

BETH E. BARNES

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Home

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Lexington, KY 40515
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Business

School of Journalism & Telecommunications
University of Kentucky
(859) 257-4275

EDUCATION

Ph.D., Communication Studies
School of Speech
Northwestern University, 1990

Master of Science in Advertising
Medill School of Journalism
Northwestern University, 1981

Bachelor of Arts in English Language and Literature
The College of William and Mary in Virginia, 1980

ACADEMIC EXPERIENCE

November 2009-present. College of Communications and Information Studies, University of Kentucky, Lexington, KY. **Associate Dean for Undergraduate and International Studies.** Represent the college on undergraduate education and international advisory committees, oversee college advising office, develop student recruitment and retention strategies, seek international partnerships for college. (Concurrent with director duties described below.)

July 2003-present. School of Journalism and Telecommunications, University of Kentucky, Lexington, KY. **Director and Professor, member of Graduate Faculty.** Responsible for all operations of school with three undergraduate programs (Journalism, Telecommunications, Integrated Strategic Communication), twenty-one full-time faculty members, three full-time staff members, \$1.5 million plus state-funded operating budget. Also oversee a student fee account that generates c. \$90,000 annually as well as several endowed and donation accounts that help underwrite school programs and activities. Program is accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Achievements:

Led school through successful re-accreditation review; re-accreditation received in May 2009.

Increased annual scholarships awarded to students from around \$11,000 in 2003-04 to more than \$40,000 in 2010-11.

Advocated for and oversaw addition of six new tenure-track faculty positions to the school.

Increased the school's participation in the college-wide graduate program by making graduate teaching a regular option for all faculty with graduate appointments.

Oversaw inclusion of Institute for Rural Journalism and Community Issues into the school's portfolio.

Beth E. Barnes

Page Two

Worked with faculty to strengthen the role and scope of the Scripps Howard First Amendment Center.

Worked to increase the school's international outreach and presence and co-chaired the university's internationalization task force.

Leader of a multi-disciplinary team working with partners in Zambia and Botswana on issues of training for improved reporting on HIV/AIDS and strengthening of the advertising infrastructure for local media. (Partnership funded by the American International Health Alliance.)

Re-established the school's professional advisory board and involved the members in program review, assessment and fund-raising.

Strengthened the school's internship and career advising services to students through expanded outreach in the community.

Advocated for program fee that has stabilized the school's instructional equipment and software situation, greatly improving students' access to technology, student services and career services.

August 1995 – June 2003. S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY. **Assistant Dean for Professional Graduate Studies** (duties since 1/01; title as of 5/01). As Assistant Dean, managed the nine Newhouse master's degree programs, including recruitment, admissions, merit aid awards, and academic progress. Advertising Department, **Associate Professor** (1995-2003), **Department Chair** (11/97-8/01).

August 1990 -June 1995. Advertising Program, College of Communications, The Pennsylvania State University, University Park, PA. **Assistant Professor**. Appointed to Graduate Faculty in 1993.

January 1987 - June 1990. Advertising Department, Medill School of Journalism, Northwestern University, Evanston, IL. **Instructor**.

January 1987 - June 1990. Institute of Advanced Advertising Studies, Chicago Chapter of the American Association of Advertising Agencies, Chicago, IL. **Assistant Coordinator**. Assisted with administration and instruction in program designed to familiarize entry-level advertising agency employees with all aspects of the advertising campaign development process.

August 1983 - July 1985 (full time), August 1985 - May 1986 (part-time). Marketing Department, School of Business Administration, Miami University, Oxford, OH. **Instructor**.

BUSINESS EXPERIENCE

Spring 2000. Syracuse Online, Syracuse, NY. **Market Research Consultant**. Supervised Syracuse market study.

Beth E. Barnes
Page Three

BUSINESS EXPERIENCE (continued)

May-June 1997. Crouse Hospital, Syracuse, NY. **Advertising Agency Search Consultant.** Developed guidelines for use in advertising agency selection process.

January -July 1992; December 1993-December 1994. Digital Site Systems, Inc., Pittsburgh, PA. **Marketing Communications Consultant.** Developed marketing communications strategy and promotional materials for computer-based concrete testing product.

April 1992 - June 1992 and May 1991 - July 1991. DDB Needham Worldwide, Inc., Chicago, IL. **Faculty Media Intern.** Selected to work in media research area of major international advertising agency. Developed media research reports and aided in market research projects.

July 1991 - August 1991. American Chicle Division, Warner-Lambert Co., Morris Plains, NJ. Selected to participate in **Visiting Professor Program** sponsored by Advertising Educational Foundation. Worked with Certs product group on marketing program development and advertising agency evaluation.

June - September 1987. Corporate Advertising Department, IBM, White Plains, NY. **Pre-professional Communications Specialist.** Worked with corporate advertising advisor and outside consultant to develop comprehensive guide to conducting advertising research. Also acted as consultant on questionnaire development and research design for IBM Canada and US Information Systems Group.

July 1985 - August 1986. Marketing Department, United Air Specialists, Inc., Cincinnati, OH. **Product Marketing Manager,** SMOKEETER Division. Responsible for all marketing activities in support of line of commercial electronic air cleaners. Designed and implemented direct mail program, conducted marketing research studies, provided support materials for 65-member distributor network, administered budget.

November 1981 - May 1982. Nestle Technical Products Assistance Co., Ltd. Vevey, Switzerland and Chicago, IL. **Case Writer.** Worked with Northwestern University faculty members and Nestle personnel to develop case studies for international marketing managers' seminar.

SEMINAR AND WORKSHOP LEADERSHIP

August 2008. Association for Education in Journalism and Mass Communication. "A Survival Guide to the Terrifying World of Assessment: Assessing Students, Courses and Advertising Programs," co-presenter.

January 2005. Association for Education in Journalism and Mass Communication. "What I Wish I'd Known Before I Took My Job," panel presentation, JLID Training Session.

July 2003. Association for Education in Journalism and Mass Communication. "Getting an Administrative Position: Marketing and Negotiating," panel presentation, JLID Training Session.

Beth E. Barnes
Page Four

SEMINAR AND WORKSHOP LEADERSHIP (continued)

February 2001, October 2001, February 2002. Accrediting Council on Education in Journalism and Mass Communication. Site Visitor Training Workshop presenter.

February 1999. Yenawine Institute, Annual Conference on Public Relations and Marketing for Success. Workshop on "Data-Based Management for Public Relations."

July 1998. Advertising Division, Association for Education in Journalism and Mass Communication. Presenter on "Using Cases in the Classroom" in Teaching Pedagogy Workshop.

January & February 1998. Direct Marketing Educational Foundation Graduate Student Seminars. Instructed graduate student seminar participants in direct marketing computer simulation.

July 1997. Advertising Division, Association for Education in Journalism and Mass Communication. Presenter on "Teaching the Campaigns Course" in Teaching Pedagogy Workshop.

June 1997. Graduate School of Sales Management and Marketing, Syracuse University. Seminar on marketing communications for mid-career sales and marketing professionals.

June 1997. Alumni College, Syracuse University. "The World Wide Web for Beginners."

May 1997, May 1996, May 1995, May 1994. Construction Marketing Today. Conducted seminars on effective business-to-business advertising as part of annual conference.

January & February 1997. Direct Marketing Educational Foundation Graduate Student Seminars. Instructed graduate student seminar participants in direct marketing computer simulation.

April 1996. Liverpool, NY Chamber of Commerce. "Advertising on the Internet."

January 1996. Direct Marketing Educational Foundation Graduate Student Seminar. Instructed graduate student seminar participants in direct marketing computer simulation.

June - August 1995. Hyatt International Corporation. Faculty member in series of week-long seminars designed to train hotel senior management in principles of integrated marketing communications.

May 1995. Direct Marketing Association of Argentina. Instructed seminar participants in direct marketing computer simulation.

June 1991. Chicago Magazine. Conducted seminar on basics of advertising development, design, and layout for metropolitan magazine sales staff.

Beth E. Barnes
Page Five

SEMINAR AND WORKSHOP LEADERSHIP (continued)

March 1990 and January 1989. Diagnostics Division, Abbott Laboratories, Inc. Aided in coordination and teaching in week-long marketing training program for divisional managers.

September 1989. Dairy Industry Strategic Marketing Alliance. Served as small group facilitator in strategic planning program.

CONFERENCE PRESENTATIONS

“Reinvigorating HIV and AIDS Reporting in Zambia: A Partnership Between ZAMCOM and the University of Kentucky School of Journalism and Telecommunications,” co-authored paper (with Chike Anyaegbunam, Mel Coffee and Alyssa Eckman). Presented at the conference on “New Approaches to Research and Practice in Communication for Development and Social Change” organized by the Communication and Development Studies Program at Ohio University, Athens, Ohio, April 2-3, 2010.

“Gay, Lesbian, Bisexual and Transgendered Consumers’ Response to Targeted Advertising,” co-authored paper (with Amy P. Falkner) presented at the American Academy of Advertising conference in Boulder, CO, April 2003.

“Economics of New Audience Measurement Technologies,” panel presenter. Presented at the Association for Education in Journalism and Mass Communication conference in Miami, FL, August 2002.

“So You’re Not Quite Sure How to Handle the Gay Issue?: A Hands-on Panel for Educators Based on the 2001 Gay and Lesbian Consumer Online Census,” panel presenter. Presented at the Association for Education in Journalism and Mass Communication conference in Miami, FL, August 2002.

“Drawing the Line Between News and Advertising,” panel discussion participant/presenter. Presented at the Association for Education in Journalism and Mass Communication conference in Washington, DC, August 2001.

“Teaching Consumer Empathy: Adding a Service-Learning Component to the Advertising Research Course,” presented at the Association for Education in Journalism and Mass Communication conference in Phoenix, AZ, August 2000.

“Religion and Advertising,” presented to the American Academy of Advertising conference in Newport, RI, April 2000.

“Student and Professional Attitudes Regarding Advertising Influence on Broadcast News Content: A Comparative Study,” co-authored paper (with Hubert W. Brown) presented at the Association for Education in Journalism and Mass Communication conference in New Orleans, LA, August 1999.

“Advertising’s Influence on Broadcast News Content: A Study of Practitioner Attitudes,” co-authored paper (with Hubert W. Brown) presented at the Association for Education in Journalism and Mass Communication Midwinter meeting in Nashville, TN, February 1999.

Beth E. Barnes
Page Six

CONFERENCE PRESENTATIONS (continued)

“Advertising's Influence on Broadcast News Content: A Q Study of Practitioner Attitudes,” co-authored paper (with Hubert W. Brown) presented at the 14th Annual Conference of the International Society for the Scientific Study of Subjectivity, Seoul, South Korea, November 1998.

“Advertising’s Influence on Broadcast News Content: A Study of Student Attitudes,” co-authored paper (with Hubert W. Brown) presented to Television/Radio Division of the Association for Education in Journalism and Mass Communication conference in Baltimore, MD, August 1998.

“Offering a Creative Track in the Advertising Major: A Case History,” co-authored paper (with Carla V. Lloyd) presented to the Advertising Division of the Association for Education in Journalism and Mass Communication conference in Chicago, IL, August 1997.

“Teaching Social Responsibility in the Media Planning Course,” presented to the American Academy of Advertising conference in St. Louis, MO, April 1997.

“Advertising Curriculum Review: Case Studies of Two Alternate Approaches,” co-authored paper (with Carla V. Lloyd) presented to the Advertising Division of the Association for Education in Journalism and Mass Communication conference in Anaheim, CA, August 1996.

“IMC and the Undergraduate Media Planning Course: Can You Teach the Forest Without Sacrificing the Trees?” presented to the American Academy of Advertising conference in Vancouver, B.C., Canada, April 1996.

“Introducing Introductory Advertising Students to the World Wide Web,” presented to the Advertising Division of the Association for Education in Journalism and Mass Communication conference in Washington, DC, August 1995. (Selected as top faculty research paper for the division.)

“How Cable Television Network Programming Strategies Affect Time Spent Viewing,” presented to the Advertising Division of the Association for Education in Journalism and Mass Communication conference in Montreal, August 1992.

“Media Audience Measurement and the Evolution of Television and Magazine Industries,” co-authored paper (with Lynne M. Thomson) presented at International Communication Association conference in Chicago, May 1991.

“How Will Networks Respond to the Advent of Peplemeters?,” co-authored paper (with Lynne M. Thomson) presented at International Communication Association conference in New Orleans, May 29-June 2, 1988.

Beth E. Barnes
Page Seven

PUBLICATIONS

Building Customer-Brand Relationships, co-author with Don E. Schultz, Heidi F. Schultz and Marian Azzaro. (Armonk, NY: M.E. Sharpe), 2009. Wrote six chapters for 17 chapter book.

“Doctor knows best: why DTC advertising of prescription medications is bad for patients,” in Carol B. Pardun, ed., *Advertising and Society: Controversies and Consequences* (Oxford: Wiley-Blackwell, 2009), pp. 145-151.

“Advertising.” In *Assessing Media Education: A Resource Handbook for Educators and Administrators*, William G. Christ, editor. Erlbaum, 2006.

Book review of *Conquering consumerspace: Marketing strategies for a branded world*, by Michael R. Solomon. *Journal of Advertising Education*, 8(2), 50-51.

"Accountability ...But First, Preparation." *Journalism & Mass Communication Educator*, Autumn 2003, 233-236. (Invited commentary.)

“Perceptions of Advertising Influence on Broadcast News,” with Hubert W. Brown. *Journalism & Mass Communication Educator*, Winter 2001, 18-29.

“Integrated Brand Communication Planning: Retail Applications,” *Journal of Marketing Communications*, 7 (2001), 1-7.

“Curriculum Review: Case Studies of Two Alternative Approaches,” with Carla V. Lloyd. *Journal of Advertising Education*, 4(1), 39-47.

Strategic Brand Communication Campaigns, co-author with Don E. Schultz. (Lincolnwood, IL: NTC Business Books), 1999. *Instructor's Manual* to accompany *Strategic Brand Communication Campaigns*, (Lincolnwood, IL: NTC Business Books), 1999.

“The Modern Marketplace” in *Advertising & The Business of Brands* (Chicago: The Copy Workshop), 1999.

“Offering a Creative Track in the Advertising Major: A Case History,” with Carla V. Lloyd. *Journal of Advertising Education*, 2(1), 65-75.

“Teaching Social Responsibility Through the Media Course,” *Proceedings of the 1997 Conference of the American Academy of Advertising*, M.C. Macklin, editor, pp. 259-260.

“Introducing Introductory Advertising Students to the World Wide Web,” *Journal of Advertising Education*, 1(1), 1996.

January 1991 - September 1998. *Construction Marketing Today* magazine. Columnist, "Constructive Advertising." Critique advertisements appearing in trade journals directed at all facets of the construction industry. Monthly, 1991-93; bi-monthly, 1994-1998.

Beth E. Barnes
Page Eight

PUBLICATIONS (continued)

October 1990 - March 1995. *Promotion Marketing Abstract Quarterly* (formerly *Academic Research in Sales Promotion*) Abstractor. Selected articles and prepared abstracts for quarterly publication designed to make academic studies related to sales promotion accessible to the professional community.

"Power to the People (Meter): Audience Measurement and Media Demassification," with Lynne M. Thomson. In *Audiencemaking*, Charles A. Whitney and James M. Ettema, editors. Sage, 1995.

Dictionary of Marketing Terms, 2nd ed., contributor with Don E. Schultz. Peter D. Bennett, editor. NTC, 1995. Developed definitions for terms related to sales promotion and public relations.

Strategic Advertising Campaigns, 4th ed., co-author to Don E. Schultz. (Lincolnwood, IL: NTC Business Books), 1994.

Instructor's Manual to accompany *Strategic Advertising Campaigns*, 4th ed. (Lincolnwood, IL: NTC Business Books), 1994.

The Direct Mail Case Study, Instructor's Manual, with Don E. Schultz. (Englewood Cliffs, NJ: Prentice-Hall, 1991). Wrote instructor's manual to accompany computer simulation which takes users through the basic elements of a direct mail program (test, rollout, and five year plan) for a consumer publication start-up.

Strategic Advertising Campaigns, 3rd ed., Don E. Schultz. (Lincolnwood, IL: NTC Business Books, 1990) Wrote case studies and Instructor's Manual to complement textual material.

"The Impact of Audience Information Sources on Media Evolution," with Lynne M. Thomson, *Journal of Advertising Research*, 28,5, RC9-RC14.

Strategic Advertising Campaigns, 2nd ed. Schultz, Martin, and Brown. (Chicago: Crain Books, 1984) Wrote case studies to complement textual material.

PROFESSIONAL DEVELOPMENT

SEC leadership workshop, University of Mississippi, October 2009.

GAPSEMC seminar on "How to Recruit Graduate Students: Strategies, Techniques, and Secrets," Columbus, OH, July 2000.

Direct Marketing Association seminar on "Statistics and Modeling," New York, NY, Sept. 1996.

Direct Marketing Educational Foundation "Seminar for Authors and Researchers," New York, NY, June 1996.

PROFESSIONAL DEVELOPMENT (continued)

ADWEEK's Vista Conference on Interactive Advertising, New York, NY, October 1994 (AAA Fellowship Recipient).

Promotional Products Association International's Very Important Professor Program, Washington, DC, August 1994.

The Freedom Forum Seminar for Advertising Teachers, Chapel Hill, NC, June 1994.

Direct Marketing Educational Foundation Professors' Institute, College Park, MD, January 1991.

PROFESSIONAL ACTIVITIES

Member, Association for Education in Journalism and Mass Communication

Professional Freedom & Responsibility Committee, 2001-2006; chair, 2003-2004
Task Force on Ethics, 2004-2008.

Ad Division

Chair, Membership Committee 1996-1997

Member, Executive Committee 1997-2000

Association of Schools of Journalism and Mass Communication

UK School of Journalism and Telecommunications representative, 2003-present
President-elect, 2010-11

Judge, Construction Marketing Today's Annual ABBY Awards, 1991-1998

Judge, 1996 Texas Lantern Awards

Member, PROMAX Education Committee, 1997-1998

Accrediting Council on Education in Journalism and Mass Communications

Site Team Member: Texas Tech University (1997-1998); University of Missouri (1998-1999); University of Florida (1999-2000), Indiana University (2001-2002), Central Michigan University (2008-2009).

Accrediting Council on Education in Journalism and Mass Communications

Site Team Chair: South Dakota State University (1999-2000); Southern Illinois University (2000-2001); University of Alaska-Anchorage (2001-2002); University of Alabama (2002-2003); University of Southern Indiana (2002-2003); Texas Tech University (2003-2004); Iowa State University (2003-2004); Drake University (2004-2005); University of Kansas (2004-2005); Florida A&M University (2005-2006); University of Memphis (2006-2007); Buffalo State College (2007-2008); Hofstra University (2007-2008); Brigham Young University (2008-2009); Marquette University (2009-2010).

Accreditation consultant: Northwestern State University (LA), Central State University (OH), Virginia Commonwealth University, University of Iowa, Loyola University of New Orleans, Jacksonville State University (AL), Michigan State University, San Diego State University.

Elected to Accrediting Committee, 1998-2003; elected Vice Chair, 2000-2002; Chair, 2002-2004.

Elected to Accrediting Council representing Association of Schools of Journalism and Mass Communication, 2005-2008; Finance Committee, 2007.

Beth E. Barnes

Page Ten

PROFESSIONAL ACTIVITIES (continued)

Member, Editorial Board, *Journalism Studies*, 1999-2008

Member, Editorial Advisory Board, *Journalism & Mass Communication Educator*, 2002-present

Member, Editorial Board, *Newspaper Research Journal*, 2003-present

Judge, Scripps Howard National Journalism Awards, 2005-present

ASJMC Steering Committee member, William Randolph Hearst Foundation Journalism Awards Program, 2008-present

COMMUNITY SERVICE

Lexington Humane Society; Board of Directors, 2007-2009

Arc of Onondaga Foundation; Board of Directors, 2002-2003

Child Care Council of Onondaga County; Board of Directors, 1998-2000, Marketing Committee, 1998-2000

Contemporary Theatre of Syracuse; Advertising Advisor, 1997-98, Board of Directors, 1998-2000