

## **Kathleen A. Martinelli**

Associate Professor of Public Relations

School of Journalism & Mass Communications  
San Jose State University  
One Washington Square  
San Jose, California 95192-0055

1450 Laurel Glen Road  
Soquel, California 95073  
Home: (831) 423-3985  
Work (408) 924-3285

### **EDUCATION**

Ph.D., Stanford University, Communication Theory & Research, Special Area–Political Science, August 1993

M.A., Ball State University, Public Relations, Economics concentration, 1985

B.S., Ball State University, Journalism (Public Relations Sequence) & English (double major), 1979

### **TEACHING POSITIONS**

**San Jose State University:** Associate Professor of Public Relations, August 1994 to present (FERP began August 2012); **Director of School, Spring 2009;** Undergraduate Advisor, School of Journalism & Mass Communications, 2002 to 2012; Coordinator of Public Relations Degree Program August 2001 to 2012, Instructor of Public Relations, August 1993-August 1994; Assistant Professor of Public Relations, August 1991-August 1993, One Washington Square, San Jose, CA 95192-0055. Undergraduate courses taught: Media Writing in the Information Age, Contemporary Public Relations, Case Studies in Strategic Public Relations, Seminar in Public Relations, Strategic Writing, Writing Workshop; Graduate courses taught: Media & Social Issues, Mass Communication Theory

Assistant Professor of Public Relations, Washington State University, School of Communications, Pullman, WA 99164, August 1990 to January 1991. Courses taught: Public Relations Writing, Principles of Public Relations

Instructor & Doctoral Candidate, Stanford University, Department of Communications, Stanford, CA 94305. Course taught: Writing & Reporting the News

Teaching Assistant, Stanford University, Department of Communications, Assisted in teaching Mass Communication and Society and History of American Journalism

## TEACHING ACTIVITIES

Designed course in Case studies in Strategic Public Relations for Afghan Journalist Project, Summer 2012

Taught course in Introduction to Contemporary Public Relations to Afghan Journalists, Spring 2013.

## COMMITTEE WORK

CASA CEED Committee 2011 & 2012

University Student Fairness Committee, Fall 2004 to Spring 2006

University Organization and Government Committee, 1999/2000

Chair, University Oral Communications GEAP, 2000 to 2002

Curriculum Committee, College of Applied Sciences and Arts, Fall 2003

Curriculum Committee, School of Journalism & Mass Communications, 1990 to 2012; co-chair Fall 2003

Scholarship Committee, School of Journalism & Mass Communications, 1994 to 2012; Chair, 2002-2004

Graduate Committee, School of Journalism & Mass Communications, 1992 to present

Personnel Committee, School of Journalism & Mass Communications, 2000 to 2012

Research & Faculty Development Committee, College of Applied Sciences & Arts, Fall 1992 to Spring 1998. Activities: Chair, Outstanding Thesis Subcommittee, 1992-1998, Mini Grants Subcommittee, 1994-95, 1992-93

Fundraising Committee, College of Applied Sciences & Arts, Spring 1992-94

School of Journalism & Mass Communications Library Committee, 1991-92

## PUBLICATIONS

“Integrating Public Relations and Legal Responses During a Crisis: The Case of Odwalla Inc.,” with William Briggs, *Public Relations Review*, Vol. 24, No., 4, Winter 1998.

Book Review of *Proposal Savvy: Creating Successful Proposals for Media Projects*,” Elise K. Parsigian, in *Public Relations Review*, Spring 1996, Vol 23, No. 2: 192-193.

Rook Review of *Handbook of Public Relations Writing*, Thomas Bivins, in *Public Relations Review*, Vol. 22, No. 1: 82-83.

Book Review of *An American Dilemma Revisited: Race Relations in a Changing World*, Obie Clayton Jr. (ed.), in *Public Relations Review*, Winter 1996, Vol 22, No. 4:403-404.

Book Review of *Measuring Psychological Responses to Media Messages*, Annie Lang (ed.) in *Public Relations Review*, Summer 1995, 2:169-70

“Measuring New Voter Learning Via Three Channels of Political Information,” with Steven H. Chaffee, *Journalism Quarterly*, Spring 1995, 1:18-32

“Negative and Positive Television Messages: Effects of Message Type and Message Context on Attention and Memory,” with Byron Reeves, Edward Maibach, John Newhagen and Mike Basil, *American Behavioral Scientist*, August 1991, 6:679-694.

## **PAPERS PRESENTED**

“Negative and Positive Television Messages: Effects of Message Type and Message Context on Attention and Memory,” with Byron Reeves, Edward Maibach, John Newhagen and Mike Basil, International Communication Association Annual Meeting, San Francisco, CA, May 1989.

## **MEMBERSHIPS**

Public Relations Society of America, 1991-2011

Association for Education in Journalism and Mass Communications, 1991-2001

## **OTHER ACADEMIC/PROFESSIONAL ACTIVITIES**

Editorial Review Board, *Journal of Public Relations Research*, Fall 2000 to present

Judge, 2004 & 2005 National Travel Writers Association Western States Awards

Member, Board of Directors, OUTREACH, Inc., Santa Clara County Paratransit Agency, 1999 to present

Faculty Advisor, Pearce Davies (SJSU) Chapter, Public Relations Student Society of America, 1992-2011

Past President, Silicon Valley Chapter, Public Relations Society of America, 2001

President, Silicon Valley Chapter, Public Relations Society of America, 2000

Vice President of Programs, Silicon Valley Chapter, Public Relations Society of America, 1999

Secretary, Silicon Valley Chapter, Public Relations Society of America, 1998

Newsletter Editor, Silicon Valley Chapter, Public Relations Society of America, 1996-99

Guest Speaker, International Council of Shopping Centers, San Mateo, CA,  
“Communicating in Writing With Your Member Stores,” June 1994

Judge, Hospital Council of Northern and Central California Health Care Journalism Awards, 1994

Judge, “Sober Graduation” High School Journalism Awards, 1992, 1993, 1994

Panelist, “Media Coverage of the 1992 Elections,” Nov. 1992, SJSU Student Union,  
sponsored by Political Science honorary

### **RELATED PROFESSIONAL EXPERIENCE**

Assistant to the Dean of the Graduate School, Ball State University, Muncie, IN, July 1984-July 1986

Education Writer, Public Information Services, Ball State University, Muncie, IN, June 1982-July 1984

Assistant Sports Information Director, Ball State University, Muncie, IN, September 1980-June 1982

Reporter and Arts Writer, The Muncie Star, Muncie, IN, January 1979-September 1980

Publicity and Promotions Director (volunteer position), 1980 Ball Memorial Hospital Auxiliary Charity Auction, Muncie, IN

Publicity Coordinator (volunteer position), 1978 American Cancer Society Daffodil Days Fund Drive, Delaware County, IN