

12. Ruth E. Massingill (F)

[Short Vita](#)

| | Courses Taught | Relevant Academic Degrees and Course Credits Earned | Other Qualifications |
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| | <ul style="list-style-type: none"> ● MCM282: DESKTOP PUBLISHING (U) Catalog Syllabus ● MCM330: INFORMATION ANALYSIS (U) Catalog Syllabus ● MCM330: INFORMATION ANALYSIS (U) Catalog Syllabus ● MCM388: MEDIA MARKETING & PROMOTIONS (U) Catalog Syllabus ● MCM499: DIRECTED STUDY IN MASS COMM (U) Catalog Syllabus | <ul style="list-style-type: none"> ● BA ART/ENGLISH -- SOUTHWESTERN UNIVERSITY(1975) ● MA JOURNALISM -- THE UNIVERSITY OF WYOMING(1977) <hr/> <ul style="list-style-type: none"> ● Journalism 24+ ● art/graphics 6 ● broadcast 3 | <ul style="list-style-type: none"> ● 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. ● Women in Communications, Inc. (Austin). Communications Director. 3/80-8/83. Planned and implemented a national communications program for this non-profit organization. ● 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. ● Neal Spelce Associates, Inc. (Austin).Free-lance Public Relations Specialist.1/78-3/78. Worked with public relations accounts; wrote releases,feature articles, newsletters. ● College of Engineering, University of Wyoming (Laramie).Public Relations Specialist.1/76-8/77. ● City of Corpus Christi (Corpus Christi, TX). Administrative Assistant (Design Specialist). 12/74-12/75. ● Distance Learning Certification from Center for Technology and Distance Learning, The Woodlands, Texas (May 1999) ● Research Achievement in Mass Communication Award, 2006-2007, College of Humanities and Social Sciences, Sam Houston State University ● 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) ● "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, Jones and Bartlett: Sudbury, Mass. (Case proposal accepted) ● "Death Behind the Walls: Rituals, Folktales and True Stories," Publications of the Texas Folklore Society #65 (scheduled for publication in winter 2008 by the University of North Texas Press). ● Prison City: Life with the Death Penalty in Huntsville, Texas. Lead author, Peter Lang Publishing, Inc., 2007 (co-author: Ardyth Sohn). ● "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. ● "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 ● "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).
- Coordinator, SHSU journalism internship program (1988-1992; 1993-98; 2000-03) (summer 2005-)
- Faculty internship with The Houston Chronicle Online and The Houston Advertising Federation (Summer 1999)
- Teesside University, Middlesbrough, England. Ph.D. Candidate. 2005-present