

# **James E. Grunig**

## *Vitae*

Professor Emeritus  
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### ***Education and Degrees***

Doctorado Honoris Causa (Honorary Doctorate), Universidad San Martin de Porres, Lima, Peru, 2006.  
Ph.D. University of Wisconsin, 1968 (Mass Communications)  
M.S. University of Wisconsin, 1966 (Agricultural Economics)  
B.S. Iowa State University, 1964 (Agricultural Journalism)

### ***Personal***

Date of birth: April 18, 1942.  
Married to Larissa A. Grunig, four children.

### ***Academic Experience***

Professor Emeritus, Department of Communication, University of Maryland, 2005-  
Professor, Department of Communication, University of Maryland, 1999-2005.  
Wee Kim Wee Professor, School of Communication and Information, Nanyang Technological University, Singapore, July-August 2004.  
Professor, College of Journalism, University of Maryland, 1978-99.  
Associate Professor, College of Journalism, University of Maryland, 1972-78.  
Assistant Professor, Department of Journalism, University of Maryland, 1969-72.  
Assistant Professor, Land Tenure Center, University of Wisconsin, 1968-69.

### ***Memberships***

Commission on Public Relations Measurement and Evaluation, Institute for Public Relations.  
Arthur Page Society, a society of senior public relations executives selected by invitation only.  
International Communication Association.  
Association for Education in Journalism and Mass Communication.  
National Communication Association.  
Public Relations Society of America.  
International Association of Business Communicators.  
International Public Relations Association.  
Honorary member, Slovenian Public Relations Society.  
Honorary member, Public Relations Institute of Australia.

### ***Editorships and Research Boards***

Editor, Public Relations Research & Education, 1984-85.

Coeditor, *Public Relations Research Annual*, 1989-91.

Coeditor, *Journal of Public Relations Research*, 1991-94.

Associate Editor, *Public Relations Review*, 1975-81.

Public Relations Advisor, Communication Series, Lawrence Erlbaum Associates, Publishers, 1987-

Editorial Board of *Journal of Public Relations Research*, *Journalism Quarterly*, *Health*

*Communication*, *World Communication*, *Public Relations Review*, *Corporate Communications: An International Journal*, *Corporate Reputation Review*, and *Human Communication Research*.

Reviewed manuscripts for *Communication Research*, *Journalism Monographs*, *Management Communication Quarterly*, *Communication Theory*, *Communication Yearbook*, and *Journalism Educator*.

Numerous book reviews for *Journalism Quarterly* and *Public Relations Review*.

### ***Professional Experience***

Consultant to Edelman Public Relations Worldwide, Strategy One Division, to develop an instrument to measure the quality of organization-public relations, 2003-2006.

Consultant to U.S. Department of Energy to develop a plan to evaluate the public affairs function at DOE National Laboratories, 2000-2001. Consultant to National Energy Technology Laboratory, Morgantown, WV to evaluate laboratory relationships, 2001-present. Served on Communication and Trust Advisory Panel, Brookhaven National Laboratory, Upton, NY, 1998- present.

Consultant to the Maryland State Department of Education, "People on the Grow" communication project, to audit the effectiveness of internal and external communication and to help develop a communication training program, 1983-85. Consultant to Allegany County Board of Education, 1987, on the same project.

Consultant to the Edison Electric Institute, Washington, D.C., facilitator in a professional development program on strategic planning in public relations and to evaluate the institute's research program, 1984-1986.

Consultant to the American Telephone and Telegraph Co., New York, to develop means of evaluating the effectiveness of public relations programs, 1976-1982.

Consultant to the American Alliance for Health, Physical Education, Recreation and Dance, Washington, D.C., to audit the communication program and member information needs, July 1978-March 1979.

Consultant to public relations department, Black & Decker Manufacturing Co., Towson, MD, to conduct study of employee communication programs, July-December 1976.

Consultant to Fraser/Ruder & Finn public relations Agency, Washington, D.C., to conduct a study of public opinion of government regulation of the bus industry for Trailways Bus Co., Sept. 1976-Jan. 1977, with Ray E. Hiebert.

Science Writer, National Science Foundation, Washington, D.C., Summer 1972.

Prepared economic education materials for the National Consumer Finance Association, Washington, D.C., Jan.-May 1972.

Editorial Assistant to the Director, Land Tenure Center, University of Wisconsin, Madison, half-time, 1965-1967.

Assistant Editor, *IH Farm Magazine*, International Harvester Co., Chicago, Summer 1964.

Science Writer, Office of Information, U. S. Department of Agriculture, Washington, D.C., Summer 1963.

Agricultural Science Writer, Information Service, Iowa State University, Ames, full-time summer 1962, half-time Jan.-May 1962 and Nov.-May 1964.

Student Journalistic Experience: Reporter, Copy Editor, Sports Editor, *Iowa State Daily*, Associate Editor, Co-Editor, *Iowa Agriculturist* magazine, 1961-1964.

### ***Honors, Offices, and Awards***

45<sup>th</sup> Annual Distinguished Lecturer, Institute for Public Relations, New York, November 9, 2006,

Third MScM Excellence-in-Communications Lecturer, University of Lugano Executive MScM Program, Zurich, Switzerland, March 16, 2006.

Alexander Hamilton Medal for Lifetime Achievement in Public Relations, Institute for Public Relations, New York, November 10, 2005.

Dr. Hamid Notghi Prize for Career Achievement in Public Relations, Kargozar Public Relations Institute, Tehran, Iran, November 16, 2005.

Lloyd Dennis Award for Distinguished Leadership in Public Affairs (with Larissa A. Grunig), Public Affairs and Government Section, Public Relations Society of America, October 24, 2005.

External Examiner, Bachelor of Communication (Hons) Public Relations, Universiti Tunku Abdul Raman, Kuala Lumpur, Malaysia.

Honorary Advisor, International Public Relations Research Center of Fudan University and the China International Public Relations Association, April 2005.

Honorary Member, Center For Hemispheric Defense Studies, National Defense University, Washington, DC, April 2005.

Advisory Board; Doctorate in Public Relations; Faculty of Communication, Tourism, and Psychology; University of San Martin de Porres; Lima, Peru, 2005-.

Finalist in the category of Public Relations Innovation of the Year, *PR Week* annual awards, New York, April, 2004, for the relationship index I helped Edelman Public Relations Worldwide develop.

Honored as one of five “legends” participating in a panel discussion at the awards luncheon of the Public Relations Society of America, New Orleans, October 2003.

Top Faculty-Student Paper Award (with Sung-Un Yang), Public Relations Division, Association for Education in Journalism and Mass Communication, Miami, August 2003.

PRIDE Award for best book on public relations published in 2002, *Excellent Public Relations and Effective Organizations: A Study of Communication Management in Three Countries* (coauthored with Larissa A. Grunig and David M. Dozier), Public Relations Division, National Communication Association.

James W. Schwartz Award for Distinguished Service to Journalism and Communication by an alumnus of the Greenlee School of Journalism and Communication, Iowa State University, October 2002. Named after leading journalism educator and former chairman, James W. Schwartz, the Schwartz Award is the highest honor presented by the Greenlee School.

Distinguished lecturer, Shih Hsin University, Taipei, Taiwan, May 2001.

Paul J. Deutschmann Award for Excellence in Research, Association for Education in Journalism and Mass Communication, August 12, 2000.

Honorary Visiting Professor, June 2000 to June 2004, Zhongshan University, Guangzhou, China.

Honorary Professor, Guangdong Business College, Guangzhou, China, June 2000.

Honorary Consultant, Guangzhou Public Relations Association, Guangzhou, China, June 2000.

Honored Consultant, Guangdong Public Relations Society, June 2000.

*PR Week*, listed as one of Top 10 Public Relations Educators, February 7, 2000.

*PR Week*, listed as one of Top 100 Most Influential PR Pros of the Century, October 18, 1999.

National Capital Chapter, Public Relations Society of America, Hall of Fame, August 1999.

Brookhaven National Laboratory, Upton, NY, Communication and Trust Advisory Panel, 1999-

Rowan University Public Relations Hall of Fame Award, Glassboro, NJ, May 2, 1998.

1998 Outstanding Faculty Mentor Award, Office of Minority Student Education, University of Maryland, College Park.

Top paper award, IABC Research Foundation competition for a paper jointly authored by a public relations practitioner and educator, International Conference, International Association of Business Communicators, 1997.

Visiting Eminent Practitioner, Public Relations Institute of Australia, July 27- August 25, 1996.

Delivered Noel Griffith Lecture, Public Relations Institute of Australia, Sydney, August 1, 1996.

Delivered Donald Dyer Oration, Public Relations Institute of Australia, Adelaide, August 20, 1996.

Medal for Outstanding Academic Achievement, University of Helsinki, Finland, 1996.

Special Commendation by the Maryland State Senate for the University of Maryland Public Relations Sequence being voted Number 1 graduate program in public relations in the United States by *U.S. News & World Report*, 1996.

Jackson, Jackson & Wagner Award for Behavioral Science Research in Public Relations, Public Relations Society of America Foundation, 1992.

Outstanding Educator in Public Relations, Public Relations Society of America, 1989.

Public Relations Interest Group, International Communication Association, Chair, 1989-90; vice chair and program chair, 1988-89.

*Pride* award for best periodical, *Public Relations Research Annual*, Commission on Public Relations, Speech Communication Association, 1990, 1992.

Top Three Paper Award, Public Relations Division, Association for Education in Journalism and Mass Communication, 1991.

Top Three Paper Award, Educators' Section, Public Relations Society of America, 1991.

Top Three Paper Award, Public Relations Interest Group, International Communication Association, 1987.

Advisory Board, Mass Communication Program, Buena Vista College, Storm Lake, Iowa, 1986-90.

Advisory Board, Communication Program, Catonsville Community College, Catonsville, Maryland, 1986-87.

Winner of first Pathfinder Award for Outstanding Research in Public Relations, awarded by the Foundation for Public Relations Research and Education, October 1984.

Public Relations Society of America: Research Committee, 1985-88; Educational Affairs Committee, 1986-88, 1992-.

Association for Education in Journalism:

Public Relations Division: head, program chairman, member and chair of the research committee, secretary-treasurer, paper reader and discussant numerous times.

Theory and Methodology Division: member of the public service committee, chair of the research committee, member of the executive committee and candidate for head, paper reader, discussant, and session chair numerous times.

International Division: program chair, paper reader and discussant.

All-AEJ: member of elected Research Committee twice for three-year term, appointed to Place-of-Convention and Endowments Committees, candidate for president, 1990.

American Council on Education in Journalism: member of accreditation team to Syracuse University, 1980, and Temple University, 1983.

University of Maryland: Review Committee for the Department of History, College of Arts and Humanities, 2002; Review Committee for the Department of Communication, College of Arts and Humanities, 2000-2001; Programs, Courses, and Curricula Committee, Graduate School, 1999-present; Review Committee for the Dean of the College of Journalism, 1996; Graduate School Committee on the Status of Women, 1995-96; Senate Plan of Organization Review Committee, 1991-92; Ombuds Officer Search Committee, 1991-92; Campus Committee to Revise the Faculty Grievance Procedure, 1989-91; Senate Committee on Faculty Affairs, 1987-88, 1990-92; Senate Committee on Educational Affairs, 1985-87; Senate Committee on Campus Affairs, 1987-88, 1990-92; Elected to Executive Committee of the College Park Campus Senate, 1980-82, 1989-91; chair of Senate Committee on Campus Affairs, 1981-82, 1990-92; Chair of Graduate School: General Research Board, 1990-93; Graduate Council, 1990-91, Committee on Publications and Public Relations, 1982-83; member of Athletic Council, 1982-85; for Division of Arts and Humanities, member of Appointments, Promotion, and Tenure Committee; Programs, Courses and Curriculum Committee; member and chair, Educational Affairs Committee; member of search committees for the Dean of the College of Journalism and the Director of the Computer Science Center; member of Graduate School Committee on Graduate Faculty; numerous committees in the College of Journalism and Department of Communication.

One of 25 communications educators chosen to attend national seminar sponsored by Marsteller, Inc., and Burson-Marsteller advertising and public relations agencies, June 1974.

Member of AEJ-PRSA-IABC commissions to study graduate education in public relations, 1982, and undergraduate education in public relations, 1984, 1999.

Member of AEJ-PRSA commission to study the future of public relations education in the United States, 1974.

Passed M.S. exam in economic theory with distinction at the University of Wisconsin.

Graduated with distinction, Iowa State University. Received Sigma Delta Chi awards for outstanding male graduate in journalism and for most significant contribution to campus journalism, selected for Phi Kappa Phi, Kappa Tau Alpha, Cardinal Key, Alpha Zeta, and Gamma Sigma Delta honoraries.

### ***Grants and Research Support***

International Association of Business Communicators, project director of a grant for a \$400,000 study of the contribution of public relations to organizational effectiveness, titled "Excellence in Public Relations and Communication Management," 1986-1994.

Division of Arts and Humanities, University of Maryland, Semester Research Award to study employee communication programs, 1986.

American Telephone & Telegraph Co.: \$3,500 grant to sponsor a National Conference on Measuring the Effectiveness of Public Relations, 1977.

Foundation for Public Relations Research & Education: \$1,000 grant for study of the use of time budgets in predicting media content preferences, 1974; \$600 grant for evaluation of the quality of academic research in public relations, 1975; \$500 grant for review of research on environmental public relations, 1976.

National Wildlife Federation: \$1,000 Conservation Fellowship to support study of environmental communication behavior of urban publics, 1975-76; \$1,000 Conservation Fellowship to support study of communication behavior of rural publics, 1976-77.

General Research Board, University of Maryland: summer salary to support study of public relations activities in different types of organizations, Summer 1973.

Bureau of Governmental Research, University of Maryland: summer salary to support study of communication and community decision-making in Montgomery County, MD, Summer 1970; summer salary to support study of communication in a community development agency in Prince Georges County, MD, Summer 1971.

Agency for International Development and Midwest Universities Consortium for International Activities: Two years support for two studies of communication and economic development in Colombia, with University of Wisconsin Land Tenure Center, 1967-69.

### ***Books***

Grunig, L. A., Grunig, J. E., & Dozier, D. M. (2002). *Excellent public relations and effective organizations: A study of communication management in three countries*. Mahwah, NJ: Lawrence Erlbaum Associates, 653 pp.

Grunig, J. E., & Hunt, T. (2000). *Dirección de relaciones públicas*. Barcelona, Spain: Gestión 2000. (Spanish translation of *Managing public relations*.)

Dozier, D. M. with Grunig, L. A., & Grunig, J. E. (1995). *Manager's Guide to Excellence in Public Relations and Communication Management*. Mahwah, NJ: Lawrence Erlbaum Associates, 258 pp.

Hunt T., & Grunig, J. E. (1995). *Tehnike odnosov z javnostmi*. Ljubljana, Slovenia: DZS. (Slovenian translation of *Public relations techniques*.)

Hunt, T., & Grunig, J. E. (1994). *Public relations techniques*. Fort Worth, TX: Harcourt Brace, 417 pp.

Grunig, J. E. & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart & Winston, 550 pp.

### ***Edited Books***

Grunig, J. E. (Ed.) (1992). *Excellence in public relations and communication management*. Hillsdale, NJ: Lawrence Erlbaum Associates, 666 pp.

Grunig, L. A., & Grunig, J. E. (Eds.) (1991). *Public relations research annual* (Vol. 3). Hillsdale, NJ: Lawrence Erlbaum Associates, 232 pp.

Grunig, L. A., & Grunig, J. E. (Eds.) (1990). *Public relations research annual* (Vol. 2). Hillsdale, NJ: Lawrence Erlbaum Associates, 265 pp.

Grunig, J. E., & Grunig, L. A. (Eds.) (1989). *Public relations research annual* (Vol. 1). Hillsdale, NJ: Lawrence Erlbaum Associates, 223 pp.

Grunig, J. E. (Ed.) (1976). *Decline of the global village: How specialization is changing the mass media*. Bayside, NY: General Hall, 297 pp.

### ***Chapters in Edited Books***

Grunig, J. E. (2007). Journalism and public relations in the United States. In B. Merkel, S. Russ-mohl, & G. Zavaritt (Eds.), *A complicated, antagonistic & symbiotic affair: Journalism, public relations and their struggle for public attention* (pp. 101-114). Lugano, Switzerland: Università della Svizzera Italiana, European Journalism Observatory (EJO), and MAZ Die Schweizer Journalistenschule.

Grunig, J. E., & Grunig, L. A. (2006). Characteristics of Excellent Communication. In T. A. Gillis (Ed.), *The IABC handbook of organizational communication* (pp. 3-18). San Francisco: Jossey-Bass.



Grunig, J. E., Grunig, L. A., & Dozier, D. M. (2006). The excellence theory. In C. H. Botan & V. Hazleton (Eds.) *Public relations theory II* (pp. 21-55). Mahwah, NJ: Lawrence Erlbaum Associates.

Grunig, J. E., & Grunig, L. A. (2005). The role of public relations in transitional societies. In R. Ławniczak (Ed.), *Introducing market economy institutions and instruments—the role of public relations in transition economies* (pp. 3-21). Poznań, Poland: Piar.pl

Hunt, T., & Grunig, J. E. (2005). The roles and functions of techniques in public relations theory. In L. C. Lederman, W. D. Gibson, & M. Taylor (Eds.) *Communication theory: A casebook approach* (2<sup>nd</sup> ed.). Dubuque, IA: Kendall/Hunt.

Grunig, J. E. (2005). Situational theory of publics. In R. L. Heath (Ed.), *Encyclopedia of public relations*, Vol. 2 (pp. 778-780). Thousand Oaks, CA: Sage.

Grunig, L. A., & Grunig, J. E. (2004). Foreword. In B. van Ruler & D. Vercic (Eds.), *Public Relations and Communication Management in Europe: A Nation-by-Nation Introduction to Public Relations Theory and Practice* (pp. xi-xiii). Berlin: Mouton De Gruyter.

Grunig, J. E. (2003). Image and substance: From symbolic to behavioral relationships. In J. M. Balmer & S. A. Greyser, *Revealing the corporation: Perspectives on identity, image, reputation, corporate branding, and corporate-level marketing* (pp. 204-222). London: Routledge.

Grunig, J. E., Grunig, L. A., & Vercic, D. (2003). Public relations in Slovenia: Transition, change, and excellence.” In D. J. Tilson & E. C. Alozie (Eds.), *Toward the common good: Perspectives in international public relations* (pp.133-162). Boston: Allyn & Bacon.

Grunig, L. A., & Grunig, J. E. (2003). Public relations in the United States: A generation of maturation.” In K. Sriramesh & D. Vercic (Eds.), *The global public relations handbook: theory, research, and practice* (pp. 323-355). Mahwah, NJ: Lawrence Erlbaum Associates.

Grunig, J. E. (2003). Constructing public relations theory and practice. In B. Dervin & S. Chaffee, with L. Foreman-Wernet (Eds.), *Communication, another kind of horse race: Essays honoring Richard F. Carter* (pp. 85-115). Cresskill, NJ: Hampton Press.

Dozier, D. M., Grunig, L. A., & Grunig, J. E. (2001). Public Relations as communication campaign. In R. E. Rice and C. K. Atkin (Eds.), *Public communication campaigns* (3<sup>rd</sup> ed.) (pp. 231-248). Thousand Oaks, CA: Sage.

Grunig, J. E. (2001). Two-way symmetrical public relations: Past, present, and future. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 11-30). Thousand Oaks, CA: Sage.

Vercic, D., & Grunig, J. E. (2000). The origins of public relations theory in economics and strategic management. In D. Moss, D. Vercic, & G. Warnaby, *Perspectives on Public Relations Research* (pp. 7-58). London and New York: Routledge.

Grunig, J. E., & Huang, Y. H. (2000). From organizational effectiveness to relationship indicators: Antecedents of relationships, public relations strategies, and relationship outcomes. In John A. Ledingham and Steve D. Bruning (Eds.), *Public relations as relationship management: A relational approach to the study and practice of public relations* (pp. 23-53). Mahwah, NJ: Lawrence Erlbaum Associates Publishers.

Grunig, J. E. (1999). Measuring the value of public relations by measuring the qualities of relationships between organizations and publics. In T. Achelis (Ed.), *PR baut Brucken* (pp. 175-190). Munich: DPRG (German Public Relations Association).

Grunig, J. E. (1999). Turning McLuhan on his head. In R. B. Browne and M. Fishwick (Eds.) *The global village: Dead or alive*. Bowling Green, OH: Bowling Green University Press. (Chapter reprinted from J. E. Grunig (Ed.) (1976), *Decline of the global village*.)

Grunig, J. E. (1997). A situational theory of publics: Conceptual history, recent challenges and new research. In D. Moss, T. MacManus, & D. Vercic (Eds.), *Public relations research: An International Perspective* (pp. 3-46). London: International Thomson Business Press.

Grunig, J. E. (1997). Public relations management in government and business. In J. L. Garnett and A. Kouzmin (Eds.), *Handbook of administrative communication* (pp. 241-283). New York Marcel Dekker.

Grunig, J. E., Grunig, L. A., & Dozier, D. M. (1996). Das situative model exzellenter public relations: Schlussfolgerungen aus einer internationalen studie (The contingency model of excellent public relations: Conclusions from an international study). In G. Bentele, H. Steinmann, & A. Zerfass (Eds.), *Dialogorientierte unternehmenskommunikation (Dialogue-oriented approaches to communication)* (pp. 199-228). Berlin: Vistas.

Vercic, D., Grunig, L. A., & Grunig, J. E. (1996). Global and specific principles of public relations: Evidence from Slovenia. In H. M. Culbertson & N. Chen (Eds.), *International Public Relations: A Comparative Analysis* (pp. 31-65). Mahwah NJ: Lawrence Erlbaum Associates.

Grunig, J. E. (1995). The Theoretical Basis of Public Relations. In D. Swanston and R. Kendall (Eds.), *Accreditation Sourcebook* (pp. 37-52). New York: Public Relations Society of America.

Grunig, J. E. (1994). Implications of Public Relations for Other Domains of Communication. In M. R. Levy and M. Gurevitch (Eds.), *Defining Media Studies: Reflections of the Future of the Field* (pp. 172-181). New York: Oxford University Press.

Grunig, J. E. (1994). World view, ethics, and the two-way symmetrical model of public relations. In W. Armbrrecht & U. Zabel (Eds.). *Normative aspekte de public relations* (pp. 69-90). Opladen, Germany: Westdeutscher Verlag.

Grunig, J. E. (1993). On the effects of marketing, media relations, and public relations: Images, agendas, and relationships. In W. Armbrrecht, H. Avenarius, & U. Zabel (Eds.). *Image und PR* (pp. 263-295). Opladen, Germany: Westdeutscher Verlag.

Grunig, J. E. (1993). A model program for public relations education. In H. D. Fischer & U. G. Wahl (Eds.), *Public Relations Offentlichkeitsarbeit: Geschichte, grundlagen, grenzziehungen* (pp. 211-219). Frankfurt, Germany: Peter Lang.

Grunig, J. E. (1992). The development of public relations research in the United States and its status in communication science. In H. Avenarius and W. Armbrrecht (Eds.), *Ist Public Relations Eine Wissenschaft?* (pp. 103-132). Opladen, Germany: Westdeutscher Verlag.

Grunig, J. E. (1992). Communication, public relations, and effective organizations: An overview of the book. In J. E. Grunig (Ed.) *Excellence in public relations and communication management* (pp. 1-30). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E., & White, J. (1992). The effect of worldviews on public relations theory and practice. In J. E. Grunig (Ed.) *Excellence in public relations and communication management* (pp. 31-64). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, L. A., Grunig, J. E., & Ehling, W. P. (1992). What is an effective organization? In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 65-90). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E., & Repper, F. C. (1992). Strategic management, publics, and issues. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 117-158). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E. (1992). What is excellence in management? In J. E. Grunig (Ed.), *Excellence in Public Relations and Communication Management* (pp. 219-250). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E., & Grunig, L. A. (1992). Models of public relations and communication. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 285-326). Hillsdale, NJ: Lawrence Erlbaum Associates.

Ehling, W. P., White, J., & Grunig, J. E. (1992). Public relations and marketing practices. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 357-398). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E. (1992). Symmetrical systems of internal communication. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 531-576). Hillsdale, NJ: Lawrence Erlbaum Associates.

Sriramesh, K., Grunig, J. E., & Buffington, J. (1992). Corporate culture and public relations. In J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 577-596). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, L. A., & Grunig, J. E. (1990). Strategies for communicating on innovative management with receptive individuals in development organizations. In M. Mtewa (Ed.), *International science and technology: Philosophy, theory and policy* (pp. 118-131). New York: St. Martins.

Grunig, J. E. (1989). Symmetrical presuppositions as a framework for public relations theory. In C. Botan & V. T. Hazelton (Eds.), *Public relations theory* (pp. 17-44). Hillsdale, NJ: Lawrence Erlbaum Associates.

Grunig, J. E. (1989). Publics, audiences and market segments: Models of receivers of campaign messages. In C. T. Salmon (Ed.), *Information campaigns: Managing the process of social change* (pp. 197-226). Newbury Park, CA: Sage.

Grunig, J. E. (1989). A situational theory of environmental issues, publics, and Activists. In L. A. Grunig (Ed.), *Environmental activism revisited: The changing nature of communication through organizational public relations, special interest groups and the mass media* (pp. 50-82). Troy, Ohio: North American Association for Environmental Education.

Grunig, J. E. (1980). Communication of scientific information to nonscientists. In B. Dervin & M. J. Voigt (Eds.), *Progress in communication sciences* (Vol. 2) (pp. 167-214). Norwood, N. J.: Ablex.

Grunig, J. E. (1978). A general systems theory of communications, poverty, and underdevelopment. In F. L. Casmir (Ed.), *International and intercultural communications* (pp. 72-104). Washington: University Press of America.

Grunig, J. E. (1976). Turning McLuhan on his head. In J. E. Grunig (Ed.), *Decline of the global village* (pp. 3-20). Bayside, NY: General Hall.

### ***Monographs***

Grunig, J. E. (1992). *Public relations as a two-way symmetrical process*. Cahier 5, Cahiers Journalistiek en Communicatie, School of Journalism and Communications, Hogeschool Midden Nederland, Utrecht, Netherlands, 36 pp.

Grunig, J. E. (1983). Communication behaviors and attitudes of environmental publics: Two studies. *Journalism Monographs* No. 81, 47 pp.

Grunig, J. E. (1976). Organizations and public relations: Testing a communication theory. *Journalism Monographs* No. 46, 59 pp.

Grunig, J. E. (1966). The role of information in economic decision making. *Journalism Monographs* No. 3, 51 pp.

### **Articles in Refereed Academic Journals**

Grunig, J. E. (2006). Research in public relations: Current status and new directions. *Anàlisi: Quaderns de Comunicació i Cultura* (Spain) 34: 49-65

Grunig, J. E. (2006). Comments on communication and management: Researching corporate communication and knowledge communication in organizational settings. *Studies in Communication Sciences* (University of Lugano, Switzerland), 6(2): 1-4.

Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. *Journal of Public Relations Research*, 18, 151-176.

Yang, S. U., & Grunig, J.E. (2005). Decomposing organizational reputation: The effects of organization-public relationship outcomes on cognitive representations of organizations and evaluations of organizational performance. *Journal of Communication Management*, 9, 305-325.

Grunig, J. E. (2005). Guia de pesquisa e medição para elaborar e avaliar uma função excelente de relações públicas (A roadmap for using research and measurement to design and evaluate an excellent public relations function). *Organicom: Revista Brasileira de Comunicação Organizacional e Relações Públicas* (Brazilian Journal of Organizational Communication and Public Relations), 2(2), pp. 47-69.

Grunig, J. E. (2003). A função das relações públicas na administração e sua contribuição para a efetividade organizacional e societal (The role of public relations in management and its contribution to organizational and societal effectiveness). *Comunicação & Sociedade* 24(1), 67-92 (Brazil).

Grunig, J. E., & Grunig, L. A. (2002). Implications of the IABC excellence study for PR education. *Journal of Communication Management*, 7(1), 34-42.

Grunig, J. E., & Grunig, L. A. (2000). Public relations in strategic management and strategic management of public relations: Theory and research from the IABC excellence project. *Journalism Studies*, 1, 303-321.

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Grunig, J. E., & Sriramesh, K. (1990, November). *Observation and measurement of organizational culture: Development of indices of participative and authoritarian culture*. Paper presented to the Association for Policy, Research and Development in the Third World, Mexico City, Mexico, 25 pp.

Grunig, J. E. (1990, May). *Preliminary results of the study on excellence in public relations and communication management*. Paper presented to the International Association of Business Communicators, Vancouver, Canada, 6 pp.

Grunig, J.E. (1989, November). *A symmetrical communication system: A necessary component of an excellent development organization*. Paper present to the Association for the Advancement of Policy, Research and Development in the Third World, San Juan, Puerto Rico, 28 pp.

Sriramesh, K., & Grunig, J. E. (1988, November). *Toward a cross-cultural theory of public relations: Preliminary evidence from India*. Paper presented to the Association for the Advancement of Policy, Research and Development in the Third World, Myrtle Beach, South Carolina, 18 pp.

Grunig, J. E., & Grunig, L. A. (1988, November). *The strategic approach to publics and issues related to increased competition in health care*. Paper presented to the Speech Communication Association, New Orleans, Louisiana, 22 pp.

Grunig, J. E. (1988, September). *The effect of excellence in the management of public relations on the relationship of organizations with the mass media*. Paper presented to Conference on International Communication, Herbert Quandt Stiftung, Philadelphia, Pennsylvania, 12 pp.

Grunig, J. E., & Childers, L. (1988, August). *Reconstruction of a Situational Theory of Communication: Internal and External Concepts as Identifiers of Publics for AIDS*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Portland, Oregon, 31 pp.

Grunig, J. E. (1987, October). *A situational theory of environmental issues, publics, and activists*. Paper presented to the North American Association for Environmental Education, Quebec City, Canada, 42 pp.

Grunig, J. E. (1987, November). *Strategies for communicating about management techniques with receptive individuals in development organizations*. Paper presented to the Association for the Advancement of Policy, Research and Development in the Third World, Bermuda, 13 pp.

Grunig, J. E. (1987, May). *Symmetrical presuppositions as a framework for public relations theory*. Paper presented at the Conference on Public Relations Theory, Illinois State University, Normal, Illinois, 44 pp.

Grunig, J. E. (1987, May). *When active publics become activists: Extending a situational theory of publics*. Paper presented to the International Communication Association, Montreal, Canada, 33 pp. (Top Three paper)

Grunig, J. E., & Theus, K. (1986, August). *Internal communication systems and employee satisfaction*. Paper presented to the Association for Education in Journalism and Mass Communication, Norman, Oklahoma, 50 pp.

Grunig, J. E., & Grunig, L. A. (1986, May). *Application of open systems theory to public relations: Review of a program of research*. Paper presented to the International Communication Association, Chicago, Illinois, 57 pp.

Grunig, J. E. (1985, May). *A structural reconceptualization of the organizational communication audit, with application to a state department of education*. Paper presented to the International Communication Association, Honolulu, Hawaii, 78 pp.

Grunig, J. E. (1983, August). *Organizations, environments, and models of public relations*. Paper presented to the Association for Education in Journalism and Mass Communication, Corvallis, Oregon, 37 pp.

Grunig, J. E., Schneider, L. A., & Ramsey, S. (1983, August). *An axiomatic theory of cognition and writing*. Paper presented to the Association for Education in Journalism and Mass Communication, Corvallis, Oregon, 53 pp.

Grunig, J. E. (1983, July). *Internal and external orientations in agricultural publics*. Paper presented to the Agricultural Communicators in Education, Madison, Wisconsin, 27 pp.

Grunig, J. E., & Ipes, D. A. (1982, November). *A theoretical anatomy of a public communication campaign*. Paper presented to the Public Relations Society of America, San Francisco, California, 25 pp.

Grunig, J. E. (1982, August). *Communication behavior of Washington reporters on business policy issues*. Paper presented to the Association for Education in Journalism and Mass Communication, Athens, Ohio, 28 pp.

Grunig, J. E. (1980, November). *Public response to corporate communication about public policy issues*. Paper presented to the Operations Research Society of America/Institute of Management Sciences, Colorado Springs, Colorado, 33 pp.

Grunig, J. E. (1979, November). *Research on science communication: What is known and what needs to be known?* Paper presented to the National Agricultural Information Conference, Ames, Iowa, 60 pp.

Grunig, J. E. (1979, August). *A simultaneous equation model for intervention in communication behavior*. Paper presented to the Association for Education in Journalism, Houston, Texas, 42 pp.

Grunig, J. E. (1979, August). *An assessment of economic education programs for journalism students*. Paper presented to the Association for Education in Journalism, Houston, Texas, 38 pp.

Grunig, J. E. (1979, August). *A time for leadership in public relations education*. Head's address presented to the Association for Education in Journalism, Houston, Texas, 10 pp.

Grunig, J. E. (1979, August). *Grant support for communication research*. Paper presented on behalf of the Research Committee, Communication Theory and Methodology Division to the Association for Education in Journalism, Houston, Texas, 17 pp.

Grunig, J. E. (1977, August). *Employee communication in a research organization*. Paper presented to the Association for Education in Journalism, Madison, Wisconsin, 46 pp.

Grunig, J. E. (1976, August). *A progress report on a multi-systems theory of communication behavior*. Paper presented to the Association for Education in Journalism, College Park, Maryland, 22 pp.

Grunig, J. E. (1974, August). A multisystems theory of organizational communication. Paper presented to the Association for Education in Journalism, San Diego, California, 41 pp.

Grunig, J. E. (1974, August). *A case study of organizational information seeking and consumer information needs*. Paper presented to the Association for Education in Journalism, San Diego, California, 28 pp.

Grunig, J. E. (1973, August). *A decision-situation model of communications behavior: A review of research and a stopping experiment*. Paper presented to the Association for Education in Journalism, Fort Collins, Colorado, 26 pp.

Grunig, J. E. (1973, April). *New directions for research on communication and international development: From the study of individuals to the study of formal organizations*. Paper presented to the International Communication Association, Montreal, Canada, 19 pp.

Grunig, J. E. (1973, April). *Information seeking in organizational communication: A case study of formal organizations*. Paper presented to the International Communication Association, Montreal, Canada, 36 pp.

Grunig, J. E. (1972, April). *Organizational communication and social action*. Paper presented to the International Communication Association, Atlanta, Georgia, 19 pp.

Grunig, J. E. (1969, August). *Information and the economic decision making processes of Colombian peasants*. Paper presented to the Association for Education in Journalism, Berkeley, California, 28 pp.

### ***Introductions to Special Issues of Journals***

Grunig, J. E. (1977). Measurement in Public Relations -- An Overview. *Public Relations Review*, 3(4), 5-10.

Grunig, J. E. (1979). Special Section: The Two Worlds of Public Relations Research. *Public Relations Review*, 5(1), 11-14.

### ***Talks to Professional and Academic Groups (after 1976)***

2007 Investment Company Institute, Washington DC.  
 Department of Communication, North Dakota State University, one-week graduate seminar on Global Public Relations, Fargo, ND.  
 Panel on Excellence in Public Relations at the Brookhaven National Laboratory, International Communication Association, San Francisco.

- First Hispanic-North American Public Relations Symposium, Barcelona, Spain.  
 Communication Leadership Forum, sponsored by the University of Leipzig, Leipzig, Germany.  
 University of Leipzig students, Leipzig, Germany.  
 BledCom 2007, 14<sup>th</sup> International Public Relations Research Symposium, Bled, Slovenia.
- 2006: Washington Women in Public Relations, Washington, DC.  
 Public Relations Staff, Fairfax County, Virginia, Public Schools, Fairfax, VA.  
 Chesapeake Chapter, National School Public Relations Association, Alexandria, VA.  
 Executive Masters in Communication Program and Harbor Club, Zurich, Switzerland.  
 Conference on Relationships Between Public Relations and Journalism, Lucerne, Switzerland.  
 Three lectures to the Public Relations Society of Serbia, Braća Karić University, and the Faculty of Economics, University of Belgrade, Belgrade, Serbia.  
 Webinar on a New Global Public Relations Model, Public Relations Society of America.  
 Audio conference on “Measurement-Centric PR sponsored by *Bulldog Reporter*’s PR University.  
 Four-Day Intensive Executive Education Event, Sponsored by Toni Muzi Falconi, New York University School of Continuing and Professional Studies, and the Public Relations Society of America, “Towards a New Global Public Relations Model,” New York.  
 Measurement Summit, Institute for Public Relations, Portsmouth, NH.  
 Hong Kong Baptist University.  
 Hong Kong Chapter, International Association of Business Communicators.  
 National Chengchi University, Taiwan.  
 Public Relations Staff, Telefonica Telephone Company, Lima, Peru.  
 International Public Relations Conference, University of San Martin de Porres, Lima, Peru.
- 2005: Center for Hemispheric Defense Studies, Washington, DC (April, October).  
 Conference on Public Relations in Transitional Economies, Poznań, Poland.  
 Polish Public Relations Association, Warsaw, Poland.  
 Second World Public Relations Festival, Global Alliance of Public Relations, Trieste, Italy.  
 BledCom 2005, 12<sup>th</sup> International Public Relations Research Symposium, Bled, Slovenia.  
 Second International Conference on Public Relations in Iran, Kargozar Public Relations Institute, Tehran, Iran.
- 2004: Edelman Public Relations, New York.  
 PRSA Counselors to Higher Education Section, Washington, DC.  
 Indiana Public Relations Conference, Ball State University, Muncie, IN.  
 Canadian Public Relations Society and Global Alliance of Public Relations Associations, Quebec City, Quebec, Canada.  
 Faculty of the Public Relations Chair, University of Quebec at Montreal.  
 Staff of the National Public Relations firm, Montreal, Canada.  
 Faculty of Communication and Media Studies, University of Technology MARA, Shah Alam, Malaysia, lecture to faculty members, lecture to undergraduate students attending a Seminar on Public Relations in an International Setting.  
 Public Relations Institute of Malaysia, Kuala Lumpur, Malaysia.

- School of Communication, University of Science Malaysia, Penang, Malaysia: Three lectures  
To faculty, graduate students, and undergraduate students.
- PERHUMAS (Public Relations Association of Indonesia), Jakarta, Indonesia.
- FORKAMAS (Association of Public Relations for the Banking Industry), Jakarta, Indonesia.
- Public Relations Institute of Singapore.
- Certificate Program in Public Relations, Hong Kong Baptist University.
- Hong Kong Chapter, International Association of Business Communicators.
- Center for Hemispheric Defense Studies, Washington (November).
- 2003: Center for Hemispheric Defense Studies, Washington (February, April, November).  
National Teleconference, Public Relations Society of America.  
Corporate Section Teleconference, Public Relations Society of America.  
St. Petersburg Electro-technical University and Russian Public Relations Society: Three  
lectures to international conferences of public relations students, public relations  
professionals, and university chairs of advertising and public relations. St. Petersburg,  
Russia.  
Global Alliance of Public Relations Associations, Rome, Italy.  
Measurement Summit, sponsored by K. D. Paine and Partners, University of New  
Hampshire, Durham, NH.
- Two Professional Development Seminars, Public Relations Society of America National  
Conference, New Orleans.  
Inter-American Defense College, Washington, DC.  
Edelman Public Relations, Washington DC.
- 2002: Center for Hemispheric Defense Studies, Washington (February, April, November).  
Communicating the Future: Best Practices for Communication of Science and Technology to  
The Public Conference, National Institute for Standards and Technology and U. S.  
Department of Energy, Gaithersburg, MD.  
Yankee Chapter, Public Relations Society of America, Portsmouth, New Hampshire.  
Seven lectures (for students, faculty, and public relations professionals). Greenlee School of  
Journalism and Communication, Iowa State University, Ames, Iowa.  
Italian Public Relations Federation and IULM University, Milan Italy.  
Master's in Public Relations Alumni Association and Swiss Public Relations Association,  
Zurich, Switzerland.  
Master's in Public Relations Program, University of Lugano, Lugano, Switzerland, summer  
study program, University of Memphis.  
Nashville Chapter, Public Relations Society of America, Nashville, TN.  
Professional Development Seminar, Public Relations Society of America National  
Conference, San Francisco.  
Communication Seminar, Ambrosetti Management Consulting, Milan, Italy.  
Public Affairs Seminar, Goddard Space Flight Center, NASA, Greenbelt, MD
- 2001: Center for Hemispheric Defense Studies, Washington (February, March, July, November).  
E. W. Scripps School of Journalism, Ohio University, and the International Association for  
Public Participation, Athens, Ohio.

- International Federation of World Music Competitions, Washington, DC.  
 Three lectures (for public, professional, and university audiences) as a distinguished lecturer at Shih Hsin University, Taipei, Taiwan.  
 Korean Public Relations Professionals Tour Organized by EWHA University, College Park, MD.  
 Four lectures sponsored by Ewha Womans University, Seoul, Korea (Korean Federation of Industries, Korean Academic Society of Public Relations, Ewha Womans University, Samsung Corporation).  
 National Energy Technology Laboratory, Morgantown, WV.  
 Croatian Public Relations Society, Pula, Croatia.
- 2000: University of Lugano, Lugano, Switzerland, 5-day course in the Masters in Public Relations Program sponsored by the Swiss Public Relations Society, 2-day course for undergraduate students in Corporate Communication.  
 Center for Hemispheric Defense Studies, Washington (February, April, September).  
 IABC Baltimore Chapter.  
 Central Connecticut Chapter, PRSA, Hartford  
 Aberge (Brazilian Association of Corporate and Organizational Communication), Sao Paulo, Brazil, March 2000.  
 Six-hour seminar, School of Communication, Advertising, and Tourism, University of Sao Paulo, Brazil.  
 Petrobras Oil Company, Rio de Janeiro, Brazil.  
 Zhongsan University, Guangzhou, China.  
 Jinan University, Guangzhou China.  
 China International Public Relations Association, Beijing, China.  
 China Global public relations firm, Beijing, China.  
 International Public Relations Seminar, Towson University and American Management Training Academy, Towson, MD.  
 International Public Relations Seminar, DUOC, Universidad Catolica (Catholic University), Vina del Mar, Chile.  
 World Congress of Public Relations, sponsored by the Public Relations Society of America and the International Public Relations Association, Chicago.  
 Lockheed Martin Corporation, Off-Site Public Relations Seminar, Chantilly, VA.  
 Department of Energy Public Affairs, Invited Workshop, Fermilab, Batavia, IL  
 Conference on Corporate Communication, University of Notre Dame, Notre Dame, IN.
- 1999: University of Lugano, Lugano, Switzerland, 5-day course in the Masters in Public Relations Program sponsored by the Swiss Public Relations Society.  
 Center for Hemispheric Defense Studies, Washington (January, April, June, August, October).  
 Texas Public Relations Association Annual Conference, Houston.  
 Panelist, Public Relations Division, International Communication Association, San Francisco.  
 National School Public Relations Association National Conference, Baltimore.  
 Panelist, Advertising and Qualitative Studies Divisions, Association for Education in Journalism and Mass Communication, New Orleans.

- Norwegian Public Relations Association, Kristiansand, Norway.
- 1998: Mid-Sweden University Communicare Conference, Sundsvall, Sweden.  
Seminar sponsored by the Rikta Communications Firm, Stockholm, Sweden.  
Canadian Public Relations Society Annual Conference, Montreal.  
PRSA Educator Academy Summer Conference, College Park, MD.  
City University of London Business School and the Institute for Public Relations (UK), London.  
Center for Hemispheric Defense Studies, Washington (August and December).  
Quad Cities Chapter, Public Relations Society of American, Moline, Illinois.  
University of Navarra, Pamplona, Spain.  
University of the Sacred Cross, Rome.
- 1997: Cigna Communication Conference, Cigna Corporation, Philadelphia.  
Houston Chapter, PRSA  
Pacific Rim Public Relations Conference, Auckland, New Zealand.  
New Zealand Public Sector Executives and Communication Directors, Wellington, New Zealand.  
Auckland Institute of Technology, New Zealand.  
Auckland City Managers, New Zealand.  
Senior Executive Seminar, Auckland, New Zealand.  
Norwegian Central Information Service, Oslo.  
University of Oslo, Norway.
- 1996: New Mexico Chapter, PRSA, Albuquerque.  
Korean Public Relations Society, College Park, MD.  
USIA Seminar for Russian Press Officers, College Park, MD.  
Maryland Council of Community College Public Relations Officers, Arnold, MD  
Institute for Educational Leadership, Washington, DC  
College Park Scholars, Program on Science, Technology, and Society, University of Maryland College Park.  
University of Helsinki, Finland.  
Finnish Society of Organizational Communicators, Helsinki.  
Finnish Environmental Communicators, Helsinki.  
German Public Relations Society National Conference, Munich.  
University of Leipzig, Germany.  
One-month lecture tour as a Visiting Eminent Practitioner, Public Relations Institute of Australia. 52 presentations were made in Brisbane, Sydney, Bathurst, Canberra, Melbourne, Hobart, Adelaide, and Perth and at the Queensland University of Technology, Bond University, University of Technology Sydney, McQuarie University, University of Western Sydney, Charles Sturt University, University of Canberra, Royal Melbourne Institute of Technology, Deakin University, University of South Australia, Edith Cowan University, and Curtin University.  
China International Public Relations Association, Beijing.  
Conference on Strategic Planning in Public Relations, University of the United Arab Emirates, Al Ain, United Arab Emirates.



- 1995: U. S. Forest Service, Public Affairs Conference, Alexandria, VA.  
 U. S. Marine Corps, Public Affairs Staff, Alexandria, VA.  
 Arthur Page Society, Spring Seminar on Integrated Marketing Communication, New York.  
 Office of Communication and Public Relations, Government of Slovenia, Ljubljana.  
 Free University of Berlin, Germany, two lectures on excellence in public relations and on global public relations.  
 Erasmus University, Rotterdam, the Netherlands.  
 CERP Education (European Public Relations Confederation), Maastricht, the Netherlands.  
 National Association of Government Communicators, Washington, DC.
- 1994: Three three-hour lectures in Taiwan to students of the Department of Mass Communication, Fu Jen Catholic University; the Public Relations Foundation of Taiwan; the United Newspaper; and the National Information Bureau of the Republic of China.  
 IABC Communication Day, James Madison University.  
 IABC Delaware Chapter, University of Delaware.  
 PRSSA Mid-Atlantic Regional Conference, College Park, MD.  
 Nebraska Chapter, PRSA, Omaha.  
 Mobil Oil Company, Worldwide Public Affairs Conference, Tysons Corner, VA.  
 Ohio Chapter, PRSA, Columbus.  
 Greater O'Hare Chapter, PRSA, Chicago.  
 U. S. Forest Service, Regional Public Affairs Conference, Minden, Nevada.  
 Internal Revenue Service, Public Affairs Conference, Alexandria, VA.
- 1993: Danish Public Relations Association, Danish Association for Mass Communication Research, Copenhagen. University of Roskilde, Denmark.  
 Public Relations Society of Austria and Institute for Journalism and Communication Science, University of Salzburg,, Salzburg, Austria.  
 Bavarian Academy of Marketing, Munich, Germany.  
 Triangle Chapter, International Association of Business Communicators, and School of Journalism, University of North Carolina, Chapel Hill, North Carolina.  
 Faculty of Social Sciences, University of Ljubljana, Slovenia, 3-day course on public relations with Larissa A. Grunig.  
 Conference of enterprise incubators, Slovenske Konjice, Slovenia.  
 Adriatic Insurance Company, Strunjan, Slovenia.  
 KRKA Pharmaceutical Company, Novo Mesto, Slovenia.  
 Slovenia Public Relations Society, Ljubljana, Slovenia.  
 Public Relations Division, Association for Education in Journalism and Mass Communication, with IABC and PRSA Chapters, Kansas City.  
 Maryland Society of Health Care Marketing & Public Relations, Lanham, MD.  
 IABC District 3 Conference, Washington, DC.
- 1992: Free University of Berlin.  
 Rotary Club, Ljubljana, Slovenia.  
 Slovenian Public Relations Society and University of Ljubljana, Ljubljana, Slovenia.  
 UNESCO, Association of Directors of Public Communication, Paul Danloy & Co., Paris

- Association of Private Communication Directors, Paris.  
 University of Paris (Sorbonne) School of Communication.  
 Institute for North American Studies, Spanish Public Relations Association, Autonomous University of Barcelona, School of Public Relations, Barcelona, Spain.  
 San Francisco Public Relations Academy.  
 Colorado State University, Fort Collins, Colorado.  
 Belgian Public Relations Society.  
 Ottawa Chapters, International Association of Business Communicators, Canadian Public Relations Society, Government Senior Communication Managers, Ottawa, Canada.  
 University of Washington, Seattle, Washington.  
 Washington Chapter, International Association of Business Communicators.  
 National School Public Relations Association, Atlanta.  
 Graduate Program in Public Relations, Stirling University, Stirling Scotland.  
 Glasgow Chapter, Institute for Public Relations, Glasgow, Scotland.  
 West Essex Chapter, Institute for Public Relations, Bournemouth, UK.  
 Graduation speaker, School of Journalism and Communication, Hogeschool Midden Nederland, Utrecht, Netherlands.  
 Maryland Association of Soil Conservation Districts, Solomons Island, MD.  
 Conference Board, Los Angeles.  
 Puerto Rico Chapter, International Association of Business Communicators. San Juan, Puerto Rico.  
 Asociacion de Relacionistas Profesionales, San Juan Puerto Rico.  
 Universidad del Sagrado Corazon, San Juan Puerto Rico.  
 Public Relations Student Society of America National Conference, Kansas City.  
 Kansas City Chapter, International Association of Business Communicators.  
 Canadian Regional Conference, International Association of Business Communicators, Calgary, Canada.  
 Graduate Programme in Communication Studies, University of Calgary, Canada.
- 1991: Regional Conference, Council for the Advancement and Support of Education, Baltimore.  
 Richmond Chapter, International Association of Business Communicators.  
 Technikon Pretoria, Pretoria, South Africa.  
 University of Potchestraam, South Africa.  
 University of South Africa, Pretoria, South Africa.  
 Rands Africans University, Johannesburg, South Africa.  
 Pittsburg State University, Pittsburg, Kansas.  
 Hampton Roads Chapter, International Association of Business Communicators.  
 Quebec Public Relations Society.  
 University of Montreal.  
 International Conference, International Association of Business Communicators, Washington, D. C.  
 Edison Electric Institute, Atlanta.  
 Detroit Chapter, International Association of Business Communicators.  
 Baltimore Chapter, International Association of Business Communicators.  
 Regional Conference, International Association of Business Communicators, Indianapolis.  
 Union Carbide Co., Danbury CN.

- 1990: Conference on Risk Communication, Rutgers University.  
 Organizational Psychology Seminar, University of Maryland.  
 Maryland Police Training Commission, Columbia, MD.  
 Ottawa Chapter, Canadian Public Relations Society.  
 National AgriMarketing Association, St. Louis.  
 Military Media Conference, Newport, RI.  
 International Conference, International Association of Business Communicators,  
 Vancouver, Canada.  
 Mind Link, Institute of Public Relations, London.  
 PRSA National Conference ("Conversation with Jim Grunig"), New York.  
 Buena Vista College, Storm Lake, Iowa.  
 University of Bamberg, Germany.  
 University of Munich, Germany.  
 Delaware Chapter, International Association of Business Communicators.
- 1989: Columbus, Ohio, Chapters of the Public Relations Society of America and the  
 International Association of Business Communicators.  
 National Capital Chapter, Public Relations Society of America.  
 Washington Women in Public Relations.  
 Conference on Risk Communication, Rutgers University.  
 Communication Conference, Howard University.  
 National Conference, Public Relations Society of America.
- 1988: Professional Development Program in Public Relations, George Washington University,  
 Washington, D.C.  
 Anthro-Journalism Center, Washington, D.C.  
 Blue Cross and Blue Shield Eastern Division Public Relations and Advertising Group,  
 Washington, D.C.  
 Public Relations Society of America National Conference, Cincinnati.  
 Baltimore Chapter, International Association of Business Communicators, Baltimore.
- 1987: Professional Development Program in Public Relations, George Washington University,  
 Washington, D.C.  
 Volunteer Chapter, Public Relations Society of America, Knoxville, Tennessee.  
 International Association of Business Communicators, International Conference, London.  
 Upjohn Corporation Public Relations Department, Kalamazoo, Michigan.  
 Pennsylvania College and University Public Relations Association, Hershey, Pennsylvania.
- 1986: International Association of Business Communicators National Conference, Kansas City.  
 Canadian Public Relations Society, National Conference, Calgary.  
 National Capital Chapter, Public Relations Society of America, seminar on strategic  
 management of public relations.  
 Buena Vista College, Storm Lake, Iowa, keynote address for dedication of Lage  
 Communication Center.

- 1985: National Safe Boating Council, Tampa, Florida.  
 Department of Communication, Washington State University, Pullman, Washington.  
 Ohio State University School of Journalism, Alumni Conference, Columbus, Ohio.  
 Maryland Chapter, PRSA, Chesapeake Conference, Baltimore.
- 1984: Communication and Marketing Conference, Edison Electric Institute, Lexington, Kentucky.  
 Maryland State Department of Education, Owings Mill, Maryland, Maryland Association  
 of Secondary School Principals, Ocean City, Maryland.  
 Somerset County School System, Princess Ann, Maryland.  
 Edison Electric Institute Professional Development Program in Public Relations, St. Louis,  
 Missouri.
- 1983: American Association of Engineering Societies, Washington, D. C.  
 Association of American Bar Associations Public Affairs Group, Washington, D. C.  
 Philadelphia Chapter, Public Relations Society of America.
- 1982: Maryland State Department of Economic and Community Development, Annapolis,  
 Maryland.  
 Internal Revenue Service Public Affairs Institute, Arlington, Virginia.  
 Washington, D. C. Chapter, Academy of Hospital Public Relations, College Park, Maryland.
- 1981: The Adams Group Conference on Public Service Announcements, College Park, Maryland.  
 U. S. Army Public Affairs, Fort Monroe, Virginia.  
 Conoco Energy Forum, Charlottesville, Virginia.
- 1980: National Association of Government Communicators National Conference, Washington,  
 D.C.  
 Public Relations Society of America National Convention, Atlanta.  
 Public Relations Society of America Institute, Monterrey, California.  
 Georgetown University Public Relations Staff, Washington.  
 Agricultural Communication Conference, University of Missouri, Columbia, Missouri.  
 Syracuse University-Central New York Chapter, Public Relations Society of America  
 Conference on Public Relations Management, Syracuse, New York.  
 International Association of Business Communicators White House Conference,  
 Washington, D.C.  
 Academy of Hospital Public Relations, Washington, D. C., Chapter.
- 1979: National Agricultural Science Information Conference, Ames, Iowa.  
 Internal Revenue Service Public Affairs Institute, Arlington, Virginia.  
 International Communication Agency, International Economics Conference, Washington,  
 D. C.
- 1978: Philadelphia Chapter, Public Relations Society of America.  
 Maryland Society of Association Executives, Towson, Maryland.  
 Virginia Public Relations Association, Norfolk, Virginia.  
 American Society of Association Executives, lectures in Washington, D. C. and Chicago.  
 Judge of Silver Anvil Competition, Public Relations Society of America, New York.

- 1977: American Society of Association Executives, Washington, D. C.  
 Council for the Advancement and Support of Education, Washington, D. C.  
 National Association of State Universities and Land-Grant Colleges, Washington, D. C.  
 Atlantic Chapter, Canadian Public Relations Society, Halifax, Nova Scotia.  
 University of Wisconsin-Wisconsin Chapter of PRSA advanced course in public relations,  
 by telephone lecture.
- 1976: Virginia Hospital Public Relations Association, Richmond, Virginia.  
 Hospital Council of Metropolitan Washington, Washington, D. C.  
 Communication in the Courts Program, University of Maryland Center of Adult Education.

### *Theses Advised*

- |                              |                                    |
|------------------------------|------------------------------------|
| Shirley Al Doory, 1973       | Debra Nelson, 1986                 |
| Charles Bartholomew, 1973    | Carlos Miro, 1987                  |
| Vickie Beard, 1974           | Rosa Maymi, 1987                   |
| Carlton Caldwell, 1975       | Jeff Lowe, 1987                    |
| Leslie Horn, 1975            | Barbara Wetherell, 1989            |
| Joanna Fringer, 1975         | Wanda Baldwin, 1989                |
| Leon Jenkins, 1976           | Ichiro Shiraki, 1989               |
| Joyce Knodell, 1976          | Patti Davis Belcher, 1990          |
| Marilyn Debra Whitcomb, 1976 | Anastasia Lyra, 1991               |
| Diedre Van Duzee, 1977       | Gary Shrout, 1991                  |
| Karen Pelham, 1977           | Tyrone Woodyard, 1991              |
| John Conley, 1977            | R. Carol Hoxie, 1992               |
| William Carney, 1977         | Michael Lapinski, 1992             |
| Charles David Chaffee, 1978  | Hsien-Lan (Linda) Hsu Harris, 1992 |
| Donn Belfield, 1978          | Elizabeth Kerstens, 1992           |
| Larissa Schneider, 1978      | Seema Kumar, 1993                  |
| D. Geneva Waddell, 1979      | Rick Moreland, 1993                |
| Kathleen Kelly, 1979         | John Tierney, 1993                 |
| David Hill, 1979             | Jennifer Curtis, 1993              |
| Christopher Hardwick, 1980   | Martha Pien, 1994                  |
| Elizabeth Nanni, 1980        | Fred Henney, 1995                  |
| Terry White, 1980            | Cynthia ReVelle, 1995              |
| Debra Turner, 1981           | Bey-ling Sha, 1995                 |
| Marsha Patrick, 1981         | Rochelle Tillery, 1995             |
| David Micklos, 1982          | Virginia Sheng, 1995               |
| Gail Porter, 1982            | Deborah Ali, 1995                  |
| Kenneth Kalman, 1982         | Ilana Brilliant Feuchter, 1997     |
| Maureen Miller, 1982         | Collin Elliot, 1997                |
| Boyd Grove, 1983             | Juliane Scholz, 1998               |
| Walton Bishop, 1983          | Pablo Schickinger, 1998            |
| Eugene Jeffers, 1983         | Yunna Rhee, 1999                   |
| Carolyn Habberset, 1983      | Virginia Rodino, 1999              |

Ellyn Pollack, 1984	Ya-Chin Chang, 2000
Sally McMillan, 1984	Te-Chih Chiu, 2000
Tamara Essich, 1984	Randall Bengfort, 2000
Debra Fabizsak, 1985	
Robert Myers, 1985	
Rae Lynn Cupp, 1985	
Rebecca Spicer, 1985	
Ruth Pollack, 1985	

***Dissertations Advised***

Larissa Schneider, 1985	Randy Kovacs, 1998
Shirley Ramsey, 1985	John McGrath, 1999
Martha Lauzen, 1986	John Guiniven, 2001
Kathryn Theus, 1988	Kurt Wise, 2002
Kathleen Kelly, 1989	Chun-ju Hung, 2002
K. Sriramesh, 1992	Unnia Pettus-Hargrove, 2003
Francis Marra, 1992	Yunna Rhee, 2004
Bill Kovarik, 1993	Hyo-Sook Kim, 2005
Kenneth Plowman, 1995	John P. Philbin, 2005
Michael Mulnix, 1996	Sung-Un Yang, 2005
Yi-Hui Huang, 1997	Seong-Hun Yun, 2005
Robert Wakefield, 1997	Mark Van Dyke, 2005
	Lan Ni, 2006
	Jeong-Nam Kim, 2006

***Awards to Theses and Dissertations***

Theses by David Micklos, 1982; Barbara Wetherell, 1989; Virginia Sheng, 1996; and Yunna Rhee, 1999 won the award for outstanding thesis in public relations offered by the Institute for Public Relations. Thesis by Debra Fabizsak, 1985, won honorable mention in the same competition.

Dissertation by Kathleen Kelly, 1989, won the outstanding dissertation award of the Public Relations Interest Group, International Communication Association, and of the Council for the Advancement and Support of Education. The dissertation also was published as a book by Lawrence Erlbaum Associates, Publishers.

Thesis by Bey Ling Sha, 1995, was named outstanding thesis by the Public Relations Interest Group, International Communication Association, 1996.

Papers based on the theses by Joyce Knodell, 1976, and Larissa Schneider, 1978, were named top student paper by the Public Relations Division, Association for Education in Journalism & Mass Communication.

Papers based on the thesis by Sally McMillan, 1984, and dissertations by Kathryn Theus, 1988,

and K. Sriramesh, 1992, were named Top 3 Papers by the Public Relations Interest Group, International Communication Association.

Paper based on the thesis by Yunna Rhee, 1999, was named top Communication Science paper by the PRSA Educators' Academy.

Papers based on the dissertations by Larissa Schneider, 1985, Kathryn Theus, 1988, and Kenneth Plowman, 1997, were named a Top 3 Paper by the Public Relations Division, Association for Education in Journalism and Mass Communication.

Paper based on the dissertation by Chun-ju Hung, 2002, was named a Top 3 Paper by the Public Relations Division, International Communication Association.

Dissertation by Sung-Un Yang won the James and Larissa Grunig Top Dissertation Award of the Public Relations Division of the International Communication Association for the years 2003-2005.

I certify that this curriculum vitae is an accurate and current statement of my professional record.

James E. Grunig  
September 24, 2007