

# David Kamerer, PhD, APR

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## Professional Experience

ASSISTANT PROFESSOR, Loyola University Chicago School of Communications. Teach digital campaigns, new media, public relations, research methods and writing courses. (2009 – present)

VISITING PROFESSOR, Elliott School of Communication, Wichita State University. Taught integrated marketing communication, research, writing, media production (2008-2009). Also served as adjunct professor, teaching graduate and undergraduate research methods courses (2004, 2007).

DIRECTOR OF COMMUNICATIONS, Envision, Inc. Supervised corporate identity and image, marketed low vision rehabilitation services and created public education programs for \$127 million not-for-profit agency. Duties included writing, advertising (television, radio and print), media relations, project management, internal and external newsletters, grant writing, website content development, special-event planning and execution, database management, direct mail, audio and video production, photography and research. Envision operates three manufacturing facilities, 16 stores on military bases, a retail store, a commercial print shop and a low vision optometry clinic, and is the second largest affiliate of National Industries for the Blind (2002 – 2008).

ASSISTANT PROFESSOR, Department of Mass Media, Washburn University. Courses included media writing, public relations and online publishing (2000–2002).

CONSULTANT, Via Christi Health, Wichita; Community Tool Box, Lawrence, KS; St. Francis Community Services, Salina, KS; Big Brothers Big Sisters of Sedgwick County/Kansas; Greteman Group, Wichita; Howerton+White, Wichita; Kansas Health Foundation, Wichita; City of Wichita; Beaumont Foundation, Beaumont, Texas; Communities in Schools, Wichita.

COPYWRITER, The Wichita Eagle special publications, emphasis on communication and computer technology (freelance).

ASSISTANT PROFESSOR, A.Q. Miller School of Journalism and Mass Communications, Kansas State University. Courses included research methods, communication technology, media production (1994-1999).

ASSISTANT PROFESSOR, Elliott School of Communication, Wichita State University. Courses included media production, visual communication, research

methods, communication technology and film studies. Director, Integrated Media lab (1991-1994).

OTHER POSITIONS HELD: Assistant Professor, Department of Communication, Trinity University (1987-1991); lecturer/studio supervisor, Department of Telecommunications, Indiana University (1986-1987); associate instructor, Department of Telecommunications, Indiana University (1983-1986); television instructor, College of Veterinary Medicine, Kansas State University (1979-1983); general assignment reporter, Junction City Daily Union (1979).

## **Education**

PhD, Mass Communication, Department of Telecommunications, Indiana University, 1989. Concentrations: communication technology, audience analysis, communication policy, marketing. Business minor.

MA, Journalism and Mass Communications, Kansas State University, 1983.

BA (Honors), Speech and Dramatic Art, University of Iowa, 1978.

## **Accreditations**

Accredited in Public Relations (APR) by the Universal Accreditation Board, 2007, 2010.

Google Analytics Individual Qualification, certificate 0126101.

CITI (Collaborative Institutional Training Initiative) for conducting research with human subjects.

## **Refereed Publications**

“Plug away: Disclosure of material connections in style blogs,” *Journal of Digital & Social Media Marketing*, Vol 2, Number 4, 2015.

“Understanding the Yelp review filter: an exploratory study,” *First Monday*, Volume 19, Number 9 – 1 September 2014  
<http://firstmonday.org/ojs/index.php/fm/article/view/5436/4111>

“Estimating online audiences: Understanding the limitations of competitive intelligence services,” *First Monday*, Volume 18, Number 5 - 6 May 2013  
<http://firstmonday.org/ojs/index.php/fm/article/view/3986/3674>  
doi:10.5210/fm.v18i5.

"Media Literacy," *Communication Research Trends*, Vol. 32 (2013), No. 1, pp. 4-18.

"Disclosing material connections online: legal and ethical issues." Chapter in *Digital Ethics: research & practice*, edited by Don Heider and Adrienne L. Massanari (2012). New York: Peter Lang Publishing.

"Public relations at the micro level: connecting with customers on Twitter" with Pamela Morris. Published in the *Proceedings of the 2011 Public Relations Society of America Educator's Academy*.  
<http://www.prsa.org/Network/Communities/EducatorsAcademy/Programming/EAProceedings/2011EAProceedings.pdf>

"A Comparison of Collegiate and Commercial Online Newspapers," with Bonnie Bressers and Ron Johnson. *College Media Review*, Fall 1998.

"An Investigation of Reader Preference for Electronic Newspapers," With Jennifer Mueller as first author. *Newspaper Research Journal*, Vol. 16, No. 3, pp. 2-13 (Summer, 1995).

"Patterns of Use, Exposure in a Paper's Audiotex System" With Lori Bergen as second author. *Newspaper Research Journal*, Vol. 16, No. 1, pp. 48-59 (Winter, 1995).

"Information Gathering Styles in an Interactive Environment: the Influence of Computer Literacy and Technology Use" With Barton K. Wilcox. In *Educational Multimedia and Hypermedia Annual*, 1994.

"Factors Mediating Repeat viewing of Television Programs" *Southwestern Mass Communication Journal*, Vol. 7, No. 1, pp. 73-87 (Spring/Summer 1991).

"Profiling the Video Disc Adopter: An Exploratory Study," *Southwestern Mass Communication Journal*, Vol. 6, No. 2, pp. 64-74 (Fall/Winter 1990).

"A Quantitative Approach to Resolving Comparative Hearings" *Southwestern Mass Communication Journal*, Vol. 6, No. 1, pp. 24-33 (Spring/Summer 1990).

### **Book chapters**

"Microchannels and CMC: Short Paths to Developing, Maintaining, and Dissolving Relationships," by Deborah Ballard-Reisch, Bobby Rozzell, Lou Heldman and David Kameron. Chapter in Wright, K. B., & Webb, L. M. (Eds.) (2010). *Computer-mediated communication in personal relationships*. New York: Peter Lang Publishing.

Felkins, Patricia K. and McPhilimy, Cheryl. Telling Your Story: A Brief Guide to Public Relations Tools, 3<sup>rd</sup> edition (2010). (chapter on digital public relations tactics).

Teletext and Videodisc. Chapter entries in Encyclopedia of Television, Third Edition, Horace Newcomb, editor, 2004.

## **Invited**

Book review, Mediactive, by Gillmor, Dan, published in Journalism and Mass Communication Educator, summer, 2011.

“Building Personal Brands Through Social Media” – essay written for AEJMC.  
<http://www.aejmc.com/topics/archives/1286>

Book review, “Ubiquitous Learning,” by Cope, Bill and Mary Kalantzis (eds.) (2009). Urbana: University of Illinois Press. pp. 279., published in Journalism Educator and online:  
<http://www.aejmc.com/topics/archives/1442>

Book review: The Exploding Power of Personal Media, by Ganley, Gladys D. In Journalism Quarterly, Summer, 1993.

## **Competitive Papers and Presentations**

“Plug away: disclosure of material connections in social media channels,” presented to International Communications Association, Seattle, May 24, 2014.

“Plug away: disclosure of material connections in social media channels,” presented to Second Annual Digital Ethics Symposium, Loyola University Chicago, October 29, 2012.

“Corruption of online channels of communication: what you need to know, why you should care,” accepted for presentation to International Conference, Public Relations Society of America, San Francisco, October, 2012.

“Teaching web analytics as a public relations skill,” accepted for presentation to Public Relations Society of America Educator’s Academy, San Francisco, October 2012.

“Methodological issues associated with estimating audience size online,” presented to Midwest Association of Public Opinion Research (MAPOR), Chicago, November 2011.

“Disclosing material connections and the FTC,” presented to International Symposium on Digital Ethics, Loyola University Chicago, October 2011.

“Public relations at the micro level: connecting with customers on Twitter” with Pamela Morris. Presented to Public Relations Society of America Educator’s Academy, Orlando, Florida, October 15, 2011.

“Media relations in the digital age,” presented to Public Relations Society of America Educator’s Academy, October, 2011.

“Using analytics to drive public relations program success”, presented to International Conference, Public Relations Society of America, October, 2011.

“Symmetrical Communication, Social Media, and the Enterprise: An Exploratory Study,” David Kamerer, Pamela Morris and Lou Heldman, Presented at Vatican Conference on Communication, Marquette University, July 19-21, 2010.

“Twitter friends’ in 140 characters or less: Developing, maintaining, and dissolving relationships through microblogging.” Ballard-Reisch, D.S., & Rozzell, B.L., Heldman, L. & Kamerer, D. (October 16, 2009). Presentation at the OSCLG (Organization for the Study of Communication, Language and Gender) conference in Los Angeles, CA.

“U.S. Cities Twitter about the 2008 presidential election: Fantasy theme analysis of messages from three cities during three election-night time phases.” Rozzell, B.L., Ballard-Reisch, D.S., Heldman, L. & Kamerer, D. (November 12, 2009). Presentation at the National Communication Association Conference, Chicago, IL. (Roundtables on Research in Progress).

“Twitter friends’ in 140 characters or less: Developing, maintaining, and dissolving relationships through microblogging.” Ballard-Reisch, D.S., Rozzell, B.L., Kamerer, D. & Heldman, L. (November 12, 2009). Presentation at the National Communication Association Conference, Chicago, IL. (Roundtables on Research in Progress).

“Access to abortion and communication choices in computer-mediated communities: An examination of the spiral of silence theory.” Kamerer, D., Ballard-Reisch, D.S., Rozzell, B.L., & Heldman, L. (November 12, 2009). Presentation at the National Communication Association Conference, Chicago, IL. (Roundtables on Research in Progress).

“Online accessibility in principle and practice,” presented to Envision Conference 07, Kansas City, August 2007.

“Print journalists’ perceptions of multimedia technology: an exploratory study,” with Bonnie Bressers. Presented to Midwest Association of Public Opinion

Research annual meeting, Chicago, Nov. 1998.

“Online Newspapers: a Trend Study of News Content and Technical Features,” Presented at Association for Education in Journalism and Mass Communication annual meeting, Baltimore, August, 1998. Second author: Bonnie Bressers.

“Readership of an Electronic Newspaper,” Presented at the Midwest Association of Public Opinion Research annual meeting, Chicago, November, 1994. Second author: Jennifer Mueller.

“Patterns of Use and Exposure in an Audiotext System,” Presented at the Midwest Association of Public Opinion Research annual meeting, Chicago, November, 1993. Second author: Lori Bergen.

“Computer Literacy, Technology Use and Compact Disc-Interactive: An Exploratory Study” Presented at Association for Education in Journalism and Mass Communication annual meeting, Kansas City, August, 1993. Second author: Barton K. Wilcox.

“Educating Communicators: A Comparative Study of Journalism Training Around the World” Presented at Midwest Association for Public Opinion Research, Chicago, November, 1992. Other authors: Philip Gaunt and Lori Bergen.

“Profiling the Video Disc Adopter: An Exploratory Study” Presented at Southwest Mass Communications Symposium, Lewisville, TX, October, 1990.

“How Television Audiences Cumulate: An Analysis of Reach and Frequency Using People Meters” Presented at the Association for Education in Journalism and Mass Communication annual meeting, Minneapolis, August, 1990.

“Factors Mediating Repeat Viewing of Television Programs” Presented at the Midwest Association of Public Opinion Research annual meeting, Chicago, November, 1988. Revised version voted second place paper, research committee, Broadcast Education Association annual meeting, Las Vegas, April, 1989.

“A Quantitative Approach to Resolving Comparative Hearings” Presented at the Association for Education in Journalism and Mass Communication annual meeting, Portland, July, 1988. “Top Three” paper in Theory & Methodology division.

“Managing the Transition to People Meters” Presented at the Midwest Association of Public Opinion Research annual meeting, Chicago, November, 1987.

“Broadcast Editorializing and the Mayflower Experiment” Presented to the Commission on Freedom of Speech, Speech Communications Association 72nd Annual Meeting, Chicago, November, 1986.

### **Applied Research**

“Assessment of foster care and adoption in Kansas,” self-administered and online survey and reports sponsored by Kansas Department of Social and Rehabilitation Services and managed by Kansas Children’s Service League. Survey is an assessment of perceptions of current foster and adoption services and recruiting strategies (2005).

### **Grants Funded**

Lattner Foundation (Envision video, 2006) • Sedgwick County Dept. on Aging (in-home services, 2004) • Allergan Foundation (sculpture for sensory walkway, 2003) • United Methodist Health Fund (vision seminars, 2003) • Sedgwick County Dept. on Aging (in-home services, 2003) • Greyhound Charities (zoo sculpture, 2003) • Intrust Bank (vision seminar, 2003) • Wichita Community Foundation (sensory integration, 2002) • Wichita Junior League (equipment – independent living, 2002) • Annie E. Casey Foundation (Big Brothers Big Sisters, 2000) • State of Kansas Dept. on Aging (elder abuse campaign, 1998)

### **Service**

Committees at Loyola University Chicago: Global Strategic Communication, development committee, 2013; Scholarship committee, 2011; Digital Storytelling degree curriculum development committee, 2011; Digital Storytelling degree development committee, 2009-2010

President, Public Relations Society of America - Kansas Chapter (2005). Also served as member, diversity committee; board member at large; member, professional development committee; chair, student day.

Professional advisor, Wichita State University PRSSA.

### **Professional awards**

2008

Public Relations Society of America, Kansas Chapter

- Professional of the Year
- Clarus, Radio PSAs, celebrity campaign

- Clarus, Great ideas for \$1500 or less, Kids Club Car Show
- Excellence, Television PSAs, celebrity campaign
- Excellence, Marketing Communications, Envision Conference
- Excellence, Creative Tactics, page magnifier promotion with The Wichita Eagle

2007

National Federation of Press Women

- First, Audiovisuals, Envision corporate video

Kansas Professional Communicators

First, Direct mail marketing, Envision Conference

- First, Audiovisuals, Envision corporate video
- Second, Electronic media advertising (radio), Envision celebrity campaign
- Second, Electronic media advertising (television), Envision celebrity campaign

2006

- Public Relations Society of America, Kansas Chapter
- Clarus, Audiovisual presentations, Envision corporate video
- Clarus, Promotional materials, Visibility (doctor newsletter)
- Excellence, Direct mail, Envision Conference

2005

National Federation of Press Women

- First, Personal columns, technology writing for The Wichita Eagle
- Second, Multimedia presentation, Envision recruiting video

Public Relations Society of America, Kansas Chapter

- Clarus, News/Feature writing, Web Accessibility Study
- Excellence, Audiovisual presentations, Envision recruiting video
- Excellence, Internal Communications, EnvisionUS newsletter
- Merit, Public Affairs, Employment Ruling

Kansas Professional Communicators

- First, Personal Columns, "The End of the VCR"
- First, Audiovisuals, Envision recruiting video
- Second, Newsletters, InTouch
- Second, Brochure, See the Possibilities
- Honorable mention, Advertising, B&W, "Vision loss and diabetes" 2004

National Federation of Press Women

- First, Personal columns, technology writing for The Wichita Eagle
- Second, Multimedia presentation, Envision PowerPoint

2004

Public Relations Society of America, Kansas Chapter

- Clarus, Internal Communications, for EnvisionUS employee newsletter



- Merit, Marketing Communications, for See the Difference clinic brochure
- Merit, Marketing Communications, for Amsler Grid package
- Merit, External Newsletters, for InTouch
- Merit, Special Events, Observances, Promotions, for Macular Degeneration
- Seminars
- Merit, Great ideas for under \$1250, Resource Guide

#### Kansas Professional Communicators

- First, Event planning, for Macular Degeneration Seminars
- First, Internal communication, for EnvisionUs newsletter
- First, Personal columns, for Wichita Eagle technology writing
- First, Interactive production, for Envision PowerPoint
- Second Place, Newsletters, for InTouch
- Honorable Mention, Writing, for InTouch

#### 2003

##### Public Relations Society of America, Kansas Chapter

- Clarus, PR Campaign, for Macular Degeneration Seminars
- Clarus, Special Events, Observances, Promotions, for "Voice of Rugrats"
- Excellence, News/Feature Writing, for Talking ATM Press release
- Merit, Internal Communications, for EnvisionUS employee newsletter
- Merit, Marketing Communications, for Product Sales Sheets
- Merit, Marketing Communications, for Vision Rehabilitation brochures
- Merit, Media Kit/Pitch Letter, Macular Degeneration seminar press kits
- Merit, News/Feature Writing:, for Fireworks Safety Op/Ed in the Wichita Eagle
- Merit, external newsletters, for InTouch

##### Wichita Advertising Federation

- Addy Citation of Excellence, Public Service Television, for Defeat Diabetic Eye Disease

#### 2002

##### Public Relations Society of America, Kansas Chapter

- Clarus, Marketing Communications, for mission posters
- Excellence, Special Events, Observances, Promotions, for Annual meeting

##### Wichita Advertising Federation

- Addy Citation of Excellence, Fixed Advertising Installation, for Envision History Wall

### **Social graph**

DavidKamerer.com • blog and website

Delicious.com/davidkamerer • social bookmarks

Vimeo.com/davidkamerer • video portfolio

[Twitter.com/davidkamerer](https://twitter.com/davidkamerer) • follow me on Twitter  
[Linkedin.com/in/davidkamerer](https://www.linkedin.com/in/davidkamerer) • LinkedIn profile  
[Slideshare.net/dkresearch](https://www.slideshare.net/dkresearch) • slide decks  
[Gplus.to/davidkamerer](https://plus.google.com/+davidkamerer) • Google Plus