

**Bryan H. Reber**  
**Curriculum Vita**

University of Georgia  
Grady College of Journalism and Mass Communication  
Dept. of Advertising and Public Relations  
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**Education**

Ph.D., University of Missouri–Columbia. August 2001. Major, Journalism.  
Dissertation: *Cooperation, Communication and Contingencies: The Relationships of Corporate Public Relations Practitioners, Lawyers and Their External Publics*. Advisor: Dr. Glen T. Cameron.  
M.S., University of Kansas, Lawrence, Kansas. May 1991. Major, Journalism.  
Thesis: *Kansas Newspaper Coverage of Higher Education*. Advisor: Dr. Lianne Fridriksson.  
B.A., Bethel College, North Newton, Kansas. May 1981. Major, Speech and Drama; Minor, Communication.

**Academic Positions**

C. Richard Yarbrough Professor of Crisis Communication Leadership, Grady College of Journalism and Mass Communication, University of Georgia, 2014-present

Professor of Public Relations, Grady College of Journalism and Mass Communication, University of Georgia. 2013-present

Assistant Department Head, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, University of Georgia, 2010-present

Associate Professor of Public Relations, Grady College of Journalism and Mass Communication, University of Georgia. 2007-2013

Assistant Professor of Public Relations, Grady College of Journalism and Mass Communication, University of Georgia. 2004-2007

Assistant Professor of Public Relations, University of Alabama, College of Communication and Information Sciences. 2001-2004

Graduate Instructor, University of Missouri-Columbia, School of Journalism. 2000-2001.

Research Assistant, University of Missouri-Columbia, School of Journalism. 1998-2001. Responsibilities included working with two faculty members and the Center for Advanced Social Research (CASR) conducting research related to public relations and media effects.

Graduate Teaching Assistant, University of Missouri-Columbia, School of Journalism. 1998-2001. Assisting Dr. Glen T. Cameron in three semesters of his courses, responsibilities ranged from grading to team teaching.

Assistant Professor in Communication Arts and Public Relations Consultant, Bethel College, North Newton, Kansas. 1993-1998. Responsibilities included teaching all courses in the mass media concentration and serving as faculty advisor to the student newspaper and radio station.

Instructor in Journalism, Bethel College, North Newton, Kansas. 1991-1993, 1988-1989, 1984-1985. Taught one basic reporting class and advised the student newspaper and yearbook.

### **Journal Articles (40; peer-reviewed)**

Meng, J., Pan, P., & **Reber, B. H.** (2016). Identify Excellent Features and Situational Factors in Public Health Communication. *Public Relations Review*, 42(2), 366-368. doi:10.1016/j.pubrev.2016.02.001

Cacciatore, M. A., Meng, J., Boyd, B. & **Reber, B. H.** (2016). Political ideology, media-source preferences, and messaging strategies: A global perspective on trust building. *Public Relations Review*. doi:10.1016/j.pubrev.2016.05.001

Park, H., **Reber, B. H.**, & Chon, M. (2015). Tweeting as health communication: Health organizations' use of Twitter for health promotion and public engagement. *Journal of Health Communication*, 21(2), 188-198. doi:10.1080/10810730.2015.1058435

Pettigrew, J., Jensen, A., & **Reber, B. H.** (2015). The payoff of pro bono: Conversations with agency principals. *Public Relations Journal* 9(3).

VanderMolen, A., Cacciatore, M. A., Meng, J., & **Reber, B. H.** (2015). Media-source preferences and trust building: How they influence relationship management. *International Journal of Strategic Communication* 9(1), 1-22. doi:10.1080/1553118x.2014.943398

Kim, S., Choi, M., **Reber, B. H.**, & Kim, D. (2014). Tracking public relations scholarship trends: Using semantic network analysis on PR journals from 1975 to 2011, *Public Relations Review* 40(1), 116-118. doi:10.1016/j.pubrev.2013.11.017

**Reber, B. H.**, Lariscy, R. W. & Paek, H. (2013). Race, digital and traditional media, and public relations health campaigns, *Public Relations Journal* 7(2).

Pettigrew, J. E. & **Reber, B. H.** (2011). Journalists' opinions and attitudes about dialogic components of corporate websites. *Public Relations Review*, 37(4), 422-424. doi:10.1016/j.pubrev.2011.07.001

Park, H., & **Reber, B. H.** (2011). The Organization-Public Relationship and Crisis Communication: The Effect of the Organization-Public Relationship on Publics' Perceptions of Crisis and Attitudes Toward the Organization. *International Journal of Strategic Communication*, 5(4), 240-260. doi:10.1080/1553118x.2011.596870

Hou, J., & **Reber, B. H.** (2011). Dimensions of disclosures: Corporate social responsibility (CSR) reporting by media companies. *Public Relations Review*, 37(2), 166-168. doi:10.1016/j.pubrev.2011.01.005

Lariscy, R. W., **Reber, B. H.**, & Paek, H. (2011). The Role of Social and Other Media for Health Concerns: A Preliminary Exploration of Health Information Sources and Concerns among Rural and Urban Adolescents. *International Electronic Journal of Health Education*, 14.

Paek, H., **Reber, B. H.**, & Lariscy, R. W. (2011). Roles of interpersonal and media socialization agents in adolescent self-reported health literacy: A health socialization perspective. *Health Education Research, 26*(1), 131-149. doi:10.1093/her/cyq082

Pettigrew, J. & **Reber, B. H.** (2010). The new dynamic in corporate media relations: How Fortune 500 companies are using virtual press rooms to engage the press. *Journal of Public Relations Research 22*(4), 404-428.

**Reber, B. H.**, Pētersone, B., & Berger, B. K. (2010). Managing from the middle: The role of mid-level gatekeepers in mobilizing grassroots activism and encouraging facilitative relationships. *JCOM Journal of Communication Management, 14*(1), 32-46. doi:10.1108/13632541011017799

Park, H., & **Reber, B. H.** (2010). Using Public Relations to Promote Health: A Framing Analysis of Public Relations Strategies Among Health Associations. *Journal of Health Communication, 15*(1), 39-54. doi:10.1080/10810730903460534

Lariscy, R. W., **Reber, B. H.**, & Paek, H. (2010). Examination of Media Channels and Types as Health Information Sources for Adolescents: Comparisons for Black/White, Male/Female, Urban/Rural. *Journal of Broadcasting & Electronic Media, 54*(1), 102-120. doi:10.1080/08838150903550444

Kim, S., & **Reber, B. H.** (2009). How Public Relations Professionalism Influences Corporate Social Responsibility: A Survey of Practitioners. *Journalism & Mass Communication Quarterly, 86*(1), 157-174. doi:10.1177/107769900908600110

Aldoory, L., **Reber, B. H.**, Berger, B. K., & Toth, E. L. (2008). Provocations in Public Relations: A Study of Gendered Ideologies of Power-Influence in Practice. *Journalism & Mass Communication Quarterly, 85*(4), 735-750. doi:10.1177/107769900808500402

Murphree, V., **Reber, B. H.**, & Blevens, F. (2009). Superhero, Instructor, Optimist: FEMA and the Frames of Disaster in Hurricanes Katrina and Rita. *Journal of Public Relations Research, 21*(3), 273-294. doi:10.1080/10627260802640732

Kim, S., & **Reber, B. H.** (2008). Public relations' place in corporate social responsibility: Practitioners define their role. *Public Relations Review, 34*(4), 337-342. doi:10.1016/j.pubrev.2008.07.003

Park, H., & **Reber, B. H.** (2008). Relationship building and the use of Web sites: How Fortune 500 corporations use their Web sites to build relationships. *Public Relations Review, 34*(4), 409-411. doi:10.1016/j.pubrev.2008.06.006

Battle, T. A., Morimoto, M. & **Reber, B. H.** (2007). Considerations for Integrated Marketing Communication Education: The Need and Expectations from the Workplace. *Journal of Advertising Education, 11* (2), 32-48.

Berger, B. K., **Reber, B. H.**, & Heyman, W. C. (2007). You Can't Homogenize Success in Communication Management: PR Leaders Take Diverse Paths to Top. *International Journal of Strategic Communication, 1*(1), 53-71. doi:10.1080/15531180701285301

Vlad, I., Sallot, L. M., & **Reber, B. H.** (2006). Rectification Without Assuming Responsibility: Testing the Transgression Flowchart With the Vioxx Recall. *Journal of Public Relations Research*, 18(4), 357-379. doi:10.1207/s1532754xjpr1804\_4

**Reber, B. H.**, & Berger, B. K. (2006). Finding influence: Examining the role of influence in public relations practice. *JCOM Journal of Communication Management*, 10(3), 235-249. doi:10.1108/13632540610681130

**Reber, B. H.**, & Kim, J. K. (2006). How Activist Groups Use Websites in Media Relations: Evaluating Online Press Rooms. *Journal of Public Relations Research*, 18(4), 313-333. doi:10.1207/s1532754xjpr1804\_2

Gower, K. K., & **Reber, B. H.** (2006). Prepared for practice? Student perceptions about requirements and preparation for public relations practice. *Public Relations Review*, 32(2), 188-190. doi:10.1016/j.pubrev.2006.02.017

**Reber, B. H.**, & Gower, K. K. (2006). Avow or Avoid?: The public communication strategies of Enron and WorldCom. *Journal of Promotion Management*, 12(3-4), 215-239. doi:10.1300/j057v12n03\_12

**Reber, B. H.**, Gower, K. K., & Robinson, J. A. (2006). The Internet and Litigation Public Relations. *Journal of Public Relations Research*, 18(1), 23-44. doi:10.1207/s1532754xjpr1801\_2

**Reber, B. H.**, & Berger, B. K. (2005). Framing analysis of activist rhetoric: How the Sierra Club succeeds or fails at creating salient messages. *Public Relations Review*, 31(2), 185-195. doi:10.1016/j.pubrev.2005.02.020

Fosdick, S., & **Reber, B. H.** (2005). A Benchmark for B2B Use of E-Commerce. *Journal of Internet Commerce*, 4(1), 123-134. doi:10.1300/j179v04n01\_06

**Reber, B. H.**, & Fosdick, S. (2005). Building Business Relationships Online: Relationship Management in Business-to-Business E-Commerce. *Journal of Website Promotion*, 1(1), 13-29. doi:10.1300/j238v01n01\_03

**Reber, B. H.**, & Cameron, G. T. (2003). Measuring Contingencies: Using Scales to Measure Public Relations Practitioner Limits to Accommodation. *Journalism & Mass Communication Quarterly*, 80(2), 431-446. doi:10.1177/107769900308000212

**Reber, B. H.**, Frisby, C. M. & Cameron, G. T. (2003). Changing direction: Assessing student thoughts and feelings about a new program in strategic communication. *Journal of Advertising Education*, 7(1), 32-46.

**Reber, B. H.**, Cropp, F., & Cameron, G. T. (2003). Impossible Odds: Contributions of Legal Counsel and Public Relations Practitioners in a Hostile bid for Conrail Inc. by Norfolk Southern Corporation. *Journal of Public Relations Research*, 15(1), 1-25. doi:10.1207/s1532754xjpr1501\_1

**Reber, B. H.** & Benoit, W. L. (2001). Presidential Debate Stories Accentuate the Negative. *Newspaper Research Journal*, 22(3), 30-43.

**Reber, B. H.**, Cropp, F., & Cameron, G. T. (2001). Mythic Battles: Examining the Lawyer-Public Relations Counselor Dynamic. *Journal of Public Relations Research*, 13(3), 187-218. doi:10.1207/s1532754xjpr1303\_1

Cameron, G. T., Cropp, F., & **Reber, B. H.** (2001). Getting past platitudes: Factors limiting accommodation in public relations. *JCOM Journal of Communication Management*, 5(3), 242-261. doi:10.1108/13632540110806802

**Reber, B. H.** & Chang, Y. (2000). Frightening News: Assessing a public health model for crime reporting and cultivation theory. *Newspaper Research Journal*, 21(4), 99-112.

**Reber, B. H.**, Kaufman, S. E. & Cropp, F. (2000). Assessing Q-Assessor: A Validation of Computer-based versus Paper-based Q Sorts. *Operant Subjectivity*, 23(4), 192-209.

## Books and chapters

### *Scholarly books*

Berger, Bruce K. & **Bryan H. Reber** (2006). *Gaining Influence in Public Relations: The Role of Resistance in Practice*. Mahwah, NJ: Lawrence Erlbaum Associates.

### *Scholarly book chapters*

Chen, Zifei & **Bryan H. Reber** (in press). "Examining Public Responses to Social Media Crisis Communication Strategies in the United States and China," in Y. Jin & L. Austin (Eds.) *Social Media and Crisis Communication*, Routledge.

Benson, Ben & **Bryan H. Reber** (2015), "The Cape Wind Debate: Framing by Energy Activist Groups and Frame Salience for Active Online Audiences," in R. D. Waters (Ed.) *Public Relations in the Nonprofit Sector: Theory and Practice*, pp. 203-218, New York: Routledge.

**Reber, Bryan H.** (2014), "Strategies and Tactics Leaders Use to Manage Issues," in *Public relations leaders as sensemakers: A global study of leadership in public relations and communication management*, Bruce K. Berger & Juan Meng (Eds.), New York: Routledge.

Petersone, Baiba & **Bryan H. Reber** (2014), "Latvia," in *Public relations leaders as sensemakers: A global study of leadership in public relations and communication management*, Bruce K. Berger & Juan Meng (Eds.), New York: Routledge.

**Reber, Bryan H.** (2013), "Contingency Theory," Encyclopedia entry submitted to R. L. Heath (Ed.), *Encyclopedia of Public Relations* 2<sup>nd</sup> Ed., Thousand Oaks, CA: Sage Publications.

**Reber, Bryan H.** (2013), "Accommodation: Contingency Theory," Encyclopedia entry submitted to R. L. Heath (Ed.), *Encyclopedia of Public Relations* 2<sup>nd</sup> Ed., Thousand Oaks, CA: Sage Publications.

**Reber, Bryan H.** (2013), "Advocacy," Encyclopedia entry submitted to R. L. Heath (Ed.), *Encyclopedia of Public Relations* 2<sup>nd</sup> Ed., Thousand Oaks, CA: Sage Publications.

Berger, Bruce K. & **Bryan H. Reber** (2013). "Power and Influence in Public Relations" *Current Trends and Emerging Topics in Public Relations and Communication Management*, Krishnamurthy

Sriramesh, Ansgar Zerfass, & Jeong-Nam Kim (Eds.), New York: Routledge

Pettigrew, Justin & **Bryan H. Reber** (2013). "Corporate Reputation and the Practice of Corporate Governance" in *Handbook of Communication and Corporate Reputation*, Hoboken, NJ: Wiley Blackwell.

**Reber, Bryan H.**, Accommodation/Contingency Theory (2003). Encyclopedia entry submitted to R. L. Heath (Ed.), *Encyclopedia of Public Relations*, Thousand Oaks, CA: Sage Publications.

#### *Textbooks and Instructional materials*

Wilcox, Dennis L., **Bryan H. Reber** and Jae-Hwa Shin (under contract, anticipated publication date Fall 2017 with 2018 copyright). *THINK Public Relations*, Revel edition (3<sup>rd</sup> edition), New York: Pearson.

Wilcox, Dennis L. & **Bryan H. Reber** (2016). *Public Relations Writing and Media Techniques*, 8<sup>th</sup> edition, New York: Allyn and Bacon.

Wilcox, Dennis L., Glen T. Cameron, & **Bryan H. Reber** (2015). *Public Relations Strategies and Tactics*, 11<sup>th</sup> edition, New York: Allyn and Bacon.

Wilcox, Dennis L., Glen T. Cameron, **Bryan H. Reber** & Jae-Hwa Shin (2013). *THINK Public Relations*, 2<sup>nd</sup> edition, New York: Allyn and Bacon.

Wilcox, Dennis L. & **Bryan H. Reber** (2013). *Public Relations Writing and Media Techniques* 7<sup>th</sup> edition, New York: Allyn and Bacon.

Wilcox, Dennis L., Glen T. Cameron, **Bryan H. Reber** & Jae-Hwa Shin (2012). *THINK Public Relations*, New York: Allyn & Bacon.

**Reber, Bryan H.** & Dennis L. Wilcox (2009). *Instructor's Manual and Test Bank for Public Relations Writing and Media Techniques*, 6<sup>th</sup> edition. New York: Addison, Wesley, Longman.

Cameron, Glen T., Dennis L. Wilcox, **Bryan H. Reber** & Jae-Hwa Shin (2007). *Public Relations Today: Managing Competition and Conflict*. New York: Allyn & Bacon.

Shin, Jae-Hwa & **Bryan H. Reber** (2008). *Instructor's Manual and Test Bank for Public Relations Today: Managing Competition and Conflict*. New York: Allyn & Bacon.

#### **Academic Conference Papers (68; peer-reviewed)**

Reber, B. H. (2016). *Ethical obligations in risk and crisis communication*. Paper presented to the Public Relations Division of the Southern States Communication Association, April 7, 2016, Austin, Texas.

Himelboim, I., Reber, B.H., & Jin, Y. (2016, April). *Informing crisis communication preparation and response through network analysis: Social mediators and mediated content in airlines' Twitter networks*. Paper presented at the meeting of the annual meeting of the International Network for Social Network Analysis (INSNA), Newport Beach, CA.

Himmelboim, I. & Reber, B. H. (2015). *Using Twitter social mediators and mediated content during a crisis: Analyzing key players and network structures in airlines' social networks*, paper presented at Crisis4: The 4<sup>th</sup> International Conference on Crisis Communication in the 21<sup>st</sup> Century, October 7-10, 2015, Lund University, Helsingborg, Sweden.

Jin, Y., Pang, A, Cameron, G. T., Reber, B. H., & Cropp, F. (2015). *Mapping Contingency factors in public relations practice: A conjoint approach to the Contingency Theory of Strategic Conflict Management*, paper presented at the European Public Relations Education and Research Association (EUPRERA), October 1-3, 2015, BI Norwegian Business School, Oslo.

Reeves, H., Meng, J. & Reber, B. H. (2015). *Managing millennials in public relations: Issues facing PR managers and executives*, paper presented at the European Public Relations Education and Research Association (EUPRERA), October 1-3, 2015, BI Norwegian Business School, Oslo.

Himmelboim, I., Jin, Y., & Reber, B. H. (2015). *Informing crisis communication preparation and response through network analysis: An elaboration of the Social-Mediated Crisis Communication model*, paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, August 5-9, 2015, San Francisco.

VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. H. (2015, May). *Bridging the ideological divide: A three-year comparative analysis of public trust predictors between the U.S. and China*. Presented at the annual convention of the International Communication Association, San Juan, Puerto Rico.

VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. H. (2015, May). *Understanding regulatory attitudes: An international examination of the role of political ideology*. Presented at the pre-conference of the annual convention of the International Communication Association, San Juan, Puerto Rico.

Reber, B. H. and Reeves, H. (2015). *Connecting Generation Attributes, Leadership Development, and Employee Engagement: An In-depth Investigation of the Millennial PR Professionals*. Presented at the 18<sup>th</sup> annual International Public Relations Research Conference, March 4-8, 2015, Miami, FL.

VanderMolen, A., Cacciatore, M. A., Meng, J., & Reber, B. H. (2015). *The drivers of trust and their stability over time: Evidence from the global trust study*. Presented at the 18<sup>th</sup> annual International Public Relations Research Conference, March 4-8, 2015, Miami, FL.

Chen, Z. & Reber, B. H. (2014). *Examining Public Responses to Social Media Crisis Communication Strategies in the United States and China*. Presented to the PRSA Educators Academy Super Saturday Conference in Washington, DC, October 11, 2014.

Billgen, N. & Reber, B. H. (2014). *Do ask what your country can do for you: Testing the impact of country of origin on organization-public relationships*. Presented to the Public Relations Division of the National Communication Association in Chicago, November 20-23, 2014.

Cacciatore, M. A., Meng, J., VanderMolen, A., & Reber, B. H. (2014), *The interactive role of political ideology and media preference in building trust: A PR perspective*. Presented to the Public Relations Division of the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), August 2014, Montreal, Canada,

Chen, Z. & Reber, B. H. (2014). *Public responses to social media crisis communication strategies in China: An examination of the applicability of situational crisis communication theory*. Presented to the International Communication Division at the AEJMC Midwinter Conference, Norman, Okla., February 28-March 1, 2014.

Meng, J., Pan, P. & Reber, B. H. (2014). *An Assessment of the Situational Factors in Promoting Public Health Communication: A Triangulation Design*. Presented to the International Public Relations Research Conference, Miami, Fla., March 5-9, 2014.

VanderMolen, A., Cacciatore, M. A., Meng, J. & Reber, B. H. (2014). *The role of media selection in predicting trust: Evidence from the global Trust study*. Presented to the International Public Relations Research Conference, Miami, Fla., March 5-9, 2014.

Petersone, B. & Reber, B. H. (2013). *Leadership in public relations and communication management: Current issues and development of future communication leaders*. Presented to the EUPRERA 2013 Congress, Barcelona, Spain, October 3-5, 2013.

Benson, B. & Reber, B. H. (2013). *Framing the Massachusetts Cape Wind Debate Among Active Online Publics*. Presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August 8-11, 2013.

Gogo, O., Chen, Z. & Reber, B. H. (2013). *Replication in Public Relations Research: A 20-Year Review*. Presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C., August 8-11, 2013.

Meng, J., Berger, B. K., Reber, B. H., Hung-Baesecke, F. & Zerfass, A. (2013). *Cross-Cultural Study of Leadership in Public Relations and Communication Management: Approaches We Can Use to Prepare Leaders for the Future*. Presented at the 20th International Public Relations Symposium BledCom, Bled, Slovenia, June 14-15, 2013.

Han, K. J. & Reber, B. H. (2013). *Privacy Concerns When Using Facebook: Does Relational Context Matter?* Presented to the Public Relations Division at International Communication Association Annual Conference, London, June 17-21, 2013.

Pettigrew, J. E., Jensen, A. R. & Reber, B. H. (2013). *The Payoff of Pro-Bono: Conversations with Agency Principals*. Presented to the 16<sup>th</sup> annual International Public Relations Research Conference, March 6-10, 2013, University of Miami, Florida.

Reber, B. H. (2011). *Corporate Culture and C-Suite Predispositions as Antecedents to Crisis Communication Strategies: Applying the Contingency Theory of Strategic Communication Management to an Activist-fueled Crisis*. Presented to "Communicating Crisis in an Age of Complexity," Aarhus Business School, Aarhus University, Denmark, October 6-8, 2011.

Reber, B. H. & Kaufman, S. E. (2011). *Q-Assessor: Developing and Testing an Online Solution to Q Method Data Gathering and Processing*. Presented to the World Association for Public Opinion Research, Amsterdam, Netherlands, September 21-23, 2011.

Reber, B. H., Lariscy, R. W. & Paek, H. (2011). *Race, digital and traditional media, and public relations health campaigns*. Presented to the 14<sup>th</sup> annual International Public Relations Research Conference, Miami, FL, March 9-12, 2011.



Park, H. & Reber, B. H. (2010). *Building Bridges: How Perceived Corporate Social Responsibility Can Influence Organization Public Relationships*. **Top Three Paper** presented to the Public Relations Division of the National Communication Association, November 14-17, 2010, San Francisco.

Hou, J. & Reber, B. H. (2010). *Corporate Social Responsibility (CSR) Disclosure of Media Companies: A Content Analysis of Ten Media Companies' CSR Disclosure in the United States*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO, August 4-7, 2010.

Park, H. & Reber, B. H. (2010). *Identifying the Synergy Between Corporate Social Responsibility and Organization-Public Relationships*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO, August 4-7, 2010.

Park, H. & Reber, B. H. (2010). *Influence of Corporate Social Responsibility on Organization-Public Relationships, Attitudes, and Behavioral Intentions*. Presented to the 13th annual International Public Relations Research Conference, Miami, Florida, March 10-13, 2010.

Brown, J. B. & Reber, B. H. (2010). *Applying Power Relations Theory to Understand the Relationship Between Public Relations Practitioners and In House Counsel During a Crisis*. Presented to the 13th annual International Public Relations Research Conference, Miami, Florida, March 10-13, 2010.

Pettigrew, J. & Reber, B. H. (2009). *The new dynamic in corporate public relations: Are Fortune 500 company virtual press rooms useful to the press?* Presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication annual conference in Boston, August 4-9, 2009.

Pettigrew, J. & Reber, B. H. (2009). *From a journalist's perspective: A qualitative study of the opinions and attitudes of dialogic components of corporate Web sites*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication annual conference in Boston, August 4-9 2009.

Paek, H., Reber, B. H. & Lariscy, R. W. (2009). *Roles of Interpersonal and Media Socialization Agents in Adolescent Health Literacy: Proposing and Applying a Health Socialization Model*. Presented to the Health Communication Division of the International Communication Association, May 21-25, 2009, Chicago, IL

Lariscy, R. W., Reber, B. H. & Paek, H. (2008). *Are social media important and trusted health information sources? A preliminary exploration of health information sources among rural and urban adolescents*. Presented to National Conference Health Communication, Marketing and Media, Atlanta 12-14, 2008.

Park, H. & Reber, B. H. (2008). *The Organization-Public Relationship and Crisis Communication: The Effect of the Organization-Public Relationship on Publics' Perceptions of Crisis and Attitudes Toward the Organization*. Presented to the Public Relations Division of the International Communication Association, Montreal, Quebec, May 22-26, 2008.

Park, H. & Reber, B. H. (2008). *Using Public Relations to Promote Health: A Framing Analysis of Public Relations Strategies Among Health Associations*. Presented to the Health Communication Division of the International Communication Association, Montreal, Quebec, May 22-26, 2008.

Reber, B. H., Petersone, B. & Berger, B. K. (2008). *Managing from the middle: The role of mid-level gatekeepers in mobilizing grassroots activism and encouraging facilitative relationships*. Presented to the International Public Relations Research Conference, Miami, FL, March 6-9, 2008.

Aldoory, L., Reber, B. H., Berger, B. K. & Toth, E. L. (2008). *Provocations in public relations: A study of gendered ideologies of power-influence in practice*. Presented to the International Public Relations Research Conference, Miami, FL, March 6-9, 2008.

Kim, S. & Reber, B. H. (2007). *Public relations' place in corporate social responsibility: Practitioners define their role*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, August 8-11, 2007, Washington, DC.

Park, H. & Reber, B. H. (2007). *Relationship building and the use of Web sites: How Fortune 500 corporations use their Web sites to build relationships*. Presented to the Public Relations Division of the International Communication Association, San Francisco, CA, May 24-28, 2007.

Kim, S. & Reber, B. H. (2007). *How public relations professionalism influences corporate social responsibility: A survey of practitioners*. Presented to the Public Relations Division of the International Communication Association, San Francisco, CA, May 24-28, 2007.

Berger, B. K. & Reber, B. H. (2006). *Advocate, exit, or something else?: Doing the 'Right Thing' in PR when organizations misstep*. Presented to the Public Relations Division of the International Communication Association, Dresden, Germany, June 19-23, 2006.

Reber, B. H. & Berger, B. K. (2006). *Going against the grain: When and why public relations professionals engage in dissent*. Presented to the Public Relations Division of the International Communication Association, Dresden, Germany, June 19-23, 2006.

Vlad, I., Sallot, L. M. & Reber, B. H. (2006). *Rectification Without Assuming Responsibility: Testing the Transgression Flow Chart with the Vioxx Recall*. **Top Three Paper**. Presented to the Ninth Annual International Public Relations Conference, March 9-12, 2006, Miami, FL.

Reber, B. H. & Kim, J. K. (2005). *How activist groups use Web sites in media relations: Evaluating online press rooms*. **Top Five Paper**. Presented to the Public Relations Division of the International Communication Association, May 26-30, 2005, New York, New York.

Reber, B. H. & Berger, B. K. (2005). *Influence in public relations: When and where professionals find it*. Presented to the Public Relations Division of the International Communication Association, May 26-30, 2005, New York, New York.

Berger, B. K. & Reber, B. H. (2005). *Illuminating the path to success in public relations*. Presented to the Public Relations Division of the International Communication Association, May 26-30, 2005, New York, New York.

Reber, B. H., Gower, K. K. & Robinson, J. A. (2004). *The Internet and litigation public relations*. **Top Faculty/Student Paper**. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, August 4-7, 2004, Toronto.

Reber, B. H. & Berger, B. K. (2004). *A framing analysis of activist rhetoric: How the Sierra Club succeeds or fails at creating salient messages*. Presented to the Public Relations Division of the International Communication Association, May 2004, New Orleans, LA.

Gower, K. K. & Reber, B. H. (2003). *Prepared for practice?: Student perceptions about requirements and preparation for public relations practice*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, July 30-August 2, 2003, Kansas City, MO.

Reber, B. H. & Harriss, C. (2003). *Building public relations definitions: Identifying definitional typologies among practitioners and educators*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, July 30-August 2, 2003, Kansas City, MO.

Reber, B. H. & Gower, K. K. (2003). *Avow or Avoid?: The public communication strategies of Enron and WorldCom*. Presented to the Public Relations Division of the International Communication Association, May 23-27, 2003, San Diego, CA.

Harriss, C. & Reber, B. H. (2003). *Defining Viewer Typologies: Identifying Television Channel Repertoires in Multi-Channel Television Environments*. Presented to the Mass Communication Division of the International Communication Association, May 23-27, 2003, San Diego, CA.

Reber, B. H. (2003). *Collaboration Between Counsel: Public Relations and Legal Counsel Impediments to Dialogue with Stakeholders*. Presented to the Third International Conference on Critical Management Studies, Communication and Collaboration Stream, July 7-9, 2003, Lancaster, England.

Reber, B. H. & Fosdick, S. (2002). *Building Business Relationships Online: Customer Relationship Development via Business-to-Business E-Commerce*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, August 6-11, 2002, Miami, FL.

Reber, B. H. (2002). *Partners or pests?: Cooperation and coorientation between corporate legal and public relations counselors*. Presented to the Public Relations Division of the International Communication Association, July 15-19, 2002, Seoul, Korea.

Reber, B. H. & Cameron, G. T. (2002). *Measuring contingencies: Using scales to measure public relations practitioner limits to accommodation*. Presented to the Public Relations Division of the International Communication Association, July 15-19, 2002, Seoul, Korea.

Zhu, H. & Reber, B. H. (2002). *Cultural Icons: Comparing Chinese and U.S. business-to-business web sites*. Presented to the Intercultural/Development Communication Division of the International Communication Association, July 15-19, 2002, Seoul, Korea.

Frisby, C. M., Reber, B. H. & Cameron, G. T. (2001). *Changing direction: Assessing student thoughts and feelings about a new program in strategic communication*. Presented to the Advertising Division at the annual meetings of the Association for Education in Journalism and Mass Communication (AEJMC) August, 2001, Washington, D.C.

Reber, B. H., Cropp, F. & Cameron, G. T. (2001). *Impossible odds: Contributions of legal counsel and public relations practitioners in a hostile takeover of Conrail Inc. by Norfolk Southern*

*Railroad. Top Three Paper* presented to the Public Relations Division at the annual meetings of the International Communication Association (ICA), May 24-28, 2001, Washington, D.C.

Reber, B. H., Cropp, F. & Cameron, G. T. (2000). *Mythic Battles: Examining the Lawyer-Public Relations Counselor Dynamic. Top Student/Faculty Paper* presented to the Public Relations Division at the annual meetings of the Association for Education in Journalism and Mass Communication (AEJMC), August 9-12, 2000, Phoenix, AZ.

Reber, B. H. (2000). *Thinking About Health: The Relationship of Mass Media and Cognition to Perceptions of Children's Health.* Presented to the Mass Communication and Society Division at the annual meetings of the Association for Education in Journalism and Mass Communication (AEJMC), August 9-12, 2000, Phoenix, AZ.

Reber, B. H. (2000). *A Functional Analysis of New Hampshire Presidential Primary Debates and Accompanying Newspaper Coverage.* Presented to the Newspaper Division at the annual meetings of the Association for Education in Journalism and Mass Communication (AEJMC), August 9-12, 2000, Phoenix, AZ.

Reber, B. H., Beaudoin, C. E. & Sanders, K. P. (2000). *Difficult Newsroom Decisions: Making Editorial Choices Without Guiding Precedents.* Presented at the 50<sup>th</sup> Annual International Communication Association conference, June 1-5, 2000, Acapulco, Mexico.

Kaufman, S. E. & Reber, B. H. (1999). *Innovations of Q on the Web II.* Presented at the 15<sup>th</sup> Annual Q Conference, September 30-October 2, 1999, University of Missouri-Columbia.

Reber, B. H. & Kaufman, S. E. (1999). *Assessing Q-Assessor: A Validation of Computer-based versus Paper-based Q Sorts.* Presented at the 15<sup>th</sup> Annual Q Conference, September 30-October 2, 1999, University of Missouri-Columbia.

Cameron, G. T., Cropp, F. & Reber, B. H. (1999). *Getting Past Platitudes: Factors Limiting Accommodation in Public Relations.* Presented to the Public Relations Division at the annual meetings of the Association for Education in Journalism and Mass Communication (AEJMC), August 4-7, 1999, New Orleans, LA.

Reber, B. H. (1990). *How Two Kansas Newspapers Cover Higher Education. Second Place, MacDougall Competition.* Presented at the Annual Meetings of the Association for Education in Journalism and Mass Communication (AEJMC), August 1990, Minneapolis, MN.

### Invited Presentations

Reber, B. H., Cacciatore, M. A. & Ries, T. (2016). *Building Trust: The Drivers of Trust Around the Globe.* Workshop to be presented to the **Public Relations Society of America International Conference** in Indianapolis, October 23-25, 2016.

Reber, B. H. & Hung-Baesecke, F. (2016). *Building Trust on an International Scale," Presentation to Academic Society for Corporate Leadership and Communication, 2016 Leadership Forum,* April 14, 2016, Museum of Communication, Berlin.

Reber, B. H. & Hung-Baesecke, F. (2016). *Communication and Trust -- A Global Perspective: Insights from empirical research*, Guest Lecture to Graduate Seminar, **University of Leipzig**, April 12, 2016.

Reber, B. H., Cacciatore, M. A. & Ries, T. (2016). *Building Trust: The Drivers of Trust Around the Globe*. Webinar presented for the **Public Relations Society of America**, February 18, 2016.

Reber, B. H., Meng, J. & Nall, M. (2015). *Recruiting, retaining and managing millennials*. Workshop presented to the **Public Relations Society of America International Conference** in Atlanta, November 7-10, 2015.

Reber, B. H., Cacciatore, M. A. & Boyd, B. (2014). *Building trust: How to predict the public's trust in organizations*. Presented in the "Leadership and Management" track of workshops at the **Public Relations Society of America International Conference** in Washington, DC, October 12-14, 2014.

Reber, B. H. (2013). *Crisis Communication Leadership*, presented to the **Grady Young Alumni Council**, September 18, 2013, Atlanta, GA.

Reber, B. H. (2013). *Crisis Communication Leadership*, presented to **Public Relations Council of Alabama, Montgomery chapter**, "Taking your PR strategy across the finish line," September 10, 2013, Montgomery, AL.

Reber, B. H. (2012). *Cross-Cultural Study of Leadership in Public Relations and Communication Management: Strategies and Tactics to Manage the Issues*, presented to **The Plank Center Leadership Conference**, November 1, 2012, Chicago, IL.

Reber, B. H. (2009). *The Role of Public Relations in Managing Conflict*, plenary session presented to the 10<sup>th</sup> International Conference, **School of Business Administration, Turiba, Latvia**; Conference theme: "Communication Management in an Information Society," May 28, 2009, Riga, Latvia.

Reber, B. H. (2009). *How to Weigh the Fruit of PR Labor*, presented to the Workshop on Dynamic Thoughts, sponsored by the **School of Business Administration, Turiba, Latvia**, and attended by 225 public relations students from seven Latvian universities, May 30, 2009, Riga, Latvia.

Reber, B. H. (2003). *How to work well with lawyers: The Lawyer-Public Relations Counselor Dynamic*. Presented to the Annual Communications Workshop, Communications Section of the **National Association of Bar Executives**, October 15, 2003, St. Louis, MO.

Reber, B. H. (2001). *Relationship Management: Corporate Communications and Corporate Legal*. Presented to the Council on Corporate Communications Strategy and Council on Corporate Brand Management meetings of **The Conference Board**, November 8, 2001, Kansas City, MO.

## Grants and Awards

### Grants

*Arthur W. Page Center for Integrity in Public Communications*, Pennsylvania State University  
Yan Jin, Shelley Spector, **Bryan Reber** and Lucinda Austin. "Yesterday is Tomorrow: How History Informs Ethical Crisis Communication." 2016-2017 Page/Johnson Legacy Scholars,

	\$10,000
<i>Plank Center for Public Relations Leadership, University of Alabama</i>	
“Plank Center Leadership Report,”	\$16,000
<b>Team member</b>	
“Global Talent Management and the Millennials,”	\$18,000-\$28,500
<b>Co-PI</b>	
<i>Southern Center for Communication, Health and Poverty in association with Georgia Division of Public Health and Georgia Hospital Association.*</i>	
“Essential Health Services during a Pandemic,”	\$777,671
<b>Southern Center for Communication, Health and Poverty role:</b> “Determine ways to integrate and telephone triage and other public information with healthcare delivery during a pandemic,”	
<b>Consultant</b> 2008-2009, \$49,035	
* I was only a research consultant on this grant through my association with the Southern Center for Communication, Health and Poverty. Others prepared the grant application.	
<i>Southern Center for Communication, Health and Poverty</i>	
“Understanding Health Socialization Processes and Health Information Disparities among young adolescents in urban and rural Georgia,” <b>co-principal investigator</b> , 2007-2008	\$50,000
<i>Grants and research through the Institute for Communication Research, University of Alabama</i>	
Tuscaloosa Campaign to Prevent Teen Pregnancy, Inc., Summer 2003	\$3,650
Alabama Entrepreneurial Research Network, Spring 2003	\$7,500
Alabama Entrepreneurial Research Network, Fall 2002	\$3,924
Alabama Entrepreneurial Research Network, Summer 2002	\$2,500
Sierra Club Newsletter Content Analysis, Summer 2002	\$3,000
University of Alabama Image Survey, Summer 2002	\$8,000
Alabama Entrepreneurial Research Network, Spring 2002	<u>\$6,218</u>
Total	\$34,792
<i>2002 University of Alabama Research Advisory Committee</i>	
Summer 2002 Research Grant	\$5,000
Partial support for Sierra Club Newsletter Content Analysis	

#### *Awards*

Newton High School Distinguished Alumnus Award, Newton, Kansas, 2016.

Roland Page Award for Excellence in Graduate Teaching, Grady College of Journalism and Mass Communication, University of Georgia, 2011.

Grady College Outstanding Faculty Award for Excellence in Teaching, Department of Advertising and Public Relations, University of Georgia, 2010.

Top Three Paper, National Communication Association, Public Relation Division. Paper presented to the NCA Conference, November 14-17, 2010, San Francisco.

Top Three Paper, International Public Relations Research Conference, March 9-12, 2006, Miami, Florida.

Top Five Paper, International Communication Association, Public Relations Division. Paper presented to ICA Conference, May 26-30, 2005, New York, New York.

Top Faculty/Student Paper, Association for Education in Journalism and Mass Communication, Public Relations Division. Paper presented at AEJMC Conference, August 2003, Toronto.

Top Three Paper, International Communication Association, Public Relations Division. Paper presented at ICA Conference, May 24-28, 2001, Washington, D.C.

Inducted into Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication, May 2001.

Top Student/Faculty Paper, Association for Education in Journalism and Mass Communication, Public Relations Division. Paper presented at AEJMC Conference, August 8-12, 2000, Phoenix, AZ.

Ketchum/Institute for Public Relations, Scientific Methods And Research Techniques (SMART) Grant/Internship, 1999 (a.k.a. Walter K. Lindenmann Research Scholarship). \$15,000 research award and internship at Ketchum Public Relations Research Department, New York, NY, Summer 1999.

Association for Education in Journalism and Mass Communication, Newspaper Division, MacDougall Student Paper Competition, Second Place, 1990. Paper presented at AEJMC Conference, Minneapolis, MN.

## **Courses Taught**

### *University of Georgia*

ADPR 3850 Public Relations (Fall 2015, Spring 2012, Fall 2011, Spring 2011, Fall 2010, Spring 2010, Fall 2009, Spring 2009)  
 ADPR 3850H Honors Public Relations (Spring 2012, Fall 2010)  
 JRMC 8120 Public Opinion (Spring 2010)  
 JRMC 7940 Foundations of Public Relations (Fall 2009, 2008)  
 JRMC 8140 Public Relations Management (May 2011, Spring 2009, May 2008, Spring 2007, Spring 2006)  
 ADPR 5910 Public Relations Administration (Summer 2014, Spring 2011, May 2009, Fall 2008, Spring 2008, Fall 2007, Spring 2007, Fall 2006, Spring 2006, Fall 2005, Spring 2005, Fall 2004)  
 ADPR 5920 Public Relations Communication (Fall 2014, Spring 2014, Fall 2013, Spring 2008, Fall, 2007, Fall 2006, Fall 2005)  
 ADPR 5990 Crisis Communication (Fall 2015, Fall 2014)

### *University of Alabama*

APR 432 Public Relations Management (Spring 2004, 2003, 2002, Fall 2003, 2002, 2001)  
 MC 650 Managing Public Opinion (Spring 2004)  
 APR 332 Public Relations Writing (Fall 2003, 2001, Summer 2003, Spring 2003, 2002)  
 APR 597 Campaign Workshop I (Summer 2003)  
 APR 572 Persuasive Communication (Fall 2002)

### *University of Missouri – Columbia*

Graduate instructor

J331 Strategic Communication Management (Winter 2001, Fall 2000)

Graduate teaching assistant for Glen T. Cameron

J324 Advertising and Public Relations Campaigns (Winter 1999, Fall 1999)  
J403 Principles and Tools in Strategic Communication (Winter 2000)

*Bethel College, North Newton, Kansas*

Journalism Workshop I & II, Print Journalism, Communication and Mass Media, Media Production and Management, Principles of Communication I & II, Fundamentals of Broadcasting, Expository Writing

**Service**

*External*

Member, Board of Directors (2013 – present)

Plank Center for Leadership in Public Relations, University of Alabama.

Member, Editorial Board (March 2002 - present)

*Journal of Public Relations Research*

Ad hoc reviewer

*Journalism and Mass Communication Quarterly*

*Journal of Communication Management*

*Journal of Health Communication*

*Public Relations Review*

*International Journal of Strategic Communication*

Textbook reviewer

Sage (November 2011), McGraw-Hill (April 2006), Wadsworth Publishers (April 2003, February 2002), Bedford/St. Martin's (July 2003).

Paper reviewer

Public Relations Division, International Communication Association; Advertising Division, Association for Education in Journalism and Mass Communication; American Association of Advertising.

*Internal*

University of Georgia

Member, University Russell Awards Committee (2015-present)

Member, University Tenure and Promotion Committee (2015-present)

Member, Program Review and Assessment Committee (2011-2012)

Member, University Council (2007-2010)

Member, University Benefits Committee (2007-2010)

Grady College

Chairman, Tieger Professor in Public Affairs Communications Search Committee (2015-2016)

Member, Admissions Committee (2013-2014)

Member, Executive Committee (2011-2012)

Chairman, ACEJMC Reaccreditation Standard 6 (2011)

Member, Public Relations Faculty Search Committee (2011)

Chairman, Undergraduate Curriculum Committee (2007-2008)

Member, Program oversight group, Media Industry Research Certificate Program, (2006-present)

Member, Undergraduate Curriculum Committee (2006-2007)

Member, Ad Hoc – Theory Course Evaluation Committee (2006-2007)



Member, Public Relations Search Committee, (2005-2006)

University of Alabama (2001-2004)

College of Communication and Information Sciences, Department of Advertising and Public Relations

Awards and Scholarships Committee

Strategic Assessment Committee

Undergraduate Curriculum Committee

Textbook Review Committee

Graduate Affairs Committee

### **Professional Experience/Affiliations**

Member, Arthur W. Page Society. 2014-present.

Director of Public Information, Bethel College, North Newton, Kansas. 1991-1994, 1982-1989. Responsibilities included generating news releases, editing college publications including the alumni newsletter and magazine, the college catalog, development materials, special event brochures, event planning, admissions recruiting materials, etc.

Research Intern, Ketchum, Summer 1999. Worked in the Department of Research and Measurement at Ketchum international offices, New York, New York. Responsibilities included literature surveys, data analysis, report writing, and survey construction.

Research Associate, Institute for Communication Research, 2002-2004. Research and conduct public relations campaigns for ICR clients including the Alabama Entrepreneurial Research Network, University of Alabama and Sierra Club.

Research Analyst, Center for Advanced Social Research, 1998-2001. Construct surveys, complete data analysis and report writing for CASR clients including the Ford Foundation, Missouri Public Service Commission, Intertec Publishing, Inc., and others.

Co-Developer, Q-Assessor, 1999. Collaborated with Stanley E. Kaufman in developing an online process for Q methodology research. This online Q sorting process was developed and tested under the sponsorship of the Institute for Public Relations SMART grant.

Supplemental Content Provider, Addison Wesley Longman Publishers, Summer 1999. "Public Relations: Strategies & Tactics, Sixth Edition," by D. L. Wilcox, P. H. Ault, W. K. Agee and G. T. Cameron.

Copy Editing Intern, *Reno Gazette-Journal*, Fall 1989.