scholarship Fund, Indiana Wesleyan University, 2008-2009

Indiana University Faculty Professional Development Research Grant, 2003

Pepperdine University Research Fellow, 2001

Purdue Research Foundation Summer Research Grant, 1998

Academic and Professional Leadership

Public Relations Society of America Los Angeles Chapter Board of Directors, 2015-present

Public Relations Society of America Leadership Assembly Delegate, 2015-present

Commission on Public Relations Education, 2015-present, 2009-2013

Editorial Review Board, *Public Relations Review*, 2015-present

Editorial Board, *Journal of Christian Teaching*, 2015-present

Academic and Professional Leadership

President, Religious Communication Association, 2015-2016
President, Religious Communication Association, 2015-2016
Senior Research Chair, Public Relations Division, National Communication Association, 2015-2016
Seaver Faculty Association Executive Committee, Pepperdine University, 2016-2017
Chair, Pepperdine University Communication Division Graduate Committee, 2011-2017
Religious Communication Association, Vice President and Program Planner, 2nd Vice President, Councilor, 2010-2015; Book of the Year Review Selection Committee Chair, 2013-2014
Chair, Public Relations Faculty Search Committee, Pepperdine University, 2011-2013, 2015
Christian Communication Studies Network Executive Council Charter Member, 2012-present
College of Arts and Sciences Academic Leadership Council, Indiana Wesleyan University, 2009-2010
Lilly Research Release and World Changing Faculty Member Awards Committee Chair, Indiana Wesleyan University, 2006-2011
Chair, PRIDE Awards Committee, National Communication Association Public Relations Division, 2008-2009

Chair, National Communication Association Public Relations Division, 2008-2009
Vice Chair and 2007 Annual Conference Program Planner, National Communication Association Public Relations Division, 2007-2008
Faculty Advisory Committee, Indiana Collegiate Press Association, 2007-2008
Secretary, National Communication Association, 2001-2004
Judge, Project XL, Writing Category, 2000
Promotions Director for National Conversations in Washington, D.C., writing copy, working with designers, and purchasing media placement with *Inside Higher Ed*, *Christianity Today* and *Books and Culture*, *The Washington Post*, and National Press Club.
Higher Learning Commission Self Study Steering Committee and Communications Subcommittee Chair, Indiana Wesleyan University, 2008-2010
Academic Leaders, Indiana Wesleyan University, 2004-2005

Academic and Professional Service

Religious Communication Association Book of the Year Review Selection Committee, 2016-2018
Azusa Pacific University Assessment Committee, 2017-present
Public Relations Student Society of America, Azusa Pacific University Chapter Faculty Advisor, 2017-present
Seaver Academic Council, Pepperdine University, 2011-2016
Seaver Graduate Program Council, Pepperdine University, 2011-2017
Pepperdine University Communication Division Curriculum Committee, 2011-2017
Public Relations Student Society of America Pepperdine Chapter, Faculty Advisor, 2011-2017
Pepperdine University The Waves Effect student-run firm, Faculty Advisor, 2013-2017
Manuscript reviewer, *Public Relations Review*, 2014-present
Manuscript reviewer, *Political Studies Review*, 2015-present
Manuscript reviewer, *Journal of Communication and Religion*, 2014-present
Manuscript reviewer, *Atlantic Journal of Communication*, 2014
Manuscript reviewer, *Communication Quarterly*, 2014

Academic and Professional Service

Paper reviewer, National Communication Association Public Relations Division, 2006-present
Paper reviewer, Religious Communication Association, 2009-present
Public Relations Student Society of America IWU Chapter, Faculty Advisor, 2009-2011
Paper reviewer, National Communication Association Mass Communication Division, 2009-2010
Member, Hoosier PRSA, 2003-2011; 1990-1998
Academic Affairs Council, Indiana Wesleyan University, 2009-2011, 2005-2007
College of Arts and Sciences Nominating Committee, Indiana Wesleyan University, 2009-2011
Theatre Advisory Board, Indiana Wesleyan University, 2005-2011
Media Advisory Council, Indiana Wesleyan University, 2005-2011
Associate Dean, School of Arts and Humanities, Search Committee member, Indiana, 2009-2010
Assistant Vice President for Marketing and Communication, Search Committee member, Indiana Wesleyan University, 2009-2010
Image/Branding Task Force, Indiana Wesleyan University, 2007-2009
University Structure Task Force, Indiana Wesleyan University, 2007-2008
John Wesley Honors College Committee member, Indiana Wesleyan University, 2006-2008
Academic Facilities Committee, Indiana Wesleyan University, 2004-2007
Graduate Committee, Communication Division, Pepperdine University, 1999-2000
Teaching and Learning Committee, Pepperdine University, 1999-2000
Search Committee, Communication Division, Pepperdine University, 1999-2000
Rank, Tenure, and Promotion Criteria Committee, Communication Division, Pepperdine University, 1999-2000
Faculty Advisor, Public Relations Student Society of America, Pepperdine University chapter, 1998-2000
Graduate thesis committees, Communication Division, Pepperdine University, 1999-
Graduate program advisor, Communication Division, Pepperdine University, 1999-2000
Magazine Division National Judge, American Legion Fourth Estate Journalism Award, 1998

Community Engagement and Service Learning

Bel Air Presbyterian Church, Bel Air, CA, 2015-present
Citizen Bond Oversight Committee (CBOC), Moorpark, CA, 2016-present
Moorpark Kiwanis, Moorpark, CA, 2012-present
North Valley Caring Services, North Hills, CA, 2014-2018
The Gabriela Foundation, Los Angeles, CA, 2016-2017
The Achievable Foundation, Culver City, CA, 2017
Valley Family Center, San Fernando, CA, 2017
Malibu Task Force on Homelessness, Malibu, CA 90263
Pathways LA, Los Angeles, CA, 2013-2016
Pacific Clinics, Los Angeles, 2015-2016
Ventura Center for Dispute Settlement, Camarillo, CA 2016, 2014
Our Lady of Malibu Schools, Malibu, CA, 2016
Calvary Community Church, Westlake Village, CA, 2012-2015
E.P. Foster Library, Ventura, CA, 2013-2014
Community Pregnancy Clinic of Simi Valley, CA, 2013-2014
St. Vincent Wheels on Meals, Los Angeles, CA, 2013-2014

Community Engagement and Service Learning

Creative Visions Foundation, Malibu, CA 2013

Los Angeles Regional Food Bank, Los Angeles, CA, 2013

Hats Off for Cancer, Malibu, CA, 2014, 2012

Brotherhood Crusade, Los Angeles, CA, 2013

Boys and Girls Club of Malibu, 2012

Synergy Academies, Los Angeles, 2012

Interface Children and Family Services, Camarillo, CA, 2012

The Greater Contribution, Westlake Village, CA, 2012

Project Leadership, Grant County, Indiana, 2010-2012

Marian Philharmonic Orchestra Board of Directors, Marion, Indiana, 2010-2011

Marion-Grant Co. Chamber of Commerce Marketing Task Force, Grant County, Indiana 2007

Grant and Delaware, IN, counties "Move the Mountain" leadership committee, Indiana, 2005-2006

Grant and Marion County, Indiana,

Service learning in numerous community organizations and small businesses, Grant Co, Indiana (e.g., Marion Philharmonic Orchestra, YWCA of Grant County, Grant Co. Chapter of the American Red Cross, Grant Co. Child Health and Safety Coalition, Grant Co. Convention and Visitors Bureau, Grant County Chamber of Commerce, Julian Center of Indianapolis, World Gospel Mission, Grace House for Recovery)

Professional Experience

Publication Specialist, 1991-1994, Traders Point Christian Church, Indianapolis, IN

Reported to Minister of Administration. Responsible for designing and producing internal and external communications, including bi-monthly 1,300-distribution newsletter and weekly Sunday Bulletin, brochures, news releases, and special event publicity.

Vice President of Public Relations, 1989-1990, Marian College, Indianapolis, IN

Cabinet-level, reported to President. Strategic planning and oversight of all public relations functions for college, including budget, staffing, external public relations agency and campaign. Responsible for communication objectives, strategies, and tactics for building and maintaining positive relationships with all external and internal constituents, including all external communications designed strategically to promote awareness and all internal communications designed to foster a sense of community and college pride. To this end, maintained close liaison with news media through, for example, distribution of regular story and photo ideas, and oversaw all advertising production and strategic media placement.

Advertising & Sales Promotion Coordinator, 1984-1986, Dana Corporation, Toledo, OH

Reported to Advertising Manager. Coordinated development, production, and implementation of divisional printed literature and audiovisual materials in support of advertising, sales, service, technical and training functions. Specifically, wrote and oversaw production of division video and multi-media presentations, and wrote and distributed all news releases to local and industry print media.

Professional Experience

Copy Editor, 1981, Del Rio Guide, Del Rio, TX

Reported to Owner/Editor. Edited all copy for this regional (Southwest Texas) magazine, proofread, and planned design and layout of monthly issues. Wrote feature articles about upcoming events.

Chief Copywriter & Media Placement Director, 1980-1981, Wallis & Associates, Whitestown, IN

Reported to Owner/President. Wrote copy for display advertisements, brochures, and product promotion for consumer and industrial accounts. Bought space and time in national print and broadcast media, and maintained relationships with media representatives.

Indianapolis Children's Museum, 1980

Public Relations Assistant. Wrote feature articles and news releases about museum exhibits, and conducted and analyzed comprehensive visitors' survey.

Affiliations

Member, National Communication Association

Member, Association for Education in Journalism and Mass Communication

Member, Public Relations Society of America

Member, Religious Communication Association