

Lisabeth D. Sisk

School of Journalism and Mass Communications
College of Information and Communications
University of South Carolina
SJMC 327
800 Sumter Street
Columbia, S.C. 29208
803-777-8605, lisasisk@sc.edu

Education

Master of Arts, Journalism and Mass Communications, with a concentration in public relations, University of South Carolina, December 2004, Thesis title: A Content Analysis of NASA's News Release Messages Following the Challenger and Columbia Space Shuttle Crashes: Crisis Communications and Media Relations.

30-plus credit hours toward master's degree in journalism, Southern Illinois University at Carbondale, August 1975 — December 1976

Bachelor of Science, Mass Communications, Lindenwood College, St. Charles, Missouri, May 1975

Teaching

Senior Instructor
Instructor

Feb. 2011 — present
Jan. 2005 — Jan. 2011

University of South Carolina
School of Journalism and Mass Communications
Public Relations sequence

Faculty Mentor

University of South Carolina
Center for Teaching Excellence

Jan. 2018 — Dec. 2018

Adjunct Professor

Newberry College
Department of Arts and Communications
Public Relations concentration

Jan. 2013 — May 2015
Aug. 2007 — Dec. 2009

Adjunct Instructor

Jan. 2001 — Dec. 2004

University of South Carolina
School of Journalism and Mass Communications
Public Relations sequence

Courses

- Public Relations Campaigns
- Crisis Communications
- Public Relations for Nonprofit Organizations
- Public Relations Writing
- Advanced Public Relations Writing
- Integrated Communications Campaigns (Graduate)
- Publication Writing and Design
- Internal Communications
- Atlanta Public Relations Experience
- Cause-Related Advertising Public Relations
- Writing for Mass Media
- Principles of Public Relations
- Boot camp writing class for incoming graduate students
- Public Relations Research (Newberry College)

New Courses

- Participated in the pilot Winter Term 2018, teaching Public Relations for Nonprofit Organizations with 60 students
- Developed online version of Crisis Communications
- Developed online version of Public Relations for Nonprofit Organizations
- Developed new elective class: Public Relations for Nonprofit Organizations
- Developed new writing elective class: Publication Writing and Design
- Developed special topics service learning class: Cause-Related Advertising and Public Relations: A Service Learning Experience, with grant from USC's Center for Teaching Excellence
- Developed Maymester class: Public Relations Experience in Atlanta

Awards and Grants

- University of South Carolina Garnet Apple for Excellence in Teaching Innovation Award, 2018
- SJMC Mary Caldwell Excellence in Teaching Award, 2016
- SJMC Online Teaching Development Grant, 2017, 2018
- CTE Getting Ready to Teach Online Grant, 2017
- USC Mortar Board Excellence in Teaching Award, 2006, 2009, 2013
- MarCom awards, Association of Marketing and Communications Professionals, multiple platinum, gold, silver awards and honorable mentions for student-produced *InterCom* writing/design, 2014, 2015
- Two Thumbs Up award, USC Office of Student Disabilities, 2013
- Environmental Steward Award, USC School of the Environment, 2009
- USC Center for Teaching Excellence Grant to develop service learning course, 2008

- GIFT (Great Ideas for Teachers) Award, Association for Education in Journalism and Mass Communications, with Drs. Andrea Tanner and Kent Sidel, 2008
- Speaking Out for Mental Health, \$10,000 grant from The American Psychiatric Association and the South Carolina Psychiatric Association for student-led community awareness campaign about schizophrenia, 2006

Conferences and Workshops

University of South Carolina, New Faculty Orientation, Panelist, Aug. 16, 2018

- Non-tenure Track breakout session

University of South Carolina, New Faculty Orientation, Panelist, Aug. 17, 2017

- Seven Tips breakout session

Public Relations Society of America International Conference, Educators Academy, Panelist, Nov. 8, 2015

- Learning by Traveling: How to Design Public Relations Courses with a Travel Component (Close to Home or Abroad)

Carolinas Unite Conference for North and South Carolina Animal Welfare Professionals, Keynote Speaker, Nov. 7, 2015

- Crisis Communications: A Strategic Approach

SC Humanities Council / Smithsonian partnership, March 11, 2015

- Marketing Communications Workshop for Smithsonian Traveling Exhibit

Family Promise National Conference, Oct. 25, 2014

- Best Practices in Affiliate Public Relations: A Strategic Planning Approach

Association for Education in Journalism and Mass Communications (AEJMC), Panelist, August 2013

- Teaching IMC within a mass communication curriculum: Faculty challenges and rewards

University of South Carolina Service Learning Initiative, Community Partner Breakfast, Keynote Speaker, September 2009

- Best Practices in Service Learning

Textbook

- Co-authored “Writing for Mass Communications” with Ernest Wiggins and Dr. Laura Smith, first and second editions

School and University Service

- USC Faculty Senate, appointed for three-year term, 2017-2020
- Faculty Mentor, Center for Teaching Excellence, appointed 2018
- SJMC Curriculum Committee, 2018-present
- *Ad hoc* committee re: non-tenure track faculty, USC Faculty Senate, 2016-2018. Co-chair, 2018
- SJMC Graduate Council, 2016-2018
- Teaching mentor to doctoral students, 2016 – present

- Mentor to new SJMC instructors, 2016 – present
- Faculty advisor, Student United Way, 2017-2018
- SJMC Petitions Committee, 2013– present
- Thesis chair for 30+ South Carolina Honors College students, 2007– present
 - Second reader for 10 students
- Chair, SJMC public relations instructor search committees, 2015, 2017
- Mentor to new and returning SJMC adjuncts, 2006 – 2019
- Speaker, USC Center for Teaching Excellence, Service Learning programs, 2016
- Chair, SJMC professional and public service self-study committee for ACEJMC reaccreditation, 2009 – 2010, 2015 – 2016
- Faculty mentor, Magellan Research grant awardee, 2015
- Executive editor, *InterCom*, the alumni magazine for the College of Information and Communications, 2007 – 2015
- SJMC public relations faculty search committees, 2010, 2011, 2012, 2014, 2015
- Speaker, USC Center for Teaching Excellence, Domestic Study Away programs, 2012, 2013, 2014, 2015
- Carolina Scholars mentor, 2009 – 2013
- Judge, USC homecoming king and queen 2008, 2011, 2012
- Faculty advisor, WUSC Radio, 2007 – 2011
- SJMC committee for school-wide writing course, 2010 – 2011
- SJMC Curriculum for the 21st Century committee, 2009
- SJMC director search committee, 2008
- Bateman Team co-advisor 2006 – 2007

Textbook reviewer

- *Crisis Communications: A Casebook Approach*, Fearn-Banks, fifth edition, 2014
- *The Art of Feature Writing*, Hutchinson, 2012
- *Public Relations: Venturing Boldly into the Digital Age*, author unknown, 2010
- *Public Relations Management*, Sowa and Coombs, 2009
- *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More*. Marsh, Guth, Short, and Poovey, 2007

Professional Service

South Carolina Press Association, 2009 – present

- Judge for annual advertising and content contests

Pawmetto Lifeline, 2013– present

- Write and edit volunteer training manuals
- Case manager for foster program
- Conduct foster training programs

Arts and Science Council, Charlotte, N.C., 2015

- Content and copy editor, Literary Festival, a 260-page anthology of students' work in Charlotte area public schools

South Carolina Humanities Council, Nov. 2014 – April 2015

- Partnership with SCHC, Smithsonian Institution, Slater Hall Citizens' Committee and Travelers Rest Historical Society for the Hometown Teams traveling exhibit
- Wrote marketing communications plan and presented workshop

AMBER Alert Training, 2005-2010

- Conducted training seminars as part of the implementation of US Department of Justice grant for national training for public information officers, law enforcement officers and broadcasters on AMBER Alert best practices
- Edited workbook for participants, with annual updates
- Edited all presentation materials

Community Service

- Volunteer, Pawmetto Lifeline, 2011 – present

Professional Experience

Beneficiary Relations

Oct. 2002 — Jan. 2004

Palmetto GBA, Columbia, South Carolina

Served as liaison between the corporation, a government benefits administrator, and Medicare beneficiaries, using integrated communications approaches.

Corporate Communications

June 1998 — Oct. 2002

BlueCross BlueShield of South Carolina, Columbia, South Carolina

Account coordinator and writer for a variety of the corporation's subsidiaries, departments and divisions, using integrated communications strategies and tactics, targeting internal and external publics.

Community Relations

Aug. 1996 — June 1998

Richland County School District Two, Columbia, South Carolina

Coordinated communications between the school district and its publics, including internal and external audiences, using integrated communications strategies and tactics.

Executive Director

Aug. 1992 — Dec. 1995

The Wildlife Coalition of the Midlands, Columbia, South Carolina

Directed all activities of the wildlife rehabilitation and education organization, serving as liaison between organization and Riverbanks Zoo, its parent organization. Oversaw budget, all communications with various publics, 100 volunteers, education and outreach efforts, and federal and state wildlife permit process and reporting.

Public Relations Coordinator

Jan. 1985 — June 1985

Big Brothers Big Sisters, Memphis, Tennessee

Responsibilities included special events and fundraising, media relations, member newsletters and volunteer recruitment and training.

Assistant Account Executive

March 1977 — April 1979

Wright & Manning, Inc., a division of Manning, Selvage & Lee, St. Louis, Missouri

Handled public relations and investor relations for a variety of agency's clients, including Fortune 100 companies, manufacturers, nonprofit organizations and chambers of commerce.

Public relations consultant and freelance writer and editor **May 1979 — present**

St. Louis, Missouri.; Detroit, Michigan.; Morristown, New Jersey; Memphis, Tennessee; Richmond, Virginia; Columbia, South Carolina

Handle public relations programming, writing, editing and proofreading for clients ranging from small businesses, nonprofit organizations, agencies, neighborhood associations, churches, schools and political candidates.