

EDUCATION

University of Johannesburg, Ph. D. (D. Litt. et Phil.), Communication Science, 1995

University of South Africa, M.A., Afrikaans Literature, 1990

University of Pretoria, B.A. Hons. Afrikaans-Dutch Literature, 1972

University of Pretoria, B.A., Psychology, German, Afrikaans-Dutch Literature, 1971

Professional Education:

American Council on Education (ACE) Leadership Forum, Sacramento, CA, 2012

Journalism and Mass Communication Leadership Institute for first-time deans and directors of journalism, mass communication or communication programs, 2010-2011

Executive Management and Leadership Training, OSU Spears Business School, 2008

Journalism and Mass Communication Leadership and Diversity Training (JLID) Program, 2005-2006

Financial Management, ABSA Financial Services Group, 1996

ACADEMIC AND ADMINISTRATIVE POSITIONS

Director, School of Media and Strategic Communications, Oklahoma State University, 2008-present

Graduate Director, School of Mass Communications, University of South Florida, 2006-2008

Head, Public Relations Sequence, University of South Florida, 1999-2004

Professor, Oklahoma State University, 2008-present

Associate Professor, University of South Florida, 2003-2008

Assistant Professor, University of South Florida, 1997-2002

Lecturer, Technikon Pretoria, South Africa, 1988-1991

PRIVATE SECTOR MANAGEMENT POSITIONS

Executive Consultant, Internal Communication, ABSA Bank, Johannesburg, South Africa, 1995-1997

Head : Corporate Communication, South African Tourism Board, Pretoria, South Africa, 1992-1995

Co-owner and Director, Holtzhausen Publicity and Advertising Consultants, Johannesburg, 1976-1988

Journalist, Perskor Group, 1972-1976

ADMINISTRATIVE EXPERIENCE

OKLAHOMA STATE UNIVERSITY

DIRECTOR, SCHOOL OF MEDIA AND STRATEGIC COMMUNICATIONS (SMSC), 2008-PRESENT

Brief Position Description:

- **Administrative responsibilities:** Includes strategic planning and implementation of strategic initiatives for SMSC's programs on the OSU Stillwater main campus and OSU Tulsa campus. Management of the school's budget and foundation accounts. Compliance with all university policies and procedures. SMSC is the largest school in the College of Arts & Sciences (A&S) with enrollment of 713 undergraduate students. A&S is largest college of OSU, which has about 25,000 students.
- **Faculty responsibilities:** recruitment, appointments, tenure and promotion, disciplinary actions, annual appraisal and development, course scheduling and teaching assignments, research support and facilitation, shared faculty governance in personnel, assessment, outreach, curriculum development, monthly faculty meetings.
- **Student management:** enrollment management, advising, grievances, disciplinary actions, progress, retention, graduation, and assessment, recruitment, visiting scholar days and other student outreach events.
- **Staff management:** office administration, student advising, outreach, budgeting and financial administration, building and equipment maintenance, scholarships, course and degree changes, and course scheduling.
- **Curriculum responsibilities:** Continuous undergraduate and graduate curriculum development and reevaluation and accreditation compliance.

- **External liaison:** advisory council, professional groups, foundations, alumni, donors, community organizations and high school advisers.
- **Development:** Collaboration with the OSU Foundation to raise funds for scholarships, endowed chairs, and new facilities. Stewardship and donor relations.
- **International outreach:** study abroad programs, liaison with universities in Western Europe, Mexico, South Africa and Eurasia on faculty collaboration and student exchange initiatives. Hosting of foreign scholars and administrators and facilitation of research expertise and curriculum transfer.
- **College responsibilities:** Attendance of and participation in monthly department heads meetings of the College of Arts and Sciences and college service on select committees.

Grants and awards:

- 2012 PRIDE Book Award from the National Communication Association for Outstanding Contribution to Public Relations Theory for *Public relations as Activism. Postmodern Approaches to Theory and practice.*
- PI, 2012 AEJMC Council of Affiliates \$1,000 research grant for research titled "Emerging Models of Journalism Entrepreneurship Curricula."
- Fellow of the Scripps Howard Journalism Entrepreneurship Institute, 2012.
- Fellow of the OSU Riata Center for Entrepreneurship, Spears Business School; \$5,000 per year for two years; 2011.
- Initiated \$8,000 AEJMC Knight News Challenge App. Grant, 2011.
- Fellow of the Journalism and Mass Communication Leadership Institute for first-time deans and directors of journalism, mass communication or communication programs, 2010-2011.

Faculty achievements

- Appointed one endowed chair and three tenure-track faculty members. Obtained one new faculty line with request for a targeted faculty hire approved.
- Facilitated tenure process for two faculty members.
- Increased faculty diversity in gender and ethnicity by 50%.

- Provided faculty development through facilitating training sessions in grant funding, technology skills development, media knowledge enhancement, and curriculum development. Facilitated mentoring program for new faculty.
- Facilitated and strengthened faculty research through the establishment of a monthly research colloquium, support with grant applications, and facilitation of mentorship for all faculty, especially tenure track faculty. Faculty are starting to make modest gains in this areas with about \$30,000 in grant funding obtained since 2011. Several grant applications are under review.

Financial achievements

- Manage an operational budget and Foundation accounts in excess of \$6-million.
- Collaborated with the OSU Foundation on raising funds for scholarships, endowed chairs, new facilities and program improvements. Raised a \$1-million living trust bequest, \$75,000 in scholarships and \$30,000 in small grants for program improvement.
- Achieved highest alumni outreach/fundraising ratio in College of Arts and Sciences.
- Third highest fundraising department in College of Arts and Sciences, after Geology and Geography.

Curriculum achievements

- Restructured undergraduate program on the Tulsa campus and increased student enrollment by 50%.
- Initiated review and restructuring of school curriculum in one year. Institutional process for three new degree programs concluded and three new degree programs implemented in fall 2010. Additional track implemented in Master's program. Application for Ph.D. program in Media and Communication Management currently going through the state review process.
- Implemented required courses in Media Ethics and Electronic Communication in all degree programs.

Outreach achievements

- Collaborated with Tulsa Community College and inner-city high schools to assist minority students with program enrollment by offering special tuition workshops.
- Each year hosted two outreach programs for 300-400 high school students and 100 college students respectively and three to four lectures by media professionals and scholars.
- Restructured and reinvigorated Advisory Council.
- Serve as spokesperson for SMSC in the media and co-hosted a KOSU fundraising drive.

Administrative achievements

- Facilitated a three-year strategic plan, which was concluded in two years.
- Secured college funding for four visiting assistant professors and 10 adjuncts per year.
- Secured a cooperative agreement with OSU Communication's O-State TV for use of SMSC students and equipment in exchange for a faculty appointment.
- Restructured the OSU Student Media Board and oversight of the student newspaper, *The Daily O'Collegian*.

Enrollment management achievements

- Maintains highest level of student retention and time to graduation in the College of Arts and Sciences.
- Increased undergraduate student enrollment on Tulsa campus by 50%.

Technology achievements

- Obtained internal technology fee grants to the value of \$362,000 for updating camera and studio equipment and classroom technology for SMSC.
- Facilitated new technology adoption by faculty through specialist training.

International outreach achievements

- Facilitated curriculum development in journalism at Al-Farabi Kazakhstan National University (KazNU) through scholar exchanges.
- Facilitated social science research skills development of KazNU faculty.

- Facilitated and hosted first visiting student group from Universidad Popular Autónoma del Estado de Puebla, Mexico, who took a monthlong course in Electronic Communication in SMSC.
- Facilitated and edited a special issue of the *International Journal of Strategic Communication on The Status of Strategic Communication in 48 Countries on Three Continents*.

Service achievements

- Served as external chair for department head search, department head reappointment and as college representative on an endowed chair search.
- Served as representative of the Social Science Departments of the College of Arts and Sciences on the search committee for dean of College of Arts & Sciences.
- Provided university-wide service by serving as a Fulbright Scholar Advisor and Member of the OSU President's Commission on the Status of Women.

UNIVERSITY OF SOUTH FLORIDA

DIRECTOR OF GRADUATE STUDIES, 2006-2008

Brief position description

- Graduate enrollment
- Graduate recruitment
- Management of graduate students' Plan of Study
- Graduate faculty teaching assignments
- Graduate curriculum development
- Counseling students on academic problems and issues
- Facilitation of qualifying exams
- Facilitation of thesis and project committees.

Special Achievements

- Initiated a review of graduate degree offerings and established three new graduate concentrations.
- Increase the graduate program SCHs by 80% from 156 in fall 2006 to 281 in fall 2007.

UNIVERSITY OF SOUTH FLORIDA**SEQUENCE HEAD, 1999-2004***Brief position description*

- Facilitation of course development and curriculum review and restructuring.
- Review of faculty teaching assignment.
- Management of sequence internship program and liaison with professional community.
- Faculty adviser to public relations students on course enrollment and progress toward degree completion.

Special achievements

- Initiated a special capstone project in conjunction with the USF Board of Regents to develop communication strategies for USF colleges and departments.
- A student scholarship was created in my name in recognition of my contribution.
- Formalized the public relations internship program, which was adopted by other undergraduate sequences.

MANAGEMENT EXPERIENCE IN SOUTH AFRICA

Comprehensive description of this experience will be provided on request. Experience pertains to the following :

- Strategic communication planning and management
- Policy formulation
- Change management
- Departmental management
- Brand and reputation management
- Media and stakeholder liaison

- Speech writing
- International and national media liaison and event management

ACADEMIC EXPERIENCE

COURSES TAUGHT

OKLAHOMA STATE UNIVERSITY

Graduate

Media Management

Strategic Communication Management

Thesis supervision

International dissertation supervision.

Undergraduate

Media Entrepreneurship

Honor's Thesis

COURSES TAUGHT

UNIVERSITY OF SOUTH FLORIDA

Graduate

Colloquium in Oral History on The Role of Women Journalists in the Tampa Bay Area;

Qualitative Research Methods; Public Relations Management; Public Relations Counseling;

International Public Relations; Introductory Mass Communications Seminar; Thesis supervision

Undergraduate

Media Entrepreneurship; Research Methods for Mass Communication; Public relations

Research; Publication Design; Public Relations Writing; Principles of Public Relations; Advanced

Public Relations; Public Relations Issues, Problems, and Case Studies; Writing for the Mass

Media; Directed Readings in Public Relations Theory and Public Relations Counseling;

International Public Relations; Mass Communication and Society; The white tribe of Africa: The history of the Afrikaner (Honors College course)

GRANTS, AWARDS AND SCHOLARSHIPS

- PRIDE Book Award from the National Communication Association for Outstanding Contribution to Public Relations Theory for Public relations as Activism. Postmodern Approaches to Theory and practice; 2012
- Fellow of the Scripps Howard Journalism Entrepreneurship Institute, 2012
- Fellow of the OSU Riata Center for Entrepreneurship, Spears Business School; \$5,000 per year for two years; 2011
- Co-PI: \$392,000 Multidisciplinary Scholarship: Communicating the Risk and Science of Recycled Water, University of South Florida; 2007
- Co-PI: \$2,500 from the Betsy Plank Institute for Public Relations Research; 2006
- \$2,600 Summer Research Grant from the Humanities Institute, University of South Florida, for summer research assistant, 2006
- Fellow of the Journalism Leadership in Diversity (JLID) program of the AEJMC/ASJMC, 2005
- Chair of the best thesis of the year award of the U. S. Institute of Public Relations, 2004
- \$2,500 International Travel Grant from the USF Research Council, 2003
- \$1,000 grant from the USF Institute on Black Life for data collection on the impact of race and gender on public relations practice in South Africa, 2003
- Recipient of the Pathfinder Award of the Institute for Public Relations for an original program of research that has made a significant contribution to the body of knowledge and practice of public relations, 2002
- \$2,000 Outstanding Undergraduate Teaching Award, College of Arts and Sciences, University of South Florida, 2002
- \$1,500 International Travel Grant from the USF Research Council, 2002
- Top Three Faculty Paper in the Public Relations Division at the Annual Conference of the International Communication Association, 2002
- \$7,500 grant for research on "Public Relations Roles and Models in South Africa: A

Descriptive Study” from the Research Council, University of South Florida, 2001

- \$500 award for the top paper in the Business Division of the Fourth International, Interdisciplinary Public Relations Conference, 2001
- \$5,000 grant for international research for Ph.D. from the South African Human Sciences Research Council, 1992
- Excellence in Teaching Award, Technikon Pretoria, Pretoria, South Africa, 1989

PUBLICATIONS

Books

Holtzhausen, D. R. (2012). *Public Relations as Activism. A Postmodern Approach to Public Relations Theory and Practice*. New York: Taylor & Francis/Routledge. (Winner of the 2012 PRIDE Book Award from the National Communication Association.)

Holtzhausen, D. R., & Zerfazz, A. (Eds.) *Handbook of Strategic Communication*. Under contract from Taylor & Francis/Routledge. Expected publication date: May 2013.

Peer reviewed Articles

Fullerton, J., & Holtzhausen, D. R. (In press). A study of the impact of moderating variables on tourism behavior: South Africa and the 2010 FIFA World Cup. *Journal of Marketing Communications*.

Fullerton, J. & Holtzhausen, D. R. (2012). Americans' attitudes toward South Africa: A study of country reputation and the 2010 FIFA World Cup. *Place Branding and Public Diplomacy*, 8(3/4), 1-15.

Tindall, N.T.J., & Holtzhausen, D. R. (2012). Toward an integrated model of communication: the case of South Africa. *Journal of Communication Management*, 16(4), 371 - 387.

Werder, K. G. Page, & Holtzhausen, D. R. (2011). Organizational Structures and their relationship with communication management practices: A public relations perspective from the United States. *International Journal of Strategic Communication*, 5(2). (Special issue: *The Status of Strategic Communication Practice in 48 Countries on 3 continents*.)

- Tindall, N., & Holtzhausen, D. R. (2011). Toward a roles theory for strategic communication: The case of South Africa. *International Journal of Strategic Communication*, 5(2). (Special issue: *The Status of Strategic Communication Practice in 48 Countries on 3 continents.*)
- Werder, K. G. Page, & Holtzhausen, D. R. (2009). An analysis of the influence of public relations department leadership style on strategy use and effectiveness. *Journal of Public Relations Research*, 21(4), 404-427.
- Holtzhausen, D. R., & Roberts, G. (2009). An Investigation into the Role of Image Repair Theory in Strategic Conflict Management. *Journal of Public Relations Research*, 21(2), 165-186.
- Holtzhausen, D. R., & Hallahan, K. (2007). Strategic directions for new journal. *International Journal of Strategic Communication*, 1(1), 1-2.
- Hallahan, K., Holtzhausen, D. R., Van Ruler, B., Vercic, D., & Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3-35.
- Holtzhausen, D. R. (2005). The effects of political change on public relations practice in South Africa. *Public Relations Review*, 31(3), 407-416.
- Golombisky, K., & Holtzhausen, D. R. (2005). 'Pioneering Women' and 'Founding Mothers': Projecting Feminism onto the Past. *Women in Language*, 28(2), 12-22.
- Holtzhausen, D. R., Petersen, B. K., & Tindall, N. T. J. (2003). Exploding the Myth of the Symmetrical/Asymmetrical Dichotomy: Public Relations Models in the New South Africa. *Journal of Public Relations Research*, 15(4), 305-341.
- Holtzhausen, D. R. (2002). In Situ Research: Retheorizing Public Relations' Media Relations Role. *PRUpdate*, 27, 2, Summer.
- Holtzhausen, D. R. (2002). Towards a postmodern research agenda for public relations. *Public Relations Review*, 28, 251-264.
- Holtzhausen, D. R. (2002). The effects of a divisionalized and decentralized organizational structure on a formal internal communication function in a South African organization. *Journal of Communication Management*, 6(4), 323-339.
- Holtzhausen, D. R. (2002). A postmodern critique of public relations theory and practice. *Communicatio*, 28(1), 29-38.

- Holtzhausen, D. R., & Voto, R. (2002). Resistance from the margins: The postmodern public relations practitioner as organizational activist. *Journal of Public Relations Research*, 14(1), 57-84.
- Holtzhausen, D. R. (2002). The effects of workplace democracy on employee communication: Implications for competitive advantage. *Competitiveness Review*, 12(2)30-48. (Article published at the request of the journal editor).
- Holtzhausen, D. R. (2001). The effects of workplace democracy on employee communication: Implications for competitive advantage. *Journal for Global Competitiveness*, 9, 626-643.
- Holtzhausen, D. R. (2000). Postmodern values in public relations. *Journal for Public Relations Research*, 12(1), 93-114.
- Holtzhausen, D. R. (1996). Towards a general theory of public relations. *Communicare*, 15(2), 25-56.
- Holtzhausen, D. R. (1995). The role of public relations theory and research in a postmodern approach to communication management in the organisation. Unpublished doctoral thesis. Johannesburg: Rand Afrikaans University.
- Holtzhausen, D. R. (1993). Public relations and diplomacy have much in common. *Communika*. Johannesburg: Public Relations Institute of Southern Africa.

Book chapters

- Holtzhausen, D. R., & Zerfass, A. (2013, in press). Strategic Communication – Pillars and Perspectives of an Alternative Paradigm. In A. Zerfass, L. Rademacher, and S. Wehmeier (Eds.), *Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven* (pp. 73-94). Wiesbaden. Germany: Springer VS.
- Holtzhausen, D. R. (2011). The need for a postmodern turn in global public relations. In N. Bardhan and C. K. Weaver (Eds.), *Public Relations in Global Cultural Contexts. Multiparadigmatic Perspectives* (pp. 140-166) . New York: Routledge.
- Holtzhausen, D. R. (2008). Strategic Communication. In Wolfgang Donsbach (ed.), *The International Encyclopedia of Communication* (pp. 4848-4855). Wiley-Blackwell.

Holtzhausen, D. R. (2007). Activism. In Elizabeth L. Toth (ed.), *The handbook of excellence in public relations and communication management: Challenges for the next generation* (pp. 357-379). Mahwah, NJ: Lawrence Erlbaum.

Holtzhausen, D. R. (2005). Improved internal communication in a large South African organization. In Michael G. Parkinson and Daradirek Ekachai (eds.), *International and Intercultural Public Relations: A Case Campaign Approach* (pp. 254-267). Allyn & Bacon.

Work under review

Fullerton, J., & Holtzhausen, D. R. Sports media behavior as moderating variable of country reputation: The case of the 2019 FIFA World Cup. Submitted to *Journal of Sport Management*.

Journal editorship

2007-2012. Founding editor of the *International Journal of Strategic Communication*, published by Taylor & Francis from 2007.

2012-present: Consulting editor, *International Journal of Strategic Communication*.

Paper presentations and panel participation

Holtzhausen, D. R. (2011). The need for social science research in journalism and mass communication. Presented at the conference of rectors of Kazakhstani universities, dedicated to the 20th anniversary of independence of Kazakhstan, October 27-29, Almaty, Kazakhstan. Conference title: *Formation of research universities and role in innovative development of the Republic of Kazakhstan*.

Fullerton, J., & Holtzhausen, D. R. (2011). Place branding: South Africa and the 2010 Fifa World Cup. Paper presented at the AEJMC Mid-Winter Conference, Norman, OK. (Top paper in International Communication Division.)

Holtzhausen, D. R. (2010). The “impossible consensus” in public relations. Panel presentation on *The political challenges of public relations: The role of power in creating im/materiality in practice*. Presented to the Public relations Division, International Communication Association conference, Singapore, June 2010.

- Holtzhausen, D. R., & Tindall, N. (2009). *Towards an Integrated Model of Communication: The Case of South Africa*. Paper presented at the Public Relations Division of the International Communication Association, Chicago, May 2009.
- Holtzhausen, D. R., & Tindall, N. (2009). *Toward a roles theory for strategic communication: The case of South Africa*. Paper presented at the International Division of the 92nd AEJMC Annual Convention, August, Boston, MA.
- Holtzhausen, D. R., & Werder, K. G. Page. (2008). *The emergency of new organizational structures and their relationship with public relations practice*. EUPRERA 2008, Milan, Italy.
- Kemp, D., & Holtzhausen, D. R. (2008). *Source credibility and public information campaigns: The effects of organizational sponsors on message acceptance*. Paper presented at the Public Relations Division of the 91st Annual Convention of the Association for Education in Journalism and Mass Communication, August 6-9, Chicago, IL.
- Werder, K. G. Page, & Holtzhausen, D. R. (2008). *The emergence of the communication strategist: An examination of practitioner roles, department leadership style, and message strategy use in organizations*. Paper presented at the Public Relations Division of the 91st Annual Convention of the Association for Education in Journalism and Mass Communication, August 6-9, Chicago, IL.
- Werder, K. G. Page, & Holtzhausen, D. R. (2008). *An analysis of the influence of public relations department leadership style on strategy use and effectiveness*. Paper presented to the 11th Annual International Public Relations Research Conference, March 2008, Miami, Florida, USA. **Top paper award.**
- Holtzhausen, D. R. (2008). *Economic agency, human agency, and the postmodern communication practitioner*. Paper presented at the 2008 ICA Pre-Conference on *What is an Organization? Materiality, agency and discourse*.
- Holtzhausen, D. R., & Robert, G. (2008). *An Investigation into the Role of Image Repair Theory in Strategic Conflict Management*. Paper accepted for presentation at the 2008 ICA Convention, May 2008.

- Holtzhausen, D. R. (2007). *The postmodern turn in organizational theory*. Public Relations Division Chair's Panel. 57th Annual Conference of the International Communication Association, San Francisco, May 26.
- Holtzhausen, D. R. (2006). *Corporate social responsibility*. Paper panel respondent. 56th Annual Conference of the International Communication Association, Dresden, Germany, June 20.
- Holtzhausen, D. R. (2005). "*Strategic*" as in *Impetus for the Field of Public Relations*. Panel presentation at the Annual Conference of the International Communication Association, New York, May 27, 2005.
- Domino, T., & Holtzhausen, D. R. (2004). *Toward an integrated communication theory for Celebrity Endorsement in Fundraising*. Paper presented at the 7th Annual International, Interdisciplinary Conference of the Educators Academy of the Public Relations Society of America, March.
- Holtzhausen, D. R. (2004). *Complexity, postmodern power and public relations*. Paper presented at the Convention of the National Communication Association, November 11-14, Chicago, IL.
- Holtzhausen, D. R. (2003). *Instructional strategies to accommodate student resistance: Building constructive learning environments while making feminism relevant*. Panel discussion at the Convention of the National Communication Association, November 20 – 23, Miami FL.
- Holtzhausen, D. R. (2003). *The agency of public relations*. Paper presented at BledCom 2003, Golf Hotel, Bled, Slovenia.
- Holtzhausen, D. R. (2003). *Global Update: Public Relations Leadership Working Across Borders*. Panel discussion at the International Communication Association Conference, San Diego, March 23 – 25, San Diego, CA.
- Holtzhausen, D. R. (2003). *Communication borderlands: A leadership challenge for the public relations profession*. Panel discussion at the International Communication Association Conference, San Diego, March 23 – 25, San Diego, CA.

- Holtzhausen, D. R. (2003). *The agency of public relations: An application in internal communication*. Paper presented at the 6th Annual International, Interdisciplinary Conference of the Educators Academy of the Public Relations Society of America, March.
- Holtzhausen, D. R. (2002). *Innocence and interests: Establishing colonial connections and postmodern questioning of universal claims*. Panel discussion at the 2002 Convention of the National Communication Association, November 21-24, New Orleans.
- Holtzhausen, D. R. (2002). *Postmodern research in public relations*. Panel discussion at the 85th Annual Convention of the Association for Education in Journalism and Mass Communication, Miami, FL., August 7 – 10.
- Holtzhausen, D. R. (2002). *Teaching theory in undergraduate courses*. Panel discussion at the 85th Annual Convention of the Association for Education in Journalism and Mass Communication, Miami, FL., August 7 – 10.
- Petersen, B. K., Holtzhausen, D. R., & Tindall, N. (2002). *Marching in Lockstep: Public Relations Roles in the New South Africa*. Paper presented at the 85th Annual Convention of the Association for Education in Journalism and Mass Communication, Miami, FL., August 7 – 10.
- Holtzhausen, D. R. (2002). *The effects of political change on public relations practice in South Africa*. Paper presented at the 5th Annual International, Interdisciplinary Conference of the Educators Academy of the Public Relations Society of America.
- Holtzhausen, D. R., Petersen, B.K., & Tindall, N. (2002). *Public relations models in the New South Africa*. **Top Three Faculty Paper in the Public Relations Division of the International Communication Association Conference, Seoul, South Korea, July 15 – 19.**
- Holtzhausen, D. R. (2001). *The effects of workplace democracy on employee communication behavior: Implications for workplace democracy*. Annual conference of the American Society for Competitiveness, Arlington, Va., October 11 – 13, 2001.
- Holtzhausen, D. R. (2001). *Postmodern ethics in public relations*. Panel paper presented at the 84th Annual Convention of the Association for Education in Journalism and Mass Communication, Washington D.C., August 6 – 9, 2001.

- Holtzhausen, D. R. (2001). *A postmodern critique of public relations theory and practice*. Panel paper presented at the 84th Annual Convention of the Association for Education in Journalism and Mass Communication, Washington D.C., August 6 – 9, 2001.
- Holtzhausen, D. R. (2001). *The effects of a divisionalized and decentralized organizational structure on a formal internal communication function in a South African organization*. Paper presented at the Fourth International, Interdisciplinary Public Relations Conference, Miami, Fl., March 23 – 25, 2001. **Received award for the best paper in the Business Sciences Division.**
- Holtzhausen, D. R. (2000). *The postmodern public relations practitioner as organizational activist*. Paper presented at the 83rd Annual Convention of the Association for Education in Journalism and Mass Communication, Phoenix, Arizona, August 9 – 12, 2000.
- Holtzhausen, D. R. (1999). *Towards a theory of postmodern public relations education and practice*. Paper presented at the Association for Education in Journalism and Mass Communication, New Orleans, August 5, 1999.
- Holtzhausen, D. R. (1999). *Postmodern values in public relations*. Paper presented at the International Communication Association Annual Conference, San Francisco, May 28, 1999.
- Holtzhausen, D. R. (1999). *Challenging traditional research methods in mass communication: Defining the “other” qualitatively*. Essay presented at the Institute on Black Life Symposium, University of South Florida, Tampa, Fl., March 25, 1999.
- Holtzhausen, D. R. (1998). *Let’s Talk! The role of a communication philosophy in changing communication behavior in a South African organization*. Peer reviewed paper presented at the First International Interdisciplinary Research Conference, College Park, MD, June 13, 1998.
- Holtzhausen, D. R. (1998). *Postmodernism as a paradigm for studying the role and function of organizational media*. Paper presented at the Spring Seminar of the Association for Education in Journalism and Mass Communication, Tampa, Fl., April 2, 1998.

- Holtzhausen, D. R. (1997). *Activate your business potential by launching and sustaining a successful internal communication policy*. Paper presented at the conference on Employee and Corporate Communications. Johannesburg, 25th February 1997.
- Holtzhausen, D. R. (1996). *Postmodern society and communication management: Implications for Africa*. Paper presented at the 10th Biennial Conference of the African Council for Communication Education. Cape Town, South Africa. 20th November 1996.
- Holtzhausen, D. R. (1996). *Using theory application in the design of an internal communication strategy*. Workshop for Senior Practitioners. Johannesburg: Public Relations Institute of Southern Africa. August.
- Holtzhausen, D. R. (1995). ***Prima facie public relations***. Paper presented at the AIC National Conference on Public Relations. Johannesburg: AIC.
- Holtzhausen, D. R. (1995). *Environmental influences on the practice of public relations. A systems perspective*. Paper presented at 18th National Annual Congress of the South African Communication Association. Johannesburg: Rand Afrikaans University.
- Holtzhausen, D. R. (1993). Public relations research techniques. Paper for the Public Relations Institute of Southern Africa to promote research among public relations practitioners.

University committee service

Oklahoma State University

- Vice President, OSU Chapter of Phi Beta Delta International Honor Society.
- Attendance of and participation in monthly department heads meetings of the college.
- External chair for department head search and department head reappointment.
- College representative on endowed chair search for International Studies Program.
- Coordinator of College of Arts and Sciences Social Science Seminar Series.
- Member of search committee for dean of College of Arts & Sciences.
- Fulbright Scholar Advisor.
- Member of the OSU President's Commission on the Status of Women.
- Ex-officio member of the OSU Student Media Board

University of South Florida

- Chair, Graduate Committee, School of Mass Communications
- Elected Member of the Executive Committee, Fall 2006/07 – 2008/09
- Member of the Tenure and Promotion Committee, College of Arts and Sciences, University of South Florida, 2006/07 – 2007/08
- Member of the STP Committee of the School of Mass Communications, University of South Florida, 2004 - 2006
- Member of the Curriculum Committee, School of Mass Communications
- Member of the Graduate Committee, School of Mass Communications
- Head of the Public Relations Sequence, School of Mass Communications
- Member of the Accreditation Self-Study Committee, School of Mass Communications (2000 and 2006)
- Member of the Undergraduate Committee, School of Mass Communications,
- Member the Strategic Task Force of the University of South Florida
- Member of the Research Committee, Institute on Black Life, University of South Florida
- Chair, Publicity Committee for President Judy Genshaft's Inauguration as President of USF
- Chair, Undergraduate Grievance Committee, University of South Florida
- Member of the review panel in Social and Behavioral Sciences, USF Internal Research Awards program
- Member of several faculty search committees

Service as journal and paper reviewer

- Journal of Public Relations Research
- Public Relations Review
- Communicare
- Communicatio
- Public Relations Inquiry
- International Communication Association Public Relations Division

- Association for Education Journalism and Mass Communication, Public Relations Division

Professional Service and Consulting

- NOAA Fisheries Southeast Regional Office, Internal Communication Audit
- Walt Disney World Orlando Human Resources Division, Communication Workshop
- ABSA Financial Services Group, Internal Communication Audit
- United Cerebral Palsy of Tampa Bay, Internal Communication Audit

Guest lectures and special contributions to the field of communication management

- Integrated communication. Presentation to FDOT/FPTA/CUTR Professional Development Workshop, Tampa, FL, 2007
- Presentation to NOAA Fisheries Southeast Regional Office on Internal Communication, 2006
- Lecture to Public Relations Institute of Southern Africa on South Africa research, 2003
- *CommunicationRules! Strategic communication planning, copywriting, design, public speaking & presentations*. Workshop for Walt Disney World® Orlando, 2002
- *Design Principles*. Presentation to the Tampa Bay Chapter of the American Marketing Association, 2002
- Judge for the American Heart Association's Media & Marketing Awards, 2000 and 1998
- *Public Relations Research: What it tells us about the future of Public Relations*. Presentation at the Professional Development Seminar of the Tampa Bay Chapter of the Public Relations Society of America, 1999
- *Make public relations work for you*. Presentation at the Westshore Business & Professional Women's Club, 1999
- 1999: *Kick up your writing a notch: Creative writing ideas to make your readers take note* and *Creating a readership community through design*, two workshops presented at the 1999 National Panhellenic Conference, Tampa.

- *Stick to the basics: The 'simple idea' in publication design.* Workshop presented at the College Fraternity Editors' Association, 1999
- Presentation on Media Handling Skills for Future Leaders at the USF Spring Leadership Conference, 1998