

Kirk Hallahan

Contact Information

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Education and Professional Designations

Ph.D. Mass Communications, University of Wisconsin-Madison, 1995. Minor: Business.

M.A. Journalism, University of Wisconsin-Madison, 1974. Attended 1971-72.

B.A. Mass Communications, University of California, Los Angeles (UCLA), 1971. Magna cum laude. Elected to Phi Beta Kappa. Named Regents Scholar upon admission.

Fellow, Public Relations Society of America, 1995; PRSA Accredited, 1978.

Academic Experience

Professor Emeritus, Department of Journalism and Media Communication, Colorado State University, Fort Collins, CO USA 80523-1785.

Full professor 2007-2017; associate professor 2001-2007; assistant professor 1996-2001.

Faculty Coordinator, Communication Management Program, Denver, 1998-2003.

Special Assistant to President for Strategic Planning, 2005-2006 (part-time assignment)

CSU Faculty Council (Academic Senate): Executive Committee, 2000-2002. Chair,

Strategic & Financial Planning Committee, 2003-2004; Vice Chair, 2006-2007;

Parliamentarian, 2007-2008.

University Grievance Officer, 2009-2015 (part-time assignment)

Taught a variety of public relations courses, including introductory, practices and case study/capstone courses as well as graduate seminars related to digital PR, issues and crisis management, and emergency and disaster communications. Developed, taught new courses on digital promotion management and social media management. Also taught advertising, graduate research methods, research design, and graduate seminars on managing communication systems, health/public communication campaigns (social marketing), and cross-disciplinary strategic communications. Team-taught large-lecture freshman mass media in society course. Continue to teach history of media (online).

Assistant Professor, School of Communication, University of North Dakota, 1993-1996.

Lecturer, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1991-1993 (part-time during graduate school)

Senior Lecturer, Public Relations Sequence, School of Journalism, University of Southern California 1977-84 (part-time evenings)

Courses taught at these schools included PR principles, methods and cases, community relations, newswriting, campaigns, marketing PR, and graduate research methods.

Professional Experience

Vice President-Public Affairs, Coast Federal Bank, FSB, (later acquired by Washington Mutual/J.P. Morgan Chase), Los Angeles, October 1989-August 1991.

Senior Vice President-Public Affairs and Communications, California League of Savings Institutions (trade association), Los Angeles. April 1984-October 1989.
Vice President-Public Relations, California Federal Savings and Loan Association (later California Federal Bank and acquired by Citibank), Los Angeles. January 1979-April 1984.
Account Supervisor, Harshe-Rotman & Druck, Inc., Los Angeles (now Ruder Finn), February 1972-January 1979.

Research and Publications

Interests: Strategic communication (including cross-disciplinary practices and role in society and culture), online public relations/digital promotion management, issues/crisis management, media theory.

Publications: More than three dozen refereed and invited articles and chapters in scholarly journals and books and 20 conference presentations, plus various book reviews and professional articles. Wrote short textbook, *The Consequences of Mass Communications* (McGraw-Hill). Completing book on John D. Rockefeller Jr.'s response to the 1913-1914 Colorado coal strike.

Co-founding Editor and Editorial Board Member, *International Journal of Strategic Communication*.
Advisory Editor, *Encyclopedia of Public Relations* (Sage), 2014 and 2005
Associate Editor, *International Encyclopedia of Strategic Communication* (Wiley-Blackwell), 2018
Editorial Board Memberships: *Public Relations Review*, *Journal of Public Relations Research*

Awards and Honors

Academic

PRSA Outstanding Educator Award, 2010.
suPRstar Award, AEJMC Public Relations Division, 2009
Pathfinder Award, Institute for Public Relations, 2007
Jackson, Jackson & Wagner Behavioral Science Prize, PRSA Foundation, 2001

Academic Service

Colorado State Oliver N. Pennock Distinguished Service Award, 2015

Professional

PRSA Colorado Chapter Swede Johnson Lifetime Achievement Award, 2005
PRSA-Los Angeles Chapter Professional of the Year, 1988
Maggie, Western Magazine Publishers Association Best Overall Consumer Publication, 1983
PRSA Silver Anvil, 1974 (Black Toys for Christmas promotional program for Shindana Toys)

Online Resources

Website: <http://hallahan.info/> (Research page includes publications list, full curriculum vitae, an extended professional narrative, and hyperlinks to principal research publications. Other tabs provide links to teaching materials and other research about family genealogies, Colorado coal strike, and publicity.)

Google Scholar Citations: <https://scholar.google.com/citations?user=eiqOWcoAAAAJ&hl=en>.