

CURRICULUM VITAE
Kati Tusinski Berg
J. William and Mary Diederich College of Communication
December 2015

Department of Strategic Communication
Marquette University, P.O. Box 1881
Milwaukee, WI 53201-1881
Phone: (414) 288-1401; Fax: (414) 288-5227
e-mail: kati.berg@marquette.edu

W53 N741 Eton Court
Cedarburg, WI 53012
Phone: (262) 546-1483

EDUCATION

- | | |
|------|---|
| 2006 | Ph.D. - University of Oregon, Eugene, OR
Communication and Society |
| 2001 | M.A. - Saint Louis University, St. Louis, MO
Communication |
| 1999 | B.A. - Saint Louis University, St. Louis, MO
Major: Communication |

AREAS OF SPECIALIZATION

Advocacy Public Relations, Ethics, Lobbying, Corporate Social Responsibility, Social Media

ACADEMIC EXPERIENCE

- | | |
|--------------|---|
| 2014-present | Associate Professor, Department of Strategic Communication, Marquette University. |
| 2006-present | Assistant Professor, Department of Strategic Communication, Marquette University. |
| 2002-2006 | Graduate Teaching Fellow, School of Journalism and Communication, University of Oregon. |

SCHOLARSHIP

Refereed Journal Articles

- Sheehan, K. B., & Berg, K. T. (in press) Thinking Pink?: Consumer Reactions to Pink Ribbons and Vague Messages in Advertising. *Journal of Marketing Communications*.
- Feldner, S. B., & Berg, K. T. (2014). How corporations manage industry and consumer expectations via the CSR report. *Public Relations Journal*, 8(3).
<http://www.prsa.org/Intelligence/PRJournal/Documents/2014FELDNERBERG.pdf>

Berg, K. T., & Stageman, A. (2013). Friends, fans, and followers: A case study of Marquette University's use of social media strategy to engage with key stakeholders. *Case Studies in Strategic Communication*, 2. <http://cssc.uscannenberg.org/cases/v2/>

Berg, K. T. (2012). The ethics of lobbying: Testing an ethical framework for advocacy in public relations. *Journal of Mass Media Ethics*, 27(2), 97-114

Berg, K. T. & Gibson, K. (2011). Hired Guns and Moral Torpedoes: Balancing the Competing Moral Duties of the Public Relations Professional. *PRism*, 8(1), 1-12. www.prismjournal.org/vol8_1.html

Berg, K. T. (2009). Finding connections between lobbying, public relations and advocacy. *Public Relations Journal*, 3(3). <http://www.prsa.org/Intelligence/PRJournal/Vol3/No3/#.VBnh8GSwLvA>

Stoker, K. and Tusinski, K. (2006). Reconsidering public relations' infatuation with dialogue: Why engagement and reconciliation can be more ethical than symmetry and reciprocity. *Journal of Mass Media Ethics*, 21, 2&3, 156-176.

*Published as a student at the University of Oregon

Manuscripts Under Review

Feldner, S. B., Berg, K. T., & Pauly, J. The Mission Statement: How society talks to itself about the corporation. Manuscript under revise and resubmit for second round at *Management Communication Quarterly*.

Peer-Reviewed Book Chapters

Gilkerson, N., & Berg, K. T. (in press). Social media, hashtag hijacking, and the evolution of an activist group strategy. In L. Austin & Y. Jin (Eds.) *Social Media and Crisis Communication*. New York: Routledge.

Wise, K. & Berg, K. T. (2015). Lobbying as Relationship Management: Avenues for Public Relations Lobbying. In E. Ki, J. Kim & J. Ledingham (Eds.), Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations (2nd Ed.). New York: Routledge.

Berg, K. T. & Sheehan, K. B. (2014). Social Media as a CSR Communication Channel: The Current State of Practice. In M. DiStaso & D. Bortree (Eds.), Ethics of Social Media in Public Relations Practice. New York: Routledge and Peter Lang.

Berg, K. T. & Feldner, S. (2012). The World is a...Network: Social Media and Cause Networks in the Girl Effect Movement. In S. Duhe (Ed.), Public Relations & New Media (2nd edition). New York: Peter Lang.

Berg, K. T. (2009). Lobbying as advocacy public relations and its 'unspoken' code of ethics. In C. McGrath (Ed.), Interest Groups & Lobbying: Volume One – The United States, and Comparative Studies. (pp. 135-156). New York: The Edwin Mellen Press.

Peer-Reviewed Proceedings

Sheehan, K. B., & Berg, K. T. Thinking Pink?: Consumer Reactions to Pink Ribbons and Breast Cancer Awareness Messages in Advertising. In M. Nelson & C. Sandage (Eds.), *Proceedings of 2015 Conference of the American Academy of Advertising*. (pp. 50). Chicago, IL.

Tusinski, K. (2007). A description of lobbying as advocacy public relations. In M. DiStaso (Ed.), *Proceedings of 2007 International Public Relations Research Conference: Roles and Scopes of Public Relations*. (pp. 563-570). Miami, FL.

Articles in Professional Publications

Berg, K. T. & Sheehan, K. (2010). The New Green Guidelines. *Media Ethics* 22(1), 11.

Newsletter Articles

"Politics and Ethics: Making the Right Call," *Ethical News* (Spring 2011)

"A Plea for PR Ethics Research," *Ethical News* (Fall 2009)

"Teaching Ethics with the Help of Hollywood," *Ethical News* (Summer 2009)

"Teaching Media Ethics at the Graduate Level," *Ethical News* (Winter 2009)

Book Reviews

Berg, K. T. (2012). "Dissecting and critically analyzing the Product RED campaign." *Journal of Mass Media Ethics*, 27(1), 75-77.

Tusinski, K. (2006). "In search of a corporate moral compass." *Journal of Mass Media Ethics*, 21, 1, 92-94.

Refereed Convention Papers

Sheehan, K. B., & Berg, K. T. (2015). *Thinking Pink?: Consumer Reactions to Pink Ribbons and Breast Cancer Awareness Messages in Advertising*. Paper accepted for presentation at the 2015 American Academy of Advertising Conference. Chicago, IL.

Berg, K.T. & Walsh, S. (2011). The ethics of pinkwashing: Applying Baker and Martinson's TARES test to breast cancer cause-related marketing campaigns. Paper accepted by Media Ethics Division for presentation at the annual conference of Association for Education in Journalism and Mass Communication. St. Louis, MO.

Berg, K. T. (2008). Integrating mini campaigns and service learning into principles of public relations. Teaching précis presented to the Teaching Poster Session for the Public

Relations Society of America Educators Academy at the annual International PRSA Conference. Detroit, MI.

Berg, K. T. (2008). The ethics of lobbying: Testing an ethical framework for advocacy in public relations. Paper presented to the Professions Have Problems, Media Ethics Offers Solution in Media Ethics Division at the annual conference of Association for Education in Journalism and Mass Communication. Chicago, IL.

*Professional Relevance Award of Media Ethics Division

Tusinski, K. (2005). *Lobbying as advocacy public relations and its "unspoken" code of ethics*. Paper presented to the Discussion of Public Relations Ethics in Public Relations Division at the annual conference of Association for Education in Journalism and Mass Communication. San Antonio, TX.

Tusinski, K. (2005). *Lobbying in Oregon: A qualitative, interpretive analysis of a specialized form of public relations*. Paper presented to the Poster Session in Public Relations Division at the annual conference of the International Communication Association. New York City, NY.

Tusinski, K. (2004). *Vernacular ethics: Revitalizing the discussion of public relations ethics*. Paper presented to the Top Student Papers in Public Relations Division at the annual conference of the International Communication Association. New Orleans, LA.

Convention and Conference Papers on Competitively Selected Panels

Berg, K. T. (August 2014). How Corporations Argue for Corporate Social Responsibility: An Analysis of How Corporations Manage Expectations via the CSR Report. Panel Presentation as part of the "Smokescreen, 'Colorful Washing', or Just Good Business? Ethical Dilemmas of Corporate Social Responsibility" panel presented to the Media Ethics and Public Relations Divisions of the Association for Education in Journalism and Mass Communication. Montreal, Canada.

Feldner, S. B., & Berg, K. T. (May 2014). Communicating the Social Impact of CSR Programs: Analyzing Corporate Discourses of Social Impact. Panel presentation for the Preconference on "Communicating Corporate Social Responsibility: A Showcase of Projects from the Arthur W. Page Center" at the International Communication Association Annual Conference. Seattle, WA.

Berg, K. T. (August 2011). Making Sense of CSR: Evaluating the Effectiveness, Ethics and Enforcement of CSR Messages and Campaigns. Panel presentation to the Media Ethics Division of the Association for Education in Journalism and Mass Communication. St. Louis, MO.

Berg, K. T. (November 2010). Bridging Social Media with Teaching, Research and Practice: Exploring the Challenges and Opportunities. Panel presentation to the Public Relations Division of the National Communication Association Annual Convention, San Francisco, CA.

Berg, K. T. (November 2009). A Daunting Challenge: Crafting Messages to Rebuild Public Trust and Restore Corporate Reputation. Panel presentation to the Organizational Communication Division of the National Communication Association Annual Convention. Chicago, IL.

Berg, K. T. (April 2008). Blurring Boundaries: Exploring the Relationships between Organizational Communication and Public Relations. Presentation to 2008 Central States Communication Association Annual Convention. Madison, WI.

Invited Presentations

Berg, K. T. (August 2014). Discussions with Faculty Colleagues at the New Faculty Orientation. Sponsored by the Center for Teaching and Learning at Marquette University.

Feldner, S. B., & Berg, K. T. (April 2013). Communicating values beyond the CSR report. Corporate Communication Commons, Diederich College of Communication, Marquette University.

Berg, K. T., Ekachai, D., & Johnson, P. (October 2012). Evaluating the role of Twitter in the 2012 Presidential Campaign. Nieman Conference: Media, Technology, & Politics. Diederich College of Communication, Marquette University.

Berg, K. T., Feldner, S. B., Fyke, J., & Menck, L. (January 2012). Social Innovation and Social Entrepreneurs in Communication Studies and Strategic Communication, Ashoka U Changemaker Campus Webinar: 'Changemaking across the Curriculum.

Berg, K. T. (January 2012). Using Contemplative Practices and Ignatian Pedagogy to Improve Student Learning. Re-Imagining Jesuit Education Today: The Dawn of a New Era at Marquette University, Manresa Program in Center for Teaching and Learning, Marquette University.

Berg, K. T. (October 2011). Engaging Undergraduates in the Research Process: The Girl Effect Collaborative Research Project. Faculty Spotlight Series, Manresa Program in Center for Teaching and Learning, Marquette University.

Berg, K. T. (October 2011). Not Exactly Sure How I Got Here But Sure Glad I Did. One Thing Led to Another Series, Office of Research and Sponsored Programs and Manresa Program, Marquette University.

Berg, K. T. (May 2011). Engaging Undergraduates in the Research Process: The Girl Effect Collaborative Research Project. Manresa Faculty Day: Celebration of Teaching and Learning, Marquette University.

Berg, K.T. & Feldner, S. (January 2011). Service Learning and Ignatian Pedagogy: Exploring Opportunities Beyond the College. Teaching Workshop, Diederich College of Communication, Marquette University.

Berg, K. T. (July 2010). Considering Communication Needs of Corporations: A Discussion of Corporate Communication. Panelist for University Advancement event.

Feldner, S. & Berg, K. T. (July 2010). Communicating Our Catholic Identity through Community Engagement and Service Learning. Presented at the Power to Transform the World: Media & Communication Programs in Catholic Higher Education, Marquette University.

Berg, K. T. (May 2010). Manifesting Green Values: Lessons from Brands Making a Difference. Hulteng Conversations in Ethics Conference, Turnbull Portland Center, University of Oregon.

Berg, K. T. (2010, February). Untenured and Stressed. Panel presentation on “Finding Balance as an Academic” sponsored by co-sponsored by the Faculty Mentoring Program and Manresa for Faculty in the Center for Teaching and Learning. Marquette University.

Berg, K. T. (April 2008). The Ethics of Lobbying: Testing an Ethical Framework for Advocacy in Public Relations. Faculty/Student Research Symposium, College of Communication, Marquette University.

Berg, K. T. (September 2007). Using the Project Model of Service Learning in ADPR Courses. Presentation for Service Learning Program. Marquette University.

Tusinski, K. (February 2007). Collaborating with Milwaukee Recreation to Learn Strategic Research Methods. Presentation at Community and Faculty Roundtable, Service Learning Program. Marquette University.

Tusinski, K. (April 2007). Advocacy Public Relations: The Roles Lobbyists Perceive Themselves Enacting. Faculty/Student Research Symposium, College of Communication, Marquette University.

RESEARCH GRANTS, HONORS AND AWARDS

Dean’s Award for Outstanding Service, Diederich College of Communication, Marquette University, May 2015

Page Legacy Scholar, Co-PI of \$9,150 grant with Dr. Sarah Feldner, Marquette University, to study the social impact of corporate social responsibility, The Arthur W. Page Center at Penn State College of Communications, March 2013.

*50% contribution to the project thus far including drafting grant proposal and data collection and analysis but still in progress

Recipient, Core Assessment Development Grant, Core Curriculum Review Committee, Marquette University, June 2012, selected to create or modify the assignment(s) for CCOM 4750 Corporate Social Responsibility for assessment purposes [\$1,000]

Recipient, Online Course Development Grant, Center for Teaching and Learning, Marquette University, October 2011, selected to work with the staff in the Center for Teaching and Learning to put *Principles of Public Relations* online for the summer of 2012 [\$3,000]

Dean’s Award for Teaching Excellence, Diederich College of Communication, Marquette University, May 2011

Page Legacy Scholar, Co-PI of \$6,000 grant with Dr. Kim Sheehan, University of Oregon, to study social media as a CSR communication channel, The Arthur W. Page Center at Penn State College of Communications, April 2011.

*70% contribution to the project including drafting of grant proposal, data collection and analysis, and writing of results.

Member, Companions in Inspiring Futures Faculty Learning Community, Manresa Program, Marquette University, summer 2010, a year-long faculty community that explores teaching and learning in the Ignatian tradition including an inquiry-based redesign of a course -- CCOM 2000 Issues in Corporate Communication [\$1500]

Member, Scholarship of Engagement, Service Learning Program, Marquette University, summer 2010, faculty learning community focused on best practices in service learning and community-based research, significantly enhanced service-learning component of ADPR 2400 Strategic Research for Advertising and Public Relations [\$1500]

Recipient, Faculty Incentive Grant, College of Communication, Marquette University, fall, 2009, "Is Corporate Social Responsibility Still Good for Business?: An Examination of Corporate Values and Practice?" co-authored with Dr. Sarah Feldner [\$1200]

Recipient, Who Counts?: Math Across the Curriculum for Global Learning, Marquette University, summer, 2009, Curriculum Development Grant [\$3500]

Recipient, Research Development Program, Graduate School and College of Communication, Marquette University, 2008, "The Ethics of Branding" [\$4600]

Professional Relevance Award of Media Ethics Division, Association for Education in Journalism and Mass Communication, 2008, "The Ethics of Lobbying: Testing an Ethical Framework for Advocacy in Public Relations"

Recipient, J. William and Mary Diederich Summer Fellowship, College of Communication, Marquette University, summer 2007, "Examining the Public Relations Roles that Lobbyists Perform as Well as Their Ethical Criteria in Day-to-Day Professional Activities" [\$4000]

Recipient, Faculty Incentive Grant, College of Communication, Marquette University, spring 2007, "Integrating Ethics into the Public Relations Principles Course" [\$500]

Recipient, Faculty Incentive Grant, College of Communication, Marquette University, spring 2006, "Integrating Ethics into the Public Relations Principles Course" [\$500]

Best Doctoral Dissertation, School of Journalism and Communication, University of Oregon, spring 2006

Research Fellow, Caring and the Media Colloquium and Conference, University of Oregon, School of Journalism and Communication, spring 2005

Member, Kappa Tau Alpha, National Honor Society in Journalism and Communication, University of Oregon, 2003

Membership in Professional Organizations

Public Relations Society of America (since 2003)

Association for Education in Journalism and Mass Communication (since 2002)

Academic Member of the European Centre for Public Affairs (since 2007)

National Communication Association (since 2008)

TEACHING EXPERIENCE

Courses Taught at Marquette University

Principles of Public Relations

Public Relations Strategies

Strategic Research for Advertising & Public Relations

Public Relations Campaigns

Issues in Corporate Communication

Corporate Social Responsibility

Management for Advertising & Public Relations (graduate seminar)

Professional & Research Communication Ethics (graduate seminar)

Courses Taught at University of Oregon

Principles of Public Relations (primary instructor)

Public Relations Writing (primary instructor)

Writing for the Media (teaching assistant)

Mass Media & Society (teaching assistant)

Advertising and Society (teaching assistant)

Mass Media Ethics (teaching assistant)

Teaching Related Activities

2006 – present

Faculty advisor to undergraduate public relations majors

Faculty advisor to undergraduate corporate communication majors

Faculty advisor to graduate students

Comprehensive Exam Committees (MA): Fan Qi, Garth Cramer, Nicole Rogan, Andrea Voves, Kyle Krueger, Erica Gordon

Graduate Thesis/Professional Projects:

Kolker, Julia (Professional Project, Chair): Storytelling for a Non-Profit: a Public Relations and Marketing Plan for the Center for Teaching Entrepreneurship. March, 2010.

Knoespel, Rachel M. (Master's Thesis, Committee): How Did Toyota Stay on Top? Revisiting Crisis Communication Discourse. April, 2011.

Stageman, Amanda (Master's Thesis, Chair): Consulting
Social Media in the College Transition Process:
Experiential Accounts of the Class of 2014. April, 2011.

SERVICE

Service to Marquette University

Academic Integrity Honor Council: 2014 – present

Co-Chair, Communication & Outreach Subcommittee: 2014 – present

Academic Senate, Sabbatical Replacement Member: Fall 2014

Mission Week Planning Committee, College Ambassador: 2014 – present

University Honorary Degree Committee: 2012 – present

Tea Club Advisor: 2011 – present

Manresa Project First Year Reading Program Discussion Leader: 2007 – present

Service to College of Communication/Department of Advertising & Public Relations

College Committee Assignments

Graduate Curriculum Committee (present)

Undergraduate Curriculum Committee (2007 – 2013)

Corporate Communication Major Oversight (2008 – 2011)

Student Appreciation Event Committee (2008)

College & Department Service

Program Review Committee: 2014-2015

President, Faculty Congress: 2014-2015

Assessment Leader, Public Relations Major: 2014 – present

Mission Week Planning Sub-Committee: 2013

Co-Chair, Public Relations Faculty Search Committee: 2012

Chair, Public Relations Faculty Search Committee: 2011

Co-Planner, Corporate Communication Commons Event: 2011, 2012, 2013

Faculty Advisor, Mindfire Program, Ketchum Public Relations: 2011 – present

Diederich Scholarship Interviews: 2008, 2010

Paper Reader, Graduate Student Paper Competition: 2006, 2007, 2008, 2014

Essay Reader, Diederich Scholarship Competition: 2006 – present

Christopher Farley Scholarship Competition: 2007, 2009

Faculty Host, College Discovery Days and/or Open House: 2006 – present

Services to Professional Organizations and Industry

Co-Chair, Social Committee, Media Ethics Division, Association for Education in Journalism and Mass Communication (2014 – present)

Editorial Review Board Member, Journal of Mass Media Ethics, (since 2011)

Editorial Review Board Member, Interest Groups & Advocacy (since 2011)

Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication (2011)

Programming Chair/Vice Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication (2010)

Research Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication (2009)

Teaching Chair, Media Ethics Division, Association for Education in Journalism and Mass Communication (2008)

Reviewer, Global Media Journal (2012)

Reviewer, Journal of Public Relations Research (since 2012)

Reviewer, Competitive Paper Competition, Media Ethics Division, Association for Education in Journalism and Mass Communication. (2007, 2011, 2013, 2014)

Reviewer, Competitive Paper Competition, Public Relations Division, Association for Education in Journalism and Mass Communication. (2008, 2009, 2011)

Reviewer, Competitive Paper Competition, Graduate Education Interest Group, Association for Education in Journalism and Mass Communication. (2008, 2009)

ADDITIONAL EDUCATIONAL TRAINING & PROFESSIONAL DEVELOPMENT

Spring 2014 Marquette Colleagues Program – Marquette University

Spring 2010 Learning Community – Service Learning

Spring 2010 Learning Community – Manresa Project

Spring 2008 Faculty Seminar in Catholic Higher Education - Marquette University

PROFESSIONAL EXPERIENCE

2003-2006 Associate, Public Relations Services, Eugene, OR

2000-2002 Graduate Assistant, Marketing and Communication,
Saint Louis University, St. Louis, MO