

# Ruth Massingill Vitae

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**EDUCATION:** Teesside University, Middlesbrough, England. Ph.D. Candidate. 2005-present.

University of Wyoming (Laramie) - M.A. Journalism, July 1977. Special emphasis in public relations. GPA: 3.9.

Southwestern University (Georgetown, Texas) - B.A. English/Art, May 1975. GPA: 3.6. Graduated Cum Laude.

Huntington (Texas) High School - May 1971. Valedictorian.

**EXPERIENCE:** **Management/Supervisory** - Coordinated a university Journalism program with 150 majors and three full-time faculty members. Directed communications or marketing departments for government, non-profit and corporate entities. Trained and supervised employees; worked with boards of directors and volunteers. Hired and directed free-lancers, photographers, printers and other subcontractors.

**Entrepreneurial** - Self-employed as a communications consultant.

**Strategic planning** - Developed communication plans for various groups; used creative problem solving to get maximum results from budget and staff resources.

**Education** - Taught media history, beginning and advanced writing, editing, advertising, public relations and magazine production as well as desktop and online publishing at the college level. Have taught online classes and internet-enhanced classes.

**Development/Marketing** - Helped obtain support for a new community magazine; coordinated national membership drives and income-producing competitions; produced direct-mail promotions; presented successful franchise proposals to several international automakers.

**Publicity** - Experienced in placing releases in national and local media; coordinated advance, on-site and follow-up publicity for national conventions.

**Publications** - Have extensive hands-on experience with all aspects of publication production, from design and copy writing to layout and coordination.

**Special events** - Arranged events as varied as elegant dinners for 150 executives and national conferences with 40 speakers and 1,500 attendees.

**Training** - Have conducted "train the trainer" sessions as well as a variety of professional workshops on the local, regional, national and international levels. Have prepared employee training materials in print and digital formats.

**Writing & editing** - Have experience ranging from technical topics to advertising copy; from PR plans to news and feature writing; from educational materials to broadcast scripts. Have free-lanced for a national trade publication. Book author.

**Other communications skills** - Routinely use computers for word processing, graphics, page layout, online design and presentations. Have worked as a photographer and as a newspaper reporter.

**EMPLOYMENT  
HISTORY:**

**The Massingill Agency.** Social Marketing and Media Relations.  
Owner. (2005-present).

Work primarily with alternative health care clients.

**University of Phoenix** (Houston campus and online)  
Faculty, trainer and assessor (2001-present)

**Sam Houston State University** (Huntsville, Texas)  
Journalism Coordinator (1992-1998) & Instructor (1988-present), (Tenured in 1995.)

Prepared and taught 15 different journalism courses. Wrote five new courses and assisted with two major curriculum revisions. Served as adviser to the yearbook, the magazine (print and online), and the advertising and the public relations staffs. Served on division, college and university committees. Accompanied students to workshops and conferences across the country. Represented SHSU at numerous professional meetings. Established and coordinated journalism internships.

**Sam Houston State University** (Huntsville, Texas)  
Part-time faculty, English as Second Language Program. 1/88-6/88.

**Communications Consultant** (Austin, East Texas)  
Self-employed. 8/85-8/88.

Worked for various PR and advertising clients, often in association with Gryphon Advertising & Design in Austin. Huntsville clients included Huntsville Memorial Hospital, the City of Huntsville and Champion International.

**The Bob Miller Agency** (Austin)  
Director of Marketing. 8/83-8/85.

Developed and operated an in-house advertising and public relations agency for the Bob Miller automobile dealership group. Handled corporate image development as well as retail advertising for Datsun, Volkswagen, Jaguar, Saab & Peugeot, Mitsubishi and Subaru dealerships.

Tasks included: Annual marketing plans, new logo/corporate materials; publicity releases and placement; print and broadcast ads (concept, design, copy writing and media buying); direct mail.

**Women in Communications, Inc.** (Austin)  
Communications Director. 3/80-8/83.

Planned and implemented a national communications program for this non-profit organization. Re-designed many of the publications. Worked with a national board and volunteer groups. Organized and directed WICI's most successful membership drive, increasing membership 26 percent in six months.

Tasks included: Member publications; annual membership promotions; publicity for four annual contests; pre-publicity and newsroom operation for the annual national conference; direct mail fund-raising.

**Austin Chamber of Commerce Convention Bureau** (Austin)  
Director of Marketing. 3/78-2/80.

Marketed Austin as a convention destination through printed materials, personal contacts, formal presentations and special events. Responsible for designing and producing a variety of publications.

**EXPERIENCE**  
(Cont)

**Neal Spelce Associates, Inc. (Austin)**  
Free-lance Public Relations Specialist. 1/78-3/78.

Worked with public relations accounts; wrote news releases and feature articles; researched and wrote the Texas Municipal Retirement System's newsletter.

**College of Engineering, University of Wyoming (Laramie)**  
Public Relations Specialist. 1/76-8/77.

Produced a quarterly magazine and a newsletter; designed and produced brochures and booklets; wrote news releases; shot, developed and printed photographs.

**City of Corpus Christi (Corpus Christi, TX)**  
Administrative Assistant (Design Specialist). 12/74-12/75.

Supplied photographs and wrote copy for the monthly employee newsletter; produced brochures and informational materials for city departments; often served as official city photographer.

**The Lufkin News (Lufkin, TX)**  
Summer Intern, Editorial. 5/72-8/72.

**AWARDS &  
ACTIVITIES:**

Research Excellence in Mass Communication Award, 2008-2009, College of Humanities and Social Sciences, Sam Houston State University

Excellence in Teaching Award, 2007-2008, Dept. of Mass Communication, College of Humanities and Social Sciences, Sam Houston State University

Adviser to student chapter of Public Relations Student Society of America (2007-08)

Research Achievement in Mass Communication Award, 2006-2007, College of Humanities and Social Sciences, Sam Houston State University

Seminar participant, "Teaching Diversity Across the Curriculum" Poynter Institute, St. Petersburg, Florida, 20-25 May 2007.

Scott Scribes Scholarship for Older Adults, Writers' League of Texas, 2007

Bursary from Academy of Marketing to attend 2007 Doctoral Colloquium

Outstanding Faculty Award, University of Phoenix, Houston Campus, 2003.

Outstanding Advertising Educator, Southwest District, American Advertising Federation (1999-2000)

Adviser to student chapter of American Advertising Federation (1993-2005)

Distance Learning Certification from Center for Technology and Distance Learning, The Woodlands, Texas (May 1999)

Faculty internship with The Houston Chronicle Online and The Houston Advertising Federation (Summer 1999)

PR/Marketing Adviser, Huntsville Arts Commission & Wynne Home Arts Center (1998-01)

Sponsor, High School Communications Workshop, Taylor Publishing (1990-2006)

**AWARDS/...**  
(Cont)

Judge, University Interscholastic League (for numerous area schools)

Coordinator, annual Macintosh trade show (1992-94)

Regional journalism coordinator, University Interscholastic League (1988- present)

Adviser, *Alcalde*, SHSU yearbook (received numerous awards between 1989 and 1998)

Adviser, Advertising staff for *Houstonian* (1991, 1993-95)

Adviser, Public Relations staff (1993-96, 1999-2003)

Adviser, *Houstonian Magazine* (1996 -98)

Adviser, *The Lounge*, SHSU online student magazine (1999-2003)

Adviser to student chapter of Society of Professional Journalists (1988-90)

Coordinator, SHSU journalism internship program (1988-1992; 1993-98; 2000-03) (summer 2005-)

First Place award, Association Trends' 1984 publication contest (for membership promotion packet prepared for WICI)

1977 Clarice J. Whittenburg Award for Journalism.

Participant in student transfer program, Universidad de las Americas, Puebla, Mexico (Winter 1974)

Southwestern University scholarship to high school valedictorians (1971)

**MEMBERSHIPS  
& COMMITTEES:**

Member, Curriculum Committee, Search Committee, Dept. of Mass Communication

Member, Dean's Advisory Committee, Peer-Review Committee, College of Humanities and Social Sciences, SHSU, (2007-)

Member, Academy of Marketing (2007-09)

Member, Texas Folklore Society (2007-)

Member, Public Relations Society of America, Houston (2007-09)

Member, Authors Guild (2006-)

Member, Association of Education for Journalism and Mass Comm (2005-2007)

President, SHSU Chapter of the Texas Faculty Association, (2004-05)

Board Member, Southwest Education Council for Journalism and Mass Comm (2003-05)

Member, MCM Curriculum Revision Committee (2004-05)

Member, Admissions Standards and Applications Committee, (2004-05)

Member, Faculty Tenure Advisory Committee, SHSU (2002-03)

Member, International Communications Association (2003-2006)

**MEMBERSHIPS**  
(Cont)

- Member, SHSU Marketing and Recruitment Committee (2001-02)
- Member, Southwestern Social Science Association (2001-05)
- Member, College Media Advisers (1994–2000)
- Member, Southwest Education Council for Journalism and Mass Comm. (1988-2005)
- Chair, Radio-Television-Film Coordinator Search Committee (1993-94)
- Chair or member, Journalism Scholarship Committee (1992-present)
- Member, College Academic Scholastic Committee (1992-93)
- Member, Thomason Scholarship Committee (1992-present)
- Chair, Journalism Curriculum Revision Committee (1992-93)
- Member, Academic Affairs Council (1992-93)
- Member, President's Inauguration Committee (1990)
- Member, College of Arts & Sciences Newsletter Committee (1989-91)
- Member, The Public Relations Society of America (1989-91; 2007-)
- Member, Communications Advisory Council, Austin Chamber of Commerce.(1984-6)
- Founding member, Austin Communicators' JobBank Council. (1985)
- Member, secretary, committee chair, Women in Communications, Inc. (1978-86).
- Member of founding chapter, Alpha Chi (1974-)

**PRESENTATIONS & PUBLICATIONS:**

**Peer-Reviewed Publications:**

- Massingill, Ruth. "Working Toward a World Without AIDS: How Social Marketing Inspires Long-term Cultural Change," First German-Austrian Swiss AIDS-Congress SODAK 2009, St. Gallen, Switzerland, 24-27 June, 2009 (poster published at [www.soedak2009.com](http://www.soedak2009.com)).
- Massingill, Ruth. "Love, Sex, and HIV/AIDS: Using Social Marketing to Redefine Gender Norms Among Mexican Youth," *Social Marketing for Public Health: Global Trends and Success Stories*. Eds. Philip Kotler, Nancy Lee, and Hong Cheng. Jones and Bartlett: Sudbury, Mass., 2009.
- Massingill, Ruth. "Until AIDS Do Us Part: Social Marketing Campaigns Empower Women At Risk in Uganda, Mexico, and the United States." XVII International AIDS Conference. Mexico City, 3-8 August, 2008 (abstract published at <http://www.iasociety.org/Default.aspx?pageId=11&abstractId=200719099>)
- Massingill, Ruth. "Death Behind the Walls: Rituals, Folktales and True Stories," *Death Lore: Texas Rituals, Superstitions, and Legends of the Hereafter*. Ed. Kenneth Untiedt. Publications of the Texas Folklore Society #65, University of North Texas Press, 2008.
- Massingill, Ruth and Sohn, Ardyth. *Prison City: Life with the Death Penalty in Huntsville, Texas*. Peter Lang Publishing, Inc., 2007.

## **PUBLICATIONS (cont)**

“Getting the Word Out: Promoting Cures Through Social Marketing” Accepted for inclusion in *AIDS in Culture III: A Memoria* (scheduled for publication in 2007).

*Construction Equipment Guide*, correspondent (print and online versions) (2000-03)

*The Lounge*, SHSU’s online student magazine, adviser and managing editor, (2000-03)

*Huntsville Connections*, managing editor (1989-92)

*Houstonian*—Special Bowers Retirement Edition, supervising editor (1989-90)

*J-Grad Rag*, (Journalism alumni publication), supervising editor, managing editor, contributor (1989-2003)

## **Peer-Reviewed Presentations:**

- Massingill, Ruth. “Working Toward a World Without AIDS: How Social Marketing Inspires Long-term Cultural Change,” First German-Austrian Swiss AIDS-Congress SODAK 2009, St. Gallen, Switzerland, 24-27 June, 2009 (poster presentation).
- “Virtual Virtuosity: How the ONE Campaign Uses Social Media to Combat Global Poverty and HIV/AIDS,” 2<sup>nd</sup> Congress of the Americas, American Communication Association and the International Communication Association, in cooperation with universities in Mexico and Peru, Mexico City, October 2008 (abstract accepted).
- “Until AIDS Do Us Part: Social Marketing Campaigns Empower Women At Risk in Uganda, Mexico, and the United States,” XVII International AIDS Conference, Mexico City, 3-8 August, 2008 (poster presentation).
- “Creating a Culture of Change: Social Marketing’s Global Initiative Against HIV/AIDS,” VII International Congress on Public and Nonprofit Marketing, Szeged, Hungary, 12-13 June 2008 (paper published in conference proceedings).
- Massingill, Ruth and Dobbs-Arnold, Holly. “Growing up in the Slammer: Frank Q Dobbs Memories” (Multimedia presentation). Texas Folklore Society Annual Meeting, Lubbock, Texas, March 20-22, 2008.
- “Taking Taboo Topics Public: How Social Marketing Partnerships Combat HIV/AIDS in Mexico” (part of a panel titled: Partnership Based Approaches: What Works?), *Social Marketing in the Developing World: What Have we Accomplished and What Does the Future Hold?* 2008 PSP-One on-line conference, 10-15 March 2008 (recorded on-line presentation with PPT, plus on-line participation during the conference).
- “Motivating Change: Visual and Verbal Persuasion in HIV-AIDS Social Marketing” American Communication Association, Taos, New Mexico, October 4-6, 2007.
- “A Practical Approach to Cultural Change: Using Social Marketing to Combat HIV/AIDS in Mexico,” Academy of Marketing 2007, Doctoral Colloquium, July 2-3, 2007, Surrey, England.
- “Getting the Word Out: Promoting Cures Through Social Marketing,” (paper presented as part of special panel session), *AIDS in Culture III: Explorations in the Cultural History of AIDS*, Dec. 9-12, 2006, Mexico City. (with Lauren Maddox)
- “Social Marketing Strategies for Combating HIV/AIDS in Developing countries: Examining Traditional Campaigns.” (poster session), *Social Marketing Advances in Research and Theory Conference*, Oct. 19-21, 2006, Banff, Canada.
- “Translating Public Policy into Public Image In a Criminal Justice Environment,” (paper presented as part of panel) Congress of the Americas, August 3-6, 2006, Lima, Peru.

**PRESENTATIONS (cont)**

•“Aspiration Advertising Campaigns as Intercultural Conduits.” (invited presentation) Congress of the Americas, August 3-6, 2006, Lima, Peru. (with Debbi Hatton)

•“Curing AIDS: Why Successful HIV/AIDS Treatments are Unknown to World Government Policy Makers,” (poster session), Fifth International Conference on the Capability Approach, UNESCO, 11-14 September, 2005, Paris, France. (with James Adams).

•“Speak Up: Using Mediated Communication Channels to Frame Effective Responses in a Climate of Intimidation,” (invited panel), International Communication Association, May 25-28, 2005, New York, NY (with Debbi Hatton, Ardyth Sohn and Chris White)

•“Braving the Storm: Surviving in an Environment of Intimidation,” (invited panel), Southwestern Women’s and Gender Studies Association, March 24-26, 2005, New Orleans, La. (with Debbi Hatton, Ardyth Sohn and Julie Hall)

• “Identity Crisis,” Will the Marketplace’s Fascination with IMC Make PR an Endangered Degree?” (paper presentation), 2004 Southwest Symposium, November 19-20, 2004, Little Rock, Ark.

•“Bully Backlash: Communication Campaigns to Influence Public Opinion and Behavior,”( invited panel) International Communication Association Annual Convention, May 2004, New Orleans, La. (with Debbi Hatton, Chris White and James Adams).

•“The Sacrosanct Border: Dividing a Society Between the Innocents and the Convicted,”(invited panel) International Communication Association Annual Convention, May 2003, San Diego, Calif. (with Debbi Hatton and Ardyth Sohn).

•“Where are all the Minority Professors? A Quantitative Review of Higher Education Faculty Recruitment Strategies,” (invited presentation) Southwestern Social Science Association 2003, San Antonio, Texas, April 16-19, 2003. (with Debbi Hatton)

•“Strategic Thinking Yields Market-Driven PR/Advertising Curricula,” (paper presentation) AEJMC midwinter conference, Boulder, Colo., Feb. 28-March 2, 2003.

• “Women, Technology and Education,” (invited panel) Southwestern Social Science Association 2002, New Orleans, Louis., March 27-30, 2002.

• “The Asynchronous Web-Based Curriculum and Non-Traditional Learners,” Southwestern Social Science Association 2002, New Orleans, Louis., March 27-30, 2002. (panelist)

• “It Doesn’t Take an Einstein to Invent Structurally Sound Learning Modules,” Tech Ed 2002, International Conference and Exposition, Long Beach, Calif., Feb. 25-27, 2002. (with Debbi Hatton).

• “Lights, Camera, Action: From Class Time to Primetime,” Tech Ed 2001, International Conference and Exposition, Ontario, Calif., March 26-29, 2001. (co-presenter: Debbi Hatton)

• “The Collision of Technology and Culture in a Global Society,” Syllabus Fall 2000, Boston, Mass., Nov. 30-Dec. 3, 2000; Seventh Annual Conference on Linguistically and Culturally Diverse Populations, Sam Houston State University, Huntsville, Texas, Sept. 23, 2000; and Tech Ed 2000, International Conference and Exposition, Palm Springs, Calif., March 6-9, 2000. (co-presenter: Debbi Hatton)

• “Join the Crusade,” Conquering the Three Stages of Successful Multimedia Implementation,” International technology conference for “Capitalizing on Your Computer Investment,” Washington, D.C., Feb. 17-19, 1999. (co-presenter: Debbi Hatton)

### PRESENTATIONS (cont)

- "Join the Crusade: Conquering the Three Stages of Multimedia Implementation," a 3-hour pre-conference workshop, Texas Association for Educational Technology, 48<sup>th</sup> Annual Conference, Corpus Christi, Texas, Nov. 4-6, 1999. (co-presenter: Debbi Hatton)
- "Orientation Issues as Money-Makers," (workshop) 77<sup>th</sup> Annual National College Media Convention, Kansas City, Nov. 5-8, 1998.
- "Look Into My Crystal Ball—A Holistic Approach to Implementing Technology Into the Learning Environment," (invited presentation) International Conference on Social Impact of Information Technologies, St. Louis, MO, Oct 12-14, 1998. (with Debbi Hatton)
- "The Sexing of Technology: Examining Gendered Teaching Patterns," Syllabus 98 National Convention (Sonoma, CA, July 27-29, 1998); 1998 SHSU Communication Workshop, July 13-16, 1998; 1998 National Conference: "Stop Surfing, Start Teaching," Myrtle Beach, SC, Feb. 22-25, 1998; and Syllabus Regional Conference, Dallas, April 3, 1998. (with Debbi Hatton)
- "The Future of Journalism," (Panel of journalism chairs from Baylor, A&M, UT, SW Texas, U of H and SHSU), SPJ Professional Chapter, College Station, April 8, 1998.
- "The Consumerization of Higher Education, (paper presentation) "Fourteenth Annual Conference of Academic Chairpersons Convention, Orlando, FL, Feb. 12-14, 1997. (with Debbi Hatton)
- "Climbing Down from the Ivory Tower: Applying Professional Communication Methods in Academic Settings," (workshop) 66th Annual Convention of the Southern States Communication Association, Memphis, Tenn., March 27-31, 1996. (with Debbi Hatton)
- "More Than Mugs: Improving Portraits/Groups Sections," (workshop) 1995 National College Media Advisers Convention, Washington, D.C., Nov. 2-5, 1995.
- "Let Me Experience...and I Will Understand," (workshop) Region VI Second Annual Technology Conference, Texas A & M University, College Station, Jan. 12-13, 1993.
- "Modern Day Myths: Women as Portrayed in Magazine Advertising," (paper presentation) 1993 Southwest Symposium of the Southwest Education Council for Journalism/Mass Communication, Texas Tech University, Lubbock, Oct. 10-11, 1993.
- "The Multimedia Revolution," (workshop) Associated Collegiate Press/College Media Advisers National Convention, Dallas, Oct. 28-31, 1993.
- "Tapping the Power of Technology," (workshop) Women in Business Seminar Series on Success and Productivity Through Technology, Houston, May 4, 1993.

### GRANT ACTIVITIES

- Grants from Walker County Chamber of Commerce for production costs of *Huntsville Connections* city magazine (\$3,000/issue from 1989-92: Total: \$12,000)
- Dan Rather Institute for Journalism Ethics, grant proposal, Dec. 2001. (editorial, graphic design and production)
- Served as technology consultant and evaluator for DOD Grant, 1998-99.
- "Gender Issues and Technology," a 2-hour workshop for Title VII Bilingual Education Career Ladder Grant: project TecBeatt--Technology for Bilingual Educators as Teachers and Trainers, Feb. 8, 2000. (co-presenter: Debbi Hatton)