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(Dean of CoMC, 2013-2023)

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BIOGRAPHY

David D. Perlmutter is a professor in the College of Media & Communication (CoMC) at Texas Tech University. He received his B.A. ('85) and M.A. ('91) from the University of Pennsylvania and his Ph.D. ('96) from the University of Minnesota. He is the son of two professors and so likes to think of academia as his "family business." Perlmutter has been described by a *Chronicle of Higher Education* editor as a "household name among American professors" because of the widespread readership of some two decades of his writings on academic careers and higher education processes for the *Chronicle* and other publications. His previous leadership positions include Dean of CoMC for ten years and director of the School of Journalism and Mass Communication, University of Iowa (2009 to 2013) and associate dean for graduate studies.

His administrative achievements and metrics include co-designing several Ph.D. programs and supervising both professional- and thesis-track M.A. programs, on campus, online, and at distance locations, and an innovative Fundraising & Philanthropy Communication undergraduate certificate program (at Iowa). At Texas Tech, his college has seen unprecedented growth in all metrics, including diversity, rank of admitted students, graduate and undergraduate enrollment, offsite and online offerings, retention and graduation rates, grant applications, and multidisciplinary research partnerships. The college achieved its 2025 federal sponsored research funding goals in fall 2020. Also in 2020, the college exceeded its private-giving target. CoMC was rated the highest ranked research unit at TTU among all units, including the humanities, social sciences, and STEM, by the Global Ranking of Academic Subjects (Shanghai Index). The online master's program that CoMC started became the fastest growing graduate program in the history of Texas Tech. The college has achieved among the highest rates of retention and lowest times to degree for undergraduate students. CoMC started unique teaching partnerships with the Rawls College of Business and Texas Tech University Health Sciences Center's School of Nursing. Perlmutter was consistently rated among the highest performing deans in the university by his faculty in the annual Faculty Senate survey. Perlmutter chaired the TTU search committees for successful hires of provost and three college deanships (Arts & Sciences, Libraries, Visual and Performing Arts).

Perlmutter is the author or editor of ten books on international journalism, political communication and persuasion, new media technologies, and higher education published by, among others, Palgrave, Oxford, and Harvard University Press. He also published several dozen research articles for academic journals. He was co-principal investigator for about $800,000 in grants through the Kansas Transportation Institute. At Louisiana State University, he edited a political communication book series and won two faculty awards, including the main campus-wide award for research, teaching, and service. He has been twice elected to chair the research committee of the Association for Education in Journalism and Mass Communication (AEJMC), one of his field's leading professional associations.

For public engagement, Perlmutter ran several prominent programs at the Dole Institute of Politics at the University of Kansas. He served on the board of two university book presses. He also wrote a feature on "Managing with Millennials," dealing with generational challenges in the workplace, for a business magazine. Perlmutter has been interviewed by most major news networks and newspapers, from the *New York Times* to CNN and ABC, and was a featured guest on "The Daily Show." He was a keynote speaker at varying interdisciplinary and interprofessional venues such as a *New England Journal of Medicine* conference on medical education of the future, a U.S. State Department tour of Europe, the annual meeting of the major association for retired and emeritus faculty, and many promotion-and-tenure workshops at other universities. He regularly speaks at industry, academic, and government meetings and runs workshops on personal and institutional branding via social media, visual persuasion, and higher education issues including fundraising. He has served as an executive coach for universities and hospitals.

He has been recognized for his leadership. In 2018, Perlmutter was bestowed with the Texas Tech President's Excellence in Gender Equity Award for advancing gender diversity, inclusion, and equity in his college. In 2017, he was elected vice president of AEJMC by the membership and served a term as president in 2019–2020. In 2021, he was the keynote speaker for the National Conference of Academic Deans.

PROFESSIONAL EXPERIENCE—ADMINISTRATIVE

Dean, College of Media & Communication, Texas Tech University, July 1, 2013-July 3, 2023

Director, School of Journalism and Mass Communication, University of Iowa, July 1, 2009-June 30, 2013

Associate Dean for Graduate Studies & Research, William Allen White School of Journalism & Mass Communications, University of Kansas, July 2006-June 2008

Senior Fellow, Reilly Center for Media & Public Affairs, LSU [Editor, LSU Press and Reilly Center politics@media book series], January 2000-May 2006

Board member, American Association of Political Consultants (AAPC), January 1998-2000. Created and hosted first AAPC Academic Outreach National Conference, November 1999

(Interim) Associate Dean for Graduate Studies & Research, Manship School of Mass Communication, Louisiana State University, January-July 2000

Area Head for Political Communication track, Manship School of Mass Communication, Louisiana State University, 1997-2001

ADMINISTRATIVE & LEADERSHIP KEY ACCOMPLISHMENTS (LSU, KU, IOWA, TTU)

Administrative, Leadership, and Improved Governance
- As of 2019, CoMC is rated 39th in the world for communication research by the (Shanghai) Global Academic Research Index Ranking – up from between 51 and 75 in the previous year (the college was not on the top 300 list in the years before 2017). For three years in a row, CoMC has been rated the highest research productivity unit in the Texas Tech system.
- Development of a strategic teaching partnership with the Rawls College of Business. All 4,000+ business students now take two Business and Professional Communication Class from CoMC.
- Development of a strategic teaching partnership with the TTU Health Sciences Center School of Nursing. All pre-nursing students, as of fall 2017, take a required Health Communication for Health Practitioners class from CoMC.
- Development of a partnership with then Division of Institutional Diversity, Equity, and Community Engagement to start annual summer camps for junior high and high school students interested in Sports Media and Digital Game Design ("Minecrafter").
- Development and expansion of the newly named Department of Journalism & Creative Media Industries to add concentration in movie and television production and interactive gaming.
- Growth in faculty and staff:
  - ✓ Full-time faculty increased 29%, from 55 in fall 2015 to 71 in fall 2020.
  - ✓ Number of faculty classified as under-represented minorities increased from 43% from 14 in fall 2015 to 20 in fall 2020
  - ✓ Full-time staff increased 41%, from 27 in fall 2015 to 38 in fall 2020.
  - ✓ Creation of new staff lines to support recruitment/retention, research, marketing, technology, and growth in administrative processes and to meet the demands of growing technology support for classrooms, faculty, and staff.
- Created the College Management Committee to improve governance and oversee the college's administrative and academic needs. The Management Committee meets weekly and addresses all concerns for the college. Each area of the college is represented, from fundraising to advising to individual departments and centers. The Committee includes faculty, staff, and administrators.
- Created a college Strategic Financial Planning team to oversee all college financial affairs to ensure fiscal responsibility for the college and compliance for all TTU policies.

- Created a new, elected Dean's Faculty Council Committee that meets monthly with representatives of the faculty to formally discuss any issues within the college.
- Created a College Operations Committee that meets monthly and focuses on operating procedures and any relevant mechanisms in the college for their successful implementation.
- Instituted a Dean's Leadership Academy in fall 2015 to provide transparency and training of faculty for college processes.
- Created a new Dean's Student Ambassadors program to represent CoMC in the areas of recruitment, retention, peer-to-peer tutoring, and undergraduate student satisfaction.
- Creation of a new CoMC Institutional Effectiveness Committee to support TTU's response to strengthen institutional effectiveness as part of SACSCOC accreditation.
- Worked with the Management Team to strengthen the college's core curricula and identify the best "front porch" courses to improve recruitment and retention efforts.
- Created new faculty administrative positions to meet the growing needs of the college, e.g., Associate Dean for Undergraduate Affairs, Associate Dean for Research, and Associate Dean for Faculty Success & Inclusion.
- In 2017, the college reviewed and developed a new strategic plan not only to align with the university's strategic plan but also to develop a guide that would assist the college in building on its successes. Looking ahead to 2025, the college's new strategic plan will strive to augment research, scholarship, and creative activity; continue to develop partnerships with local, regional, national, and global communities to stimulate creativity, innovation, and social/economic development; and expand the college's departments, units, and programs to meet the needs of a growing, diverse student population.
- Creation of a new Department of Professional Communication in 2018 approved by the Texas Higher Education Coordinating Board effective September 20, 2018 – to offer a new "general studies" degree and focus on business and professional communication classes.
- Established a Crisis Response Task Force consisting of faculty and staff in response to concerns about the COVID-19 pandemic and address various concerns regarding online teaching, safety of faculty, staff, and students, and the impact upon student recruiting and retention.
- Creation of a Diversity Action Plan Committee to address diversity and inclusion concerns and prompt awareness for faculty, staff, and both undergraduate and graduate students.
- Creation of a college Space Committee consisting of faculty and staff to address growing space concerns for the college in terms of expanding teaching needs.

OVERALL RECORD OF ADMINISTRATIVE & LEADERSHIP ACCOMPLISHMENTS

These unit achievements occurred during Perlmutter's time as an administrator at Louisiana State University [LSU] (Interim Associate Dean for Graduate Studies, area head of an academic sequence, book series editor), the University of Kansas [KU] (Associate Dean for Graduate Studies), the University of Iowa [UI] (Director of a school), and now his ongoing tenure as Dean of the College of Media & Communication at Texas Tech University [TTU].

Note: Some items fall under multiple categories.

Programs and Centers Created, Realigned, or Enhanced
- *TTU:* Creation of a new Department of Professional Communication in fall 2018.
- *TTU:* Development and expansion of the newly named Department of Journalism & Creative Media Industries.
- *TTU:* Launched the fastest growing online graduate program in the history of Texas Tech. The online M.A. in Strategic Communication and Innovation serves alumni, off-campus students, and working professionals. Enrollment hit more than 100 full-time students in fall 2017 – the first year of the program.

- ***TTU:*** Creation of a state-of-the-art "Ideation Lab – Think Tank" with innovative technology providing students, at all levels, opportunities for real-world application and hands-on training.
- ***TTU:*** Development of five new undergraduate certificate programs aimed at students with multidisciplinary interests: Sports Media, Entertainment Media, Pastoral Communication, Spanish Bilingual Professional Communication, and Research Methods.
- ***TTU:*** Development of three new graduate certificate programs: Communication for Center Directors, Advanced Digital and Social Media, and STEM Leadership Communication.
- ***TTU:*** Development of a new B.A. in Digital Media & Professional Communication launched fall 2018, aimed at students wanting to design their own communications major.
- ***TTU:*** Development of a new B.A. in Creative Media Industries (replacing the Electronic Media track) launched fall 2017.
- ***TTU:*** Development of an innovative residential 2+2 community college program in Dallas/Waco, allowing students to continue to live and work in those areas and complete a four-year degree program at Texas Tech CoMC.
- ***TTU:*** Initiated core curriculum changes in fall 2016 to allow students to take more courses within their major and across the curriculum to better prepare them with marketable skills. This change resulted in a 45% increase in undergraduate SCH, from 25,413 in fall 2016 to 36,767 in fall 2020.
- ***TTU:*** Development of a strategic teaching partnership with the Rawls College of Business Administration. All 4,000+ business students now take two Business and Professional Communication classes from CoMC.
- ***TTU:*** Development of a strategic teaching partnership with the TTU Health Sciences Center School of Nursing. As of fall 2017, all pre-nursing students take a required Health Communication for Health Practitioners class from CoMC.
- ***TTU:*** Development of a partnership with the Division of Diversity, Equity & Inclusion to start annual summer camps for junior high and high school students interested in Sports Media and Digital Game Design ("Minecrafter").
- ***TTU:*** Successfully integrated Student Media (*Daily Toreador* newspaper and *La Ventana* yearbook) into the CoMC in summer 2017.
- ***TTU:*** Successfully merged the Department of Communication Studies and the Forensic Debate Team into the CoMC in January 2015.
- ***TTU:*** Worked with the Management Team to strengthen the college's core curricula and identify the best "front porch" courses to strengthen recruitment and retention efforts.
- ***TTU:*** In 2019-2020, reorganized the Office of Advising to the Office of Advising & Recruiting and created the Center for Recruiting & Engagement, enhancing the college recruiting and retention efforts.
- ***TTU***: In 2020, created a new web page for Diversity, Equity & Inclusion on the college's website. This new page encourages the unique voices and creative ideas of our faculty, staff, and students by fostering a collaborative and inclusive environment online.
- ***TTU:*** Received approval in 2020 to offer three master's degrees both face-to-face and via online delivery at Austin College in Sherman, Texas.
- ***TTU:*** Received approval in 2021 to offer the college's Bachelor of Arts degree with a program in Digital Media & Professional Communication through off-campus, face-to-face, and via online delivery at both TTU at Highland Lakes in Marble Falls, Texas, and TTU at Fredericksburg in Fredericksburg, Texas.
- ***UI:*** Innovator of the nation's first Fundraising & Philanthropy Communication undergraduate certificate program.
- ***LSU:*** Developed and served as first editor of a book series at LSU Press.
- ***LSU:*** Co-wrote the plan for a new Ph.D. program, 1996-2000.

Growth in Enrollment and Semester Credit Hours

- ***TTU:*** When Perlmutter became dean at CoMC in summer 2013, enrollment was flat or dipping. He instituted a complete rebranding of the college and its majors, identified target audiences (middle and

high school students, parents, high school guidance counselors, and potential graduate students), and created a new marketing and recruiting team and mission with new leadership. Overall, CoMC is consistently one of the fastest growing colleges at TTU. Specific outcomes include:

- ✓ Each year, the college has enrolled a greater number of high-achieving students (higher GPA, higher test scores, Presidential Scholarships, greater community engagement, etc.).
- ✓ Undergraduate student enrollment increased 66%, from 1,351 in fall 2013 to 2,243 in fall 2020.
- ✓ Undergraduate Semester Credit Hours (SCH) increased 195%, from 26,423 in FY13 to 77,889 in FY20.
- ✓ Graduate student enrollment increased 212%, from 99 in fall 2013 to 309 in fall 2020.
- ✓ Graduate SCH increased 215%, from 1,647 in FY13 to 5,193 in FY20.
- ✓ Total SCH (undergraduate + graduate) increased 196%, from 28,070 in FY13 to 83,082 in FY20.
- ✓ Undergraduate distance education enrollment increased 3,215%, from 131 in FY13 to 4,343 in FY20.
- ✓ Graduate distance education enrollment increased 3,343%, from 28 in FY13 to 964 in FY20.
- ✓ Total distance education enrollment (undergraduate + graduate) increased 3,238%, from 159 in FY13 to 5,307 in FY20.
- ✓ Total distance SCH (undergraduate + graduate) increased 3,600%, from 427 in FY13 to 15,799 in FY18.
- ✓ Total Weighted SCH (undergraduate + graduate) increased 159% from 49,927 in FY13 to 129,340 in FY20.
- ✓ Distance undergraduate course SCH increased 379%, from 2,697 in FY15 to 12,913 in FY20.
- ✓ Distance graduate course SCH increased 289%, from 741 in FY15 to 2,886 in FY20.
- ✓ Increased the number of funded graduate students 142% from 38 in fall 2013 to 92 in fall 2020.

Graduation Rates
- *TTU:* Total number of degrees conferred increased 122%, from 322 in FY13 to 716 in FY20.
- *TTU:* Oversaw a record number of undergraduate degrees awarded, from 287 in FY13 to 594 in FY20, representing a 107% increase over seven years.
- *TTU:* Oversaw a record number of master's degrees awarded, from 26 in FY13 to 112 in FY20, representing a 331% increase over the years.

Student Success, Recruiting, and Retention
- *TTU:* CoMC student retention rate has improved consistently beginning with the fall 2013 cohort having a one-year retention rate of 84% – the highest of all undergraduate-serving colleges at TTU. The college has continued to improve these efforts resulting with the 2019 cohort having a one-year retention rate of 88.9%.
- *TTU:* Placed nearly 100% of Ph.D. graduates in academic or industry jobs.
- *TTU:* Creation of a multimedia wall at the college entrance to showcase student work and to better communicate CoMC's vision, promote student success, and provide Tech Alert! emergency messaging to faculty, staff, and students.
- *TTU:* Created a new Dean's Student Ambassadors group to represent the college in the areas of recruitment, retention, and peer-to-peer tutoring.
- *TTU:* Facilitated the expansion of the college's recruiting efforts by securing funding from the Office of the President to create a new staff line for a college recruiter. This new staff hire, and focused initiative, increased by over a dozen times the outreach and recruitment efforts of the college to high schools and parents.
- *TTU:* Identified funding to create a new recruitment/retention suite to meet with new students and parents, further advancing the college's mission to recruit and retain quality students.
- *TTU:* College recruiting outcomes focused on developing messaging about recent changes within the state of Texas related to House Bill 5, specifically about career pathways for each degree program. Recruiters tripled the number of engaged high schools.

- *TTU:* Instituted a CoMC website redesign with emphasis on recruiting and retention, including a new parent portal.
- *TTU:* Student internships continue to be successful, with 117 CoMC students receiving internships in 2018.
- *TTU:* Increased undergraduate and graduate scholarship awards 39%, from 219 scholarships awarded in 2013 to 305 scholarships awarded in 2020. Total scholarship funding awarded (undergraduate and graduate) increased 48%, from $285,145 in 2013 to $421,780 awarded in 2020.
- *TTU:* Hired new online faculty member (Dr. Christa Ward) to serve in a full-time capacity teaching online MCOM courses.
- *TTU*: Reorganized the Office of Advising to the Office of Advising and Recruiting to enhance the college's recruiting and retention efforts.
- *TTU:* Established an Office of Undergraduate Affairs on the first floor of the college to better assist students and growing needs.
- *TTU:* Secured and committed funding of more than $884,000 for renovations in 2020-2021 that will enhance the college's teaching mission. Renovations include creating editing bays, creation of a podcasting/video recording lab, complete renovation of the Photo Lab, creation of a state-of-the-art e-Sports Competition Space, soundproof of advising suite to ensure student's confidentiality per HIPPA regulations, enhancing student's security by installing CCURE Card Reader access on outside and interior doors.
- *TTU:* Received THECB and SACSCOC approval to offer three master's degrees both face-to-face and electronically at Austin College in Sherman, Texas – Master of Public Administration, Master of Arts in Technical Communication, and Master of Arts in Strategic Communication and Innovation. These offerings will enhance the college's presence and increased enrollment efforts.

Alumni Engagement, Development, and Fundraising

- *TTU:* Acts as chief academic fundraising representative for CoMC. Writes regularly on [how academics can be better fundraisers](#).
- *TTU:* Secured more than $1.2 million in new funding from TTU central administration to create and/or partially fund 22 new faculty lines and two staff positions to further the growth of the college. With the addition of new faculty, the college's mission, service, and research efforts have all been expanded.
- *TTU:* Secured an increase of $250,000 from TTU central administration in differential tuition to support the teaching mission of the college and provide salary funding for additional instructor hires.
- *TTU:* Secured an increase of $70,000 from TTU central administration to create a new faculty line to partner with Austin College to provide course offerings toward the college's M.A. in Strategic Communication.
- *TTU:* Advanced the college's fundraising efforts, increasing undergraduate scholarship awards 46%, from $288,702 awarded in 2013 to $421,780 awarded in 2020.
- *TTU:* Due to increased fundraising activity the college reached 31.6% over its goal in 2018 and reached 76.3% over its goal in 2019. College annual giving increased 99% from $268,319 gifts received in FY18 to $534,372 gifts received in FY19.
- *TTU:* Secured $219,518 in Higher Education Assistance Fund (HEAF) funding (2013-2020) from central administration to enhance technology for classroom and lab support.
- *TTU:* Secured approximately $2 million from TTU's Capital Improvement Plan and Facilities to address environmental, health, and safety concerns to replace windows in the Media & Communication 12-floor building.
- *TTU:* Partnering with the Division of Diversity, Equity & Inclusion, the college started annual campus for junior high and high school students interested in Sports Media and Digital Game Design ("Minecrafter").
- *TTU & UI:* Worked with alumni boards.
- *UI:* Was innovator of the nation's first [Fundraising & Philanthropy Communication](#) undergraduate certificate program.

Research and Awards
- *TTU:* The college continues to be the No. 1 Shanghai Index-Rated Research Unit on campus in 2020 and 2021.
- *TTU:* Number of successful awards for external sponsored research in FY20 rose 101.8% from FY15. Main partnerships and projects are with HSTEM units. Award amounts increased 358.2%, from $34,492 in FY15 to $1,651,352 in FY20.
- *TTU:* Strengthened undergraduate research by hosting CoMC Undergraduate Research Fairs in 2016. Media & Communication students from each department worked with faculty mentors and presented research at poster competitions in the spring and fall semesters. Undergraduate researchers also presented research at the 2018 meeting of the International Communication Association – the premier conference in the discipline.
- *TTU:* Initiated the mission of the Center for Communication Research (CCR) to partner with multiple entities external to CoMC on applied communication research projects including focus groups, continuous response testing, and online surveys. Developed contacts with applied media/communication research companies for research collaborations and student internships and employment.
- *TTU:* Created new partnerships/collaborations from 2016-2020 with TTUHSC School of Nursing, TTUHSC El Paso, STEM CORE, the Center for Adolescent Resiliency, Department of Physics, Innovation HUB, Office of International Affairs, Chemistry, and more. These are in addition to established partnerships with units from across campus, including the National Wind Institute, Obesity Research Group, Honors College, Gordon W. Davis College of Agricultural Sciences & Natural Resources units, J.T. & Margaret Talkington College of Visual & Performing Arts, School of Art, TTU Libraries, Edward E. Whitacre Jr. College of Engineering units, Rawls College of Business Administration, College of Arts & Sciences units, School of Veterinary Medicine, Texas Wine Marketing Institute, and Office of International Affairs.
- *TTU:* New faculty receive $5,000-$15,000 in start-up research funds in each of their first three years with the requirement that they later apply for at least $100,000-$200,000 in extramural funding. Dollar value of funding proposals submitted increased 162.3%, from $$2,163,496 in FY15 to $5,675,429 in FY20. In addition, CoMC faculty members were provided with $2,000 in research funds each to support research activities or conference travel to promote and disseminate their findings.
- *TTU:* 2020 marks the most successful year for higher education in the college's recent history as more college faculty increased their performance in accomplishing our educational and research missions.

Diversity
- *TTU:* Was awarded the TTU President's Excellence in Gender Equity Award in 2018.
- *TTU:* Since 2013, instituted efforts to grow a diversified faculty. The number of faculty classified as underrepresented minority increased 43% from fall 2015 to fall 2020.
- *TTU:* Ethnic diversity of CoMC students has improved substantially from fall 2013 to fall 2020. Hispanic enrollment (undergraduate and graduate) increased 117% from 295 in fall 2013 to 640 in fall 2020. Overall diversity in the college's student population increased 384% from 496 in fall 2013 to 2,402 in fall 2020.
- *TTU:* Development of a partnership with the Division of Diversity, Equity & Inclusion to start annual summer camps for junior high and high school students interested in Sports Media and Digital Game Design ("Minecrafter"). These camps have proven to be among the most popular offered by TTU and have attracted a high number of minority students from as far away as the border.
- *TTU:* Identified funding to create a new office suite for the Thomas J. Harris Institute for Hispanic and International Communication (HIHIC) to support its mission of promoting a better understanding of Hispanic-related and international media communication through research, teaching, and community outreach.
- *TTU:* Overseeing planning for a Mexican American & Latina/o Studies minor contributing to TTU's Hispanic-Serving Institution implementation.

- *TTU:* Instituted a three-year collaboration with Professor Rafael Santana, Communication Dean at the Universidad Panamericana in Guadalajara, Mexico.
- *TTU:* Media & Communication co-hosted the 7th Hispanic/Latino Media & Marketing International Conference in February 2019 with U.T. Arlington.
- *TTU:* Media & Communication organized and hosted the 4th Hispanic/Latinx Research and Creativity on March 29, 2019. The symposium featured four research/creativity panels and a keynote address by Dr. Angharad Valdiva.
- *TTU:* Media & Communication, in conjunction with the Harris Institute, funded four doctoral students who have an international communication interest with a total of $7,750 to support their research endeavors.
- *TTU:* In fall 2020, the college established a Diversity Action Plan Committee to address diversity and inclusion concerns and prompt awareness for faculty, staff, and both undergraduate and graduate students.
- *TTU:* In 2019 and 2020 revised all college administrative appointment letters to ensure equality across the five college departments.
- *TTU:* Total CoMC full-time female faculty increased 188% from 17 in fall 2014 to 49 in fall 2020.
- *UI:* Created a McCormick Journalism Scholars program to bring African American and Hispanic high school students to University of Iowa for training workshops.
- *UI:* Sponsored two Chinese-language recruiting videos.
- *UI:* Was appointed a Fellow of International Programs by the Vice Provost in recognition of cross-border initiatives.
- *LSU:* Was a mentor in the McNair (African American) future scholars' program.

Risk Management
- *TTU:* As part of TTU's Enterprise Risk Management (ERM), successfully completed the Continuity of Operations Program (COOP) plan for the college in 2018 to maintain and resume the infrastructure and essential functions of the college should there be an interruption resulting from any kind of emergency event. The COOP plan was updated in 2020.
- *TTU:* Instituted a Risk Management Plan for CoMC to include establishing processes for financial and administrative accountability; security measures for faculty, staff, and students; building/technology infrastructure oversight; and addressing environmental health and safety issues. This work resulted in securing approximately $2 million for repairs and maintenance.
- *TTU:* Oversaw the development of an Emergency Action Plan (EAP) to enhance CoMC security measures and ensure training of Emergency Action Coordinators. In 2020, the college updated the EAP and provided additional training to 11 new Emergency Action Coordinators for the college.
- *TTU:* Established 18 Designated Shelter Areas throughout the Media & Communication building that have been stocked with safety/medical supplies in case of an emergency.
- *TTU:* Requested a security survey for the Media & Communication building. Met with TTU Chief of Police to enhance security measures and then provided recommended training for key college personnel.
- *TTU:* In 2020, the college aligned its efforts with the Texas Tech "Commitment": Due to these efforts, sanitization stations were established throughout the college; plexiglass sneeze guards were installed on staff desks and on classroom podiums; masks were supplied to all faculty, staff, and student workers; sanitization supplies were provided to every department; special signage was created and installed throughout the building; and safety guidelines were established for staff to ensure social distancing and sanitization when assisting faculty, students, and visitors.
- *TTU:* In early March 2020, in response to concerns about the COVID-19 pandemic, the college established a crisis response task force. This task force worked to ensure that technology infrastructure and other logistical elements were in place to prepare for the transition to online teaching and remote work beginning in mid-March 2020.

- ***TTU****:* To assist students, CoMC building door wraps were installed and directional signage was created and approved by the FAC, Fire Marshall, and TTU Disability Services for exits in case of an emergency evacuation.
- ***TTU:*** In 2020, provided funding to update security cameras throughout the building to increase security efforts.
- ***TTU:*** College faculty received "Active Shooter" training in fall 2020.

Improved Governance

- ***TTU:*** Each year, and continuing into 2020-2021, according to the Faculty Senate College Climate Survey, our faculty self-reported satisfaction with my leadership has been either at the top or near the top compared to other units at Texas Tech. Our college faculty participation rate in the survey is also the highest on campus at 83.1%.
- ***TTU:*** Created a series of new decentralization and improved governance mechanisms and reorganization for CoMC to include the creation of a Management Team, Strategic Financial Planning Team, CoMC Dean's Faculty Council Committee, College Operations Committee, and CoMC Institutional Effectiveness Committee.
- ***TTU:*** Instituted a Dean's Leadership Academy in fall 2015 to provide transparency and training of faculty for college processes.
- ***TTU:*** Created a Dean's Student Ambassadors program to represent CoMC in the areas of recruitment, retention, peer-to-peer tutoring, and undergraduate student satisfaction.
- ***TTU:*** Creation of a new CoMC Institutional Effectiveness Committee to support TTU's response to strengthen institutional effectiveness as part of SACSCOC 3.3.1.1.
- ***TTU:*** Oversaw the development of the college's new strategic plan not only to align with Texas Tech University's strategic plan but also to develop a guide that would assist the college in building on its successes.
- ***TTU:*** Career-long member of American Association of University Professors.
- ***TTU:*** In place of the college-wide faculty retreats that are usually held at the beginning of fall and spring semesters, in fall 2020 each department scheduled a series of virtual town halls with faculty, staff, and Ph.D. students to discuss budget information and to engage in conversations with the various groups. This collaborative effort was extremely successful and resulted in increased productivity for the college.

Institutional and National Service

- ***TTU***: Twice elected to the Association for Education in Journalism & Mass Communication (AEJMC) Standing Committee on Research and became chair. Also served a term on the appointed AEJMC Finance Committee.
- ***TTU***: Elected to serve as AEJMC vice president 2018-2019. Served as president of the organization in 2019-2020.
- ***TTU:*** Served as chair of the search committee for TTU Provost and Senior Vice President for Academic Affairs. Served as chair of two dean search committees, Libraries and Visual & Performing Arts. All searches were successful.
- ***TTU:*** Served on the Provost's Strategic Global Initiatives Council, the Advisory Council for the Office of the Vice President for Strategic Communication, and the campus Fulbright Committee.
- ***TTU:*** Serves on the President's Advisory Council.
- ***TTU:*** Texas Tech Honors College Advisory Council, fall 2014-present.
- ***TTU:*** International Affairs Council of Advisors, fall 2014-present.
- ***TTU:*** Texas Tech University Press Editorial Board Committee, 2013-present.
- ***TTU:*** Member, Texas Tech University Facilities Allocation Council, fall 2020-present.
- ***TTU:*** Judge, TTU Rawls College, TTU Sales & Customer Relationship Strategy Competition, 2020.
- ***TTU***: Member, President's Search Committee for the position of Chief Marketing and Communications Officer, Summer 2019-Fall 2020 (successfully completed).

- **TTU**: TTU Health Sciences Center Committee on Civility in the Health Care Workplace, fall 2017-present.
- **TTU**: President's Advisory Council, fall 2016-present.
- **UI:** Was a member of the U.S. Army Iowa City Community Partnership Council, the Board of Directors for the Iowa Center for Public Affairs Journalism (IowaWatch.org), and the Iowa Newspaper Federation Next Generation Task Force.
- **KU:** Was a member of the University Press of Kansas Editorial Board Committee, graduated from the Senior Administrative Fellows Program, and ran several prominent programs at the Dole Institute of Politics.
- Served as a Board member of the American Association of Political Consultants.
- Served on the National Law Enforcement Museum Advisory Committee for its Media Exhibit.

Personal Record Supporting Academic Mission

- Twice elected to chair the research committee of the Association for Education in Journalism and Mass Communication. In 2017, elected vice president of the organization; accordingly, installed as president in 2019.
- **TTU:** Awarded the TTU President's Excellence in Gender Equity Award in 2018.
- **TTU:** Consistently rated among the highest performing deans in the university in Faculty Senate Survey from 2014-2021. In 2020-2021, received the highest response rate for faculty participation of 83.1% and received the highest evaluation scores in the areas of promoting research and scholarly excellence, conducting fair and rigorous tenure and promotion procedures, and promoting diversity.
- **UI:** Starch Faculty Fellow and International Programs Faculty Fellow.
- **KU:** Co-principal Investigator for about $800,000 in grants supported by federal funding through the Kansas Transportation Institute.
- **LSU:** Co-designed a new Ph.D. program, edited a political communication book series, and won two faculty awards including the main campus-wide award for research, teaching, and service.
- Author or editor of ten books on political communication and persuasion and higher education.
- Has written several dozen research articles for academic journals as well as more than 400 essays for U.S. and international newspapers and magazines.
- Achieved early tenure.
- For 20 years has written a regular column, "Career Confidential," for the *Chronicle of Higher Education* and writes regularly for *CHE*'s *The Conversation* and *Vitae*.
- Is a reviewer for the AEJMC-Peter Lang "Scholarsource" project.
- Is a graduate of the Association of Schools of Journalism and Mass Communication Leadership Workshop and two Advancement Resources Fundraising workshops.
- Host and originator of the interview show "Top's Ten" on KTXT radio.
- Has been interviewed by most major news networks and newspapers, from the *New York Times* to CNN, ABC, and "The Daily Show." Regularly speaks at industry, academic, and government meetings and runs workshops on personal and institutional branding via social media, visual persuasion and social media, and promotion and tenure in academia.

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EDUCATION

Ph.D., School of Journalism & Mass Communication, University of Minnesota-Twin Cities, 1996
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B.A., Annenberg School for Communication, University of Pennsylvania (cum laude), 1985

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PAPERS, SPEECHES, PRESENTATIONS, AND MEDIA PRODUCTIONS

David D. Perlmutter. Lead Panel: "POLICE & MEDIA: Can We All Get Along?" SHERIFF'S ASSOCIATION OF TEXAS, 144th Annual Training Conference & Expo, July 23-26, 2022.

David D. Perlmutter. Speech: "On Becoming an Administrator." Humanities Faculty Leadership Development Program Spring 2022. Swarthmore College, Pennsylvania, February 12, 2022.

David D. Perlmutter. Panel leader: "Military History and Communication Research: Building Multidisciplinary Collaboration." Sponsored Vice Presidential Panel. *Society for Military History*, Fort Worth, Texas, April 28-1 May 1, 2022.

David D. Perlmutter. Presentation. "Leveraging Budget Models for Cultural Transformation." National Association of College and University Business Officers, 2021 Annual Meeting, July 27-30, 2021.

David D. Perlmutter. Keynote Speech. "The Future of the Deanship." National Conference of Academic Deans, 74th Annual Conference, July 13-15, 2021.

Co-Led Workshop. "Improving Faculty Diversity." Association of Schools of Journalism & Mass Communication Call for Leadership, November 18, 2020.

David D. Perlmutter. Keynote Speech. "Are We Seeing the Death of the Public Sphere?" Korean Association for Broadcasting and Telecommunication Studies (KABS) Conference, October 2020.

David D. Perlmutter. Panel Leader. "Earth's Last Humans." The Outpost Con, October 23, 2020.

David D. Perlmutter. Speech. "Experiences of Administrators in Navigating Career Trajectories." Texas Academic Leadership Academy, Texas Woman's University, T. Boone Pickens Institute of Health Sciences, January 9, 2020.

David D. Perlmutter. Presentation. "Political Communication in the Age of Trump." Universidad Panamericana, Guadalajara, Mexico, September 27, 2018.

Presentation. "Recoding Language with Fatty Memes: How Chinese Netizens Avoid Censorship When Referring to North Korea." Bingbing Zhang, Sherice Gearhart & David D. Perlmutter, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 6-9, 2018.

Presentation. "The 461 Faces of a Photoicon: Intentions and Effects of the Drowned Refugee Boy Image." National Communication Association Conference, Dallas, August 17, 2017.

Presentation. "5 Ways College Fundraisers Can Help Academics Attract Big Gifts." *Chronicle of Philanthropy,* January 19, 2017. Online workshop for more than 100 development officers.

Host and originator of the radio interview show "Top's Ten" on KTXT.

Keynote speaker. "The Persuasion Strategy of ISIS." Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Austin and the World Affairs Club of Austin, June 27, 2015.

Q&A on ISIS Propaganda Campaigns. For the Certificate of Advanced Studies (CAS) Civilian Peacebuilding annual course and the Master of Advanced Studies (MAS) in Civilian Peacebuilding program. University of Basel, Switzerland, July 1, 2015. [online]

Panelist. "Declining Democracy in Turkey and Political Persecution Against Civic Movements." Niagara Foundation & The Ohio State University, Columbus, Ohio, April 28, 2015.

Presenter. "Building and Maintaining a Ph.D. Program." School of Media & Strategic Communication, Oklahoma State University, April 15, 2015.

Keynote speaker. "Religion, Speech, Journalism and Terrorism." Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Oklahoma City, April 15, 2015.

Keynote speaker. "Is This the End of the Civilized World? Religion, Speech, Journalism and Terrorism." Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Houston, March 4, 2015.

Panelist. "Don't Fear Fundraising: Opportunities and Challenges to Development as the Roles of Deans, Directors and Chairs Change." Association of Schools of Journalism & Mass Communication Workshop, "Charting the Right Course: Building a Leader/Leader Culture that Helps to Navigate Uncertain Waters," Tampa, Florida, February 20, 2015.

Presenter. "Are We Really on the Same Team? Dean/Faculty Views on Fundraising." Association of Schools of Journalism & Mass Communication Workshop, "Charting the Right Course: Building a Leader/Leader Culture that Helps to Navigate Uncertain Waters," Tampa, Florida, February 20, 2015.

Presenter. Promotion & Tenure Workshop for Ph.D. Students. Annenberg School for Communication, University of Pennsylvania. [Skype], December 3, 2014.

Presidential Lecture Series: "Institutional Branding Via Social Media." National American University, Houston, Texas, November 11, 2014.

Keynote speaker. "The Hizmet Movement: What is Dialog Among Religions?" Annual Dialogue and Friendship Dinner of College Station, College Station, Texas, October 30, 2014.

Executive producer. "Striving for Safety: One Explosion at a Time." A video production by The Hub. (2016).

Keynote speaker. "Are Public Research Universities the Walking Dead? Making the External Case for the Discovery and Creation of Knowledge." The 18th Annual Graduate School Spring Research Symposium, Southern Illinois University, Edwardsville, April 1, 2014.

Speaker and panel moderator. "Good Deeds that Are Most Punished: Research." The 18th Annual Graduate School Spring Research Symposium, Southern Illinois University, Edwardsville, April 1, 2014.

Presenter. "Understanding Online Identity: What Students and Faculty Need to Know About Personal Branding," Teaching, Learning, and Professional Development Center, Texas Tech University, May 17, 2014.

Keynote speaker. "Completing Your Dissertation." Graduate Student Collective, University of Wisconsin-Madison, April 1, 2013.

David D. Perlmutter & David Schwartz. "Journalism 101 for Bloggers." New Media Expo, Las Vegas, January 4-5, 2013.

Keynote speaker. "The Politics and Priorities of Faculty Retirement." 2012 biennial conference of the Association of Retiree Organizations in Higher Education, Chapel Hill, NC, Oct. 22, 2012.

Presenter. "Making Peace with Pictures: The Research Evidence." International Conference on Peacebuilding through Education, The Fountain Magazine and Peace Islands Institute of New York, September 24, 2012.

Presenter. "Job Application Material Checklist." National Communication Association (NCA) September 2012 online virtual seminar (Communicating about Research and Professional Development). NCA's September 20 CARD Call: Navigating the Academic Job Search.

Plenary Centennial Panel: "Reflections on the Next 100 years of Communications Research." Association for Education in Journalism and Mass Communication Conference, Chicago, August 8-13, 2012.

Discussant. Political Communication Interest Group Best Paper Awards. Association for Education in Journalism and Mass Communication Conference, Chicago, August 8-13, 2012.

"Creating Better Engagement of External Constituencies by U.I. Departments." Presentation to the Provost and University of Iowa Deans Council, July 20, 2012.

Executive producer. "Thank You, Dean Maxson." Tribute video to Dean Linda Maxson, April 2012.

Keynote speaker. "Images of War/War of Images: A Brief History of Visual Persuasion and War." Visual Propaganda and Online Radicalization Conference, Georgia State University & U.S. Army War College, Atlanta, GA, March 14-16, 2012.

David D. Perlmutter & Natalia Mielczarek. "Big Pictures as Propaganda: Research Evidence of the Powers of News Icons." Visual Propaganda and Online Radicalization Conference, Georgia State University & U.S. Army War College, Atlanta, GA, March 14-16, 2012.

Keynote speaker. "Attracting Nextgen Professionals for Fundraising & Nonprofits." Success in Fundraising Workshop, IL-Quad Cities Association of Fundraising Professionals Chapter, March 7, 2012.

Speaker. "The New Blog Order: Social Media and Politics." University of Iowa Army Public Policy Center, Forkenbrock Series on Public Policy, "Politics in a Digital Age." Iowa City, February 22, 2012.

Speaker. "Social Media and Leadership." University of Iowa Army ROTC-Leadership Lab for Cadets, Iowa City, February 9, 2012.

Speaker. "Social Media and Politics." Cedar Rapids Daybreak Rotary Club, September 9, 2011.

Qingjiang Yao & David D. Perlmutter. "How Can We Tell If It Is Ethical? An Examination of Public Acceptance as the Standard of Photo Alteration." Presentation, Visual Communication Division, International Communication Association Conference, Boston, May 30, 2011.

Presenter. "Creating an Educated Citizenry." University of Iowa Foundation Staff, May 16, 2011.

Presenter. "Social Media and Your Professional Brand: How Are You Marketing Yourself?" University of Iowa Alumni Association, Des Moines, March 31, 2011.

Keynote speaker. "The Powers of Social Media: Society 2.0." Sponsored by the Turkish American Society of Iowa and the Niagara Foundation, Iowa City, March 29, 2011.

Keynote speaker. "Not the Same Old News: Institutional Branding & Public Engagement in the Era of Online Social Media," annual Iowa Municipal Management Institute conference sponsored by The Institute of Public Affairs of the College of Law & Iowa League of Cities and the Iowa City/County Management Association, March 17, 2011.

Panelist. "The New Politics of Iowa's Judicial Retention." University of Iowa College of Law, February 3, 2011.

Lecture on "Medical Blogging," School of Journalism and Communication, Renmin University, Beijing, China. November 26, 2010.

Lecture on "Visual Ethics in a Digital & Internet Age: Photojournalism vs. Fauxtography," School of Journalism and Communication, Renmin University, Beijing, China. November 25, 2010.

Lecture on "Who Blogs and Why: Motivations of the Online Social-Interactive Media Community," School of Journalism and Communication, Renmin University, Beijing, China. Nov. 24, 2010.

Lecture on "Blogging Elections in the USA," Centre for International Communication, Beijing Foreign Studies University, Beijing, China. November 23, 2010.

Lecture on "Online Social Interactive Media and Campaigns & Elections, from Howard Dean to Barack Obama," School of Journalism and Communication, Renmin University, Beijing, China. November 23, 2010.

Lecture on "Online Social Interactive Media and Campaigns & Elections, from Roosevelt to Howard Dean," School of Journalism and Communication, Renmin University, Beijing, China. November 22, 2010.

Presenter. "Social Media and Your Professional Brand: How Are You Marketing Yourself?" University of Iowa Alumni Association, Chicago, November 3, 2010.

Panelist and presenter. "The Two-Track Future of Political Blogging." American Political Science Association Conference, Washington, D.C., September 2, 2010.

Featured speaker. "Planning & Tactics for P&T." Professional Development Session on Tenure and Promotion, University of Alabama, Birmingham. August 27, 2010.

Discussant. Visual Communication Division, best papers. Association for Education in Journalism and Mass Communication Conference, Denver, Colorado, August 3-7, 2010.

Panelist. "The State of Political Discourse in America: Reevaluating the Role of the Media in the Political Process," Association for Education in Journalism and Mass Communication Conference, Denver, Colorado, August 3-7, 2010.

Presenter. "The Social Media Challenge in Serving Dual Career Couples," 8th Annual International Dual Career Programs Conference, June 3-4, 2010.

Presenter. "Are Blogs Changing Health Care? Young International Doctors React to Social Media," International Journal of Arts & Sciences (IJAS) Conference for Academic Disciplines, Ryerson University, Toronto, Canada, May 24, 2010.

David D. Perlmutter & Monica Postelnicu. "The Blogging of the President: How Online Social-Interactive Media Helped Obama Win." Broadcast Education Association, Las Vegas, April 23, 2009.

David D. Perlmutter, Ming-Heng Wang, & Steven D. Schrock, "Top Transportation & Energy Issues Facing the Nation." Organized and hosted by the University of Kansas Transportation Research Institute (KU TRI). Presented by the Robert J. Dole Institute of Politics & the University of Kansas School of Engineering. Funded by U.S. Department of Transportation Research and Innovation Technology Administration & Federal Highway Administration. Grant #DT0S59-06-G-0047, 2009.

Keynote speaker. "How to Tell the Story of Your Success Via Online Social-Interactive Media" and breakout leader on "Marketing Health Information: The Challenge of Online Social-Interactive Media," Fourth Annual Kansas Governor's Public Health Conference, Wichita, April 22, 2009.

Speaker on panel. "The Media and Election 2008," Texas Tech University, January 23, 2009.

Speaker. "Blogging Down to Business: When/Where Mass Communication Gets Personal," University of Kansas, Edwards Campus, "Professional Edge" Series, December 3, 2008.

International webtalk on "The American Elections and Online Social-Interactive Media" sponsored by the U.S. Department of State and the U.S. Embassy in Kabul, Afghanistan, November 3, 2008.

Keynote speaker. "Medical Blogging: Challenges and Opportunities for Health Professionals," *New England Journal of Medicine* New Horizons Conference, Wellesley, MA, October 24-25, 2008.

Keynote speaker. "Building an Online Community for Professionals: The Lessons of Political Blogging," Massachusetts Medical Society & *New England Journal of Medicine* Committee on Publications, Waltham, MA, October 22, 2008.

Keynote speaker. "The American elections," Tele-Video Conference sponsored by the U.S. Embassy in Manila, Philippines, October 21, 2008.

Presentation on "Are Political Bloggers 'The People'?" Center for Comparative Studies in Race and Ethnicity, Stanford University, October 13, 2008.

Panelist. Discussion on the Presidential Debates, Munich Conference on "U.S. Elections 2008: The Digital Campaign" at the German-American Institute, Munich, Germany, October 8, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Keynote speaker. "Blogwars: The New Political Battleground," Munich Conference on "U.S. Elections 2008: The Digital Campaign" at the German-American Institute, Munich, Germany, October 8, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Keynote speaker. "Overview of the New Media Landscape," Munich Conference on "U.S. Elections 2008: The Digital Campaign," on German Public Radio, Munich, Germany, October 7, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. "U.S. Elections and New Media." German-American Institute, Nürnberg, Germany, October 6, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. "U.S. Elections and New Media." Erasmus University, Rotterdam, Netherlands, October 3, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. "The Great Fauxtography Crisis: How Bloggers Are Changing and Challenging Photojournalism," Netherlands Museum of Photography, Rotterdam, October 3, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. "U.S. Elections and New Media." University of Leiden, Netherlands, October 2, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter "U.S. Elections and New Media" at the University of Amsterdam, Netherlands, October 2, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Organizer and moderator. Kansas Transportation Research Institute "Presidential & Congressional Forum on Key Transportation and Energy Issues" presented by the Robert J. Dole Institute of Politics, Lawrence, KS, September 25-26, 2008.

Panelist. "Beijing Olympics and the Global Community." Hall Center for the Humanities Globalization(s) Seminar, September 25, 2008.

Moderator. "Political Blogging: On the New Media Trail." Blogworld & New Media Expo, Las Vegas, NV, September 21, 2008.

Host and organizer, Citizen Journalism Workshop. Presentation: "Getting Mainstream Media Attention: How to Reach Out to Journalists." Blogworld & New Media Expo, Las Vegas, NV, September 19, 2008.

Keynote speaker. "How Blogging Is Changing Our World: The Lessons from Politics," Society for Scholarly Publishing Top Management Roundtable Conference, Philadelphia, PA, September 4, 2008.

Presenter. "Blogging & Politics in the 2008 Election," Internet Advocacy Roundtable at the Center for American Progress Action Fund, Washington, DC, August 13, 2008.

Presenter. "If You Blog it, They Will Come: Generating Attention from National Media," Internet Blogging Workshop, Leadership Institute, Arlington, VA, August 12, 2008.

"The Rise of Political Blogs." Colloquium in the Institute for Politics, Democracy & the Internet "Ideas" series, The George Washington University, Washington, D.C., August 11, 2008.

"The State of Visual Communications Research." Presentation to a luncheon of the Visual Communication Division of the Association for Education in Journalism & Mass Communication and the staff of the *Chicago Tribune*, Chicago, IL, August 8, 2008.

"Political Blogs: An Agenda for Research." Presentation for a panel on "Blogging Politics: Press, Policy, and the Public." [Also serve as discussant.] Association for Education in Journalism & Mass Communication Conference, Chicago, IL, August 5, 2008.

Keynote speaker. "The Powers of Blogs for Outreach." iModules Software User Conference (around 250 college alumni relations officers), Kansas City, July 7, 2008.

Keynote speaker. Photo Ethics conference sponsored by National Chengchi University and the TVBS Hong Kong and Taiwan television network, October 12-14, 2007.

David D. Perlmutter with others. "Blogosphere and Participatory Democracy: Hostile Media Perception, Information Selection, and Political Participation." Paper accepted for the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8-13, 2007.

David D. Perlmutter with others. "Expression to Influence: Understanding the Change in Blogger Motivations over the Blogspan." Paper accepted for the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8-13, 2007.

"Seeing Is Not Believing. Can Anyone Ever Trust Images Again?" Paper accepted for the Visual Communications division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8-13, 2007.

"Eroding Press Freedoms." Paper accepted for the Mass Communication & Society and Law & Policy divisions, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8-13, 2007.

Presentation on "Anti-anti-war Warriors on the World Wide Web" at panel on "Creating Alternative Channels of Discourse on Iraq," Visual Communications division, International Communication Association Conference, San Francisco, May 24-28, 2007.

Panel moderator. "The New Political Machine: Power and Unity on the Web," 2007 Politics Online Conference (http://polc.ipdi.org), George Washington University, Washington, D.C., March 15-16, 2007.

"Are Political Bloggers 'The People' and Can They Be? Issues for Teaching and Learning." Paper presented to the Visual Communication division of the Association for Education in Journalism and Mass Communication Conference, San Francisco, August 2-5, 2006.

Panel member. "It'll Never Happen Again: Journalism, Boosterism and the Reframing of Disaster." Visual Communication division of the Association for Education in Journalism and Mass Communication Conference, San Francisco, August 2-5, 2006.

Andrea Miller & David D. Perlmutter. "…A Suit that Touches Caesar Nearer": Television Breaking News and the Relevance Effect." Paper presented to the Radio-Film-Television division, Association for Education in Journalism and Mass Communication Conference, Miami, FL, August 6-10, 2004. [Winner of 2nd place prize – Faculty]

David D. Perlmutter & Guy Golan. "Visions Against Type: Myth-Making and Americanization in Israeli Labor Party Campaign Ads, 2003." Paper presented to the Visual Communication Division of the International Communication Association convention, New Orleans, LA, May 23-26, 2004.

"Visible Evidence or Gnostic Seeing: Images of the Apollo Landing as Critiqued by 'Moon Hoax' Conspiracy Theorists." Paper presented to the Visual Communication division of the International Communication Association convention, San Diego, CA, May 23-26, 2003.

"The 'Kings of Orion' vs. the 'Debutantes': The Myth and Reality of Military Necessity." Panel presentation to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Miami, FL, August 6-10, 2002.

David Domke, David D. Perlmutter, & Meg Spratt. "The Primes of Our Times? An Examination of the 'Power' of Visual Images." Paper presented to the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 5-8, 2001.

"The Online Future of Photojournalism." Paper presented to the annual conference of International Visual Literacy Association, Ames, IA, October 11-14, 2000.

"The First-Person Effect in Mass Communication: Reaction to 'The Man against the Tanks' of Tiananmen." Paper presented to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Baltimore, MD, August 5-8, 1998. [Voted Top Research Paper of the Division]

Joan L. Conners & David D. Perlmutter. "'Oh, Say Can You See?': Visual Symbols as Political Information Primes." Paper presented to the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10-13, 1996.

Alan Fletcher & David D. Perlmutter. "'Feedback That Fits': How Experienced and Naive Mass Communication Students View Internships." Paper presented to the Internship and Placement Interest Group, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10-13, 1996.

Charles M. Mayo & David D. Perlmutter. "Media Usage by State Legislators." Paper presented to the Mass Communication & Society division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10-13, 1996.

Matthew Reavy & David D. Perlmutter. "Presidential Web Sites as Sources of Information." Paper presented to the Communication Media and Technology division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10-13, 1996.

"The Visual Content Analysis of Still News Pictures: Interpreting Meaning from Words and Images." Paper presented to the Mass Communication division, International Communication Association Convention, Chicago, IL, May 23-27, 1996.

"Visual Ethnography and Mass Communication Research." Paper presented at the Visual Communication Association Conference, Flagstaff, AZ, June 22-25, 1995.

"Ethical Dilemmas for Doctoral Degree in Mass Communication." Paper presented at the Mass Communication division, International Communication Association Convention, Albuquerque, NM, May 25-29, 1995.

"Medieval Visual Rhetoric." Paper presented at the annual meeting of the International Society for the Classical Tradition, Boston, MA, March 8-12, 1995.

"Journalistic Norms and Forms of Cross-national Imagery." Paper for the Twelfth Annual International Communication Conference, Miami, FL, February 2-5, 1995.

"The Use of Visual Images to Study History: Toward an Interdisciplinary Dialogue." Paper presented to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Atlanta, GA, August 10-13, 1994.

"Making Visual History." Paper presented to the Mass Communication division, Association for Education in Journalism and Mass Communication Conference, Atlanta, GA, August 10-13, 1994.

"Visual Images and Foreign Policy: China and the United States." Paper presented to the Mass Communication division, International Communication Association Convention, Washington, D.C., May 27-31, 1993.

"The Social Production of Visual History: A Political Communication Approach." Paper presented to the annual convention of the Conference on Social Theory, Politics and the Arts, Philadelphia, PA, October 8-10, 1992.

"Visual Persuasion Across Borders: China, America, and Tiananmen." Paper presented to the annual conference of the Visual Communication Association, Flagstaff, AZ, June 25-28, 1992.

"War Propaganda in Word and Image." Paper presented to the annual conference of Society for the Study of Social Imagery, Aspen, CO, May 25-28, 1992.

"The Social Production of Images." Paper accepted for the annual convention of the Speech Communication Association, Atlanta, GA, October 31-November 3, 1991.

"War in Images: Political Communication in Times of National Crisis." Paper presented to the annual conference of International Visual Literacy Association, Washington, D.C., October 9-13, 1991.

"Images as Educators: Secondary School and Beyond." Paper presented to the annual conference of the Visual Communication Association, Breckenridge, CO, June 27-30, 1991.

"When Historical Photographs Contradict History." Paper presented to the annual conference of International Visual Literacy Association, Washington, DC, October 9-13, 1990.

OTHER PRESENTATIONS

Moderated Dole Institute of Politics panel on the "State and effects of military blogging." Guests included John Donovan, one of America's leading milbloggers (who was invited to meet President G.W. Bush in the White House); Ward Carroll, editor of www.Military.com; and Charles J. "Jack" Holt, chief of New Media Operations for the Department of Defense, 2009.

Coordinated and moderated two political blog panels and was a featured speaker for the 2007 BlogWorld & New Media Expo in Las Vegas.

"KOREA, 1950: Pictures of an Unofficial War." A presentation for "The Korean Conundrum: The Korean Peninsula in 2005." Co-hosted by Louisiana State University & Korea Economic Institute, April 19, 2005.

BOOK REVIEWS

Review of Jessica M. Fishman, "Death Makes the News: How the Media Censor and Display the Dead." *International Journal of Communication* 12(2018), Book Review 2550–2555.

Review of J. Black, "...Last Meal." In *Criminal Justice Review*, 8(3) 2005: 335–337.

Review of J. Ross, "Making News of Police Violence: A Comparative Study of Toronto and New York City." In *Political Communication*, 21(2) 2004: 260-262.

Review of T. Wheeler, "Phototruth or Photofiction?" In *Journalism & Mass Communication Quarterly*, 80(3) 2003: 756-757.

PAPERS REVIEWED

AEJMC
Asian Journal of Communication
ICA
International Journal of Communication
Journalism
Journalism & Mass Communication Quarterly
Media History
Political Communication
Political Communication Quarterly
University of Michigan Press
Visual Communication
Visual Communication Quarterly

GRANTS REVIEWED

MacArthur Foundation
Hong Kong Research Grants Council

EXTERNAL TENURE/PROMOTION REVIEWS

American University bin Egypt
Louisiana State University
North Florida
Rutgers
Saint Louis University
Temple
Toledo
University of Arizona
University of Colorado-Boulder
University of Florida
University of Georgia
University of Kansas
University of Illinois
University of Missouri
University of Nebraska
University of Nevada-Reno
University of Texas-Austin
University of Texas-Dallas
University of Texas-Arlington
Virginia Tech University

PUBLICATION BOARD

- *Journalism & Mass Communication Monographs*, 2015-present
- *Visual Communication Quarterly*, 2005-2010

PROFESSIONAL EXPERIENCE—NON-ACADEMIC

- Columnist and essayist for the *Chronicle of Higher Education*, 2000-present
- Registered columnist, Progressive Media Project, 2000-2004
- Freelance writer, 1986-1988, Los Angeles, CA. Short story made into ABC Afterschool Special
- Staff columnist, Wharton Econometric Forecasting Associates Newsletter, 1984-1985
- Staff writer, Prism Cable, Inc., 1982-1983

TEACHING RESPONSIBILITIES

(IOWA) (019:050:AAA) Social Media Today [Co-developed]
(IOWA) 019:169:001 JMC Introductory Topics: Blogging Elections: How Online Social Media Have Changed Political Communication [Developed]
(IOWA) Senior College Extension class: Social Media Have Changed Politics…and Everything [Developed]
(IOWA) 019:265:001: Approaches to Teaching for Doctoral Students

(KU) J 608: Ethics and the Media
(KU) J 801: Research: Theory

(KU) J 803: Mass Media & Popular Culture
(KU) J 840: Political Communication & New Media [Developed]

(LSU) MC 2000: Introduction to Mass Communication
(LSU) MC 3500: Principles of Politics and Media [Developed]
(LSU) MC 4510: American Media and Public Opinion [Developed]
(LSU) MC 4520: Advanced Seminar in Political Communication
(LSU) MC 7005: Public Opinion and Public Affairs
(LSU) MC 7021: Mass Communication Theory
(LSU) MC 7036: Seminar in Media and Public Affairs Theory [Developed]

(TTU) MCOM 1300: Introduction to Media & Communication

PROFESSIONAL ORGANIZATIONS & SERVICE

Committee Member, Chair's Taskforce on the mission, vision, and core values for the Chamber. Lubbock Chamber of Commerce, 2022-

Hosted panel at Dole Institute of Politics on "Blog to the Chief: The Presidential Race and Blogging," February 2007; broadcast on C-Span

Adviser to the National Law Enforcement Museum for its "Media" exhibit, 2006-2008

AEJMC's Standing Committee on Research, Tankard Book Award Judge, 2007

Association for Education in Journalism and Mass Communication (member, 1995-present)

International Communication Association (member, 1995-present)

UNIVERSITY AND NATIONAL SERVICE & BOARDS

Chair, Search Committee for TTU Dean of Arts & Sciences, 2020-2021. [Successful Completion]

President, Association for Education in Journalism and Mass Communication, October 2019-September 30, 2020.

Judge, TTU Rawls College, TTU Sales & Customer Relationship Strategy Competition, 2020.

Member, President's Search Committee for the position of Chief Marketing and Communications Officer, Summer 2019-Fall 2020. [Successful Completion]

TTU Health Sciences Center Committee on Civility in the Health Care Workplace, Fall 2017-present

TTU President's Advisory Council, Fall 2016-present

TTU Provost's Ad Hoc Task Force on the Future of TTU Press (Chair), Fall 2017-Spring 2018. [Successful Completion]

Chair, Search Committee for TTU Provost and Vice President for Academic Affairs, 2016-2017. [Successful Completion]

Chair, Search Committee for TTU Dean of Visual & Performing Arts, 2015-2016. [Successful Completion]

Chair, Search Committee for TTU Dean of Libraries, 2015. [Successful Completion]

TTU Institutional Advancement Associate Vice Chancellor Search Committee Member, 2015-2016. [Successful Completion]

TTU Tenure Advisory Committee Meeting, ex-Officio Member representing deans, 2015-present

Texas Tech Honors College Advisory Council, Fall 2014-present

International Affairs Council of Advisors, Fall 2014-present

Texas Tech University Press Editorial Board Committee, 2013-2018

Association for Education in Journalism & Mass Communication Standing Committee on Research, 2010-2016 (re-elected for second term)

Association for Education in Journalism & Mass Communication Finance Committee, 2013-2014

Review Board for the Association for Education in Journalism & Mass Communication-Peter Lang "Scholarsource" project, 2014-present

University Press of Kansas Editorial Board Committee, 2008-2009

Advisory Council for 2007 Blogworld Show and Exposition

National Law Enforcement Museum Advisory Committee, 2004-2008

American Association of Political Consultants, Board member, 1998-2000

PROFESSIONAL EXPERIENCE—ACADEMIC

Professor, College of Media & Communication, Texas Tech University, July 1, 2013-present

Professor & Starch Faculty Fellow, School of Journalism and Mass Communication, University of Iowa, June 2009-June 2013

Professor, William Allen White School of Journalism & Mass Communications, University of Kansas, July 2006-June 2009

Associate Professor, Manship School of Mass Communication, Louisiana State University, August 2000-May 2006

Robert Sterling Clark Visiting Professor, Williams College, spring 2002

Assistant Professor, Manship School of Mass Communication, Louisiana State University, August 1995-July 2000

Instructor, School of Journalism & Mass Communication, University of Minnesota-Twin Cities, January 1993-June 1995

Instructor, School of Journalism, University of St. Thomas, St. Paul, Minnesota, March-June 1994

Special Adviser to Minority Students, School of Journalism & Mass Communication, University of Minnesota-Twin Cities, January-April 1993

Teaching Assistant, School of Journalism & Mass Communication, University of Minnesota-Twin Cities, September 1991-March 1993

Teaching Associate/Course Supervisor, Annenberg School for Communication, University of Pennsylvania, September 1990-June 1991

Teaching Assistant, Annenberg School for Communication, University of Pennsylvania, September 1989-June 1990

GRANTS & AWARDS

Texas Tech University President's Excellence in Gender Equity Award, 2017-2018

Classical Association of the Middle West and South (CAMWS) Special Service Award, 2013 [honors "classicists or non-classicists who have made special contributions to the promotion of Latin and Classical studies, especially at the state and local level, in CAMWS territory"]
http://www.camws.org/awards/service.php

Niagara Foundation, 2013. Funding for two academic outreach trips to Turkey (about $20,000)

International Programs Faculty Fellow, University of Iowa, Fall 2012-Spring 2013

Niagara Foundation, 2012. Funding for journalism faculty and practitioners outreach trip to Turkey (about $20,000)

Principal Investigator, "Training Minority Students from Chicago in Iowa Journalism Workshops," McCormick Foundation, 2013 (about $20,000)

Principal Investigator, "Training Minority Students from Chicago in Iowa Journalism Workshops," McCormick Foundation, 2012 (about $12,500)

Principal Investigator, "Training Minority Students from Chicago in Iowa Journalism Workshops," McCormick Foundation, 2011 (about $12,500)

Principal Investigator, "Create an iPhone App" class tech funding, Academic Technologies Advisory Council 2009 Innovations in Teaching with Technology Award by Iowa Information Technology Services (about $6,500)

Principal Investigator, 2008 University of Kansas Transportation Research Institute Presidential & Congressional Forum (about $43,000)

Co-Principal Investigator, "Development of an Interactive E-training Program for Work Zone Safety and Mobility," University of Kansas Transportation Research Institute, 2008-2009 (about $130,000)

Co-Principal Investigator, "Improving Highway Work Zone Safety," University of Kansas Transportation Research Institute, 2008-2009 (about $180,000)

Principal Investigator, "Can Blog Usership Increase Newspaper Readership?" Funding by John S. and James L. Knight Foundation as part of the Carnegie-Knight Initiative on the Future of Journalism Education, 2006-2007 ($9,200)

Co-Principal Investigator, "Driver Safety and the Boomer Dilemma: 'Advanced Driver Training' as Addressing the Attention Challenge," University of Kansas Transportation Research Institute, 2006 (about $127,000)

Scripps-Howard Professorship, July 2005-May 2006

Patrick J. Sorrells Professorship, November 2003-May 2006

LSU Press Professorship, 2003-2006 ($6,000 renewed yearly)

LSU Distinguished Faculty Award for Teaching, Research & Service, 2001 ($1,000)

Mary Poindexter Research Professorship, 2000-2001 ($6,000)

Douglas Manship Research Professorship, 1998-2000 ($6,000)

Lee Griffin Research Professorship, 1997-1998 ($2,000)

Tiger Athletic Foundation Undergraduate Teaching Award, 1997-1998

LSU Incentive Grant for Teaching Innovation, 1996, "Evaluating Student Internship Expectations & Performance: A Pilot Study for Building an Attitude Scale" ($2,500)

LSU Summer Research Stipend, 1996, "The Pictorial Portrayal of the People's Republic of China in the *Washington Post*" ($4,000)

C-SPAN Winter Seminar for Professors, 1996, Conference invitation to Washington, D.C. and grant

Sorority-Fraternity "Best" Faculty Teaching Appreciation Award, 1994, University of Minnesota

Kriss Research Grant, 1993, University of Minnesota-Twin Cities

University of Minnesota Graduate School and Frances Andrews Fund Grant for Research Abroad, 1992, "Formal and Thematic Styles of Photography in the People's Republic of China"