

Cliff Shaluta

Professor of Advertising
Western Kentucky University

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Core Disciplines

Account Planning, Branding, Campaigns, Consumer Research, Digital Advertising, Media Planning, Sports Branding, and Sports Sponsorships

Experience

3/11 - present	Member of WKU Graduate faculty
8/05 - 7/17	Coordinator of both AD and PR Programs, WKU
8/00 - 4/05	Coordinator of the AD Program, WKU
4/10 - present	Full Professor, WKU
4/95 - 4/10	Associate Professor of Advertising, WKU
8/89 - 4/95	Assistant Professor of Advertising, WKU
10/95 - 04/97	Columnist, Smokeshop Magazine, NY
1/86 - present	Branding Consultant, adthinktank, BG
9/15 - present	Expert Reviewer, Silvergate Evaluations., MD

Education

MA, communications with a marketing emphasis, Marshall University, WV
BBA, marketing major, Marshall University, WV

Awards

- Invited to participate in the New Media Academic Summits sponsored by Edelman Public Relations since 2007. The conferences have been held in New York, Washington, DC, Stanford University in Palo Alto, CA and most recently at the University of Notre Dame in Chicago. The Summits attract a global audience to focus on emerging communication technologies, such as social media and data analytics.

- One of six national recipients to receive the 2012 Scripps Howard Foundation/Association for Education in Journalism and Mass Communication (AEJMC) Social Media Externship Grant. The six professors spent two-weeks learning first-hand how newspapers and broadcast stations use social media at six different Scripps media properties. The award included a \$3,000 stipend for expenses. I targeted Scripps Networks Interactive (HGTV) and the *News-Sentinel* both located in Knoxville, TN.

See the news announcement: <http://wkunews.wordpress.com/2012/05/17/wku-journalism-faculty-member-receives-social-media-externship/>.

- Awarded a two-week academic fellowship in 2007 from the Advertising Educational Foundation (AEF). Selected as one of 18 academics from a field of over 65 applicants to participate in the fellowship. Spent time in New York City with Young & Rubicam and in Kansas City with VML. The fellowship required major A/V presentations at both Young & Rubicam and VML covering my research on social media.

Teaching Highlights

- Led a team to reorganize the AD Program into two tracks of study called Branding and Interactive Experience Design (IXD). The Branding track is a collaborative effort with the WKU Marketing Department focusing on Integrated Marketing Communications (IMC). The IXD track launched in 2015 and is an exciting blend of consumer research, branding strategy, and digital design.

- Conceptualized and implemented an online portfolio requirement for all AD+PR majors. The online portfolio is called BrandWKU and is now being used to track the progress of majors as well helping students market themselves after graduation.

- Worked with a faculty team to develop a new interdisciplinary graduate concentration in Sport Media & Branding which launched in 2011. As of spring 2017, the exclusively online program has over 100 graduates.

- Conceptualized a new certificate program in multimedia journalism called iMedia. PR faculty member, Ken Payne and I wrote the proposal for curriculum review. The proposal was approved by SJB faculty in May 2008. The original proposal led to funding for the SJ&B Turner Multimedia Professorship. Kerry Northrup now leads the iMedia program.

- Staged WKU Gameathon, a regional video game competition. Advertising and public relations majors helped promote and staff the event. With over 500 people in attendance and 300 competitors, Gameathon proved to be a great learning tool and promotional event for the Ad+PR programs, SJB and WKU. See: <https://www.youtube.com/watch?v=nYONsFIGv44>

- Updated the Advertising curriculum and re-branded the program with a new slogan and the incorporation of core values.

- Developed the *VML Internship Experience*. The WKU Ad Program and VML, a digital advertising firm located in Kansas City, MO, partnered to provide one of our Ad majors with a paid summer internship at the agency for the summer.

- Nominated for the Potter College teaching award for 2007.

Research, Creative or Professional Highlights

Shaluta, C. P., (CD contributor) "Research Methods in Communication." Provided content for the CD packaged with the 3rd edition of the textbook. Northport, AL. Vision Press. June, 2015.

Shaluta, C. P., (chapter author) "Research Methods in Communication." Completely updated Chap. 23 "Research In Advertising" including a new section on web analytics. Northport, AL., Vision Press. 3rd edition published April, 2015.

Shaluta, C.P., (chapter author) "Advertising for the Curious: Why Study Advertising?" Chapter entitled "Time to Rebrand Advertising?" Canberra, Australia, The Curious Academic Publishing. Published February, 2015.

Shaluta, C. P., (consulting) The project included logo design, publication design and website development for FlipCoupons, a new coupon magazined mailed to 35K homes. URL: <http://flipcoupons.com>. Completed 2014.

Shaluta, C. P., (presenter & author) "Gamification of Higher Ed," Kentucky Innovations Conference, Northern Kentucky University. May 17, 2012. URL: <http://adthinktank.com/gamification/>

Shaluta, C. P., (grant app.), "The Next Generation: How tomorrow's teachers view social networking in the classroom." Facebook Digital Citizenship Research Grant. Requested: \$46,230.00. Recognized as one of 50 semi-finalists, but ultimately not funded. September 12, 2011.

Shaluta, C. P., (chapter author) "Research Methods in Communication." Updated Chapter 26 "Research in Advertising" for the 2nd edition. Northport, AL., Vision Press. 1st edition published August 2011.

Shaluta, C. P., (grant app.) "Knight BRITE Initiative," Knight Foundation, Philanthropic Organization. Requested \$439,489.39 for a middle-school on-site initiative to teach students about the risks and rewards of using social media. One of 60 finalists from a total of 2,400 applications, but ultimately not funded. 2010.

Shaluta, C. P., (author) AEJMC submission for Denver conference. "Social Media in the Classroom." Columbia, SC: Association for Education in Journalism and Mass Communication (AEJMC). Published online. 2010.

Shaluta, C. P., (video producer). "Future of Advertising Agencies." The video now have over 23,000 views. See: <http://youtube.com/watch?v=TJkZUS1MxE>. 2010.

Shaluta, C. P., (consulting) Edmonton State Bank. Project for ESB involved an extensive research and branding plan for the regional banking group. The

project included nearly 500 surveys and two focus groups. Completed 2010.

Professional & Public Service Highlights

•Shaluta, C. P., (researcher & project manager) WKYU PBS-NPR Branding Plan. Students from our senior-level, advertising capstone class, worked with WKYU PBS-NPR to develop an integrated communications plan to increase community awareness of the stations. The Primary goal of the project was to increase membership and underwriting revenues for both operations. Utilized 10 students and 12 outside individuals. Completed May 6th, 2013. URL: <http://wkunews.wordpress.com/2013/03/06/ad-public-broadcasting/>.

Shaluta, C. P., (researcher & project manager) Barren River Imaginative Science Museum (BRIMS) Research and Rebranding Project. Students from my senior-level advertising capstone class worked with BRIMS to design, produce and distribute an advertising and public relations campaign to create community awareness for the program to drive their development efforts. Utilized 7 students and 10 outside individuals. Completed May 7th, 2012.

Shaluta, C. P., (researcher & project manager) Research & Rebranding Plan for Foster Grandparents Program, South Central Kentucky. The Foster Grandparents Program matches up seniors with children who have special needs such as abuse, neglect, physical, mental, or emotional disabilities as well as those who are in the juvenile justice system. Utilized 20 students and approximately 50 outside individuals. Estimated 25 hours. Completed May 10, 2012.

Shaluta, C. P., (presenter) "The Future of Advertising." South Central Kentucky Professional Marketing Association. 2010.

University & Departmental Service Highlights

•Serve as AD+PR coordinator, which involves the management of 4 FT faculty, several adjunct professors and approximately 235 majors. Fall 2005 to present.

•Chaired faculty search committee to identify, interview and recruit a new teacher for the IXD track in the AD Program. Fall 2014 - Spring 2015.

•Serve on the School of Journalism and Broadcasting Scholarships Committee, which involves the review of over 200 student applications for financial awards. Fall 2014 to present.

•Manage the AD+PR Professional Advisory Committee, with the goal being to involve industry professionals in the programs and to update there PAC to add new talents as needed. Fall 2000 to present.

•Serve on the School of Journalism and Broadcasting's Tenure & Promotion Committee, which involves the review and guidance to untenured SJB faculty. Fall 1995 to present.

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- Served on a university task force comprised of a number of academic units exploring the use of massive online courses (MOOC's) at WKU. Served from 10/2013 - 5/2014.

- Served on a university infomatics committee comprised of a number of academic units exploring the application of computer technology across different disciplines at WKU. Fall 2011.

- Served as chairman of the recruitment committee for the School of Journalism & Broadcasting. Develop a number of promotional initiatives for the School of Journalism & Broadcasting. Fall 2010 - Spring 2012.

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