

# Frank E. Parcells, Ph. D., VITA

Austin Peay State University  
Department of Communication  
P. O. Box 4446 • Clarksville, TN 37044  
Phone: (931) 221.6308 • Fax: (931) 221.6307 • Email: parcellsf@apsu.edu

## Education

Ph.D. (1983) Southern Illinois University at Carbondale. Speech Communication. GPA: 4.0 on 4.0 scale (4.0 high).

M. S. (1979) Southern Illinois University at Carbondale. Multimedia Communication GPA: 3.85 on 4.0 scale (4.0 high)

B.S. (1978) Southern Illinois University at Carbondale. Major: Speech Communication Minors; English and Psychology. GPA: 3.85 on 4.0 scale (4.0 high). Graduated : Summa Cum Laude

A. A. (1968) Kendall College in Evanston, IL. Major: Liberal Arts.

## Educational Experience

Professor, Austin Peay State University, Department of Communication: graduate coordinator, graduate faculty	2001 to present
Professor Emeritus, Eastern Illinois University, Department of Speech Communication (now Communication Studies): graduate faculty and undergraduate faculty; teaching and advising students	1980 to 2000
Laboratory Administrator, Hadwiger Multimedia Laboratory, Eastern Illinois University (Speech Dept. Web Server)	1996 to 2000
Instructor, Department Head, & Station Manager, Wabash Valley College, Radio & TV Department and WVJC-FM Radio	1979 to 1980
Instructor, Southern Illinois University at Carbondale, Department of Speech Communication	1981 to 1982

## Recognition of Teaching Excellence

Eastern Illinois University, Faculty Excellence Awards for Teaching	1989 to 1996
Eastern Illinois University, Professional Advancement Award for a balanced approach to teaching, research and creative activity, and service.	1995
Student Evaluation of All Courses Taught at Eastern Illinois University, Average: 4.8 (on 5.0 scale/5.0 high)	1980 to 2000
Faculty, Administrative Review of Courses Taught at Eastern Illinois University: Superior	1908 to 2000

## Primary Academic Assignment

Professor, Austin Peay State University, Department of Communication: undergraduate coordinator and adviser of corporate communication, Internet technology, and media technologies specializations (over 100 advisees); and Departmental Webmaster	2004 to present
Graduate Coordinator: advising and recruiting graduate students for M. A. in corporate and general communication specializations (more than 50 student per term)	2004 to present

Undergraduate Courses Taught, Developed, and/or Designed at APSU: 2001 to present

- COMM 1030, Interpersonal Communication (3)
- COMM 1200, Introduction to Mass Communication (3)
- COMM 1400, Introduction to Public Relations (3)
- COMM 2020, Individual, Mass Media, and Society (3)\*\*/\*\*
- COMM 2400, Writing for the Electronic Media (3)
- COMM 2720, Introduction to the Internet (3)\*/\*\*
- COMM 3320, Business and Professional Communication (3)
- COMM 3010, Integrated Corporate Communication (3)\*
- COMM 3720, Authoring Web Pages (3)
- COMM 3730, Internet and Web Technology (3)\*\*
- COMM 3800, Principles of Media Advertising (3)\*
- COMM 3910, Media Relations (3)\*\*
- COMM 426 A to C, Communication Practicum (1)\*\*
- COMM 4600, Media Ethics (3)
- COMM 4720, Multimedia Design (3)\*\*
- COMM 4730, Internet Content Management (3)
- COMM 4810, Public Relations Strategies (3)\*\*
- COMM 4910, Public Relations Campaigns (3)\*

\*Developed and designed Web course and taught it online.

\*\*Developed course proposal.

\*\*\*Liberal Arts General Education Core – Social Science

Graduate Courses Taught, Developed, and/or Designed at APSU: 2001 to present

- COMM 5001, Proseminar in Communication (1)\*/\*\*
- COMM 5050, Public Relations (3)\*\*
- COMM 5100, Marketing Communication Strategies (3)\*\*
- COMM 5110, Communication and Leadership (3)
- COMM 5150, Advertising Strategies (3)\*\*
- COMM 5210, e-Communication Strategies (3)\*\*
- COMM 5350, Media Management (3)\*\*
- COMM 5410, Web Design and Criticism (3)
- COMM 5730, Web Content Mgt. and Maintenance (3)\*/\*\*
- COMM 5920, Economics of the Media (3)\*/\*\*

\*Developed and designed Web course and taught it online.

\*\*Developed course proposal.

Redeveloped Communication Arts major, Public Relations concentration; received PRSA accreditation 2003

Redeveloped Communication Arts major, Mass Communication concentration, Corporate Communication specialization 2002

Developed New Communication Arts major, Mass Communication concentration, Internet Technology Specialization 2005

## Media Experience

Air Talent, WEIC – FM (C/92), Charleston, IL: PM drive, oldies format 1986 to 1993

Host, WEIU – FM, Charleston, IL: PA host 1985 to 1986

Manager, WVJC – FM, Mt. Carmel, IL: noncommercial, educational station for Wabash Valley College, General Manager 1979 to 1980

Air Talent, WCIL – FM, Carbondale, IL: Early Evening, top 40 1977 to 1979

Air Talent, WROK – AM, Rockford, IL: midday, top 40	1976
Management, WLOB – AM/WRQN – FM, Portland, ME: program manager, talk/oldies	1976
Management/air talent, KTLK – AM, Denver, CO: assistant program director, production manager, and PM drive, top 40	1974 to 1976
Management, WYFE – AM & FM, Rockford, IL: program director, oldies/top 40	1973 to 1974
Air Talent, WISM AM & FM, Madison, WI: promotions director, public service director, & Early Evening, top 40	1969 to 1973
Management, WLBK AM & FM, DeKalb, IL: production director, announcer, and news, MOR	1967 to 1968
Air Talent, WCHA AM & FM, Chambersburg, PA: assistant news director and announcer, MOR	1966
Announcer, WNIU – FM, DeKalb, IL: noncommercial, educational station for Northern Illinois University, announcer multiformat	1965

### Corporate and Marketing Communication Experience

Primary Partner, Ad Mark Communications, Clarksville, TN: an integrated marketing communication and graphic design service	2002 to present
President, Parcels Public Relations, Charleston, IL: an online public relations agency	1983 to 2001

### Internet Service and Web Hosting Experience

Owner and Operator, Mid Tennessee Network, Clarksville, TN: Web hosting service	2001 to 2008
Owner and Operator, Lincoln Web Communications, Charleston, IL: an Internet service and access provider business	1995 to 2000

### Scholarly Publications

(2004 & in progress). <i>Using the Internet</i> . Mahomet, IL: Mayhaven Publishing.	Textbook
(2002). The role of communication in corporate America. <i>Communication in Business</i> . Retrieved March 15, 2002 from <a href="http://www.comminbiz.com/persp.html#anchor179030">http://www.comminbiz.com/persp.html#anchor179030</a> .	Online Journal Article
(1992). Performance-based broadcast Education. <i>Feedback</i> , 33(4), pp.15-17, with Mark Hamilton & Mike Bradd of Eastern Illinois University.	National Journal
(1990). Evaluating radio station operations & staff relations. <i>Feedback</i> , 31(3), p. 11 & pp. 26-27.	National Journal
(1987). Innovating education through communication. <i>Journal of the Illinois Speech &amp; Theatre Association</i> , 39, pp. 77-87, with Ivan Cardona of the University of Puerto Rico.	State Journal
(1986). Media consumer education. <i>Journal of the Illinois Speech &amp; Theatre Association</i> , 38, pp. 57 -65.	State Journal
(1985). What broadcast managers want educators to teach. <i>Communication Education</i> , 4(3), pp. 235-241.	National Journal
(1984). Radio employee competence. <i>Feedback</i> , 26(1), pp. 11-13, with Ken Hadwiger of Eastern Illinois University.	National Journal

(1984). Interpersonal communication in the broadcast curriculum. <i>Journal of the Illinois Speech &amp; Theatre Association</i> , 36(3), pp. 47-56.	State Journal
(1984). Oral communication for Illinois teachers. <i>Teacher Talk</i> , 2(4), pp. 1-2.	Regional Newsletter for College Educators
(1983). Curriculum approval in Illinois community colleges. <i>Community/Junior College Quarterly of Research &amp; Practice</i> , 7(4), pp. 287-302.	National Journal
(1983). A cooperative political poll: an interdisciplinary experience in research. <i>Journal of the Illinois Speech &amp; Theater Association</i> , 36(2), pp. 74-80. with Michael Parkinson & Deborah Parker, Southern Illinois University at Carbondale.	State Journal
(1982). Oral communication for Illinois teachers. <i>Journal of the Illinois Speech &amp; Theatre Association</i> , 36(2), pp. 12-20.	State Journal
(1981). Colleges offer courses for media consumers. <i>Journalist</i> , 11(3), pp. 18, 20, & 21.	National Journal
Expanding educational horizons in Illinois: preparing public school teachers as effective communicators (Eric No. ED 224 057).	ERIC Document
Imagining and feeling: experiential learning in mass communication instruction (ERIC No. ED 238 042).	ERIC Document
Midwest radio survey: management identification of vocational needs, and perceptions of entry level skills and long term success characteristics (ERIC No. ED 234 457).	ERIC Document
The role, duties, & responsibilities of the chief vocational education administrator in the community college (ERIC No. ED 205 229).	ERIC Document
The state & local curriculum approval process in Illinois community & junior colleges (ERIC No. ED 213 447).	ERIC Document
The status of small group discussion instruction & curricula in Illinois community & junior colleges (ERIC No. ED 198 586).	ERIC Document

### Scholarly Presentations

Chair and Respondent, Commercial Radio Station Web Sites as Promotional and Informative Tools. Broadcast Education Association Annual Convention in Las Vegas, NV.	April 2008
Chair and Respondent, Commercial Television Station Web Sites as Promotional and Informative Tools. Broadcast Education Association Annual Convention at Las Vegas, NV.	April 2007
Panelist, Disney Internship Program for Faculty and Students at Broadcast Education Association Annual Convention in Las Vegas, NV.	April 2006
Moderator, Public relations: separating the fluff from the real ideas Conference at the Southeastern Journalism Association at Austin Peay State University, Clarksville, TN.	February 2002
Paper Presenter, Intercultural communication across the Internet. Convention of the Speech Communication Association of Puerto Rico. San Juan, PR.	December 1998
Phenomenological reflection on the Tube: Self-Television Criticism. 8th 89 Annual Intercultural & International Communication 8 Conference. Miami, FL.	April 1991
Does Fairness Exist After the Doctrine's Demise? 13th Illinois	March 1989

Political Studies Conferences: Politics & The Media EIU, Charleston, IL.	
A Recipe for Broadcast Education: Mixing Liberal Arts with Skills. Broadcast Education Association Convention. Las Vegas, NV.	April 1989
Should the Government Mandate Broadcast Fairness? 12th Illinois Political Studies Conference: Politics & The Media. EIU, Charleston, IL.	March 1988
The Secondary School Speech Teacher as a PR Resource. Illinois Speech & Theater Association Convention. Peoria.	October 1986
A Phenomenology of Television. Central States Speech Association Convention. Indianapolis.	November 1985
Oral Communication for Illinois Teachers Inservice Training Program. Speech Communication Association Convention. Chicago.	November 1984
Oral Communication for Illinois Teachers. Illinois Speech & Theater Association Convention. Springfield.	October 1984
Speech Approach to Integrating Language Arts in the Elementary (K-6) Classroom. Illinois Speech & Theater Association Convention. Springfield.	October 1984
Small Group Discussion Instruction in Illinois Community & Junior Colleges. Illinois Speech & Theater Association Convention. Springfield.	October 1984
The Undergraduate Course for the Media Consumer. Illinois Speech & Theater Association Convention. Springfield.	October 1984
Oral Communication for Illinois Teachers Model Programs for In-service Training. Central States Speech Association Convention. Chicago.	April 1984
Reagan & Rhetoric: An Oval Office AESOP. 10th Annual Public Policy Conference. EIU, Charleston.	March 1984
Teaching Mass Communication for Consumers: A Functional Approach, Paper: Imagining and Feeling: Experiential Learning In Mass Communication Instruction. Speech Communication Association Convention. Washington, D. C.	November 1983
Learning Alternatives for the Media Consumer, Paper: Broadcast Consumer Education: Learning Through Phenomenological Reflection on the Media Experience. Illinois Speech & Theater Association Convention. Chicago.	October 1983
Expanding Educational Horizons in Illinois: Preparing Public School Teachers as Effective Communicators. Illinois Speech & Theater Association Convention. Peoria.	October 1982

### Publications in Progress

With Pam Gray, <i>Integrated Corporate Communication</i> . Proposed to Waveland Press.	Textbook
(2008, in progress). With Steve Parcells. The status of online relationships: Internet-mediated intercultural communication. Submitted to the <i>Journal of Computer-Mediated Communication</i> .	Journal Article

### Newspaper Publications

Media Columnist, for Media Mumbblings column in Mt. Carmel <i>Daily Republican-Register</i> (2008 & in progress).	1979 to 1980
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**Creative Activities**

Designed and Maintained the Department of Communication Web site at <a href="http://www.COMM.APSU.edu/">http://www.COMM.APSU.edu/</a>	2004 to present
Voice Over for Video for Faculty and Staff Orientation DVD for Dr. Sherry Hoppe, Austin Peay State University.	2004
Voice Over for Video commercial for John Deere’s “Ready to Mow” program. 30-second spot for Hutson Ag, Inc. in Clarksville, TN.	2002
Designed and Maintained Many Nonprofit Web sites for TNVolunteerism.org, a free Web Hosting Service for not-for-profit organizations in middle Tennessee.	2001 to present
Designed and Host Web site for IABC Nashville (IABCNashville.com), a professional organization (International Association of Business Communicators).	2001 to present
Designed and Host the Gold Pen Awards Web site (GoldPenAwards.com) for IABC Nashville. Communication professionals compete for recognition of news writing, PR and advertising campaigns, graphic design, photography, and other areas within the Nashville communication industry.	2001 to present

**Grants and Professional Development**

Recipient, TAF Grant for 25 Licenses of Adobe CS3 Master Suite for MMC Computer Laboratory.	2007
Recipient, TAF Grant for 25 Mac Mini computers, 15 monitors, and Final Cut Pro HD software for MMC Computer Laboratory.	2005
Recipient, TAF Grant for Apple XServe and server software for Communication Department to host Web sties.	2004
Recipient, Eastern Illinois University Directed Graduate Research Assistant Grant.	1996
Recipient, Eastern Illinois University Directed Graduate Research Assistant Grant.	1994
Recipient, National Association of Broadcasters Faculty Retraining/Research Grant.	1989

**Supporting Scholarly Research Through Editorial Function**

Editor, <i>Journal of the Illinois Speech and Theatre Association</i> , a state refereed communication discipline scholarly journal.	1983 to 1991
Reader and Evaluator for Kendall-Hunt, Longman, Focal Press, and Wadsworth Publishers	1996 to present
Reader and Evaluator, <i>Journal of the Illinois Speech and Theatre Association</i> , , a state refereed communication discipline scholarly journal.	1991 to 1996

**Discipline Professional Contributions: Affiliations and Memberships**

Member, National Communication Association (formerly the Speech Communication Association)	1976 to present
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Member, Public Relations Society of America	1992 to present
Member, International Association of Business Communicators	1999 to present
Member, American Marketing Association	2005 to present
Member, Broadcast Education Association	1979 to present
Member, International Association of Webmasters	1998 to present
Member, World Organization of Webmasters	1998 to present
Member, Society of Internet Professionals	2005 to present
Executive Vice President and Member, Nashville International Association of Business Communicators	2001 to present
Member, Nashville Chapter of the Public Relations Society of America	2001 to present
Member, Central Illinois Chapter of the Public Relations Society of America	1992 to 2000
Member, Nashville American Marketing Association	2005 to present

**University Professional Contributions: Service on Committees and Councils**

Member, APSU Technology Committee	2008 to present
Chair, APSU Technology Subcommittee on TAF	2009
Member, APSU Graduate and Research Council	2004 to present
Chair, APSU GRC Subcommittee on Faculty Research	2004 to present
Chair, APSU Graduate College Marketing Committee	2006 to 2007
Member, APSU Hawkins Award Selection Committee	2005 to present
Member, APSU Institutional Review Board	2007 to 2009
Member, APSU College of Arts and Letters Curriculum Committee	2002 to 2006
Chair and member, APSU Department of Communication, Faculty Search Committees	2002 to present
Member, APSU College of Arts and Letters Promotion Committee	2003
Member, APSU College of Arts and Letters Retention/Tenure Committee	2009
Member and Chair (for three years), Eastern Illinois University Graduate Studies Council	1984 to 1992
Member, EIU Radio and Television Center Advisory Board	1980 to 1983
Member, EIU Intercollegiate Athletic Board	1994 to 1996
Member, EIU College of Arts and Humanities PR Committee	1985 to 2000
Member and Chair (for two years), EIU Department of Speech Communication Personnel Committee	1987 to 1992
Member and/or Chair, EIU Search Committees (such as for positions like Athletic Director, Associate Athletic Director, Graduate Dean,	1980 to 2000

Associate Graduate Dean, Men's Soccer Coach, Women's Soccer Coach, and numerous faculty searches)

**University Professional Contributions: Service to Student Organizations**

Adviser for APSU International Association of Business Communicators Student Organization	2001 to present
Adviser for APSU Public Relations Student Society of America Student Organizations	2002 to 2005
Adviser for Sigma Pi Epsilon Fraternity	2003 to 2005

**University Professional Contributions: Supporting the University**

Member, Austin Peay State University Governor's Club	2002 to 2006
Established and Funded \$1200.00 Annual David Wesner Digital Video Scholarship for Austin Peay State University	2004 to 2008
Member, Eastern Illinois University Panther Club	1990 to 1999
Member, Eastern Illinois University Friends of WEIU - TV	1994 to 2000

**Professional Contributions: Professional Associations and Organizations**

Executive Vice President & Webmaster, Nashville International Association of Business Communicators (a business communication professional organization with membership representing all areas of the metropolitan communication industry) <a href="http://www.IABCNashville.com">www.IABCNashville.com</a>	2001 to present
Member, Illinois State Board of Education Oral Communication in Public Schools Committee	1982 to 1988
Director, Oral Communication for Illinois Teachers Program (sponsored by the Illinois State Board of Education and the Illinois Speech and Theatre Association)	1982 to 1986
Member, Board of Directors for Illinois Speech and Theatre Association	1984 to 1992

**Professional Contributions: Community Service**

Director, TNVolunteerism.org, a nonprofit Web Hosting service providing free Internet services to middle Tennessee not-for-profit organizations.	2001 to present
Member, Board of Directors for the Charleston Soccer League	1985 to 1998
Member and President, Eastern Illinois Soccer Officials Association	1985 to 1998
Member, Central Illinois Soccer Officials Association (National Intercollegiate Soccer Officials Association)	1988 to 1996
Member, President, Instructor, and Assignor, Illiana Soccer Officials Association (National Intercollegiate Soccer Officials Association)	1996 to 1998

Basketball and Soccer Official, Illinois High School Association (worked two state championship series in Boy's Soccer)	1985 to 1998
State Soccer Referee, United States Soccer Federation (level 6)	1983 to 1999
Member, Board of Directors for the Eastern Coles County United Way	1994 to 1995

**Professional Contributions: Recognition of Organizational Service Excellence**

IABC Nashville President's Award – for meritorious service to the Chapter and assisting the President in development of programs	2007
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