

June 4, 2018

Curriculum Vita

Bruce A. Crawley

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Education

Master of Arts, Communications, University of Kentucky, December 1977.

Bachelor of Arts, Telecommunications, University of Kentucky, May 1975.

Teaching Experience

Western Kentucky University, Department of Communication, Instructor,

Fall 2002 – Spring 2016; Instructor II, July 2016 - Present

“Fundamentals of Public Speaking & Communication: Business Emphasis”
(COMM 145)

“Business & Professional Speaking” (COMM 161)

“Fundamentals of Public Speaking” (COMM 145)

“Persuasion” (COMM 346)

University of Kentucky, School of Journalism and Telecommunications, Part-time
Instructor, Spring 1987 – Spring 2002

“Ethics and the Strategic Communicator” (ISC 311)

“Advertising Principles” (JAT 361)

“Advertising Message Preparation” (JOU 481)

University of Kentucky, Department of Communication, Part-time Instructor, Fall 1979 –
Spring 1993

“Introduction to Communication” (COM 101)

“Basic Public Speaking” (COM 181)

Lexington Community College, Department of Communication, Part-time Instructor,
Fall 1989

“Interpersonal Communication” (COM 252)

Transylvania University, Community Education Program, Fall 1986

“Advertising for Results”

Committee Participation & Departmental Service

Member, Departmental Curriculum Revision Committee, incorporating majors in Advertising, Popular Culture, and Public Relations into Department of Communication, January-May 2017

Member, Departmental Instructor Search Committee, June-July, 2016

Member-at-large, University Senate; representing Potter College of Arts & Letters, elected for two-year term beginning Fall 2012

Academic Advising Experience

Western Kentucky University, Department of Communication, Undergraduate Student Advising Coordinator, Fall 2005 – Present (for majors in Communication Studies and Corporate & Organizational Communication)

Committee Participation & Departmental Service

Member/Department of Communication representative, Potter College Academic Advisors' Council

Member, Academic Advising & Retention Center (AARC) Senior Academic Advisor Search Committee, August 2017-March 2018

Advising Awards

University's Faculty Award for Student Advisement, August 2010
Awarded by Western Kentucky University

Faculty Award for Student Advisement ("Advisor of the Year Award"), May 2010
Awarded by Potter College of Arts & Letters, Western Kentucky University

Faculty Award for Student Advisement ("Advisor of the Year Award"), May 2007
Awarded by Potter College of Arts & Letters, Western Kentucky University

Professional Experience

Special Projects Consultant, Earnhart + Friends Advertising, Bowling Green, Kentucky:
May 2005 – May 2009

Weekend Manager, Kentucky Library & Museum, WKU: April 2005 – May 2006

Account Manager / COO, Square One Advertising: December 2000 – August 2002

Owner / President, The Crawley Agency, Inc.: January 1989 – December 2000

Creative Services Director, WLEX-TV, Lexington, Kentucky: March 1985 – August 1988

Creative Director, WKQQ-FM Radio, Lexington, Kentucky: January 1982 – March 1985

News Director/Morning News Anchor, WTKC Radio, Lexington, Kentucky: May 1980
– April 1981

Continuity Director/Production Manager, WTKC Radio, Lexington, Kentucky:
September 1979 – May 1980; WBLG-AM/WKQQ-FM, June 1978 – September
1979

Director of Research, WBLG-AM/WKQQ-FM, 1975

Announcer, WBLG-AM Radio, Lexington, May 1973 – November 1977

Professional Awards

”Addy” Awards, from Lexington Advertising Club

17 Addy’s or Citations of Excellence for local radio, TV, and multi-media commercial
and/or public service campaigns.