

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

Department of S 7921f1 0 0 1 252.1 653ig921fienofuq0.ieiof.17(i)TQ.00000912 0 612 792 reW* nBT/F3 12 Tf

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)*

“

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.

Page Legacy Scholar, Co-PI of \$6,000 grant with Dr. Kim Sheehan, University of Oregon,

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

