

Dr. Cary A. Greenwood, APR, Fellow PRSA

Curriculum vitae
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Associate Director for Public Relations Research
Debiasing and Lay Informatics (DaLI) Lab
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EDUCATION

2011. Ph.D., Communication and Society, School of Journalism and Communication, University of Oregon.

1988. M.F.A., Creative Writing - Fiction, Department of English, Eastern Washington University.

1974. B.A., Journalism, H. H. Herbert School of Journalism, University of Oklahoma.

ACADEMIC POSITIONS

2011-2017. Middle Tennessee State University, School of Journalism, Assistant Professor.

PUBLICATIONS

Refereed Journal Articles

2017. Joon Soo Lim, Cary A. Greenwood. Communicating corporate social responsibility (CSR): Stakeholder responsiveness and engagement strategy to achieve CSR goals. *Public Relations Review*, 43(4), 768-776. doi 10.1016/j.pubrev.2017.06.007

2016. Larry L. Burriss, Cary A. Greenwood. When good PR goes bad: The assassination of Joseph Colombo and the demise of the Italian-American Civil Rights League. *Journalism History*, 42(2), 101-111.

2016. Cary A. Greenwood. Golden Handcuffs in the *Fortune 1000*? An employee-organization relationship survey of public relations executives and practitioners in the largest companies. *Communication Research Reports*. 33(3), 269-274. doi: 10.1080/08824096.2016.1186624

2015. Cary A. Greenwood. Whistleblowing in the *Fortune 1000*: What practitioners told us about wrongdoing in corporations in a pilot study. *Public Relations Review*(41), 490-500. doi: 10.1016/j.pubrev.2015.07.005

2015. Joon Soo Lim, Cary A. Greenwood, Hua Jiang. The situational public engagement model in a municipal watershed protection program: information seeking, information sharing and the use of organizational and social media. *Journal of Public Affairs*. doi: 10.1002/pa.1583

2010. Cary A. Greenwood. Evolutionary theory: The missing link for conceptualizing public relations. *Journal of Public Relations Research*, 22, 456-476.

Conference Proceedings

2015. Cary A. Greenwood, Brenda Kerr. Developing an online peer evaluation strategy to improve group participation in PR Campaigns. [Abstract]. *Proceedings of the Public Relations Society of America Educators Academy*, Atlanta, GA, November 7, 2015.

2007. Cary A. Greenwood, Lynn R. Kahle. Toward an evolutionary theory of marketing: Evolution and branding [Abstract]. In Joseph R. Priester, Deborah J MacInnis, & C. Whan Park, (Eds.), *New Frontiers in branding: Attitudes, attachments, and relationships*, 3-11. Advertising and Consumer Psychology Conference, Santa Monica, CA: Society for Consumer Psychology, June 7-9, 2007.

Manuscripts in Preparation

2018. Cary A. Greenwood. (Under contract). *Public Relations and Whistleblowing: Golden Handcuffs in Corporate Wrongdoing*. Oxfordshire, U.K.: Routledge.

AWARDS AND HONORS

2016-2017. Kopenhaver Fellow, Kopenhaver Center for the Advancement of Women in Communication, Florida International University and Association for Education in Journalism and Mass Communication

GRANTS

2012-2013. MTSU Faculty Research and Creative Activity grant, MTSU, \$3,975

2012-2013. Page and Johnson Legacy Scholar grant, Penn State University, \$2,150

CONFERENCES

Panels Organized

2015. Whistleblowing: Cause and Effect. Eastern Communication Association Annual Conference, Philadelphia, PA, April 22-26, 2015.

2014. Whistleblowing in Government as Free Expression: Are Government Whistleblowers Traitors, Heroes, or Loyal Employees Trying to Do the Right Thing? Association for Education

in Journalism and Mass Communication Annual Conference, Montreal, Canada, August 6-9, 2014.

Papers Presented

2014. Cary A. Greenwood. Whistleblowing in government: What whistleblowers say about it. Paper presented at the meeting of the International Communication Association, Seattle WA, May 22-26, 2014.

2014. Joon Soo Lim, Cary A. Greenwood, Hua Jiang. The Situational Public Engagement Model in a Municipal Watershed Protection Program: An extension of the Situational Theory of Publics. Paper presented at the meeting of the International Communication Association Seattle, WA, May 22-26, 2014.

2013. Cary A. Greenwood. Whistleblowing in the Fortune 1000: What did Public Relations practitioners tell us? Paper presented at the International Communication Association Conference, London, England, June 17-21, 2013.

2013. Joon Soo Lim, Cary A. Greenwood. The effects of the Stakeholder Engagement Strategy in CSR communication on CSR goal achievement. Paper presented at the International Communication Association Conference, London, England, June 17-21, 2013.

2013. Cary A. Greenwood. Whistleblowing in government: What whistleblowers and reporters say about it. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, March 1-2, 2013.

2012. Cary A. Greenwood. Whistleblowing in the Fortune 1000: Ethical dilemma or role responsibility? Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL, August 9-12, 2012.

2008. Cary A. Greenwood. Evolutionary Theory: The Missing Link for Public Relations. Paper presented at the meeting of the International Communication Association, Montreal, Canada, May 22-26, 2008.

Posters

2013. Cary A. Greenwood, Whistleblowing in the Fortune 1000: What did Public Relations practitioners tell us? Poster session presented at the meeting of the International Communication Association, London, England, June 17-21, 2013.

2013. Joon Soo Lim, Cary A. Greenwood, The effects of the Stakeholder Engagement Strategy in CSR communication on CSR goal achievement. Poster session presented at meeting of the International Communication Association, London, England, June 17-21, 2013.

2009. Cary A. Greenwood, Whistleblowing in public relations: Call for a research agenda. Poster session presented at the meeting of the Association for Education in Journalism and Mass Communication, Boston, MA, August 5-8, 2009.

Discussant

2013. Discussant at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, March 1-2, 2013.

Invited Panels

2014. Environmental activism in the Pacific Northwest: The elusive life of direct action. Panel presentation at the meeting of the International Environmental Communication Association and the International Communication Association, Seattle, WA, May 22-26, 2014.

2014. Whistleblowing as an act of communication: What ethical choices do communicators face? Panel presentation at the Eastern Communication Association Annual Conference, Providence, R.I., April 23-27, 2014.

Campus/Departmental Talks

2013. Cary A. Greenwood. Whistleblowing in Corporations and Government. Panel presentation at the Tennessee Undergraduate Social Science Symposium, Middle Tennessee State University, Murfreesboro, TN, November 13-14, 2013.

TEACHING

Middle Tennessee State University

Public Relations Campaigns (Spring 2017; Fall 2016; Spring 2016; Fall 2015; Spring 2015; Fall 2014; Spring 2014; Fall 2013; Spring 2013; Fall 2012)

Crisis Communication in Public Relations (Fall 2016; Fall 2013)

Strategic Public Relations Communication (Spring 2017)

Public Relations Communication (Spring 2012; Fall 2011)

Public Relations Case Studies (Fall 2015; Spring 2015; Spring 2014; Spring 2012; Fall 2011)

University of Oregon

Public Relations Campaigns (Spring, 2008), Instructor of record

Principles of Public Relations (Fall 2007, Spring 2007), Instructor of record

Information Gathering: (Summer 2007, Winter 2007), Instructor of record

Public Relations Writing (Summer 2006), Instructor of record

SERVICE

Disciplinary

Association for Education in Journalism and Mass Communication, Public Relations Division, *PR Update* newsletter, Contributing Editor, 2016-present

Association for Education in Journalism and Mass Communication, Public Relations Division, *PR Update* newsletter, Assistant Editor, 2014-2016

Association for Education in Journalism and Mass Communication, Public Relations Division, Associate Chair Teaching, 2009-2010

Association for Education in Journalism and Mass Communication, Public Relations Division, Associate Professional Liaison, 2008-2009

Government Accountability Project (GAP) Affiliated Faculty Committee, 2012-2014

Nashville Public Relations Society of America Strategic Planning Committee, 2015-2016

Nashville Public Relations Society of America Membership Survey Committee, 2015

Nashville Public Relations Society of America Ethics Committee Co-chair, 2014

Public Relations Society of America College of Fellows, 2005

Public Relations Society of America Accredited Public Relations (APR), 1990

Department

Public Relations Student Society of America Faculty Advisor, 2011-2017

Graduate Faculty, Associate Member, 2012-2017

PLMT Targeted Announcements Representative, 2014-2017

Development Committee Public Relations Masters Project, 2014-2016

Scholars Day Committee, 2016

Public Relations Concentration Head, 2012-2015

Public Relations Search Committee, 2015

Public Relations Search Committee Chair, 2014

Public Relations Search Committee, 2013

Public Relations Search Committee, 2012

University

Faculty Development Grant Committee, 2015-2016

Faculty Fellow, 2015-2016

PROFESSIONAL MEMBERSHIPS

2005-present. Association for Education in Journalism and Mass Communication

2014-2016. Eastern Communication Association-

2008-2016. International Communication Association-

2007-2010. Society for Consumer Psychology-

PROFESSIONAL PUBLIC RELATIONS EXPERIENCE

Oregon Department of Transportation, Salem, OR

Public Transit Division

Technical Assistance Program Manager/Training Planner, 9/09-7/11

Developed and managed statewide training and technical assistance program for rural and small city public transit systems.

Oregon Department of Forestry, Salem, OR

Public Affairs Director, 5/97-4/04

Responsible for strategic communications planning, media relations, public involvement, publications, internal communications, desktop publishing, Internet, fire communications and crisis communications. Developed and administered \$750,000 budget; managed staff of seven.

Oregon Department of Revenue, Salem, OR

Communications Manager, 12/95-5/97

Responsible for media relations, strategic communications planning, public affairs, publications, public involvement, employee communications, desktop publishing, Internet, forms design, crisis communications, support services and word processing. Developed and administered \$1 million budget; managed staff of 17.

Oregon Department of Transportation, Salem, OR

Manager Contract Development, 8/95-12/95

Developed and managed two statewide strategic planning processes: rest area redevelopment and revision of state purchasing and contracting processes.

Supervisor Supply Operations, 12/94-8/95

Managed statewide supply, highway sign manufacturing and accounting functions. Developed and administered \$7 million budget; managed staff of 17.

Public Involvement Coordinator, 3/94-12/94

Developed Oregon's first statewide public involvement program.

Public Information Specialist, 6/93-3/94

Developed and implemented statewide public involvement process for highway construction

Cary Greenwood & Associates, Spokane, WA, and Lincoln City, OR 3/91-6/93

Operated Certified Woman-owned Business, public relations

The Washington Water Power Company, Spokane, WA

Administrator Public Relations Research, Planning and Development, 1/91-3/91

Developed first issues management plan for investor-owned, electric and natural gas utility.

Supervisor Public Relations—3/88-1/91

Responsible for strategic communications planning, crisis communications, national media relations, publications, publicity, research, executive speeches, video communications, photography, special events, employee communications, customer communications and investor communications, including annual reports, quarterly reports, reports to bondholders, financial presentations and earnings announcements. Developed and administered \$500,000 biennial budget; managed staff of five.

Supervisor Corporate Communications—8/82-3/88

Responsible for strategic communications planning, crisis communications, national media relations, publications, publicity, research, executive speeches, video communications, photography, special events and investor communications, including annual reports, quarterly reports, reports to bondholders, financial presentations and earnings announcements. Developed and administered \$750,000 biennial budget; managed staff of five.

Corporate/Financial Public Relations Coordinator, 7/81-8/82

Wrote and produced annual report and quarterly reports, served as executive speechwriter for chairman of board and executives and handled media relations.

Corporate Writer, 9/80-7/81

Wrote and produced annual report and quarterly reports, served as executive speechwriter for chairman of board and executives and handled media relations.

Oregon Department of Energy, Salem, OR

Public Involvement Contractor, 2/80-5/80 and 5/79-9/79

Developed and implemented statewide public information and public involvement program.

Oregon Legislative Assembly, Salem, OR

Senior Legislative Assistant to Speaker of House, 8/78-1/79

Served as executive speechwriter, press secretary and legislative assistant to Speaker of House.

Oregon Executive Department, Intergovernmental Relations Division, Salem, OR

Staff Writer/Speechwriter, 2/75-4/77

Served as staff writer for division and speechwriter for agency heads and Governor.

KAGO Radio, Klamath Falls, OR

Reporter/Traffic Coordinator, 7/74-2/75

General assignment reporter and traffic coordinator.

KOMA Radio, Moore, OK

Reporter, 3/74-7/74

General assignment and state government reporter.