

**THE PUBLIC RELATIONS SOCIETY OF AMERICA**  
**2011 CANDIDATE APPLICATION FORM**  
**Leadership Assembly Delegate Position**

Officers and directors will serve concurrently on the PRSA Board

**ABSOLUTE APPLICATION DEADLINE IS MONDAY, JUNE 13, 2011, 5 P.M.**  
(in the time zone in which the candidate resides)

**When you submit your application electronically, you will receive an automated e-mail confirmation within the hour.**  
If you do not receive this automated e-mail it is your responsibility to contact PRSA  
at [nomcomm@prsa.org](mailto:nomcomm@prsa.org) or 212-460-1403 to confirm receipt of your application.

A list of candidates seeking each position will be posted on the PRSA Web site along with each candidate's work address, organizational affiliations and any professional credentials (APR, Fellow, etc.). All other information, except personal contact information and the information contained in Section E ("Legal, Regulatory and Other Matters"), will be posted in the MemberNet section of the PRSA Web site. It is the candidate's responsibility to ensure that all information submitted in this application - such as dates, awards, etc. is true and accurate. Candidates are urged to proofread their applications carefully as changes and corrections are not permitted after the applications are posted on the PRSA Web site. All information must be typed. Please submit the application electronically for posting on the PRSA Web site.

<b>Last Name</b>	<input type="text" value="Wise"/>	<b>First Name</b>	<input type="text" value="Kurt"/>	<b>Middle Initial</b>	<input type="text" value="A"/>
<b>PRSA Designation</b>	<input type="text" value="APR"/>	(APR, Fellow PRSA)			
<b>Company</b>	<input type="text" value="Quinnipiac University"/>				
<b>Title</b>	<input type="text" value="Associate Professor and Chair, Public Relations Department"/>				
<b>Address 1</b>	<input type="text" value="275 Mount Carmel Avenue"/>				
<b>Address 2</b>	<input type="text" value="SB-MCM"/>				
<b>City, State, Zip</b>	<input type="text" value="Hamden, CT 06518"/>				
<b>What is your organization?</b> (e.g., public relations agency, solo practitioner/counselor, corporation, association, university, etc.)	<input type="text" value="University"/>				
<b>Work Telephone</b>	<input type="text" value="203-582-3807"/>	<b>Work E-Mail</b>	<input type="text" value="kurt.wise@quinnipiac.edu"/>		
<b>PRSA District</b>	<input type="text" value="Northeast"/>				
<b>PRSA Chapter Membership(s)</b> (Dates, Chapter Name)	<input type="text"/>				
<b>PRSA Section Membership(s)</b> (Dates, Section Name)	<input type="text" value="PRSA Health Academy, 2003"/>				
<b>Date Joined PRSA</b>	<input type="text" value="1991"/>				

**Section B: Activity Record.** Please fill in the date of service, name of Chapter/District/Committee/Task Force, etc. as well as leadership position(s) held. Contact PRSA Headquarters for assistance if you are unsure about certain dates of service.

*(Example: 2000-2001 - New York Chapter - President)*

**PRSA Accredited**

1996

**PRSA Fellow**

**Chapter Officer/Board  
and other Leadership  
Positions**

**District Officer**

**National Section  
Chair/Officer**

Executive Committee of PRSA Health Academy since 1993

**Voting Assembly  
Delegate**

**National Committee/  
Task Force/Advisory  
Board Chair/Co-Chair/  
Member**

**National Board  
Officer/Member**

**Other**

## Section C: Professional Background

### 1. State the professional positions you have held in the field of public relations (with dates) listing the most recent first.

#### Academic:

Associate Professor and Chair, Public Relations Department, Quinnipiac University 2007-present (Hamden, CT).  
Responsible for leading a department of six full-time and six part-time faculty. Specific responsibilities include strategic planning to support and strengthen undergraduate and graduate public relations programs; serving as an advocate for students, faculty and the department; managing the departmental budget; assessing departmental degree programs and courses to ensure consistency with desired learning and performance outcomes; recruiting and hiring full-time and adjunct faculty; directing faculty review, reappointment, promotion, tenure and termination processes; providing mentoring and leadership to enhance faculty development; developing course schedules and assigning faculty teaching schedules; preparing annual reports of departmental activities/accomplishments; representing the school and department at open houses, orientations and other internal and external functions; academic advising.

Courses taught: Principles of Public Relations; Public Relations Campaigns; Healthcare Public Relations; Crisis Management; Issues Management in Healthcare (graduate).

Assistant Professor of Public Communication and Public Communication Track Coordinator, DePaul University 2002-2007 (Chicago, IL).

Served as faculty member in the Public Communication Track and graduate program in public relations and advertising. As track coordinator (2003-2007), responsible for leading a department of five full-time and three part-time faculty in public relations and advertising. Specific responsibilities included managing day-to-day administrative track functions, course scheduling, curriculum development, adjunct faculty hiring and academic advising. Courses taught: Public Relations; Bioterror and Communication; Public Relations Campaigns; Health and Public Relations; Non-Profit Fund-Raising in Chicago; Public Relations Theory (graduate).

Assistant Professor of Public Relations, Quinnipiac University 2001-2002 (Hamden, CT).

Served as faculty member in the Department of Public Relations. Responsible for teaching, scholarship and service activities. Courses taught: Introduction to Public Relations; Introduction to Mass Media.

Adjunct Instructor, College of Journalism and Communications, University of Florida 2000 (Gainesville, FL).

Courses taught: Introduction to Public Relations.

Instructor, Department of Communication, Virginia Polytechnic Institute & State University 1999-2000 (Blacksburg, VA).

Courses taught: Public Relations Writing & Editing; Case Studies in Public Relations.

Visiting Assistant Professor, Southern Methodist University 1998-1999 (Dallas, TX)

Served as faculty member in the Public Relations Department in the Center for Communication Arts. Courses taught: Public Relations Management; Principles of Public Relations; Health Care Public Relations; Environmental Policy and Public Relations; Mass Media & Society.

Teaching Assistant/Ph.D. Student, University of Maryland 1996-1998 (College Park, MD).

Courses taught: Mass Media Writing; Public Relations in Health Care (graduate).

Adjunct Professor, Indiana University Spring/Summer 1987 (Bloomington, IN).

Courses taught: Public Relations in a Democratic Society; Electronic Newsgathering.

Professional Experience

#### Non-Academic:

Public Relations Director, Cook Incorporated, 1995-1996 (Bloomington, IN)



**2. Please give examples of your leadership within PRSA or other professional organizations.**

I have been on the Executive Committee of the PRSA Health Academy since 2003. I originated the Quinnipiac University/PRSA Health Academy Paper Competition. Each year academics submit papers on various topics in healthcare such as hospital or pharmaceutical public relations. Judges review the submissions and the author of the winning paper presents the work at the annual Health Academy Conference. Quinnipiac University is one of the sponsors of the Health Academy Conference.

### 3. List educational degrees, certifications, awards and honors you have received.

Ph.D., Mass Communication, University of Maryland (College Park), 2002.

Dissertation title: Public health body/strategic constituency relationships: linking public relations processes and organizational effectiveness at a state health department.

James Grunig, Ph.D., dissertation advisor.

M.A., Telecommunications, Indiana University (Bloomington), 1989.

B.A., Telecommunications/Speech Communication, Indiana University (Bloomington), 1980. Graduation with distinction, Phi Beta Kappa.

**Please insert brief biographical profile (400 words or less).** Please provide a recent full color photo of yourself in a separate JPEG attachment. Your photo should be a current, professional-quality headshot, suitable for publication.



Image Field


Kurt Wise, Ph.D., APR, is Associate Professor and Chair of the Public Relations Department in Hamden, Connecticut. He teaches graduate and undergraduate classes specializing in healthcare public relations. Wise has also taught public relations at Southern Methodist University, Virginia Tech, the University of Florida and DePaul University. His work has been published in leading public relations journals including Public Relations Review, the Journal of Public Relations Research, and the Journal of Communication in Healthcare. Before coming to academe Wise served in public relations management positions in the political, gaming, natural resources, and medical device manufacturing fields.

## Section D: Authorization

### 1. Please consider me a candidate for nomination for the position of:

Assembly Delegate-at-Large (1-year term)

I have received and read the duties and responsibilities of the position checked above and will agree to expend the time and money required to serve if I am nominated by the Committee and elected by the Assembly on October 15, 2011.

  
Signature

Date 06/11/11

**(Signature required.** If you do not have an electronic signature, please write your name on a separate piece of paper and e-mail, fax or mail a hard copy to the Nominating Committee, PRSA, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038. Fax: 212-460-5900. E-mail [nomcomm@prsa.org](mailto:nomcomm@prsa.org). PRSA staff will insert it in your application.

## Position Statement

*Please limit your response to 500 words. Any portion of your response in excess of 500 words will not be shared with the Nominating Committee and will not be posted on the PRSA Web site.*

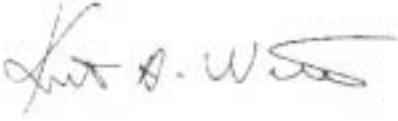
**Assembly Delegates are an important part of PRSA's leadership structure. How would you approach this role before, during and after the Assembly to ensure you represent at-large members well?**

I believe in a relational view of public relations and would follow sound relational principles in carrying out my duties as Delegate. I would consider myself a voice for those members who do not reside or work in a Chapter area. The concerns of these members must be taken into account before voting on agenda items at the Assembly. If themes are revealed during communication with members who do not reside or work in a Chapter area, these themes must be addressed before the agenda for Assembly is developed. During Assembly, I would make certain to keep the opinions of these members in mind when voting on each issue. After Assembly, all members with whom I had been in contact deserve, and would receive, an explanation of Assembly activity about which they had expressed interest or concern.



## Candidate Attestation

I attest that, to the best of my knowledge, the information contained in this application is true and accurate and contains no significant omissions. I understand that the details of the deliberations and votes about any specific candidate or office in the PRSA nominating process are confidential, and I pledge to maintain that confidentiality. I acknowledge that submitting an application with inaccuracies or omissions, revealing confidential information known by me, or repeating confidential information provided by others, is a breach of the PRSA Member Code of Ethics. In addition, I acknowledge that if such a breach occurs, the Nominating Committee may refuse to consider my candidacy.



Signature

Date 06-11-11

***(Signature required.*** If you do not have an electronic signature, please write your name on a separate piece of paper and e-mail, fax or mail a hard copy to the Nominating Committee, PRSA, 33 Maiden Lane, 11<sup>th</sup> Floor, New York, NY 10038. Fax: 212-460-5900. E-mail [nomcomm@prsa.org](mailto:nomcomm@prsa.org). PRSA staff will insert it in your application.