

Summary of Background: Dennis L. Wilcox, Ph.D.



Professor of public relations and immediate past director of the School of Journalism & Mass Communications, San Jose State University, California. Author of six books. Current titles include Public Relations Strategies & Tactics, 8th edition (Allyn & Bacon), an introductory text used in 350 colleges and universities, and Public Relations Writing & Media Techniques, 5th edition (Allyn & Bacon), which is used in more than 150 educational institutions. Also lead author of Essentials of Public Relations (2001). Co-author of new text, Public Relations: Managing Competition & Conflict, which will be published in mid-2007 by Allyn & Bacon.

Member of editorial board for the Journal of Public Relations Research and the Public Relations Review. Former national board member of the Public Relations Society of America (PRSA), accredited (APR), and an inducted member of the PRSA College of Fellows. Active in the International Public Relations Association (IPRA) and currently elected U.S council representative. Also active in the Arthur W. Page Society (senior communications executives) and the Association for Education in Journalism and Mass Communications (AEJMC). He is past chair of the PRSA Educator's Academy and the AEJMC Public Relations Division.

In 2000, Dr. Wilcox was named one of the top ten public relations educators in the country by PRWeek. In 2005, he received the College of Applied Sciences and Arts award for "Outstanding Scholar." In 2006, he was awarded the Xifra-Heras International Award by the University of Girona in Spain for outstanding contributions to global public relations education. Also, in 2006, he was appointed honorary adjunct professor at the University of Queensland in Australia for a two-year term. Recent major presentations have included the keynote address at the Congress of Latin America Public Relations Professionals in Valparaiso, Chile (2005) and the keynote address at the Pan European Public Relations Congress sponsored by the Ukraine Association of Public Relations (2006) in Kyiv, Ukraine. He also was named a San Jose State University "fellow" at the Salzburg Seminar (Austria) for summer 2006.

Dr. Wilcox was a Fulbright professor at the University of Botswana (1994-95) and has been a visiting professor at Chulalongkorn University (Thailand), Rhodes University (South Africa), and Queensland University of Technology (Australia). He has also served as a visiting USIA professional-in-residence at the Ministry of Foreign Affairs in Estonia. More recently, he has conducted summer study abroad courses for SJSU students in Bangkok (2004 and 2005) and returned to Thailand in early 2007 to conduct a course in conflict and crisis management at Chulalongkorn University. Dr. Wilcox has given professional workshops and university lectures in such diverse nations as Mauritius, Romania, Australia, Singapore, Chile, Argentina, Spain, and the Ukraine. He has also visited Kazakhstan, Georgia, Kyrgyzstan, Azerbaijan, and the Russian Federation as an interviewer of finalists for the U.S. State Department's Muskie Fellowship program.

He has a B.A. degree in international relations from the University of Denver, a MA in journalism from the University of Iowa, and a Ph.D. in mass communications from the University of Missouri's School of Journalism.