

Ruth E. Massingill, Ph.D.

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CURRICULUM VITAE

SUMMARY

With more than 25 years of professional and academic experience, my expertise includes administrative and strategic problem-solving; highly evaluated teaching and training for diverse audiences, both in person and online; a consistent record of presenting and publishing research internationally; entrepreneurial and professional projects in social marketing/public relations, advertising and book publishing. I have strong skills in writing for diverse media, editing, photography, public speaking and computer-aided design.

DEGREES

Teesside University (Middlesbrough, England) Ph.D. Social Marketing, April 2011.

Topic: *Social Marketing Strategies for Combating HIV/AIDS in Rural and/or Disadvantaged Communities in Mexico, Uganda and the United States*

University of Wyoming (Laramie) M.A. Journalism, July 1977. Emphasis: Public Relations

Southwestern University (Georgetown, Texas) B.A. English/Studio Art, May 1975. Cum Laude

Huntington (Texas) **High School** May 1971. Valedictorian

EMPLOYMENT HISTORY

Department of Mass Communication, Sam Houston State University (Huntsville, Texas).

Lecturer, Instructor, Program Coordinator, Assistant Professor, Associate Professor, Graduate Faculty,
Associate Chair (1988-present) (Tenured in 1995)

The Massingill Agency Social Marketing and Media Relations. Owner (2005-present)

WaterWood Press (Book publisher). Co-owner (2008-present)

University of Phoenix (Houston campus and online). Faculty, trainer and assessor (2001-2009)

The Bob Miller Agency (Automobile dealers group in Austin, Texas). Director of Marketing. (1983-85)

Women in Communications, Inc. (National Professional Association). Communications Director. (1980-83)

Austin Chamber of Commerce Convention Bureau. Director of Marketing (1978-80)

College of Engineering, University of Wyoming (Laramie). Public Relations Specialist (1976-77)

City of Corpus Christi Public Information (Texas). Administrative Assistant (Design Specialist) (1974-75)

The Lufkin (Texas) **News.** Editorial Intern (1972)

AREAS OF INTEREST

Social marketing, HIV/AIDS communication, ethnographic studies of Texas culture and institutions, book publishing, applied visual design, environmental communication, virtual internships, collaborative learning

TEACHING

Awards/Grants

- *Excellence in Teaching Award* (2007-2008) Department of Mass Communication, College of Humanities Social Sciences, Sam Houston State University
- Bursary from Academy of Marketing to attend 2007 Doctoral Colloquium in Surrey, England
- *Outstanding Faculty Award* (2003) University of Phoenix, Houston Campus
- *Outstanding Advertising Educator* (2000) Southwest District, American Advertising Federation

Service

- Adviser to student chapter of American Advertising Federation (1993-2005)
- Sponsor, High School Communications Workshop, Taylor Publishing (1990-2006)
- Adviser, *Houstonian Magazine* (1996 -98), PR/Advertising staffs (1993-96, 1999-2003)
- Adviser, *Alcalde*, SHSU yearbook (received numerous awards between 1989 and 1998)

Courses

Have taught media and culture, beginning and advanced writing, editing, advertising and public relations (beginning and advanced), magazine production, beginning research, media sales, marketing and promotions, public speaking, critical thinking, desktop design for PR and advertising, and online publishing at the undergraduate college level. Have taught online classes and internet-enhanced classes. Have developed or adapted numerous courses and created online courses.

ADMINISTRATIVE EXPERIENCE

Academic

- *Associate Chair*, Department of Mass Communication, Sam Houston State University (2015-present).
- *Program Coordinator for Journalism*, Sam Houston State University (1992-98). Responsible for budgets, course scheduling and curriculum revision, including establishing a Public Relations degree. Enrollment increased from 45 to 150 students.
- *Coordinator*, SHSU communication internship program (1988-2015)
- *Coordinator*, Annual regional Macintosh trade show, Huntsville, Texas (1992-94)
- *Managing Editor*, *Huntsville Connections* magazine (1989-92). Obtained grants from Walker County Chamber of Commerce for production costs of city magazine: \$12,000.
- *Adviser and Managing Editor*, *The Lounge*, SHSU online student magazine (1999-2003)
- *Regional coordinator*, University Interscholastic League journalism competition (1988-2012)

Professional

- Directed communications or marketing departments for government, non-profit and corporate entities.
- Trained and supervised employees; worked with boards of directors and volunteers.
- Hired and directed free-lancers, photographers, printers and other subcontractors.
- Arranged a national communications conference with 40 speakers and 1,500 attendees.
- Handled corporate image development and retail advertising for Nissan, Volkswagen, Jaguar, Saab, Peugeot, Mitsubishi and Subaru automotive dealerships in Central Texas.
- Created a national membership drive for a non-profit group, increasing membership 26% in six months.

Awards/Grants

- National Finalist, Education UK Alumni Awards 2016: Professional Achievement Award, New York City, March 2016

RESEARCH

Awards/Grants

- IFFEHC (International Film Festival for Environment, Health and Culture) International Award of Merit (2015) for *HIV/AIDS: Knowledge is Power*. Posted at <http://www.internationalfilmfestivals.org/EHC/winners.htm>

- CINDY (International Cinema in Industry) Silver Award, Medical (2014) for *HIV/AIDS: Knowledge is Power*. Posted at www.cindys.com
- *Knowledge is Power! HIV/AIDS Perceptions and Choices*, Sam Houston State University, Research and Sponsored Programs Research Enhancement Grant (2012-2113) (\$15,000, plus contributions of equipment and expertise from Department of Mass Communication).
- *Research Excellence in Mass Communication Award* (2008-2009) College of Humanities and Social Sciences, Sam Houston State University
- *Research Achievement in Mass Communication Award* (2006-2007) College of Humanities and Social Sciences, Sam Houston State University
- Scott Scribes Scholarship (2007) Writers' League of Texas

Peer-reviewed Publications (Selected since 2007)

- Massingill, R., Strait, M. & Jones, E. (2017) "Refrain from Prison: How the Texas Prison Music Program Connected the Incarcerated and 'The Free'," *Legends and Life in Texas: Folklore from the Lone Star State, in Stories and Song*. Ed. Kenneth Untiedt. Publication of the Texas Folklore Society #72, University of North Texas Press: Denton, Texas.
- Massingill, R. (2016) *Functional Design: A Multimedia Handbook for Public Relations and Advertising*. Sentia Publishing Company: Austin, Texas.
- Massingill, R. (2014) *Confronting the 'HIV Epidemic' of Stigma and Infection in Houston's Transgender Population*, XX International AIDS Conference. Melbourne, Australia, 20-25 July, 2014. Abstract published at <http://pag.aids2014.org/abstracts.aspx?aid=2675>
E-poster published at <http://pag.aids2014.org/EPPosterHandler.axd?aid=2675>
- Massingill, R. (2013) *Creating Win-Win-Win Experiences: When Do Virtual Internships Really Work?* Information Technology Based Higher Education and Training (ITHET), 2013 International Conference, Antalya, Turkey, 10-12 October 2013.

Paper published in the conference proceedings and in IEEE Xplore, and indexed by EI Compindex: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?&sortType%3Dasc_p_Sequence%26filter%3DAND%28p_IS_Number%3A6670995%29&searchWithin=massingill&pageNumber=1&resultAction=REFINE
- Jameson, H. & Massingill, R. (contributor) (2012) "Until AIDS Do Us Part: Diverse Social Marketing Campaigns Address HIV Prevention in Women," *Case Studies for Global Health*, (Funded by an alliance including The Bill & Melinda Gates Foundation, Biotechnology Industry Organization (BIO), Global Health Progress (GHP), International AIDS Vaccine Initiative (IAVI), Infectious Disease Research Institute (IDRI), Association of University Technology Managers (AUTM) and World Health Organization's Special Programme for Research and Training in Tropical Diseases (TDR).

Case study published online at <http://casestudies.sherwood-group.com/post.cfm/until-aids-do-us-part-diversesocial-marketing-campaigns-address-hiv-prevention-in-women>
- Massingill, R. (2011) *Social Marketing Strategies for Combating HIV/AIDS in Rural and/or Disadvantaged Communities in Mexico, Uganda, and the United States*, Ph.D. Thesis, Teesside University, Middlesbrough, England.
- Massingill, R. (2011) "Program H," *ShowCase*, National Social Marketing Centre, UK.
Case study published online at <http://www.thensmc.com/resources/showcase/program-h>
- Massingill, R. (2011) "Love, Sex and HIV/AIDS: Using Social Marketing to Redefine Gender Norms Among Mexican Youth," Chapter 4, *Social Marketing for Public Health: Global Trends and Success Stories*. Eds. Philip Kotler, Nancy Lee, and Hong Cheng. Jones and Bartlett: Sudbury, Mass.
Also published in Google Books, 2011.
- Massingill, R. (2010) "Getting the Word Out: Promoting Cures Through Social Marketing," Chapter 10, *Aids in Culture: Aspects of the Cultural History of Aids, Vol. 1*. National Commission for Human Rights Mexico. ISBN: 978-607-7888-46-8. Available at http://200.33.14.34:1033/archivos/pdfs/Mem_14.pdf

Massingill, R. (2009) *Working Toward a World Without AIDS: How Social Marketing Inspires Long-term Cultural Change*, First German-Austrian Swiss AIDS-Congress SODAK 2009, St. Gallen, Switzerland, 24-27 June 2009.

Poster published at www.soedak2009.com and Abstract published in Special Issue of the *European Journal of Medical Research*, 14.1 (2009) p. 32.).

Massingill, R. (2008) *Until AIDS Do Us Part: Social Marketing Campaigns Empower Women At Risk in Uganda, Mexico and the United States*. XVII International AIDS Conference. Mexico City, 3-8 August 2008. Abstract published at <http://www.iasociety.org/Default.aspx?pageId=11&abstractId=200719099>

Massingill, R. (2008) "Death Behind the Walls: Rituals, Folktales and True Stories," *Death Lore: Texas Rituals, Superstitions, and Legends of the Hereafter*. Ed. Kenneth Untiedt. Publication of the Texas Folklore Society #65, University of North Texas Press: Denton, Texas.

Massingill, R. *Creating a Culture of Change: Social Marketing's Global Initiative Against HIV/AIDS*, VII International Congress on Public and Nonprofit Marketing, Szeged, Hungary, 12-13 June 2008. Published in conference proceedings.

Massingill, R. & Sohn, A. (2007) *Prison City: Life with the Death Penalty in Huntsville, Texas*. Peter Lang Publishing, Inc.: New York.

Peer-Reviewed Presentations (Selected since 2000)

Massingill, R. *Taking Taboo Topics Public: How HIV/AIDS Health Activism Reshaped Mass Communication and Civic Discourse*, Second Annual Conference on Communication and Media Studies, University of British Columbia, Vancouver, Canada 16-17 November 2017. [Oral presentation]

Strait, M. & Massingill, R. *Popular Media Portrayals of Inmates and Outlaws Feed the Public Appetite for 'Dark Tourism,'* Second Annual Conference on Communication and Media Studies, University of British Columbia, Vancouver, Canada 16-17 November 2017. [Multimedia presentation]

Massingill, R. *Communication Without Borders: Why HIV/AIDS Prevention Messages Increasingly Incorporate New Media*, 5th World Social Marketing Conference, Washington, D.C., 16-18 May 2017. [Interactive session presenter]

Strait, M. & Massingill, R. *Refrain from Prison: How the Texas Prison Music Program Connected the Incarcerated and 'The Free'*, 101st Annual Meeting of Texas Folklore Society, Tyler, Texas, 21-23 April 2017. [Multimedia presentation]

Strait, M. & Massingill, R. *Prison Tourism: How Television and Movie Portrayals of Criminal Culture Fuel the Public Appetite for Dark Tourism*, Locating Imagination: Popular Culture, Tourism and Belonging Conference, Erasmus University, Rotterdam, The Netherlands, 5-7 April 2017. [Oral presentation]

Massingill, R. *How HIV/AIDS Health Activism Reshaped Civic Discourse*, Medicine, Humanities and Social Sciences Round Table Symposium, Sam Houston State University, 18 March 2016. [Oral presentation]

Massingill, R. *From Bedrooms to Billboards, Broadcasts and Blogs: How HIV/AIDS Profoundly Changed Public Communication*, 2015 Education Conference: The Human Side of HIV, AIDS Foundation Houston, Houston, 6-7 November 2015 [Oral presentation]

Massingill, R. *Meaning From Conflict: International War Poetry*, 59th Annual Conference, American Studies Association of Texas, Huntsville, Texas, 12-14 November 2015. [Panel coordinator and oral presentation]

Strait, M. & Massingill, R. *AIDS, Part 1 (Living With and Understanding HIV/AIDS)* Creative Works Showcase Presentation for Broadcast Education Association District 5 Conference, Fort Worth, Texas, 2-3 October 2015 [Oral presentation]

Massingill, R. (2015) *Taking Taboo Topics Public: How HIV/AIDS Health Activism Reshaped Mass Communication and Civic Discourse*, International Association for Media And Communication Research (IAMCR), 2015 Annual Conference. Montreal, Canada, 12-16 July 2015. [Oral presentation]

- Massingill, R. *How HIV Has Reshaped American Society: Views From Four Disciplines*, 58th Annual Conference, American Studies Association of Texas, Huntsville, Texas, 13-15 November 2014. [Panel coordinator and oral presentation]
- Massingill, R. Confronting the 'HIV epidemic' of stigma and infection in Houston's transgender population, XX International AIDS Conference, Melbourne, Australia, 20-25 July 2014. [Poster session]
- Massingill, R. *Creating Win-Win-Win Experiences: When Do Virtual Internships Really Work?* 12th International Conference on Information Technology Based Higher Education and Training (ITHET), Antalya, Turkey, 10-12 October 2013. [Oral presentation]
- Massingill, R. *HIV/AIDS in Croatia: A Golden Opportunity for Proactive Social Marketing?* Paper selected (27% acceptance rate) for presentation at the European Social Marketing Conference, Lisbon, Portugal, 27-28 November 2012 [ESMC published this paper online during the conference since I was unable to travel due to injuries.]
- Massingill, R. *Positive or Negative: HIV/AIDS Knowledge and Perceptions*, The 2nd World Non-Profit & Social Marketing Conference, Dublin, Ireland, 11-12 April 2011. [Oral presentation]
- Massingill, R. *Social Marketing Strategies for Combating HIV/AIDS in Rural and/or Disadvantaged Communities in Mexico, Uganda and the United States*, Teesside University, Middlesbrough, England, April 2011. [PhD Thesis Viva]
- Massingill, R. *Working Toward a World Without AIDS: How Social Marketing Inspires Long-term Cultural Change*, First German-Austrian Swiss AIDS-Congress SODAK 2009, St. Gallen, Switzerland, 24-27 June 2009. [Poster session]
- Massingill, R. *Until AIDS Do Us Part: Social Marketing Campaigns Empower Women At Risk in Uganda, Mexico and the United States*, XVII International AIDS Conference, Mexico City, 3-8 August 2008. [Poster session]
- Massingill, R. *Creating a Culture of Change: Social Marketing's Global Initiative Against HIV/AIDS*, VII International Congress on Public and Nonprofit Marketing, Szeged, Hungary, 12-13 June 2008. [Oral presentation]
- Massingill, R. & Dobbs-Arnold, H. *Growing up in the Slammer: Frank Q Dobbs Memories*, Texas Folklore Society Annual Meeting, Lubbock, Texas, 20-22 March 2008. [Multimedia presentation]
- Massingill, R. "Taking Taboo Topics Public: How Social Marketing Partnerships Combat HIV/AIDS in Mexico" (Part of a panel titled: Partnership Based Approaches: What Works?), *Social Marketing in the Developing World: What Have We Accomplished and What Does the Future Hold?* 10-15 March 2008. [PSPOne online conference]
- Massingill, R. *Motivating Change: Visual and Verbal Persuasion in HIV-AIDS Social Marketing*, American Communication Association, Taos, New Mexico, 4-6 October 2007. [Oral presentation]
- Massingill, R. *A Practical Approach to Cultural Change: Using Social Marketing to Combat HIV/AIDS in Mexico*, Academy of Marketing, Doctoral Colloquium, Surrey, England, 2-3 July 2007. [Oral presentation]
- Massingill, R. *Getting the Word Out: Promoting Cures Through Social Marketing*, AIDS in Culture III: Explorations in the Cultural History of AIDS, Mexico City, 9-12 December 2006. [Oral presentation]
- Massingill, R. *Social Marketing Strategies for Combating HIV/AIDS in Developing Countries: Examining Traditional Campaigns*. Social Marketing Advances in Research and Theory Conference, Banff, Canada, 19-21 October 2006. [Poster session]
- Massingill, R. *Translating Public Policy into Public Image In a Criminal Justice Environment*, Congress of the Americas, 3-6 August 2006, Lima, Peru. [Oral presentation]
- Massingill, R. & Hatton, D. *Aspiration Advertising Campaigns as Intercultural Conduits*. Congress of the Americas, 3-6 August 2006, Lima, Peru. [Oral presentation]
- Adams, J. & Massingill, R. *Curing AIDS: Why Successful HIV/AIDS Treatments are Unknown to World*

Government Policy Makers, Fifth International Conference on the Capability Approach, UNESCO, 11-14 September, 2005, Paris, France. [Poster session]

Sohn, A., Hatton, D. & Massingill, R. *Speak Up: Using Mediated Communication Channels to Frame Effective Responses in a Climate of Intimidation*, International Communication Association, 25-28 May 2005, New York, NY [Panel presentation]

Massingill, R. *Identity Crisis: Will the Marketplace's Fascination with IMC Make PR an Endangered Degree?* 2004 Southwest Symposium, 19-20 November 2004, Little Rock, Ark. [Oral presentation]

Hatton, D., White, C., Massingill, R. & Adams, J. *Bully Backlash: Communication Campaigns to Influence Public Opinion and Behavior*, International Communication Association Annual Convention, May 2004, New Orleans, La. [Panel presentation]

Sohn, A., Massingill, R. & Hatton, D. *The Sacrosanct Border: Dividing a Society Between the Innocents and the Convicted*, International Communication Association Annual Convention, San Diego, California, May 2003. [Panel presentation]

Massingill, R. *Strategic Thinking Yields Market-Driven PR/Advertising Curricula*, Association for Education in Journalism and Mass Communication midwinter conference, Boulder, Colorado, 28 Feb.-2 March 2003. [Oral presentation]

Hatton, D. & Massingill, R. *Lights, Camera, Action: From Class Time to Primetime*, Tech Ed 2001, International Conference and Exposition, Ontario, Calif., 26-29 March 2001 [Oral presentation]

Massingill, R. & Hatton, D. *The Collision of Technology and Culture in a Global Society*, Syllabus Fall 2000, Boston, Mass., 30 Nov. – 3 Dec. 2000 and Tech Ed 2000, International Conference and Exposition, Palm Springs, Calif., 6-9 March 2000 [Oral presentations]

Hatton, D. & Massingill, R. *Gender Issues and Technology*, a workshop for Title VII Bilingual Education Career Ladder Grant: Project TecBeatt--Technology for Bilingual Educators as Teachers and Trainers, Sam Houston State College of Education, 8 February 2000.

PROFESSIONAL ACTIVITIES

Special Projects (Selected since 2007)

- Managing Editor and design/production: *No, Achilles War Poetry*. Ed. James Adams. WaterWood Press: Texas 2015. Second volume of international war poetry, featuring 64 poets.
- Producer: *HIV/AIDS: Knowledge is Power!* A three-part series of informational videos to increase awareness and understanding about prevention and treatment of HIV/AIDS. Features doctors, researchers, advocates and patients answering questions about HIV from their viewpoints. *Know the Facts* focuses on essential information everyone needs to know about HIV; *Know Your Status* stresses anyone can get HIV, so testing is vital. *Living With HIV* gives advice for living the best possible life with the disease. Completed in March 2014; now in distribution.
- Promotion: *HIV doctors, advocates and patients offer facts and personal stories in video series*, Four personalized video presentations with accompanying print packages, presented to groups of HIV researchers and advocates in Zagreb, Croatia, 9-11 July 2013.
- Contributor and Local Facilitator: "Prisoner Soul," BBC Radio Documentary, first broadcast 13 April 2013. Worked with documentary director Vivienne Perry for several months to help locate sources and provided a background interview when the BBC crew was in Huntsville.
- Design and production: *Against Agamemnon, War Poetry 2009*. Ed. James Adams. WaterWood Press: Texas. 2009. Forty-nine poets from all over the world are featured in this anthology of war poems.
- Launch promotion and regional publicity campaign: *Prison City: Life with the Death Penalty in Huntsville, Texas*. Spring 2007.

Current Memberships

- International Aids Society

- International Social Marketing Association
- Texas Folklore Society
- Texas State Historical Association

Committees

Includes proposal and curriculum development for a new graduate certificate degree in Health Communication and Public Relations; search committees for faculty and department chairs, tenure and promotion review; and numerous other department and college committee assignments.

Other

- Seminar certification, *Hands on Video Workshop*, Poynter Institute, St. Petersburg, Florida, 6-9 June 2016
- Seminar certification, *Teachapalooza VI*, Poynter Institute, St. Petersburg, Florida, 10-12 June 2016
- Writing in the Disciplines Workshop, Sam Houston State University, 6-9 May 2013
- Seminar certification, *Teaching Diversity Across the Curriculum*, Poynter Institute, St. Petersburg, Florida, 20-25 May 2007
- Distance Learning Certification, Center for Technology & Distance Learning, The Woodlands, Texas, May 1999
- Faculty internship, *The Houston Chronicle Online*, Summer 1999
- PR/Marketing adviser, Huntsville Arts Commission (Pro Bono), 1998-2001