

September 8, 2023

Curriculum Vita

**Bruce A. Crawley**

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**Education**

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

Research Thesis: "Measuring the Effects of Radio Air-play on Attitudes Toward Popular Music," Dr. Philip Palmgreen, Chair of Thesis Committee.

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

**Teaching Interests**

Combined teaching experience and professional background support interest in courses in Public Speaking, Business & Professional Communication, and a variety of courses in Advertising.

**Teaching Awards & Acknowledgments**

Honorary Faculty Member, Spring 2018

Awarded by Lambda Pi Eta – WKU Department of Communication Honor Society

Honorary Faculty Member, Spring 2008

Awarded by Lambda Pi Eta – WKU Department of Communication Honor Society

Professor of the Year, Fall 2006

Awarded by WKU Chapter of Phi Eta Sigma National Honor Society

**Teaching Experience**

Western Kentucky University, School of Media & Communication (formerly Department of Communication), Instructor,

Fall 2002 – Spring 2016; **Instructor II, July 1, 2016 - Present**

*Fundamentals of Public Speaking & Communication (Business Emphasis)*

A University Colonnade (general education) requirement, this course explores communication in an organizational setting, with emphasis on developing public speaking skills for this context. Students are evaluated on public presentations, a written proposal/paper, exercises, exams, and quizzes.

Business emphasis is reinforced with key assignments involving business-related topics for their subject matter. Most notably, a research paper applies persuasion in the form of a written business proposal in which the student identifies a problem and proposes a solution. This is followed by a persuasive presentation in which the student delivers the proposal orally.

#### *Business & Professional Speaking*

A University General Education requirement, this course incorporated lecture, class discussion, and other activities to acquaint students with principles and skills necessary for effective presentations in an organizational setting. Students were evaluated on public presentations, exercises and exams. Self-evaluation using video technology was incorporated into the students' key assignments.

Developed a new approach for teaching this course, subtitled "The Idea Factory," conceptualized in Spring 2003, first taught in Summer 2003, and upon review, continued in subsequent semesters. In an on-going simulation, the three key presentation assignments of the course were interrelated. Students first engage in appropriate research and deliver Informative Presentations to the entire class on topics of potential interest to would-be entrepreneurs. Assigned to teams, students next develop Persuasive Presentations for the purpose of proposing to their teammates an idea for a new business which they might consider launching as a team. Working together applying relevant principles of Group Decision-Making, teammates choose one business concept. Finally, in a climactic Team Presentation, they propose their concept to the rest of their classmates (who are to be treated as potential investors). The team generating the most Investment Votes from classmates earns significant bonus points for their final course grade. Throughout the course, special emphasis is placed on the benefits of thinking creatively.

#### *Fundamentals of Public Speaking*

A University General Education requirement, this basic public speaking course introduces students to principles vital for effective public communication, and incorporates those principles in a series of speaking assignments covering a variety of types of speeches.

#### *Persuasion*

This upper division Communication course focused on theories of persuasion, with a particular emphasis on knowledgeable consumption of persuasion in contemporary American culture. Students were evaluated with tests and a series of mini-papers which required student engagement outside the university setting.

### *Related Activities*

Interview, WWHR-FM Radio (WKU student-run radio station), “Panel Reports” program, on topic of Communication Apprehension, February 19, 2019  
Volunteer Assistant, John Lyne Speech Contest, Spring 2018, 2019, 2021, 2022  
Volunteer Judge, John Lyne Speech Contest, Fall 2018  
Coached students to finals of department-sponsored public speaking competition (business/professional division):  
Heather Forney – 2<sup>nd</sup> place – Spring 2022  
Elizabeth Lackey – 2<sup>nd</sup> place – Fall 2019  
Ben Carroll – 1<sup>st</sup> place – Spring 2016  
Tyler Scaff – 1<sup>st</sup> place – Fall 2013  
Fiona Martin – 2<sup>nd</sup> place – Spring 2012  
Ethan Gibson – 3<sup>rd</sup> place – Spring 2012

### *Committee Participation & Departmental Service*

Member, Undergraduate Curriculum Committee, Communication, on-going  
Member, Potter College Search Committee for position of Student Services Coordinator (Merrall Price, chair), January 11, 2021, until position was filled  
Member, Department of Theater & Dance Promotion Committee for applicant for rank of Instructor II, Fall 2019  
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  
Chair, Committee for Development & Proposal of a Departmental Program for Undergraduate Student Recruitment  
Assistance with Development of Advertising Materials for Various Departmental Events  
Business & Professional Speaking Course Review  
Evaluator of Student Speeches for General Education Assessment Projects  
Department of Communication Representative to Student Recruitment Events (both on and off campus)  
Communication Lab (Communication Success Center) Exploration & Development Proposal for Department Head  
Participant in Strategic Plan Development  
  
Co-Panelist, Kentucky Communication Association Conference, Fall 2003, Panel Discussion: “Objective-Setting in the Basic Course”  
  
Member-at-large, University Senate; representing Potter College of Arts & Letters, elected for two-year term beginning Fall 2012

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

*Ethics and the Strategic Communicator*

Required for Integrated Strategic Communications (Advertising/PR/Direct Marketing) majors, this course incorporated lectures, class discussions and written projects to provoke student awareness of and sensitivity to ethical issues in advertising, public relations and direct marketing. Emphasis was placed on applying a model to resolve ethical dilemmas.

*Advertising Principles*

Required for Integrated Strategic Communications majors, this course introduces students to the advertising profession, organized by the traditional divisions within a full-service advertising agency. Emphasis was placed on students' learning of terminology and processes essential for developing a campaign. Taught by lecture, written projects and exams; other area professionals were also invited as guest speakers on selected special topics.

*Advertising Message Preparation*

This course surveyed historical perspectives on creative strategy, and taught methods of strategic thinking ranging from client/product analysis to development of creative platforms and positioning. It engaged students in applying these principles for development of creative for a variety of media. Preparation of a multi-media campaign for an assigned client was the final project.

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

*Introduction to Communication*

Emphasizing communication as a process, this survey course was organized by various communication contexts – intrapersonal, interpersonal, small group, organizational and mass. Taught by lecture, written exercises and exams.

*Basic Public Speaking*

Building on principles of communication theory surveyed, this course led students through development, preparation and presentation of a series of informative and persuasive speeches. Organization, listening and developing an ability to fairly evaluate others' speeches were also emphasized. Besides their own speeches, students were required to demonstrate learning by applying concepts in a written critique of a department-approved speech outside class.

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

*Interpersonal Communication*

Topics such as communication process, perception, nonverbal communication, responsive listening, and degrees of interpersonalness were addressed. Students participated through discussion, written and oral projects, and exams.

Transylvania University, Community Education Program, Fall 1986

*Advertising for Results*

Team-taught with another advertising professional, this course was created and organized by the instructors to help local business people better understand and implement an effective advertising program. Topics addressed included adopting a consumer's perspective, developing a positioning concept, evaluating media strengths and weaknesses, roles of creative and media in an overall program, and developing a budget for advertising. Transylvania chose to feature this course in their promotion of the Community Education program with a 30-minute question-answer style program on local cable television.

### **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

### **Advising Experience**

Western Kentucky University, School of Media & Communication (previously  
Department of Communication), Undergraduate Student Advising Coordinator, Fall 2005  
– Present

Developed program for academic advisement of undergraduates in Department of Communication; and assumed responsibility for all academic advising of Corporate and Organizational Communication Majors, Communication Studies Majors, and Communication Studies Minors. Role includes analysis of interactive degree auditing documents for all advisees, and initiating additional paperwork as needed to insure efficiency of progress toward graduation.

### *Related Activities*

Advisor, representing Communication programs at Majors/Minors Fair  
Advisor, representing Department of Communication at freshman orientation  
(TOP, previously ATP), on-going  
Attended National Academic Advising Association (NACADA) Region 3 Drive-  
In Conference, Western Kentucky University, May 2006; Topic:  
“Academic Advisors as Leaders in Student Engagement.”  
Member, *ad hoc* DARS (“iCAP”) Advisory Committee to the Registrar  
Recipient, “Master Advisor Certificate,” program sponsored by WKU Academic  
Advising & Retention Center, May 2008  
Advisor, representing Potter College of Arts & Letters at “ATP on the Road,”  
in Lexington, KY, May 2009; in Louisville, KY, May 2010

### *Committee Participation & Departmental/WKU 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

## **Professional Experience**

*Special Projects Consultant, Earnhart + Friends Advertising: May 2005 – May 2009*  
Provided several forms of assistance to general, full-service advertising agency, including  
public relations program planning, marketing research consultation and design, print and  
broadcast copywriting, strategic plan development for clients, and consultation on various  
aspects of agency business operations.

*Weekend Manager, Kentucky Library & Museum, WKU: April 2005 – May 2006*  
Oversaw museum exhibits and gift shop during standard weekend operations and after-  
hours special events (receptions, meetings, guest speakers, etc.). Duties included  
supervision of student worker staff, personally staffing reception area, reconciling cash  
drawer, responding to WKU Welcome Center inquiries, interacting with bus tours of the  
WKU campus, opening and closing/security of facilities.

*Account Manager / COO, Square One Advertising: December 2000 – August 2002*  
Responsible for all aspects of operation of full-service advertising agency, and servicing  
of advertising account of parent company, FasFlo, Inc. Duties included client relations,  
creative and media strategies, copywriting, production supervision, and media planning  
and placement. Clients included retail and service businesses, community banks and  
lending institutions, governmental agencies, and clinical drug research companies.  
Typical campaigns may involve use of print, radio, TV/cable, collateral, and/or outdoor  
media.

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

A general full-service advertising agency, where responsibilities included all of the above, with additional responsibilities for client invoicing and overall financial management of the business.

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

Worked directly with station clients, developed, wrote and supervised production of commercials; served as liaison between station production and sales departments; assisted with development of some sales promotional materials.

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

Developed and wrote commercials and speculative annual radio campaigns for station advertisers and prospects, supervised full-time copywriter and multiple interns, assisted with management of internal trafficking of commercials.

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

Anchored Morning Drive Newscasts, covered and wrote local news with emphasis on local government beat.

*Continuity Director/Production Manager, WTKC Radio, Lexington, Kentucky:*

*September 1979 – May 1980; WBLG-AM/WKQQ-FM, June 1978 – September 1979*  
Wrote radio commercials for station clients, managed flow of commercial production, assisted with internal trafficking.

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

Developed and conducted a multi-week survey and analysis of local radio listening habit and station awareness; supervised part-time co-worker.

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

Regular part-time on-air announcing, substitute news anchoring

## **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.