

Mathew A. Cabot, Ph.D., APR

Education

Ph.D. Regent University (Virginia Beach, VA)

School of Communication & the Arts

Dissertation: "*An Exploration of the Ways Psychology and the Four-Component Model Can Enhance Public Relations Ethics Research and Instruction*" (May 2006)

Master of Arts in Theological Studies (M.A.T.S.)

San Francisco Theological Seminary (San Anselmo, CA)

Emphasis: Philosophy of Religion. May 1998. *Honors*: Presidential Scholar

Master of Science. San Jose State University (San Jose, CA)

Major: Mass Communication, emphasis in Public Relations

December 1989

Bachelor of Arts. University of the Pacific (Stockton, CA)

Double Major: Drama and Interpersonal Communication

May 1986. *Honors*: Outstanding Graduating Senior in Interpersonal Communication

Teaching Experience

San Jose State University (2007-present) – *Associate Professor*

Courses taught:

- International Public Relations (SJSU FLP: France, Summer 2011)
- Global Citizenship (SJSU FLP: France, Summer 2012)
- Global Leadership (SJSU FLP: France/Italy, Summer 2013)
- Mass Communication & Society
- Media Writing
- Strategic Writing
- Contemporary Public Relations
- Public Relations Case Studies
- Media Management
- Internship Coordinator

California State University, Long Beach (1999-2007) – *Associate Professor*

Courses taught:

- Introduction to Mass Communication
- Writing Across the Media
- Principles of Public Relations
- Writing for Public Relations
- Internal Communication (letters, memos, proposals, speeches, crisis comm. plan)
- External Communication (news releases, fact sheets, pitch letters, media relations)
- Publications for Public Relations
- Public Relations Agency and Campaigns
- Public Relations Case Studies

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- Mass Communication Theory
- Media Ethics
- National Bateman Competition (and PRSSA adviser)

University of the Pacific. Stockton, CA (1995-97)

- *Visiting Instructor* (full-time, 1995-96). Courses: Writing for Public Relations; Intro to Public Speaking; Public Relations Case Studies.
- *Visiting Instructor* (part-time, spring '97). Courses: Writing for Public Relations; Intro to Public Speaking.

Professional Public Relations Experience

FischerHealth Marketing Communications. Marina del Rey, CA (1997-99) –
Senior Account Executive

- Researched and wrote a variety of marketing and public relations materials including: company and product positioning pieces, press kits, speeches, advertising copy, pitch letters and direct mail pieces.
- Planned and executed national consumer and trade media relations programs for medical device companies, resulting in media placements in USA Today, Parade Magazine and the cover of LIFE magazine.

McKesson Corp. San Francisco, CA (1989-93) – *Public Relations Manager*

- Managed trade and consumer media for McKesson's drug, home healthcare and Valu-Rite Pharmacies divisions
- Chief speechwriter for drug company
- Helped design and execute media campaign for launch of Alhambra Seltzer; produced McKesson's first desktop published quarterly report.

National Semiconductor Corp. Santa Clara, CA (1988-89) – *Public Relations Representative*

- Designed public relations plan for PLD (programmable logic device) introduction
- Created an industry analyst comment database tracking system
- Produced security analyst newsletter
- Wrote speeches, news releases, backgrounders and magazine articles.

Scholarship

- Instructor's Manual and Test Bank for *Think PR*, a new textbook from Dennis Wilcox (Allyn & Bacon, 2010).
- "Barry Bonds vs. The Media," *Journal of Mass Media Ethics*. Vol. 25. No. 2 (Winter 2011).
- *Re-Thinking Public Relations Ethics: New Directions in Research, Instruction and Practice*. (Book) VDM Verlag, Feb. 2010.
- "Moral Psychology and PR Ethics" (book chapter) in *Public Relations: An Ethics Engagement* by Rohit Raj Mathur. Publishing date TBD.

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- “‘Shift’ Happens: What our PR students are willing to do when no one is watching” *Media Ethics Division Newsletter* (Summer 2006)
- “Moral Development and PR Ethics” *Journal of Mass Media Ethics*. Vol. 20. No. 4 (2005)
- “When the Trumpet’s Call is Unclear: A Rhetorical Analysis of the Jesus Seminar’s Inaugural Address” *Journal of Communication and Religion*. Vol. 28 (2005).
- “Teaching Ethics via The Great Glass Elevator” *Media Ethics* (fall 2004).
- “Whither Genomics” *World and I* magazine (October 2001) – An analysis of genomic medicine in light of the working draft of the human genome.
- “Tomorrow’s Treatments” *World and I* magazine (March 2001) – A review of some of the world’s latest high-tech medical treatments.

Presentations/Panels

- **4th Annual Spuler Media Ethics Symposium (2012)** – Coordinator/Panel Moderator: “Broadcast Ethics.”
- **3rd Annual Spuler Media Ethics Symposium (2010)** – Coordinator/Panel Moderator: “Social Media & PR Ethics.”
- **2010 Annual Convention of the Association of Educators in Journalism and Mass Communication** – Paper presentation: “Give me MoMo: Exploring moral motivation in public relations students.”
- **2nd Annual Spuler Media Ethics Symposium (2009)** – Coordinator/Panel Moderator: “The Ethics of the New Media.” San Jose State University.
- **2008 Annual Convention of the Association of Educators in Journalism and Mass Communication** – Paper presentation: “The Moral Sensitivity and Character of Public Relations Students: A Preliminary Study.”
- **Spuler Media Ethics Symposium (2008)** – Coordinator/Panel Moderator: “The Ethics of Covering Presidential Candidates.” San Jose State University.
- **2008 Annual Meeting of the Association for Practical and Professional Ethics** – Paper presentation: “Using the Four-Component Model to Create a Multidimensional Approach to Public Relations Ethics.”

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- **2007 Annual Convention of the Association of Educators in Journalism and Mass Communication** – Invited presenter: “PRSA’s Code of Ethics and the Free Flow of Information” (Media Ethics Division Workshop).
- **2006 Annual Convention of the Association of Educators in Journalism and Mass Communication** – Invited presenter: “New Trends in Teaching Media Ethics” (Media Ethics Division Workshop).
- **Journalism Day (2006)**. Panelist. “The Media and Katrina: Covering a Catastrophe.” California State University, Long Beach.
- **Journalism Day (2005)**. Panel Moderator. “Media Agnostics in the Garden of Eden.” Topic: media and religion. California State University, Long Beach.
- **2004 Annual Convention of the Association of Educators in Journalism and Mass Communication** – Paper presentation: “How Moral and Cognitive Psychology Can Affect the Teaching and Practice of Public Relations Ethics.”
- **Journalism Day (2002)**. Panel Moderator. “New Media and Public Relations.” California State University, Long Beach.
- **2002 Hawaii International Conference on Social Sciences** – Paper presentation: “How a Bulldog Made England Safe for Apes: T.H. Huxley and the Public Relations Campaign that Launched Darwinism.”

Awards/Honors

- SJSU Salzburg Fellow (2009-10)

Service

San Jose State University

- CSU International Programs Interview Committee (2013)
- Homecoming Court Selection Committee (2012)
- Committee on Equity Enhancement and Diversity (2010-2011) (CASA)
- SJSU’s Salzburg Program – Steering Committee (2009-2011)
 - Scholar Selection Committee (2009)
 - Publicity Coordinator (2009-2011)
- Committee on Committees (2009-2011)
- Public Relations Student Society of America (PRSSA) – Faculty Adviser (2009-present).
- PRSSA National Bateman Competition (2009) – Faculty Adviser
- PRSSA Regional Event – Case Study Judge. San Jose State, 2009
- PRSSA Regional Event – Case Study Judge. San Jose State, 2010
- JMC Personnel Committee (2007-2008)
- Graduate Program Review Committee (2009-2011)
- Graduate Committee (2007–present)

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- Curriculum Committee (2007-present)
- Awards & Scholarships Committee (2007-08)

California State University, Long Beach

- Public Relations Student Society of America, Chapter Adviser (2002-07).
- Retention, Tenure, Promotion Committee (Chair) – Journalism Department (Fall 2006).
- Journalism Department Search Committee (Chair) – Chaired committee three consecutive years for three separate faculty searches (2004-05, 2005-06, 2006-07).
- Journalism Department Curriculum Committee (2002-06)
- University Services and Organizations Committee (2001-03)
- University Student Affairs Committee (2001-03)

Professional

- Professional Freedom & Responsibility Chair (2005-06), Media Ethics Division, *Association for Education in Journalism and Mass Communication*.
- National Bateman Review Sub-Committee (2005). Reviewed and changed guidelines for the Bateman Competition, sponsored by the *Public Relations Student Society of America*.