

CV – EDWARD CLINE BREWER

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Summary

I am an experienced administrator, teacher, and scholar, who is committed to multi-disciplinary teaching, collaboration, and research. My leadership and teaching are focused on innovative thinking, creative problem solving, collegiality, persistence, and fairness.

Education

Ph.D., Bowling Green State University (Bowling Green, Ohio). Interpersonal Communication. Research Concentration: Organizational Communication

M.Div., Southern Baptist Theological Seminary (Louisville, Kentucky)

B.A., Maryville College (Maryville, Tennessee). Business Administration

Administrative/Leadership Experience

Director of online Communication Studies undergraduate major, Appalachian State University (2019-present) and online Advertising undergraduate major (2021-present)

Schedule courses and faculty for cohorts, advise students (165+), work with the Appstate Online office for recruiting and administration

Director of Strategic Communication Graduate Certificate, Appalachian State University, 2015-2020

Founding director, helped develop and market program, coordinated with Fort Bragg students, recruited initial cohort of 13 in fall 2016, and helped grow to 28 in the fall of 2018

Finance Committee (Chair 2019-2021), Centenary United Methodist Church, 2017-2021

Oversaw annual budget of over a half million dollars, normalized procedures, and balanced the budget

Research Development Officer, College of Fine and Applied Arts, Appalachian State University, 2008-2011

Fostered research collaboration and promoted opportunities for faculty funding

Graduate Director, Murray State University Organizational Communication Department, 2004-2007

Oversaw application process (growth from mid 30s to over 50), scheduling, and organizing comprehensive exams for 50+ graduate students, worked with Fort Campbell students

Director of on-campus debate program for Liberty University, 1998-2000

Directed and managed on-campus debate program

Treasurer Lynchburg Wesleyan Church, 1999-2000

Oversaw annual budget of over \$300,000+, normalized procedures, and balanced the budget

Director of debate and forensics program for Northwestern Oklahoma State University, 1996-1998

Directed debate and forensic program, and oversaw program budget

Additional Training

Completed the Learn Moodle 3.6 Basics course on February 4, 2019

Completed the Quality Matters course *Applying the QM Rubric (APPQMR)*, April 7, 2015

The Experiential Classroom XV: Becoming a Great Entrepreneurship Educator, Warrington College of Business, University of Florida, Gainesville, FL, September 18-21, 2014

Full-Time Teaching Experience

Appalachian State University, Boone, North Carolina, 2007-Present

2010 – Present – Tenured Full Professor Department of Communication, Member of Graduate Faculty and Director of the online Communication Studies undergraduate program (2019-Present) and online Advertising undergraduate program (2021-Present)

2015-2020 – Director of the Strategic Communication Graduate Certificate

2008 – 2010 – Associate Professor Department of Communication and Research Development Officer for the College of Fine and Applied Arts (2008-2011), Member of Graduate Faculty

2007 – 2008 – Associate Professor Department of Communication

Undergraduate Courses Taught: Communication in Organizations, Conflict Management, Business Communication, Managerial Communication, Advanced Organizational Communication, Persuasion, Public Speaking, Senior Seminar, Internship, Communication Ethics, Small Group Communication, Thinking Through Communication, and Communication Law

Graduate Courses Taught: Advanced Organizational Communication, Communication in Conflict Management, International Seminar, The Economics of Communication in the Information Age

Murray State University, Murray, Kentucky, 2000-2007

2005-2007 – Tenured Associate Professor of Organizational Communication

2004-2007 – Graduate Director for the Department of Organizational Communication

2001-2005 – Assistant Professor of Organizational Communication

Undergraduate Courses taught: Organizational Communication, Research and Career Development in Communication, Communication and Critical Thought, Persuasive Communication, Intro. to Interpersonal Communication, Intro. to Public Speaking, Interpersonal Communication

Graduate Courses Taught: Conflict Resolution, Theories of Persuasion and Argumentation, The Economics of Communication, Communication in the International Business Environment

Liberty University, Lynchburg, Virginia, 1998-2000

Director and coach of on-campus debate program, Associate Professor of Communication Studies

Undergraduate Courses Taught: Communication & Conflict, Professional Communication, Media Law, Health Communication, Speech Communication, Communication Perspectives, and Interpersonal Communication

Northwestern Oklahoma State University, Alva, Oklahoma, 1996-1998

Director of Forensics, Assistant Professor of Speech, and Full Member of Graduate Faculty

Undergraduate Courses Taught: Communication and Conflict, Perspectives on Freedom of Speech, Group Discussion, Managing Forensic Programs, Fundamentals of Speech, Fundamentals of Speech II, Oral and Advanced Oral Interpretation, Argumentation and

Adjunct Teaching Experience

Mercer University, 2022

Adjunct Instructor (concurrent with Appalachian State position)

Undergraduate Course Taught: TCO 250 Communication in Management

Wesleyan College, Macon Georgia, 2017

Adjunct Instructor (concurrent with Appalachian State position)

Undergraduate Course Taught: COM 202 Public Speaking

Pfeiffer University, Charlotte, NC, 2015-2016

Adjunct Instructor (online), MBA program (concurrent with Appalachian State position)

Graduate Course Taught: MBA 701 Organizational Communications

Lynchburg College, Lynchburg, Virginia, 1999-2000

Adjunct Instructor of Communication Studies (concurrent with Liberty position)

Undergraduate Courses Taught: Small Group Communication, Argumentation & Reasoning

Also taught as an adjunct at a variety of universities and community colleges in Ohio, 1989-1996 Served as adjunct instructor concurrent with pastoral positions and graduate studies at Bowling Green State University for Southern State Community College in Wilmington, Ohio; Tiffin University in Tiffin, Ohio; Winebrenner Theological Seminary in Findlay, Ohio; The University of Findlay in Findlay, Ohio; Bowling Green State University in Bowling Green, Ohio; Southern Ohio College in Cincinnati, Ohio; and Sinclair Community College in Dayton, Ohio

Courses Taught Included: Intro. to Management, Intro. to Marketing, Small Group Communication, Interpersonal Communication, Effective Speaking, Teaching Methods, and College Skills

Publications

Books

Brewer, E. C. and Holmes, T. L. (2021). *Better Customer Service: Simple Rules You Can Apply Today*. New York: Routledge.

Brewer, E. C. (2019). *Religious Rhetoric: Dividing a Nation or Creating Community*. Lanham Maryland: Lexington Books.

Brewer, E. C. and Westerman, J. W. (2018). *Organizational Communication: Today's Professional Life in Context*, New York, NY: Oxford University Press.

Brewer, E. C. (2012). *The Introvert's Guide to Greater Success at Work and Home*. Columbus, OH: Zip Publishing/The Educational Publisher.

Peer-Reviewed Journal Articles

Holmes, Terence L.; Brewer, Edward C.; and Patterson, Elizabeth (2025) Omnichannel Retailing: An Exploratory Study of Limiting the Customer Journey in a Digital-First Context, *Atlantic Marketing Journal*: 14: (2), Article 5. Available at: <https://digitalcommons.kennesaw.edu/amj/vol14/iss2/5>

Holmes, T. L. and Brewer, E. C. (2022). Time Compression and the Online Student Simulation, *Online Journal of Distance Learning Administration*, 25(4) online at <https://ojdla.com/articles/time-compression-and-the-online-student-simulation-experience>.

Brewer, E. C. and Egan, C. (2021). Clear and Present Danger Standard 100th Anniversary: Examining Donald J. Trump's "Presidential" Rhetoric as a Clear and Present Danger, *First Amendment Studies*, 55(1), 44-58, <https://doi.org/10.1080/21689725.2021.1886967>.

Holmes, T. L. and Brewer, E. C. (2020). Customer Service Challenges in Omni-Channel Retailing – An Exploratory Study of Vague Language in Retailer Customer Service Policies, *Atlantic Marketing Journal*: Vol. 9: No. 1, Article 6. Available at: <https://digitalcommons.kennesaw.edu/amj/vol9/iss1/6>.

Brewer, E. C. and Holmes, T. L. (2016). Better Communication = Better Teams: A Communication Exercise to Improve Team Performance. *IEEE Transactions on Professional Communication*, 59(3), 288-298.

Brewer, P. E. and Brewer, E. C. (2015) Pedagogical perspectives for the online and blended education skeptic. *Journal on Excellence in College Teaching*, 26(1), 29-52.

Brewer, E. C. (December 2011). Learning by Design (Project-Based Learning: Building the Skills for Career Success). *Dyrektor Szkoły*, 12-17 (a Polish journal).

Brewer, E. C., and Taylor, K. (April, 2011). Managing Collaboration in the Thirty Years War: Culture, Politics and the Influence of Donald Wildmon. *Journal of Religion and Popular Culture* 23(1), doi:10.3138/jrpc.23.1.1.

Brewer, E. C., and Holmes, T. L. (2009). Obfuscating the Obvious: Miscommunication Issues in the Interpretation of Common Terms. *Journal of Business Communication* 46, 480-496.

Ausenbaugh, M. W., Gesler, D., and Brewer, E. C. (2008). The Effects of Sex and Education Level on Trust, Respect, and Empowerment in the Workplace. *Kentucky Journal of Communication* 27(1), 1-11.

Brewer, E. C. (2007). Creating Organizational Meaning: Seeking Return to Native Leadership at a Native American Ministry Organization. *Ohio Communication Journal*, 45, 13-40.

Brewer, E. C. (2006). Extroversion/Introversion Communication Patterns: A Determinant of Success in Business. *Business Quest*. Available at <http://www.westga.edu/~bquest/>.

Holmes, T. L., and Brewer E. C. (May 2006). An Experiential Classroom Exercise to Improve Communication Effectiveness. *The Archive of Marketing Education*. Available at <http://www.Marketingpower.com> in the academic section.

Brewer, E. C. (2003). Patriotism or Patronizing Protective Surveillance? Big Brother and the USA PATRIOT Act. *Iowa Journal of Communication*, 35(1), 67-84.

Brewer, E. C. (1999). The Value of NEDA for On-Campus Debate Programs. *The Journal of Public Advocacy*, 73-75.

Peer-Reviewed Journal Articles Continued

Brewer, E. C. (1998). The Agon(y) of Burke. Peer-reviewed conference paper that is published on the Burke Conference Paper Repository at <http://www.sla.purdue.edu/people/engl/dblakesley/burke/brewer.html>.

Brewer, E. C. (1997). Censorship and the Cultural Battle over Morality and Free Expression in the Rhetoric of the American Family Association. *The Free Speech Yearbook* 3, 80-91.

Book Chapters and Case Studies

Brewer, E. C. and Holmes, T. L. (2015). Success Strategy: Communication with Common Language. In Brewer, P. E. *International Virtual Teams: Engineering Global Success*, 25-26. Piscataway, NJ: IEEE Press Wiley.

Brewer, E. C. (2013). Managing the Ethical Implications of the Big Box: The Walmart Effect. In May, S. (Ed.). *Case Studies in Organizational Communication: Ethical Perspectives and Practices*, 2nd ed. Thousand Oaks, CA: Sage, pp. 59-72.

Brewer, E. C. and Holmes, T. L. (2010). The Loan: A Case on Communication. In Berman, B. and Evans, J. R., *Great Ideas in Retailing*, 10th ed. Upper Saddle River, NJ: Prentice Hall, 78-80. (also in 2006 edition, pp. 68-70).

Brewer, E. C. (2009). The Wal-Mart Way. In Gini, A., and Marcoux, A. M., *Case Studies in Business Ethics*, 6th ed. Upper Saddle River, NJ: Prentice Hall, pp. 159-168.

Brewer, E. C. (2006). The Wal-Mart Way: Community Service or Sneaky Exploitation? In May, S. (Ed.). *Case Studies in Organizational Communication: Ethical Perspectives and Practices*. Thousand Oaks, CA: Sage, pp. 59-74.

Brewer, E. C. (2006). The Delicate Art of Persuasion. In R. M. Bokeno et al., *A Manner of Speaking: Successful Presentations for Work and Life*, 2nd edition, (pp. 166-193). Dubuque, IA: Kendall Hunt Publishing Company. (The chapter also appeared on pp. 190-213 of the 2004 1st edition.)

Brewer, E. C. & Lidzy, S. L. (2006). Preparing Speeches for Everyday Life. In R. M. Bokeno et al., *A Manner of Speaking: Successful Presentations for Work and Life*, 2nd edition, (pp. 194-209). Dubuque, IA: Kendall Hunt Publishing Company. (The chapter also appeared on pp. 214-229 of the 1st edition.)

Brewer, E. C. (2006). Where Do We Go From Here? In J. Keyton & P. Shockley-Zalabak (Eds.), *Case Studies for Organizational Communication* 2nd edition (pp. 110-117). Los Angeles, CA: Roxbury. (The case also appeared on pp. 102-109 of the 2004 1st edition.)

Brewer, E. C. (2003). Hustler Magazine Inc., v. Falwell. In R. A. Parker (Ed.), *Free Speech on Trial: Communication Perspectives on Landmark Supreme Court Decisions*, (pp. 264-280). Tuscaloosa, AL: The University of Alabama Press.

Book Reviews

Brewer, E. C. (2003). In Search of a Truly Democratic Media . [Review of the book *The Myth of the Liberal Media: An Edward Herman Reader*]. *Review of Communication*, 3.1.

Brewer, E. C. (1999). [Review of the book *Censorship: Opposing Viewpoints*]. *The Free Speech Yearbook*, 37.

Brewer, E. C. (1999). [Review of the book *Freedom of Expression in the 21st Century*]. *The Free Speech Yearbook*, 37.

Proceedings

Holmes, T. and Brewer, E. (2025). Caveat “Promptor” – Overcoming Chatbot Errors in Customer Service, in *All In On Experience: Betting on Consumer Insight and Engagement*, Melanie B. Richards, Editor, Society for Marketing Advances, 2025, pp. 285-286.

Holmes, T. and Brewer, E. (2023). A place for my stuff: Course augmentation in compressed schedules in Today’s Global Environment, Alisha B. Horky, Editor, Society for Marketing Advances, 2023, pp. 496-498.

Holmes, T. L., Brewer, E. C., and Patterson, E. F. (2021). “Attribution in Omnichannel Retailing: A Preliminary Study in an Online-First Context,” Society for Marketing Advances 2021 Annual Conference, Proceedings from Society for Marketing Advances Conference pp. 164-165.

Brewer, E. C. & Holmes, T. L. (2017). A Preliminary Exploration of International vs. US MBA Student Interpretation of Vague Language in Fowler, J., & Weiser, J., eds. *Ethical Decisions in Life Style Choices: Proceedings from Society for Marketing Advances Conference*, pp. 82-83.

Brewer, E. C. & Holmes, T. L. (2016). Customer Service Challenges in Omni Channel Retailing. *Atlantic Marketing Association Proceedings*.
http://digitalcommons.kennesaw.edu/ama_proceedings/2016/RETAIL-T14/.

Brewer, E. C. (2007). Extroversion and introversion in the communication classroom. In G. B. LaFleur (ed.). *The Power of the Art of Communication - The KCA's Nexus Series. Proceedings from the Kentucky Communication Association Annual Conference, 2004-2005*, (Article 3).

Brewer, E. C., & Holmes, T. L. (2007). An experiential exercise to improve communication effectiveness. In G. B. LaFleur (ed.). *The Power of the Art of Communication - The KCA's Nexus Series. Proceedings from the Kentucky Communication Association Annual Conference, 2004-2005*, (Article 4).

Brewer, E. C. (2004). Blackboard & Instructional Effectiveness: Benefits and Limitations. In *The Nexus of Theory and Practice: Innovations in Thought and Pedagogy among Professors of Communication*, (pp. 1-4). The Kentucky Communication Association. (Selected from Proceedings from the 2002 and 2003 annual conferences.)

Works in Progress

Interpersonal Communication: A Skills-based Approach (with Xiaowei Shi and Mary Beth Asbury), textbook accepted with Sage Publishing

A Place for My Stuff: Course Augmentation in Compressed Schedules (with Terry Holmes)

Grants, Externships, and Awards

Grants Received

Faculty Fellow for Culture & Language Across the Curriculum

Spring semester 2011 \$400.00 award at Appalachian State University

CISR (Murray State University Committee on Institutional Studies and Research) Grant

Received \$1,050.00 grant for 2002-2003 academic year to complete the study entitled Extroversion as a Determinant of Organizational Success

Grants, Externships, and Awards Continued

CISR (Murray State University Committee on Institutional Studies and Research) Grant

Received \$1,650.00 grant for 2001-2002 academic year to complete the study entitled Organizational Change at Wesleyan Native American Ministries: The Effects of Culture on Communication Practices

Grants Received Continued

Externship (Murray State University College of Business and Public Affairs)

Received \$1000.00 summer 2001 for externship at Boulder Dam Credit Union in Boulder City, Nevada observing communication practices and providing communication workshops

Grants Submitted

International Virtual Teams: Comparative Case Study of Communication Across National Cultures

NSF (VOSS) grant request of \$320,821, for 2010-2013 project – not funded

International Virtual Organizations: A Study of Communication Across National Cultures

NSF (VOSS) grant request of \$208,545 for 2009-2012 project – not funded

Honors and Recognitions

Nominated for 2026 Outstanding Adviser, College of Fine and Applied Arts at Appalachian State University

Nominated for 2024 Outstanding Adviser, College of Fine and Applied Arts at Appalachian State University

Nominated for 2021 Outstanding Teacher, College of Fine and Applied Arts at Appalachian State University

Named as a (student nominated) Most Helpful Faculty and Staff, 2020-2021

Nominated for 2020 Outstanding Teacher, College of Fine and Applied Arts at Appalachian State University

Nominated for 2019 Outstanding Teacher, College of Fine and Applied Arts at Appalachian State University

Named as a (student nominated) Faculty “most helpful in my success,” 2015-2016

Lambda Pi Eta recipient of Faculty Excellence in Mentoring award, 2011-2012

Invited to teach for two weeks in the Business Department at Ching Yun University (Now Chien Hsin University of Science and Technology) December 2009

Conference Presentations

Workshop presentation: Avoiding Miscommunication Issues in the Interpretation of Common Terms presented at the IEEE Pro Comm conference at the University of Alberta in Edmonton, AB, Canada on July 13, 2026

Current Issues in Freedom of Expression panelist, “Free Speech and Chatbot AI” presented virtually at the 111th Brewer, page 7 of 19

annual National Communication Association conference in Denver, Colorado on November 21, 2025

Caveat “Promptor” – Overcoming Chatbot Errors in Customer Service with Terry Holmes (presenter) presented at the Society for Marketing Advances conference in Las Vegas, NV on November 6, 2025

Current Issues in Freedom of Expression panelist – “Current issues of AI and free expression” presented virtually at the 110th annual National Communication Association conference in New Orleans, Louisiana on November 22, 2024

Conference Presentations Continued

Current Issues in Freedom of Expression panelist – “Twitter, Inc. V. Taamneh” presented virtually at the 109th annual National Communication Association conference in National Harbor, Maryland on November 17, 2023

“A Place for My Stuff:” Course Augmentation in Compressed Schedules with Terry Holmes (presenter) presented at the Society for Marketing Advances conference in Ft. Worth, TX on November 11, 2023

Current Issues in Freedom of Expression panelist – “Ginni Thomas, Activism, and the Supreme Court” presented virtually at the 108th annual National Communication Association conference in New Orleans, Louisiana on November 18, 2022

Current Issues in Freedom of Expression panelist – presented virtually at the 107th annual National Communication Association conference in Seattle, Washington on November 20, 2021

“Renewal and Transformation in the United Methodist Church: Bishop Melvin Talbert, the Book of Discipline, and embracing Biblical obedience” presented via video at the 107th annual National Communication Association conference in Seattle, Washington on November 18, 2021

“Attribution in Omnichannel Retailing: A Preliminary Study in an Online-First Context” with Terence Holmes presented at the Society for Marketing Advances conference in Orlando, Florida on November 5, 2021 – Co-author Terry Holmes presented

“Forging Pathways from Frustration to Peace in the Transition to an Online Academic Environment,” panelist – presented virtually at the Carolinas Communication Association conference on September 25, 2021

“Current Issues in Freedom of Expression,” panelist – presented virtually at the 106th annual National Communication Association conference, Indianapolis, Indiana on November 20, 2020

“Donald Trump and his ‘Presidential’ rhetoric: A clear and present danger to national security?” as a part of the panel “(Can) I Know It When I See It?: Schenk v. U.S. and the Ever Evolving Meaning of the Clear and Present Danger Doctrine 100 Years Later” presented virtually at the 105th annual National Communication Association conference scheduled for Baltimore, MD, November 16, 2019

Participant on “Sustaining Programs by Sustaining Students: A Panel Discussion of Issues Faced by Diverse Student Populations and the Programs that Recruit and Educate Them” presented via VOIP video at the Carolinas Communication Association annual conference, in Hilton Head, SC on September 28, 2019

“Playing with Fire: Billy Graham and the Civil Rights Movement.” Presented at the 104th annual National Communication Association conference in Salt Lake City, UT on November 9, 2018

“Music and Medicine: The Potential Impact of Music on Healing” presented at the 88th Annual Convention of the Southern States Communication Association in Nashville, TN on April 7, 2018

“A Preliminary Exploration of International vs. US MBA Student Interpretation of Vague Language” with Terence Holmes presented at the Society for Marketing Advances annual conference in Louisville, KY on November 9, 2017

“Altering Religious Rhetoric: Building Community Through Embracing Differences” presented at the 102nd annual National Communication Association conference in Philadelphia, PA on November 13, 2016

Listening, Technology, and the New Brain” presented at the 102nd annual National Communication Association conference in Philadelphia, PA on November 10, 2016

“Academic Freedom as ‘Civic Calling’: Will We Lose it?” presented at the 102nd annual National Communication Association conference in Philadelphia, PA on November 13, 2016

Conference Presentations Continued

“Customer Service Challenges in Multichannel and Omni Channel Retailing” presented with Terence Holmes at the Atlantic Marketing Association Conference in Charleston, SC on September 15, 2016

“Mentoring for service: Embracing Opportunities in Helping Faculty Define and Participate in Academic and Professional Service” presented at the 101st annual National Communication Association conference in Las Vegas, NV on November 21, 2015

“Navigating Relationships in the Hiring Process” prepared (but not presented due to weather conditions – storm and hurricane Joaquin) for the Carolinas Communication Association Annual Conference, October 3, 2015.

“Learning, Growing and Responding to Student and Institutional Needs in Online Course Development” presented at the 85th Annual Convention of the Southern States Communication Association in Tampa, Florida, April 12, 2015

“Fighting for Decency: Culture, Politics, and the Persuasive Tactics of Don Wildmon” presented at the Religious Communication Association’s Preconference to the 100th annual National Communication Association Conference in Chicago, Illinois, November 19, 2014

“Second Life and 3D Worlds in Organizational Life: Virtual Reality with Real Ethical Implication” presented at the 99th annual National Communication Association conference in Washington, DC on November 22, 2013

“Interacting in Real Time: Creating Presence with Video Conferencing and Simultaneous Interaction” presented at the Carolinas Communication Association Conference in Charlotte, NC on October 5, 2013

“Experiments in Cultures and Languages Across the Curriculum at Appalachian” presented at the Appalachian Global Symposium at Appalachian State University on November 15, 2012

“Real versus Mediated Depictions of Places and Cultures: Challenging Stereotypes and Changing Images in Taiwan” presented at the Carolinas Communication Association in Aiken, South Carolina on October 6, 2012

“The Ubiquitous Nature of Second Life” with Lynn Gregory, who presented at the 97th annual National Communication Association conference in New Orleans, Louisiana on November 18, 2011

“Ubiquitous Miscommunication: Subjective Time and Probability” with Terrence Holmes presented at the 4th International Conference on Ubiquitous Learning in Berkeley, California on November 12, 2011

“Online Education: Building Educational Bridges” presented at the 96th annual National Communication Association conference in San Francisco, California on November 14, 2010

“Second Life: Virtual Reality with Real Free Speech Issues” presented at the 95th annual National Communication Association conference in Chicago, Illinois on November 14, 2009

“Engaging in unCONVENTIONAL Behavior: Dealing with Language and Cultural Diversity in the Basic Course” presented at the 94th annual National Communication Association conference in San Diego, California on November 22, 2008

“Statistical Significance or Factual Obfuscation: Balancing the Interpretation of Qualitative and Quantitative Data” presented at the 94th annual National Communication Association conference in San Diego, California on November 21, 2008

“Civility, Ethics, and Free Speech: A Call for Campaign Communication Reform” presented at the 94th annual National Communication Association conference in San Diego, California on November 21, 2008

Conference Presentations Continued

“Religious Freedom in the classroom of a state-supported institution: An issue of separation of church and state?” presented at the 93rd annual National Communication Association conference in Chicago, IL on November 16, 2007

“There is No Such Thing as a False Idea: Chief Justice Rehnquist’s Majority Opinion in *Hustler Magazine v. Falwell* (1988)” presented at the 93rd annual National Communication Association conference in Chicago, IL on November 15, 2007

“Dangerous Words in Health Communication,” Presented with Terence Holmes at the 77th Annual Convention of the Southern States Communication Association, Louisville, Kentucky, March 30, 2007.

“Using Case Studies in the Communication Classroom: Developing Critical Thinking Skills through Practical Application” presented at the 92nd annual National Communication Association conference in San Antonio, TX on November 18, 2006

“The Effects of Media Convergence on Meaningful Communication” presented at the 75th annual Kentucky Communication Association conference at Cumberland Falls State Resort Park, KY on September 9, 2006

“Empowering the Other: Dealing with Conflict in Marital Relationships” presented at the 75th annual Kentucky Communication Association conference at Cumberland Falls State Resort Park, KY on September 8, 2006

“Information Literacy Exercise” presented at the 75th annual Kentucky Communication Association conference at Cumberland Falls State Resort Park, KY on September 8, 2006

“The Effects of Media Convergence on the Information Processing of News Audiences” presented at the 51st annual Broadcast Education Association conference in Las Vegas, NV on April 28, 2006

“Healthy Communication: Subjective Probability and its role in Communication Effectiveness” presented at the 91st annual National Communication Association conference in Boston, MA on November 17, 2005

“Dangerous Words: Common Sources of Miscommunication” with Terence Holmes at the Kentucky-Tennessee Best Practices Conference at the Murray State University Hopkinsville, Kentucky campus on February 25, 2005

“Moving Forward/Looking Back: Examining the Ethical Implications of Wal-Mart’s Rhetoric” presented at the 90th annual National Communication Association conference in Chicago, IL on November 13, 2004

“An Experiential Exercise to Improve Communication Effectiveness” with Terence Holmes presented at the Kentucky Communication Association annual conference, Gilbertsville, KY, September 18, 2004

“Extroversion and Introversion in the Communication Classroom” presented at the Kentucky Communication Association annual conference, Gilbertsville, KY, September 17, 2004

“Success in the Classroom or on the Job: Exploring the Relationship between Introversion/Extroversion and Individual Performance” presented at the Ken-Tenn Conference in Nashville, TN on February 27, 2004

“Reaching Out From Within: The Introvert’s Struggle to Effectively Communicate in an Organizational Setting” presented at the 89th annual National Communication Association conference in Miami, FL on November 21, 2003

“Reaching Out/Reaching In: Struggling to Integrate Native Leadership with Wesleyan Ministry Goals” presented at the 89th annual National Communication Association conference in Miami, FL on November 21, 2003

Conference Presentations Continued

“Extroversion/Introversion as a Determinant of Success in the Organizational Communication Classroom: Discovering SoTL Research Potential” presented at the 89th annual National Communication Association conference in Miami, FL on November 21, 2003

“Freedom of Expression and the Tenure Process” presented at the 89th annual National Communication Association conference in Miami, FL on November 20, 2003

“The USA PATRIOT ACT: Has Big Brother Really Been Watching?” presented at the 88th annual National Communication Association conference in New Orleans, LA on November 22, 2002

“Communication in Action: The Role of Metaphor in the Creation of Meaning at Boulder Dam Credit Union” presented at the 88th annual National Communication Association conference in New Orleans, LA on November 21, 2002

“Blackboard & Instructional Effectiveness: Benefits and Limitations” presented at the Kentucky Communication Association annual conference at Butler State Resort Park in Carrollton, KY on September 22, 2002

“Technology in the Classroom: New Perspectives” panel discussion presented at the Murray State University Teaching and Technology Forum in Murray, Kentucky on April 26, 2002

“Establishing a Truly Multicultural Perspective: Developing Native Leadership at Wesleyan Native American Ministries” presented at Murray State University’s first annual Multicultural, Class, and Gender Studies Conference in Murray, Kentucky on March 11, 2002

“Radicalizing Organizational Roots: A Return to Native Leadership at Wesleyan Native American Ministries” presented at the 87th annual National Communication Association conference in Atlanta, GA on November 1, 2001

“Equitable Assessment: Possible Classroom Reality or Likely Instructional Myth?” presented at the 69th annual convention of the Central States Communication Association in Cincinnati, OH on April 7, 2001

“Organizational Discourse at Consumer’s Union: Product Defamation or Unbiased Review?” presented at the 69th annual convention of the Central States Communication Association in Cincinnati, OH on April 7, 2001

“Developing Professionalism: The Role of Writing in the Business and Professional Course” presented at the 69th annual convention of the Central States Communication Association in Cincinnati, OH on April 6, 2001

“Email Etiquette: Practicing Professional Effectiveness” presented at the Ken-Tenn Conference in Clarksville, TN on March 30, 2001

“Prescriptive or Proscriptive Television Programming in 2000: Dragging Us into the New Millennium or Pushing the Limits of Acceptability?” presented at the 86th annual National Communication Association conference in Seattle, WA on November 11, 2000

“The Abortion Battle: Engaging Free Speech” with Jay Delancey presented at the 86th annual National Communication Association conference in Seattle, WA on November 9, 2000

“Free Expression at Liberty University” as a part of the roundtable discussion “The Status of Free Expression in Various Academic Settings” presented at the 68th annual Convention of the Central States Communication Association in Detroit, MI on April 15, 2000

Conference Presentations Continued

“Recreating a Sense of Community: Religious Speech at the Columbine Memorial Service” presented at the 68th annual Convention of the Central States Communication Association in Detroit, MI on April 14, 2000

“Evaluating Educational Procedures with Native American Children” presented at the 85th annual National Communication Association conference in Chicago, IL on November 5, 1999

“Hustler Magazine, Inc. et al. V. Jerry Falwell: One of the Most Important Free-Speech Decisions of the United States Supreme Court in the Twentieth Century” presented at the 85th annual National Communication Association conference in Chicago, IL on November 4, 1999

“Snatching Hope from the Jaws of Despair: Epideictic Speech at the Columbine Memorial Service” presented at the Virginia Association of Communication Arts and Sciences convention in Hampton, VA on September 18, 1999

“Where’s the Beef?: An Examination of the Beef Industry’s Lawsuit Against Oprah Winfrey” presented at the 67th annual convention of the Central States Communication Association in St. Louis, MO on April, 1999

“The Agon(y) of Burke” presented at the 84th annual National Communication Association conference in New York, NY on November 21, 1998

“Communication, Conflict, and the Church: An Organizational Case Study” presented at the 66th annual Central States Communication Association conference in Chicago, IL on April 4, 1998

“Foul Play or Fair Play: An Examination of Privacy Versus Free Speech Issues in the Life and Death of Princess Diana” presented at the 66th annual Central States Communication Association conference in Chicago, IL on April 3, 1998

“John Wesley - Reformer or Leader of a Movement?” presented at the 83rd annual National Communication Association (Formerly SCA) convention in Chicago, IL on November 24, 1997

“Champions of Decency: An Examination of Censorship and Free Expression Issues in the Rhetoric of the American Family Association” presented at the 82nd annual Speech Communication Association convention in San Diego, CA on November 25, 1996

“Evaluating or Devaluating? Recreating Meaning Through Speech--The Media Responds to Don Wildmon”
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and the American Family Association" presented at the 82nd annual Speech Communication Association convention in San Diego, CA on November 26, 1996

"Censorship and the Cultural Battle over Morality and Free Expression in the Rhetoric of the American Family Association" presented at the 64th annual Central States Communication Association convention in St. Paul, MN on April 16, 1996

"Turning Up the Heat: A Study of the Rhetorical Patterns of the American Family Association" presented at the 81st annual Speech Communication Association Conference in San Antonio, TX on November 19, 1995

"The Pachisi Coalition Revisited" presented at the Society for the Scientific Study of Religion 1995 annual meeting in St. Louis, MO on October 29, 1995

"The Frog in the Kettle: An Examination of the American Family Association's Fight for Decency" presented at the Society for the Scientific Study of Religion annual meeting in St. Louis, MO on October 28, 1995

"Running from Tradition, Legacy, and Joel Hyatt: A Quiet Republican Victory in Ohio" with Dave Engen presented at the 86th annual Eastern Communication Association conference in Pittsburgh, PA on April 27, 1995

Conference Presentations Continued

"Choice and Ethics: An Examination of the Ethical Implications of the American Family Association's Fight for Decency" presented at the 63rd annual Central States Communication Association conference in Indianapolis, IN on April 21, 1995

Panel Chair and Respondent Presentations

Chair for the panel entitled: "The Art and Craft of Creating Immediacy in Online Classes" at the 85th annual Southern States Communication Association conference in Tampa, FL, November 12, 2015

Moderator for debate entitled: "Pacifism v. Just War Theory: Christian Viewpoints in War Arguments" presented at the 85th annual Southern States Communication Association conference in Tampa, FL, April 10, 2015

Chair for the panel entitled: "Onward Christian Soldiers: 100 Years of Persuasion Aimed at Impacting Cultural Morality" at the Religious Communication Association's Preconference to the 100th annual National Communication Association Conference in Chicago, IL, November 19, 2014

Chair for the panel entitled: "When I Grow Up... "Studies in Vocational Socialization" at the 96th annual National Communication Association conference in San Francisco, CA on November 16, 2010

Chair for the panel entitled: "Promoting and Protecting the Fundamental Communication Right: Outstanding Free Expression Scholarship" at the 94th annual National Communication Association conference in San Diego, CA on November 22, 2008

Chair for panel entitled: "Applying Communication for the Benefit of Nondominant Populations" at the 93rd annual National Communication Association conference in Chicago, IL on November 17, 2007

Chair for panel entitled: "Issues in Cyberspace: Freedom and Limitations" at the 90th annual National Communication Association conference in Chicago, IL on November 14, 2004

Chair for panel entitled: “Race, Gender, and Sexual Orientation: Diversity at Work” at the 90th annual National Communication Association conference in Chicago, IL on November 13, 2004

Respondent for Student Papers in Freedom of Expression: Religion, Politics and Corporate Ownership of the Media presented at the 89th annual National Communication Association conference in Miami, FL on November 21, 2003

Chair of Student Papers of Freedom of Expression Panel at the 88th annual National Communication Association conference in New Orleans, LA on November 23, 2002

Chair and Respondent for the panel “Competitive Papers in Freedom of Expression” presented at the 86th annual National Communication Association conference in Seattle, WA on November 12, 2000

Thesis and Graduate Committees

Chaired Honor’s Thesis “Profits and Prophets: A Study of the Traditional Business Practices of Three Religious Cults for Mrs. Faith Showler at Appalachian State University, 2020

Thesis and Graduate Committees Continued

Chaired Thesis “How Do Deception and Sabotage, Which are Elements of Office Politics, Relate to Bullying and Undermining, Which are Elements of Conflict in the Workplace?” for Wes Ausenbaugh, 2007

Served as graduate comprehensive exam committee member (42) at Murray State University, 2001-2007

Served as On-Site Evaluator for Mr. Cecil Kramer's (Chair of Communication Studies Department at Liberty University at the time) Doctor of Ministry Project, 1999-2000

Chaired Honor's Thesis “Social Penetration: Jesus and the Samaritan Woman” for Mr. Andrew Orndorff at Liberty University, 2000

Chaired Honor’s Thesis “The Sounds of Silence: The Censorship of Journalism in the Collegiate Environment” for Mr. Chris Edwards at Liberty University, 2000

Training and Teaching Workshops

Organizational Communication, 2010, Transportation Insight, Hickory, NC

Time Management, 2010, Transportation Insight, Hickory, NC

Nonverbal Communication, 2010, Transportation Insight, Hickory, NC

Business Communication, 2001, Boulder Dam Credit Union, Boulder City, NV

Health Communication, 1997, Share Convalescent Home, Alva, OK

Interpersonal Communication, 1994, Anthony Wayne Schools, Perrysburg, OH

Past and Present Memberships in Professional Associations

National Communication Association

Academy of Management

Southern States Communication Association

Atlantic Marketing Association

Carolinas Communication Association

Society for Marketing Advances

Selected Professional Activities and Community Service

Service to the Discipline

Reviewer for the *Communication and Democracy* (formerly *First Amendment Studies* and before that *Free Speech Yearbook*), 2009-Present

Reviewer for *Business and Professional Communication Quarterly*, 2016-Present

Reviewer for *IEEE Transactions on Professional Communication*, 2017-Present

Reviewer for *Journal of Management Education*, 2019-Present

Service to the Discipline Continued

Reviewer for the *Journal of Religion and Culture*, 2010-Present

Reviewer for *Ubiquitous Learning Journal, An International Journal* (Associate editor, Volume 4, Issue 3), 2012

External reviewer for promotion to professor candidate at University of South Carolina Beaufort, 2021

External Reviewer for tenure and promotion candidate at the College of Charleston, 2010

Reviewer for the Interpersonal Communication division for the National Communication Association annual conference, 2025

Reviewer for the Free Speech Interest Group submissions for the National Communication Association annual conference, 2002, 2003, 2004, 2008, 2009, 2014, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2025, 2026

Reviewer for the Communication Ethics Division for the National Communication Association annual conference, 2023

Reviewer for the Organizational Communication division submissions for the National Communication Association annual conference, 2004, 2009, 2010, 2011, 2014, 2016, 2017, 2018, 2019, 2020, 2021

Reviewer for the Applied Communication division submissions for the National Communication Association annual conference, 2019

Reviewer for the International and Intercultural Communication division submissions for the National Communication Association annual conference, 2011, 2013, 2026

Reviewer for the Religious Communication Association submissions for the National Communication Association annual conference, 2015

Reviewer for the Organizational Communication and Information Systems division submissions for the Academy of Management annual conference, 2011, 2012, 2013, 2014, 2017

Reviewer for the Conflict Management division submissions for the Academy of Management annual conference, 2011, 2012, 2013, 2017

Reviewer for the Organizational Behavior division submissions for the Academy of Management annual conference, 2011, 2012, 2014

President of the Free Speech Interest Group of the Central States Communication Association, 2001-2002 (Vice President and convention planner 2000-2001)

Service to the University

Director of the online Advertising program, 2021-Present

Director of the online Communication Studies program, 2019-Present

Communication Department Assessment Committee, 2020-2023

SACS Assessment Coordinator for the undergraduate Communication Studies Area of the Appalachian State University Department of Communication 2010-2023

Appalachian State University College of Fine and Applied Arts Awards Committee, 2010-2025

Service to the University Continued

Appalachian State University Communication Department Promotion & Tenure Committee (Now Appointment, Promotion & Tenure Committee), 2013-Present (Chair in 2015)

Leadership minor committee at Appalachian State University – 2008-Present

Academic advisor to Department of Communication majors at Appalachian State University (usually 50+ each year until 2021 – now 165+ each year), 2007-Present

Communication Studies Area Scheduling Coordinator, 2009-2026

Communication Studies online Scheduling Coordinator, 2019-present

Advertising online Scheduling Coordinator, 2021-present

Founding director of Strategic Communication Graduate Certificate program, 2015-2020

Appalachian State University Communication Department Scholarship committee, 2009-2015, and 2019-2020, and 2026-present

SACS Assessment Coordinator for the Graduate Certificate in Strategic Communication at Appalachian State University 2016-2020

ASU Department of Communication Social Media Committee, 2019-2020

Academic advisor to students in the Strategic Communication Graduate Certificate program (usually 20+ each year), 2016-2020

Appalachian State University Communication Dpt. Post Tenure Review Committee, 2010-2015

Ad hoc Graduate Certificate Program Committee for the Appalachian State University Department of Communication, 2011-2015

Department of Communication Chair search committee at Appalachian State University, 2014

Served as reviewer for Appalachian State University GRAM submissions, 2014

Ex-officio member of Appalachian State University Research Council, 2008-2011

Appalachian State University Communication Department Personnel Committee, 2008-2009 and 2010-2013

Ad hoc Policies and Procedures Committee for the Appalachian State University College of Fine and Applied Arts, 2012-2013

Advisor to Lambda Pi Eta Omega Theta chapter honor society at Appalachian State University, 2013

Faculty advisor to the Appalachian Communicators club at Appalachian State University, 2009- 2012

Lambda Pi Eta Honors Society Scholarship Committee at Appalachian State University, 2011-2012

Timer for the Appalachian State University Swim Club, 2011-2012

Official mentor to a new faculty member through the ASU Hubbard Center, 2009-2010

Appalachian State University College of Fine and Applied Arts Reassigned Time Policy Committee, 2009-2010

Service to the University Continued

Appalachian State University College of Fine and Applied Arts Research Development Officer, 2008-2011
(ASU did away with the program in 2011 due to budget cuts)

Ex-officio member of the Appalachian State University Research Council, 2008-2011

Appalachian State University Department of Communication Advisory Committee, 2008-2010

Appalachian State University Department of Communication Strategic Planning Committee, 2007- 2008

Served on 4 faculty and 1 staff search committees for the Appalachian State University Department of Communication, 2008-2009

Appalachian State University Department of Communication Honors Committee, 2007-2008

Murray State's College of Business and Public Affairs Dean's search committee, 2007

Chair of the Murray State University College of Business and Public Affairs Tenure Committee, 2006-2007

Murray State University Academic Policies Committee, 2006-2007

Murray State University Organizational Communication Department tenure committee, 2005- 2007

Murray State University Organizational Communication Departmental Tenure and Promotion Committees, 2005-2007

Faculty Senate Representative to the Academic Council at Murray State University, 2005-2007

Faculty Senate Representative to the Murray State University Graduate Committee, 2005-2007

Murray State University Organizational Communication Department search committee, 2005- 2006

Organizational Communication department academic graduate student advisor (usually 50+), 2004- 2007 and undergraduate student advisor (usually 20 +), 2000-2007 at Murray State University

Faculty Senate at Murray State University, 2004-2007

Faculty Senate Governmental Affairs Committee at Murray State University, 2004-2006

Chaired Organizational Communication Department Graduate Curriculum Assessment Committee at Murray State University, 2004-2007

College of Business and Public Affairs Graduate Programs Committee at Murray State University, 2004-2007

Chaired the Murray State University College of Business and Public Affairs Faculty Development Committee at Murray State University, 2003-2007

Organizational Communication Department Faculty Undergraduate Curriculum Assessment Committee at Murray State University, 2003-2004

College of Business and Public Affairs Undergraduate Programs Committee at Murray State University, 2002-2004 (Secretary 2003-2004)

Faculty focus group for the library at Murray State University, 2002

Service to the University Continued

Regents College Residential Program at Murray State University, 2001-2007

Professional Communication Symposiums at Murray State University, 2001-2003

Fulton Roads Scholar Team at Murray State University, 2000-2007

Reviewer for student papers, presentations, and oral exams for the COM 409 Communication Capstone course at Murray State University, 2000-2007

Quality Task Force for College of Business & Public Affairs at Murray State University, 2000-2001

Faculty Evaluation Systems Committee for the College of Business & Public Affairs at Murray State University, 2000-2001

Elected to 3-year term on the faculty Senate at Liberty University beginning 1999 and elected to serve as Chair of the Academic Standards and Admissions committee to have begun in 2000

Liberty University Department of Communication Studies Promotions and Social Committee 1998-1999

Liberty University Assessment Committee, 1998-2000

Communication Studies Department representative on the Committee on Graduate Studies at Liberty University, 1999-2000

Coached On-Campus debate program at Liberty University, 1998-2000

Judged for the Liberty University debate tournaments November 1998 and 1999

Judged for the Liberty University-hosted high school regional tournament, April 1999

Organized and hosted National Education Debate Association Western Region Spring Workshop at Northwestern Oklahoma State university on January 17, 1998

Developed a revised Speech Communication curriculum at Northwestern Oklahoma State University in spring of 1997

Director of Forensics Program at Northwestern Oklahoma State University, 1997-98

Oklahoma State Regents Faculty Transfer Curriculum Committee, 1997-98

Social Affairs Committee at Northwestern Oklahoma State University, 1997-98

Presented Centennial Speech Portraying President James Ament, the first President of Northwestern Oklahoma State University (then Northwestern Territorial Normal School) September 19, 1997

Hosted and Directed the Oklahoma Secondary Schools Activities Association High School Invitational Speech Tournament in November 1997

Hosted and Directed the Oklahoma High School Regional Speech Tournament in March 1998

Northwestern University Assessment Committee at Northwestern Oklahoma State University, 1996-98 (Presidential appointment)

Service to the Community

Finance Committee (Chair beginning 2019) Centenary United Methodist Church, Macon, GA, 2017-2021

Administrative Council, Centenary United Methodist Church, Macon, GA, 2017-2021

Community Breakfast Volunteer, Centenary Community Ministries, Inc., Macon, GA, 2017-2020

Volunteer for Pixel Fund and SOS Rescue, 2015-Present

Volunteer at Watauga High School, 2007-2014

Member, Boone Area Missions Board of Directors, 2011-2012

Band Booster member, Watauga High School, 2009-2010

Official for USA Swimming, 2006-2008

Coach for Odyssey of the Mind team at Murray Elementary School, Murray, Kentucky, 2004-2006

Served on the Murray Youth Swim Team Board of Directors as secretary (2004-2005) and President (2005)

Vice chair, Murray Middle School Assessment and Planning Committee, Murray, Kentucky, 2003-2004

Volunteer at Murray Elementary (2000-2005) and Murray Middle School (2003-2007), Murray, Kentucky

Regular Speaker at the BSU and Wesley Foundation at Northwestern Oklahoma State University, 1996-1998

Judged for Alva High School and NEDA College Speech tournaments, 1996-98

Offered fall workshops for new judges and timekeepers participating in the November high school invitational tournament that I directed on the Northwestern Oklahoma State University campus, 1996-1997

Speaker for Anthony Wayne Schools' (Perrysburg, Ohio) in-service day, October 1994, Topic: Speaking Interpersonally

Speaker at various community and church groups in Bowling Green, Ohio, such as Kiwanis, Special Olympics, Montessori Schools, and Huntington Bank, 1990-1994

Volunteer at Sheffield Elementary School, Lynchburg, VA as reader, 1998-1999

Tutor at Hazelwood Elementary School, Louisville, KY, 1986

Tutor at Wilmington Jr. High School, Wilmington, Ohio, 1988