

Rebecca L. Self, Ph.D.

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Overview

- Seventeen years experience in communication-related fields: journalism, public relations, teaching communication ethics and media law, sales and customer service training, management and leadership consulting, coaching
- Outstanding public speaking, facilitation and writing skills for a wide range of audiences
- Design and delivery of training and communication programs from skills training to insight-based learning
- Ph.D. dissertation featured corporate ethnography: in-depth interviews and field work on Disney's markets
- Consulting and coaching experience drives a customer-centered, consultative approach

COMMUNICATION

Training

Consulting

Writing

Research

Senior Trainer and Coach Leadership Development, Productivity, Management

2007 - present freelance globally

- Global delivery of week-long leadership intensive training based on *The Leadership Pipeline*
- One-on-one and group coaching of executives in India, South Africa, across Europe
- Development/Design of coaching skills in high-level management around the world
- Clients include: SwissRe, AP Moeller Maersk, Nokia Siemens Networks

Director of Content Development

02/2002 – 12/2003 The Gronstedt Group Broomfield, CO/Stockholm, Sweden

- End-to-end development of cutting-edge communication programs (internal communication, skills and sales training, PR research, etc.) from client challenge through scriptwriting for firms including Ford, TD Ameritrade and StorageTek
- Researched and wrote extensive training and communication projects and live events for clients including Volvo, Sprint and Avaya
- Excelled at proposal writing for medium- and large-scale projects (up to \$250,000 USD)

Senior Editor/Content Development Manager

2000 Center for Digital Culture USWest Denver, CO, USA

- Edited, researched and wrote white papers, news briefs, case studies, tech & politics column
- Selected subject matter for publication
- Managed in-house authors: assigned topics, edited, advised

Freelance Writer

1998 – 2002

- Analyzed corporate communication, wrote Web content: marketing white papers, case studies, brochures, courses, profile and feature articles for trade and consumer publications
- Publications include *The Boulder County Business Report*, *Hard Hat Rental Source*, Web, TV

Writer and Producer, Production and Editorial Departments

1992 – 1993 KNSD-TV (NBC) San Diego, CA, USA

- Wrote and produced television spots and promotional materials
- Co-produced a political talk show: researched issues, booked guests, planned questions

Professorships

Assistant Professor International Communication

2005 – 2007 Franklin College Switzerland Lugano, Switzerland

Courses: International Communication, Public Relations, Journalism, Law and Ethics; Media, Politics and Society

Assistant Professor School of Journalism and Mass Media

2004 – 2005 University of Idaho Moscow, ID, USA

Adjunct & Instructor School of Journalism and Mass Communication
1994 – 2004 University of Colorado Boulder, CO, USA
Courses: Intro. to Mass Media, Communication History, Media and Public Opinion

Education

Ph.D., Communication/Media Studies 1999 University of Colorado
Dissertation: *Mickey and Minnie Aren't Married?! Disney, Family Values and Corporate America*
Understanding how American families form their relationships with The Walt Disney Company

M.A., Mass Communication Research 1995 University of Colorado
Thesis on Balkanization and Globalization in cultural politics and political culture

B.A., International Communication 1992 Hampshire College, Amherst, MA
Thesis on nationalism and Canadian communication regulation, the inclusion of cultural industries in GATT, Canada-US Free Trade Agreement

Selected Papers and Publications

Forthcoming. "Mideast Youth (mideastyouth.com): Can Social Media = Social Change?" *Media, Spirituality and Social Change*, Stewart Hoover and Monica Emerich, eds. Continuum International: London.

2007 Brandon Rottinghaus, Kenton Bird, Rebecca Self and Travis Ridout. "It's Better than Being Informed: College Aged Viewers of the Daily Show and the Effects of Humor on News Seeking, Consumption and Retention." In *Laughing Matters: Humor and American Politics in the Media Age*, Jonathan Morris and Jody Baumgartner, eds. Routledge: New York

2006 "Martha Stewart" and "Nike v. Kasky" entries in the *Encyclopedia of White Collar Crime* Jurg Gerber (ed.), Eric L. Jensen (ed.) with the collaboration of Jiletta L. Kubena Westport, CT:Greenwood Press

2005 (Spring) "The State of Journalism" Ideas to be Considered column *Here We Have Idaho*

2000 Co-author with Jim Miller "Telework Enters The Mainstream: New Technologies, Social and Business Dynamics Transforming the Workplace" Center for Digital Culture

References

Kenton Bird, Director, School of Journalism & Mass Media, University of Idaho
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Additional references available upon request