

KIM BARTEL SHEEHAN
School of Journalism and Communication
University of Oregon
Eugene, OR 97403

(541) 346-2088

ksheehan@uoregon.edu

Current Appointment

Professor with Tenure, School of Journalism and Communication
Director, SOJC Honors Program

Education

- The University of Tennessee-Knoxville
Ph. D. in Communications, May, 1998
Fields of Study: Communications, Advertising and Marketing
Dissertation: Antecedents and Effects of Privacy Concerns Among On-Line Consumers
- Boston University
Masters of Business Administration, September, 1993
Degree awarded with High Honors
Fields of Study: Marketing and Organizational Behavior
- Northwestern University
Bachelors of Science in Speech, June, 1980
Field of Study: Radio-TV and Film

Teaching Experience

- University of Oregon, September 1998-Present
Professor with Tenure- School of Journalism and Communication
 - Promoted from Associate Professor 5/2009
 - Promoted from Assistant Professor 3/2004Adjunct Professor in the AIM Program, Portland September 1998-August, 2002
- University of Tennessee-Knoxville, August 1995-August, 1998
Adjunct Professor -College of Communications (June-August, 1998)
Graduate Teaching Associate (August 1995-May, 1998)
- Boston University, September 1993-May, 1995
Assistant Professor-College of Communication

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Research Interests

Advertising and Public Policy, with a focus on sustainability and DTC; social construction of science; privacy and emerging media; online research methods; branding and storytelling.

Courses Taught

- Undergraduate

Principles of Advertising; Advertising Research; Advertising Campaigns; Advertising Account Management; Advertising Professional Seminar; Advertising Media Planning; Advertising and Society; Advertising in Cyberspace; Advertising and Brands; Oral Presentation; Organizational Communication, Portfolios for Planners/Managers, Green Brand Strategy, Honors Theory and Research, Sustainability Leadership

Guest Speaker in Communications Ethics; Mass Communication and Society, Writing for the Media, Media Literacy, Chemistry of Sustainability,

- Graduate:

Media Theory 1, Teaching and Professional Life; New Media History and Theory; Quantitative Research Methods; Advanced Quantitative Research Methods (Survey research); Web 2.0: Issues and Theories; Advertising and Public Relations as Social Institutions, Advertising Account Management; Corporate Social Marketing; Social Media Strategy; Marketing in Cyberspace (AIM program onsite); Information & Society (AIM program onsite and online); Negotiation and Conflict Resolution.

Advising: Assigned to advise an average of 60 undergraduates and 7+ graduate students each year

Books

- Kelly, Larry, Kim Sheehan and Don Jugenheimer (in press), *Media Planning: A Management Approach -the Fourth Edition*. New York: ME Sharpe.
- Sheehan, Kim Bartel and Lucy Atkinson, Editors (2014), *Green Advertising and the Reluctant Consumer*, New York: Routledge.
- Sheehan, Kim Bartel (2013), *Controversies in Contemporary Advertising*, Second Edition, Thousand Oaks, CA: Sage Publications
- Jugenheimer, Don, Larry Kelly and Km Sheehan (2011), *Media Planning: A Management Approach-the Third Edition*. New York: ME Sharpe.

KIM BARTEL SHEEHAN (continued)

Books (continued)

- Haley, Eric, Margaret Morrison, Kim Bartel Sheehan and Ronald Taylor (2011), *Using Qualitative Research in Advertising: Strategies, Techniques and Application, Second Edition*, Thousand Oaks, CA: Sage Publications
- O'Leary, Steve, Kim Sheehan and Sterling Lentz (2011), *Small Business Smarts: Building Buzz with Social Media*: Westport, CT: ABC-Clio
- O'Leary, Steve and Kim Sheehan (2010), *Small Business Smarts: How Retailers Can Survive and Thrive in a Recession*. Newport Beach, CA: Grabbing Green Press.
- O'Leary, Steve and Kim Sheehan (2008), *Building Buzz to Beat the Big Boys: Word of Mouth Marketing for Small Businesses*, Westport, CT: Praeger Publishing
- Sheehan, Kim Bartel (2007), Editor, *The Proceedings of the 2007 Conference of the American Academy of Advertising*, Eugene, OR: American Academy of Advertising.
- Sheehan, Kim Bartel (2003), *Controversies in Contemporary Advertising*, Thousand Oaks, CA: Sage Publications.
- Haley, Eric, Margaret Morrison, Kim Bartel Sheehan and Ronald Taylor (2002), *Using Qualitative Research in Advertising: Strategies, Techniques and Applications*, Thousand Oaks, CA: Sage Publications.

Book Chapters

- Berg, Kati and Kim Sheehan (2014), "Social Media as a CSR Communication Channel: The Current State of Practice" in Marcia DiStaso and Denise Bortree (eds), *Social Media and Corporate Social Responsibility*.
- Sheehan, Kim Bartel (2014) "The Many Shades of Green Washing: Using Consumer Input for Policy Decisions Regarding Green Advertisements", in Kahle, L (ed), *Sustainability and Consumer Behavior*.
- Gangadharbatla, Harsha and Kim Sheehan (2012), "Framing the Environmental Issue: Implications for Advocate", in Lee Ahern and Denise Bortree (eds.), *Green Marketing*.
- Hopp, Toby, Gangadharbatla, Harsha, and Sheehan, Kim (2013). How motivations for social media usage can change and what it means for e-businesses. In Cain Evans and Eldon Li (Eds.), *Social Media and E-Business Transformation*, Hershey, PA: IGI Global.

KIM BARTEL SHEEHAN (continued)
Book Chapters (continued)

- Sheehan Kim Bartel (2012), "Theories of Direct to Consumer Advertising" in Esther Thorson and Shelly Rodgers (eds.), *Advertising Theory*, New York: Routledge.
- Sheehan, Kim Bartel (2011), "Product placement, spam, 'pop-ups,' and similar techniques are valid tools for advertisers and their clients to use, as long as they are legal and can sell a product," in *Controversies in Media Ethics*, New York: Routledge.
- Sheehan, Kim Bartel (2008), "Women in Advertising Education", in *A History of the American Academy of Advertising*. Austin: American Academy of Advertising.
- Sheehan, Kim Bartel (2004), "How Public Opinion Polls Frame Online Privacy: Implications for E-Marketers, Consumers and Public Policy" in *Contemporary Research in E-Marketing*, Sandeep Krishnamurty, editor, Hershey, PA: Idea Group, Inc.
- Sheehan, Kim Bartel (2000), "An Investigation of Online Privacy Concerns and Resultant Behaviors," in *Internet Marketing: Readings and Online Resources*, Paul S. Richardson, editor, New York: McGraw Hill, 159-173.

Refereed Publications

- Sheehan, Kim Bartel and Joonghwa Lee (2014), "What's Cruel about Cruelty Free", *Journal of Animal Ethics (Fall)*, 1-15.
- Koranda, David and Kim Bartel Sheehan (2014), "Curiosity: An Essential Advertising Skill", *Journal of Advertising Education*, 18, 1.
- Gangadharbatla, Harsha, Toby Hopp and Kim Sheehan (2012), "Changing User Motivations For Social Networking Site Usage: Implications For Advertisers, " *International Journal of Internet Marketing and Advertising*, 7(2), 120-135.
- Berg, Kati Tusinski and Kim Bartel Sheehan (2010). "The New FTC Green Guides". *Media Ethics*, 22, 1.
- Sheehan, Kim Bartel and Deborah K. Morrison (2009), "Beyond Convergence: Confluence Culture and the Role of the Advertising Agency in a Changing World", *First Monday*: available:
<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2239/2121>

KIM BARTEL SHEEHAN (continued)
Refereed Publications (continued)

- Sheehan, Kim Bartel (2008), "Consumer Friendly or Reader Hostile: An Analysis of the Readability of DTC Print Advertisements," *Health Marketing Quarterly*, 25 (3/4), 3-13.
- Sheehan, Kim Bartel (2007), "DTC Branded Web Sites: Risk Presentation and Implications for Public Policy," *Journal of Advertising*, 36 (3), 125-135.
- Sheehan, Kim Bartel (2005), "In Poor Health: An Assessment of Privacy Notices at Branded Drug Web Sites", *Journal of Public Policy and Marketing*, 24 (2), 273-283.
- Sheehan, Kim Bartel and Aibing Guo (2005), "Leaving on a (Branded) Jet Plane", *Journal of Current Issues and Research in Advertising*, 27 (1), 77-91.
- Sheehan, Kim Bartel (2004), "How Public Opinion Polls Define and Circumscribe Online Privacy," *First Monday*, July, available: <http://firstmonday.org>
- Sheehan, Kim Bartel (2003), "Balancing Acts: An Analysis of FDA Letters Regarding DTC Advertising Violations," *Journal of Public Policy and Marketing* 22 (2), 159-169.
- Sheehan, Kim Bartel (2002), "Of Surfing, Searching and Newshounds: A Typology of Internet Users' Online Sessions," *Journal of Advertising Research* 42 (5), 62-71.
- Frazer, Charles F, Kim Bartel Sheehan and Charles Patti (2002) "Advertising Strategy and Effective Advertising: Comparing the U.S. and Australia", *Journal of Marketing Communications*, (3), 149-164.
- Sheehan, Kim Bartel, Charles Frazer and Charles Patti (2002), "Strategic and Tactical Integration Between Print and Web Advertising in the United States and Australia," *Journal of Promotion Management*, 9, (1), 31-44.
- Sheehan, Kim Bartel (2002), "Toward a Typology of Online User Privacy Concerns," *The Information Society*, 18, (1), 21-32.
- McMillan, Sally J., Kim Bartel Sheehan, Brandt Heineman and Charles Frazer (2001), "What the Real World Really Wants: An Analysis of Advertising Employment Ads," *Journal of Advertising Education*, 5, (2), 9-21
- Sheehan, Kim Bartel and Caitlin Doherty (2001), "Re-weaving the Web: Integration between Print Ads and Web Sites," *Journal of Interactive Marketing*, 15 (2), 47-59.
- Sheehan, Kim Bartel and Timothy W. Gleason (2001), "Online Privacy: Internet Advertising Practitioners' Knowledge and Practices," *Journal of Current Issues and Research in Advertising* 23 (1), 15-25.

KIM BARTEL SHEEHAN (continued)

Refereed Publications (continued)

- Sheehan, Kim Bartel (2001), "Email Survey Response Rates: A Review," *Journal of Computer Mediated Communications*, 6 (2), Available: <http://www.ascusc.org/jcmc/vol6/issue2/sheehan.html>
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (2000), "Dimensions of Privacy Concern Among Online Consumers," *Journal of Public Policy and Marketing*, 19 (1), 62-73. Scale used in survey included in Marketing Research Scales, 2001.
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1999) "Flaming, Complaining, Abstaining: How Online Users Respond to Privacy Concerns," *Journal of Advertising*, 28 (3), 37-50. **Finalist: Best Paper of 1999.**
- Sheehan, Kim Bartel (1999), "An Investigation of Gender Differences in Online Privacy Concerns and Resultant Behaviors," *Journal of Interactive Marketing*, 13 (4), 24-38.
- Sheehan, Kim Bartel and Sally J. McMillan (1999), "Response Variation in E-Mail Surveys: An Exploration," *Journal of Advertising Research* 39 (4), 45-54.
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1999), "Using E-mail to Survey Internet Users in the United States: Methodology and Assessment," *Journal of Computer Mediated Communication*, [On-line], 4 (3). Available: www.ascusc.org/jcmc/vol4/issue3/
- Taylor, Ronald E. and Kim Bartel Sheehan (1997), "Teaching Job Search Skills to Advertising Majors," *Journal of Advertising Education*, 2 (1), 46-54.

Refereed Conference Proceedings

- Sheehan, Kim Bartel and Kati Tusinski Berg (2015), "Thinking Pink?", to be presented at the 2015 AAA Conference, Chicago, IL.
- Sheehan, Kim Bartel and Joonghwa Lee (2012): "What's Cruel about Cruelty Free" presented at the 2012 American Academy of Advertising annual conference.
- Sheehan, Kim Bartel, Emily Kahn, Marieke De Mooij and Carrie La Ferle, (2010), "World Wide Wisdom: What Advertising Students Need to Know about Global Advertising," *Proceedings of the 2010 American Academy of Advertising European Conference*.

KIM BARTEL SHEEHAN (continued)
Refereed Conference Proceedings (continued)

- Sheehan, Kim Bartel and Charlie Robertson (2010), "To See Ourselves as Others See us: Brands as Nations, Nations as Brands" , *Proceedings of the 2010 American Academy of Advertising European Conference*.
- Sheehan, Kim Bartel and Glenn Griffin (2009), "Idea Books as Pedagogical Tool", SWECJMC Southwest Symposium in Arlington, Texas.
- Sheehan, Kim Bartel (2006), "Consumer Friendly or Reader Hostile? An Evaluation of the Readability of DTC Print Ads," in *Proceedings of the 2006 Conference of the American Academy of Advertising*.
- Sheehan, Kim Bartel (2005), "DTC Web Sites: Content, Fair Balance, and Implications for Public Policy," in *Proceedings of the 2005 Conference of the American Academy of Advertising*
- Sheehan, Kim Bartel (2003), "Risky Business: An Analysis of FDA Warnings Regarding DTC Advertising ," in *Proceedings of the 2003 Conference of the American Academy of Advertising*.
- Frazer, Charles F. and Kim Bartel Sheehan (2002), "EFFIEs versus Lions: A Comparison of Award-Winning U.S. Commercials," in *Proceedings of the 2002 Conference of the American Academy of Advertising*, Avery Abenathy, Ed, Auburn, AL: Auburn University, 72-73.
- Frazer, Charles F., Kim Bartel Sheehan and Charles Patti (2001), "Advertising Strategy and Effective Advertising: Comparing the U.S. and Australia", in *Proceedings of the Special 2001 Conference of the American Academy of Advertising Asia-Pacific Conference*, Marilyn Roberts and Robert King, Co-Editors, Gainesville, FL: University of Florida, 74.
- Sheehan, Kim Bartel (2001), "Advertising A La Mode: Portrayals of Plus-Size Women in Three Fashion Magazines," in *Proceedings of the 2001 Conference of the American Academy of Advertising*, Charles R. Taylor, Ed, Villanova, PA: Villanova University, 1.
- Sheehan, Kim Bartel and Caitlin Doherty (2000), "IMC on the WWW: An Exploration (abstract)," in *Proceedings of the 2000 Conference of the American Academy of Advertising*, Mary Alice Shaver, Ed, East Lansing, MI: Michigan State University, 156-7.
- Maxwell, Ann, Wayne Wanta, Kim Bartel Sheehan and Clyde Bentley (2000), "The Effectiveness Of Account Planners at US Advertising Agencies" in *Proceedings of the 2000 Conference of the American Academy of Advertising*, Mary Alice Shaver, Ed, East Lansing, MI: Michigan State University, 149-154.

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Refereed Conference Proceedings (continued)

- Sheehan, Kim Bartel (1999), "Navigating the Obstacle Course: The Faculty Search Process," in *Proceedings of the 1999 Conference of the American Academy of Advertising*, Marilyn S. Roberts, Ed, Gainesville: University of Florida, 147-155.
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1998), "Sugging, Frugging and the Emperor of Japan: Using E-mail to Survey Internet Users Nationwide," in *Frontiers in Direct Marketing Research*, Joseph E. Phelps, Ed., New York: John Wiley and Sons, Inc.
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1998), "Privacy and On-Line Consumers: Comparisons with Traditional Consumers and Implications for Advertising Practice," in *Proceedings of the 1998 Conference of the American Academy of Advertising*, Darrel Muehling, Ed, Pullman, Washington: Washington State University, 77-
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1997), "E-mail Surveys: Response Patterns, Process and Potential." In *Proceedings of the 1997 Conference of the American Academy of Advertising*, Carole Macklin, Ed, Cincinnati: University of Cincinnati, 231.

Refereed Conference Presentations

- Pittman, Matthew and Kim Sheehan (2014), "The Netflix Effect: An Exploration of the Uses and Gratifications of Binge TV Watching" to be presented at the National Communications Association Conference, Chicago, IL, November 2014.
- Gangadharbatla, Harsha, and Kim Sheehan (2012), "Consumers' Ethical Evaluation of Greenwashing Ads", AEJMC, Chicago IL, August 2012.
- Schauster, Erin, Joonghwa Lee, Patrick Ferrucci, Seonyeon Kim, and Kim Sheehan (2012), "A Content Analysis of Undergraduate Advertising Program Websites", AEJMC, Chicago, IL, August 2012.
- Gangadharbatla, Harsha, and Kim Sheehan (2012), "Is Grey Matter Green Matter? An Exploratory Study of How Green Beliefs Affect Green Behaviors", International Communication Association Conference, Phoenix, AZ, USA, May 24-28.
- Jones, Wesley and Kim Sheehan (2012), "Netflix Became the New Blockbuster. Can it Be the New HBO, Too?" presented at the 2012 What is Television conference.
- Gangadharbatla, Harsha and Kim Sheehan (2011), "Framing the Environmental Issue: Implications for Advertisers and Advocates," presented at the 2011 Advertising and Consumer Psychology Conference.

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Refereed Conference Presentations (continued)

- Sheehan, Kim (2011), "What Does Green Mean? The New Green Guides and Consumer Perceptions of Greenwashing," presented at the 2011 Advertising and Consumer Psychology Conference.
- Sheehan, Kim Bartel and Michelle Honald (2005), "An Assessment of Privacy Policies at Health Related Web Sites", presented at the 2005 AEJMC Conference.
- Sheehan, Kim Bartel and William Cassidy (2001), "Measure for Measure: An Assessment of Online Unique Visitor Data," presented at the 2001 Association of Internet Researchers Conference, Minneapolis, MN.
- Sheehan, Kim Bartel (2001), "Of Surfing, Searching and Newshounds: A Typology of Internet Users' Online Sessions," presented at the 2001 Society of Consumer Psychology Conference, Seattle, WA.
- Sheehan, Kim Bartel (2000), "E-mail surveys: Promise or Peril?", presented at the National Communication Association Annual Conference, November 2000, in Seattle, Washington.
- Sheehan, Kim Bartel, Charles Frazer and Charles Patti (2000), "Strategic and Tactical Integration Between Print and Web Advertising in the United States and Australia," presented at the 2000 International Advertising Association Conference, October 2000, in Miami, FL.
- McMillan, Sally J., Kim Bartel Sheehan, Brandt Heineman and Charles Frazer (2000), "What the Real World Really Wants: An Analysis of Advertising Employment Ads," presented at the Association for Education in Journalism and Mass Communications Annual Conference, August 2000, in Phoenix, Arizona.
- Sheehan, Kim Bartel and Timothy Gleason (2000), "'Online Privacy: Internet Advertising Practitioners Knowledge and Practices" presented at the Regulating the Internet: EU and US Perspectives Conference, April 2000, in Seattle, Washington.
- Sheehan, Kim Bartel (1999), "Toward a Typology of Online Users and Privacy Concerns." Presented at the Association for Education in Journalism and Mass Communications Annual Conference, August 1999, in New Orleans, LA.
- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1997), "Warning Signs on the Information Highway: An Assessment of Privacy Concerns of On-line Consumers." Presented at the Association for Education in Journalism and Mass Communications Annual Conference, August 2, 1997, in Chicago, IL. **Awarded Best Paper: Advertising Research Division.**

KIM BARTEL SHEEHAN (continued)
Refereed Conference Proceedings (continued)

- Sheehan, Kim Bartel and Mariea Grubbs Hoy (1996), "On-Line Consumers' Perceptions of Privacy," presented at the 1996 Direct Marketing Educator's Conference, October 27, 1996, in New Orleans, LA.

Research in Progress

- "The Netflix Effect: An Exploration of the Uses and Gratifications of Binge TV Watching" with Matthew Pittman, under second review at *Western Journal of Communication*.
- "Why Greenwashing Works: Examining the Phrase "Chemical Free", under review at the *Journal of Consumer Affairs*, with Senyo Ofari-Parku
- "Social Capital's Effects on the Spiral of Silence", under review at *First Monday*.
- "Cause Related Marketing Advertising Messages: A Conceptual Typology and Research Agenda," under review at *Journal of Non Profit Marketing*
- "Binge is the New Black: Defining and Understanding Binge TV Watching", under review at *Mass Communication and Society*, with Matthew Pittman.
- "HIT Me With Your Best Shot", under review at *Journal of Social Science Research*, with Matt Pittman
- "The Creativity-Curiosity Connection", under review for the 2015 AAA Global Conference.
- Image and Apples, study in development with Matthew Pittman and Ryan Eanes

Invited Publications

- Sheehan, Kim Bartel (2013), "Foreward" in "Where to go to Study Advertising Around the World."
- Sheehan, Kim Bartel and Lucy Atkinson (2012), "Note from the Guest Editors: Revisiting Green Advertising and the Reluctant Consumer," *Journal of Advertising*, 41 (4), 5-7.
- Sheehan, Kim Bartel, W. Glenn Griffin and Deborah Morrison (2009), "Note from the Guest Editors: Perspectives of Interactive Creativity," *Journal of Interactive Advertising*, available: <http://www.jiad.org/article112>.
- Sheehan, Kim Bartel and Deborah Morrison (2009), "The Creativity Challenge: Media Confluence and Its Effects on the Evolving Advertising Industry" *Journal of Interactive Advertising*, available: <http://www.jiad.org/article116>.
- Sheehan, Kim Bartel (2008), "When the Going Gets Tough", *Salem Statesman Journal*, July 29.
- Sheehan, Kim Bartel (2008), "Small Business How-To Guides" available at <http://www.grabbinggreen.com>.
- Sheehan, Kim Bartel (2008), "White Paper on Green Consumers" available at <http://www.greenwashingindex.com>.
- Sheehan, Kim Bartel (2008), "Learnings from the Greenwashing Index" available at www.greenwashingindex.com.
- Sheehan, Kim Bartel (2008) "Brands" and "Trademarks in the Media" in *Encyclopedia of International Communications*.

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Invited Presentations

- "Building Your Brand" at the UO's Senior Series, May 28, 2014
- "Your Personal Brand" at the UO's "Senior Series", May 22, 2013
- "Outstanding Teachers are Born, Not Made" at the American Academy of Advertising Annual Conference, Albuquerque, NM, 4/3/2013.
- "What does Green Mean", presentation at University of Nevada-Reno Media week, 3/5/2013.
- "Greenwashing Update", presented at the Portland City Club, 12/2/2011.
- "How Not to Get Published", presented at the 2011 AAA Conference on 4/11/2011.
- "Green Guides and Health Communication", presented at the 2011 Clean Med Conference, Phoenix, 4/10/2011.
- "Ecological Literacy", presented at the Jordan Schnitzer Museum of Art on 3/13/2011
- "Green Guides Forum", panel organized and presented on 12/1/2010.
- "Marketing and Self Promotion" presentation to the CSWS faculty publishing symposium, 6/15/2010 and 6/16/2011.
- "Manifesting Green Values: Lessons from Brands Making a Difference," panel organized and presented at the Hulteng Conversations in Ethics, on 5/14/2010.
- "Brands, Social Media and Word of Mouth" presented at the SOVA meeting on 3/1/2010
- "Marketing Partnerships," presented at the American Diabetes Association annual meeting, 7/7/2009.
- "Social Marketing," presented at the Eugene Emerald Rotary, 6/30/2009.
- "Using World of Mouth Marketing in a Recession," presented at the Social Media Symposium, Lane Community College, 5/27/2009
- "Lessons from the Greenwashing Index", presented at the Greenwashing Forum, University of Oregon Turnbull Center 2/6/2009
- "Wikis & the Web 2.0 Revolution: Restructuring Knowledge & Information," presented at Community Conversations at the Living Learning Center, 10/15/2008.
- "CSR and Brand Building", presentation to the Portland PRSA, 9/10/2007..
- "CGM for Weekly Newspapers", presentation to the Association of Alternative Newspapers Conference 6/10/2007.
- "The Video on Demand Project: A New Tool for Journalism Students and Faculty," presentation to the CNI Task Force 12/1/2003..
- "The FTC's Investigation of DoubleClick: Implications for Consumer Privacy," presentation to the Springfield Rotary Club, 4/10/2001.
- "Filling Pails and Lighting Fires," presentation at the University of Oregon Graduate Student Orientation, 9/20/2000.

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Book Reviews

- Sheehan, Kim Bartel (2010), *Advertising and New Media*, Christina Spurgeon. *Information, Communication and Society*.
- Sheehan, Kim Bartel (1999), *Advertising and the World Wide Web*, edited by David W. Schumann and Esther Thorson. *Journalism and Mass Communication Quarterly* 76, 3, 604.
- Sheehan, Kim Bartel (1999), *Nike Culture*, Robert Goldman and Stephen Papson. *Journalism and Mass Communication Quarterly* 76, 4, 783-4.

Honors and Awards

- Society for New Communications Research, Fellow, 2013-2015
- Marshall Award for Innovative Teaching, SOJC, 2001, 2010.
- *Journal of Advertising* Best Reviewer Award, 2008
- AAA Service Award, 2005, 2006, 2007, 2013
- Order of Omega, University of Oregon, 2002
- Greenfield Award, University of Oregon, 2001
- Chancellor's Citation: Outstanding Professional Promise, UT, 1998
- Outstanding Ph.D. Student, College of Communication, UT, 1997

Research and Educational Grants

- QUT grant (2014), \$7000 to study cross cultural CSR message reception.
- Faculty Fighting Fund grant (2014), \$5000 to study perceptions of the Apple brand.
- Dave and Nancy Petrone Faculty Fellowship (2013), \$3300 to study the Spiral of Silence and social capital.
- Dave and Nancy Petrone Faculty Fellowship (2012), \$4000 to study greenwashing and the phrase "chemical free".
- Page Center Research Fellowship (2011). Co-PI of \$6000 grant to study CSR messages and social media.
- Page Center Research Fellowship (2009). Co-PI of \$6,000 grant to study environmental messaging.
- Oregon Communication Research Fellowship (2009), Co-PI of \$10,000 grant to study online communities
- Kilkenny Grant (2008), Co-PI of \$30,000 to study storytelling and Athletic Departments.
- Fighting Fund Grant (2007), \$2,000 to study creativity in developing countries.
- American Academy of Advertising Research Fellowship (2006), \$3000 to study DTCA.
- Dean's Research Grant (2005), \$2000 to study consumer response to risk advertising.
- Dave and Nancy Petrone Faculty Fellowship (2004), \$1,500 to study DTCA.
- Fighting Fund Grant (2004), \$5,000 to study tech adoption among researchers.
- Ed Tech Grant (2003): \$35,000 to establish digital archive of advertisements.
- Dean's Teaching Grant (2001): \$750 to create archive of advertising commercials
- Dean's Research Award (2000): \$750 to study online user behavior
- American Academy of Advertising Dissertation Proposal Award (1997): \$500 in support of doctoral dissertation research.

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Service-Academy

- President, American Academy of Advertising (elected position), 2013 (currently serve as Immediate Past President and member of the Executive Committee)
- Board of Curators: Usable Findings (2013-present)
- President Elect, American Academy of Advertising (elected position), 2012
- Vice President: American Academy of Advertising (elected position), 2006-07
- Secretary: American Academy of Advertising (elected position) 2005-06
- Editor: American Academy of Advertising Newsletter, 2002-2005

Service-Conference Organization and Participation

- "International Advertising" Pre Conference Developer, AAA Conference, 2013
- Steering Committee: Advertising and Consumer Psychology Conference, 2011
- "Emerging Scholar" Symposium Chairman, AAA Conference, 2008
- Panel Chair: AAA Conference, 2000, 2001
- Panel Discussant: AEJMC Advertising Division, 2000

Service-University

- Presidential Advisory Group on Intercollegiate Athletics (chair), 2014-present
- Intercollegiate Athletics Committee (elected position), 2014-present
- UO Diversity forum, Session Moderator-2014
- UO Graduate Research Forum, Session Moderator-2014
- UO Research Infrastructure Advisory Group: 2014-present
- UO Provost Search Committee-2013-2014
- Leadership Team: Green Product Design Network, 2009-2013
- UO Public Records Advisory Committee-2012-14
- UO Public Records Officer Search Committee-2012
- UO Presidential Search Committee-2012
- UO Distinguished Service Award Selection Committee-2012
- UO Sustainability Council, 2011-2013
- UO Senate Transparency Committee, 2011-2013
- UO Sustainability Council Advisor, 2011
- UO Faculty Advisory Council (elected position), 2010-2012
 - Chair (elected position), 2011-2012
- UO Graduate Council (elected position), 2008-2011
 - Secretary (elected position), 2008-2010
- UO Committee for the Protection of Human Subjects, 2008-2010
- UO It's Our Oregon Representative, 2006, 2007
- University Senator (elected position), 2003-2005
- Intercollegiate Athletics Committee, Senate Representative, 2003-2005
- IntroDUCKtion, 1999-2003

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Service Committee Chair-School of Journalism and Communication

- Chair, Faculty Personnel Committee, 2010-Present
- Chair, Dean's Advisory Council, 2013-14
- Chair, Turnbull Director Search Committee, 2012
- Chair, Strategic Communication Search Committee, 2011-12
- Chair, Portland Program Committee, 2007-2010
- Chair, Advertising Faculty Search Committee, 2004, 2007, 2014
- Chair, Chambers Professor Search Committee, 2005

Committee Service-School of Journalism and Communication

- Graduate Affairs Committee, 2003-present
- Ad Hoc CBA Implementation Committee for New Policies, 2014
- Dean's Advisory Council: 1999, 2009, 2012-2014 (elected position)
- Hall of Achievement Selection Committee: 2006-2013
- Director, Master's Program in Strategic Communication, 2007-2013
- Advertising Faculty Search Committee, 2003, 2014
- Graduate Program OA Search Committee, 2013
- PR Search Committee, 2010
- Director of Communication Search Committee, 2009
- Turnbull Executive Assistant Search Committee, 2008
- SOJC-Portland Advisory Committee, 2004-2007
- Ad Hoc Workshop Committee, 2004
- Undergraduate Brochure Survey Development and Analysis, 2003
- Advertising Instructor Faculty Search Committee: 2001, 2003
- Curriculum Committee, 1999-2002
- SOJC Ad Hoc Workload Committee, 1998-2000
- Hulteng Chair Faculty Search Committee, 1999
- Alumni Survey Development and Analysis, 1999

Student Service-School of Journalism and Communication

- Honors Program Director: 2011-present
- Team Baseball Adviser: 2010-2014
- Bernadine's List: Creator and Director, 2009-2011
- Facilitator, O'Leary Workshop, 2002-2010
- Facilitator, Get Hired Symposium, 2006-2010
- Facilitator, Governor's Campaign Against Meth Project, 2004-2005
- Human Subjects Compliance Officer, 1999-2005
- Facilitator, Guerilla Marketing Workshop, 2002
- Allen Hall Advertising Advisor, 2002
- Ad Club Advisor, 2001

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Service-Tenure and Promotion Reviews

- Committee Chair for four individuals
- Committee Member for two individuals
- Outside evaluator for cases from Drexel University School of Business, Florida State University, Iowa State University, Louisiana State University, Marquette University, Nanyang Technological University, Ohio University, Texas Christian University, Texas Tech University, University of Connecticut, University of Florida, University of Hawaii, University of Kentucky, and University of Oklahoma.

Service-Journal Editor and Boards

- Guest Editor, Journal of Advertising Special Issue on Green Advertising, 2012
- Associate Editor: Journal of Advertising, 2008-2010
- Guest Editor: Journal of Interactive Advertising Special Issue on Creativity, 2009
- Editorial Board: Journal of Current Issues and Research in Advertising: 2011-present
- Editorial Board: Journal of Marketing Communications: 2009-present
- Editorial Board: International Journal of Advertising, 2009-present
- Editorial Board: Journal of Current Issues and Research in Advertising, 2009-present
- Editorial Board: Journal of Advertising, 2006-present
- Editorial Board: Journal of Advertising Education, 2001-present
- Editorial Board: The Handbook of Research on Digital Media and Advertising (2009)

Service-Ad Hoc Journal Reviews

- Reviewer: Communication Reports, 2008
- Reviewer: International Journal of Pharmaceutical and Healthcare Marketing, 2012
- Reviewer: Journal of Advertising, 2001, 2004-2008, 2011-12
- Reviewer: Journal of Advertising Education, 2000, 2003, 2005-2008
- Reviewer: Journal of Broadcasting and Electronic Media, 2002-2004
- Reviewer: Journal of Business Ethics, 2013
- Reviewer: Journal of Computer Mediated Communication, 2000-2004
- Reviewer: Journal of Consumer Affairs, 2004
- Reviewer: Journal of Health Communication, 2012, 2014
- Reviewer: Journal of Information Systems, 2010
- Reviewer: Journal of Interactive Marketing, 2001
- Reviewer: Journal of Marketing, 2002
- Reviewer: Journal of Marketing Communication, 2001, 2009
- Reviewer: Journal of New Media and Society 2005
- Reviewer: Journal of Official Statistics, 2004
- Reviewer: Journal of Public Policy and Marketing, 2005-2007
- Reviewer: Policy & Internet, 2014
- Reviewer: Public Opinion Quarterly, 2006
- Reviewer: The Information Society, 2014

KIM BARTEL SHEEHAN (continued)

Service- Conference Manuscript Reviews

- Reviewer: AEJMC Graduate Interest Group, 2012
- Reviewer: AAA Annual Conference, 1999-2006, 2008-15
- Reviewer: AAA Global Conference, 2006, 2008-09, 2013, 2015
- Reviewer: AEJMC Advertising Division, 2000, 2003, 2006, 2007, 2009
- Reviewer: AEJMC CTP Division, 2002, 2005, 2006
- Reviewer: AEJMC Northeast Regional conference, 2001
- Reviewer: AEJMC Southeast Regional Conference, 2000

Service-Textbook Reviews

- Reviewer: *Environmental Advertising in China and the USA: Structures of Desire*, 2013
- Reviewer: *Thinking Critically About Advertising and Consumer Culture*, 2006
- Reviewer: *Advertising and the World Wide Web* (2nd Edition) textbook, 2003
- Reviewer: *Internet Marketing* textbook (Hofsacker), 1999

Service- Foundation Reviews

- Reviewer: National Science Foundation, 2001, 2002, 2004

Service- Doctoral Committee Chair

- Matthew Pittman, 2016
- Karen Estlund, 2015
- Ryan Eanes, 2015
- Jennifer Elliott, 2015
- Sylvester Senyo Ofori-Parku (Co-Chair), 2015
- Toby Hopp, 2014
- Yoon Yong Cho, 2012
- Ed Madison, 2012
- Joy Mapaye, 2010
- Kati Tusinski, 2006
- William Cassidy, 2003

KIM BARTEL SHEEHAN (continued)

Service- Doctoral Committee Membership

- Gwynneth Gibby, 2015
- Louise Kelly (Queensland University of Technology), 2014
- Christopher Lee (Lundquist School of Business), 2014
- Randall Livingstone, 2012
- Janet Kwame, 2008
- Twange Kasome, 2007
- Jolienne Rutter (Truro University), 2007
- Angela Mak, 2004
- Beate Gersch, 2002
- Damon Aiken (Lundquist School of Business), 2001
- Andi Stein, 2000
- Marc Duncan (Lundquist School of Business), 2000

Service-Master's Thesis Committee Chair

- Edwin Wang, 2015
- Carson York, 2013
- Chris Stadler, 2011
- Na Zhou, 2009
- Zhou Yi Zhi , 2002
- Brandt Heinemann, 2002
- Shaun Cohen, 2000

Service-Master's Thesis Committee Membership

- Paul Wuster, 2014
- Daniel Linver (AAAs), 2011
- Katie Pontius, 2008
- Mara Hoebler, 2007
- Joel Smith, 2006
- Aibing Guo, 2005
- Gina Rumbaugh, 2004
- Barbara Gulias, 2004
- Ruth Bennett, 2000

KIM BARTEL SHEEHAN (continued)

Master's Project Committee Chair

- Karl Dawson, 2015
- Nathan Dinsdale, 2014
- Carol Bua, 2013
- Amber Dennis, 2013
- Mary Ann Albright, 2012
- Libby Shannon, 2012
- Niklas Warren, 2012
- Daniel Green, 2011
- Luke Kintigh, 2011
- Jeremy McPherson, 2011
- J Graber, 2011
- Jonathan Albright , 2010
- Brad Canfield, 2009
- Chris Dennett, 2009
- Erin Dietrich, 2009
- Wesley Jones, 2009
- Samantha Meese, 2009
- Aditi Vyas, 2009
- Sara Wurfel, 2009
- Yu-Mei Hsu, 2003
- Eric Lammerman, 2002
- Brent Craig, 2002
- Jordan Kellogg 2002
- Michael Larson (Co-Chair), 2001

Master's Project Committee Member

- Robert Heinz, 2014
- Adam Noack, 2014
- Anthony Casanova, 2014
- Brenda Burrati, 2014
- Sara Lee, 2013
- Stacy Butchart, 2012
- Arnold Strong, 2012
- Sheila Clough, 2011
- Marilyn Fonescu, 2010
- Melanie Adamson, 2009
- Josh Collins, 2009
- Stefanie Contreras, 2004

KIM BARTEL SHEEHAN (continued)

Clark Honors College Thesis Committees

- Olivia Bartruff (Chair), 2015
- Tashia Davis (Chair), 2015
- Ethyn Kelly (Chair), 2014
- Teija Stearns (Chair), 2014
- Carolina Reid (Chair), 2014
- Chris Obis, 2013
- Jenny Klein (Chair), 2012
- Sterling Lentz (Chair), 2011
- Darcie Burrell, 2010
- Emily Down (Chair), 2010
- Lisa Feldhusen (Chair), 2009
- Emily Kahn (Chair), 2009
- Elizabeth Dow (Chair), 2009
- Maki Kasumoto (Chair), 2007
- Shannon Rogers (Chair), 2005
- Marissa Jones (Chair), 2004
- Andrea Swanson (Chair), 2001
- Lisa Kleffner (Chair), 2000
- Andrea Sparks, 1999

SOJC Honors Thesis Committees

- Jasper Brezny-Feldman (Chair), 2015
- Shelby Dunlap (Chair), 2015
- Kelley Rodgers (Chair), 2015
- Marita Barger (Chair), 2014
- Michael Collins (Chair), 2014
- Madison Odenberg (Chair), 2014
- Madeline Stone (Chair), 2014
- Nicole Daniel, 2014
- Hana Kelly, 2014
- Julianne Parker, 2014

KIM BARTEL SHEEHAN (continued)

Industry Service

- **Social Media Consultant:**
 - "Counterclockwise" Book Launch, 2013
 - Genesis Juice, 2011-2012
 - "My Teenage Werewolf" Book Launch, 2010

- **Research Consultant:**
 - Bureau of Land Management Juniper Survey, 2014
 - CBI Forest Service Workshop Survey, 2014
 - Yahoo Canada/Dine and Associates, 2012
 - UK National Church's Trust Survey, 2009-10
 - Fred Hutchinson Cancer Research Center Online Research, 2005
 - Illinois State NCAA Helmet Survey, 2005
 - OFRI/IJNR Study, 2002
 - Creighton Ethics Survey, 2002
 - Waterbury Associates, 2001
 - New Zealand Midwifery Web Survey, 2001
 - Israel Government Tourism Office Survey, 2000
 - Council of Financial Competition E-mail Survey, 2000

- **Editor-Open Directory Project (Television Commercial Site), 2000-2004**

- **Advertising Consultant**
 - Haystack Studio, 2007
 - Ernst Glassworks, 2006

Professional Experience

- Marketing and Advertising Consultant, September 1992-May 1998
Clients included Laura Ashley, People Magazine and Mintz and Hoke Advertising.

- Lawner, Reingold, Britton and Partners, January 1989-August 1992
Vice President, Associate Media Director; clients included McDonald's, Wendy's, Bank of Boston, Kinney Shoes and several direct marketing clients.

- Foote Cone and Belding, Chicago, January 1984-January 1989
Media Supervisor; clients included Kraft-Miracle Whip, Macaroni and Cheese, Grated Parmesan Cheese; Long John Silver's, and Coldwell Banker Real Estate.

- Darcy McManus and Masius, St. Louis, October 1980-January 1984
Media Planner; clients included Budweiser, Natural Light, Ozark Air Lines, and St. Louis Convention and Visitor's Bureau.