

Ruth Massingill
Instructor
Mass Communication
CHSS

Degrees Earned

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.

Professional Licensure and Certifications

Peer-Review Publications and Artistic Performances/Exhibitions

Articles

Books

Prison City: Life with the Death Penalty in Huntsville, Texas. Lead author, Peter Lang Publishing, Inc., 2007 (co-author: Ardyth Sohn)

Chapters

"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. (Abstract 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).

"Getting the word out: Promoting cures through social marketing" Accepted for inclusion in *AIDS in Culture III: A Memoria* (scheduled for publication in Winter 2007).

Proceedings

Artistic Performances

Artistic Exhibitions

Research Monographs and Technical Reports

Funded External Grants

- Grants from Walker County Chamber of Commerce for production costs of *Huntsville Connections* city magazine (\$3,000/issue from 1989-92: Total: \$12,000)

Peer-Review Presentations/Posters

- “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.
- “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. (co-presenter: Debbi Hatton).
- "Carumba: Building Online Bridges to Spanish-speaking Communities," Tech Ed 2002, International Conference and Exposition, Long Beach, Calif., Feb. 25-27, 2002. (co-presenter: 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)
- "Join the Crusade: Conquering the Three Stages of Multimedia Implementation," a 3-hour pre-conference workshop, Texas Association for Educational Technology," 48th Annual Conference, Corpus Christi, Texas, Nov. 4-6, 1999. (co-presenter: Debbi Hatton)
- "Orientation Issues as Money-Makers," (workshop) 77th 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.

Work or Professional Experiences

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.

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.

Honors and Awards

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

Adviser, SHSU chapter of Public Relations Student Society of America (2007-)

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

Bursary from Academy of Marketing to attend 2007 Doctoral Colloquium

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

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

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

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)

Other Competencies

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)