

# Dawn R. Gilpin

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Walter Cronkite School of Journalism & Mass  
Communication  
Arizona State University  
555 N. Central Ave #473  
Phoenix, AZ 85004

phone: (602) 496-5237  
fax: (602) 496-5116  
e-mail: [dgilpin@asu.edu](mailto:dgilpin@asu.edu)

## Research interests

Patterns of identity, influence, knowledge and power as expressed through relationships and intersections between organizations, consumer culture, the media, and public policy. Emphasis on mixed quantitative and qualitative methods, network analysis, narrative, and theories of complexity.

**Primary research and teaching areas:** public relations and organizational communication, focusing primarily on issues management, crisis management, reputation, and organizational identity.

## Education

Temple University Philadelphia, PA	Ph.D in Mass Media and Communication <i>Dissertation</i> Organically Grown: Emergent Power and Influence in Complex Issue Networks <i>Chair</i> Dr. Priscilla Murphy <i>Committee</i> Dr. Carolyn Kitch, Dr. Nancy Morris, Dr. David McKie (University of Waikato, New Zealand)	2008
University of Memphis Memphis, TN	M.A. in Journalism (concentration in Public Relations)	2002
Vassar College Poughkeepsie, NY	B.A. in Italian Language and Literature	1987
Brown University/University of Bologna Bologna, Italy	Study abroad program with language and cultural training, followed by individual courses at the university in history, drama, and literature	1985-86
Princeton University "Work in Germany" Program Kassel, Germany	Study and internship with German multinational Wintershall AG	Summer 1985
Vassar College/College of William and Mary Münster, Germany	Studies in German language, literature and culture	Summer 1984

## **Publications & Conferences**

### ***Book***

Gilpin, D. & Murphy, P. (2008). *Crisis Management in a Complex World*. New York: Oxford University Press.

### ***Peer-reviewed journal articles***

Gilpin, D. (2008). "Narrating the organizational self: Reframing the role of the news release." *Public Relations Review* 34(1), 9-18.

### ***Book chapters***

Gilpin, D. & Murphy, P. (Forthcoming). "Complexity and Crises: A new paradigm," in *Theoretical and Practical Developments in Crisis Communication: Defining and Advancing an Emerging Field*. W. Timothy Coombs, editor. New York: Blackwell.

Gilpin, D. (2008). "Mass agrarianism: Wal-Mart and organic foods," in *Food for Thought: Essays on Eating and Culture*. Lawrence Rubin, editor. Jefferson, NC: McFarland.

Gilpin, D. & Murphy, P. (2006). "Reframing Crisis Management Through Complexity," in *Public Relations Theory II*. Carl Botan and Vincent Hazleton, editors. Mahwah, NJ: Lawrence Erlbaum Associates.

Gilpin, D. (2005). "Complexity-Based Learning from Organizational Crises." in *Managing the Complex: Philosophy, Theory, and Practice*. Kurt Richardson & Michael Lissack, editors. Greenwich, CT: Information Age Publishing, Inc.

### ***Book reviews***

Gilpin, D. (2007). Review of Elliott, Jane (2005). London: Sage. *Using Narrative in Social Research: Qualitative and Quantitative Approaches*. Published in *Public Relations Review* 33(2).

Gilpin, D. (2005). Review of Streatfield, Philip J. (2001). *The Paradox of Control in Organizations*. New York: Routledge. Published in *Emergence: Complexity and Organization (E:CO)* 7(2).

Gilpin, D. (2005). Review of Di Fraia, Guido (2004). *Storie Con-Fuse. Pensiero narrativo, sociologia e media*. Milano: Franco Angeli. Published in *Studies in Communication Sciences* 5(2).

### ***Juried conference presentations***

Gilpin, D. "Mediated issue networks as complex systems: A look at organic foods policymaking in the United States." Presented at the Sunbelt XXVIII International Social Network Conference, St. Petersburg, FL, January 22-27, 2008.

Gilpin, D. "A Complexity Perspective on Reputation: Wal-Mart and the media." Paper presented to the Public Relations Division of the International Communication Association (ICA, San Francisco, California), May 24-28, 2007.

Gilpin, D. "Attractor basins in the phase space of reputation: The case of Wal-Mart and the media." Paper presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), February 23, 2007.

Gilpin, D. "Narrating the Organization: Reframing the role of the press release." Paper presented to the Public Relations Division of the National Communication Association (NCA, San Antonio, Texas), November 16-19, 2006.

Gilpin, D. "Complexity, Culture, & Political Economy." Paper presented to the Philosophy of Communication Division of the International Communication Association (ICA, Dresden, Germany), June 19-24, 2006.

Gilpin, D. "Celebrating Nature: Dialogic Discourses of celebrities, genre and the environment in National Geographic's Strange Days on Planet Earth." Paper presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), February 24, 2006.

Gilpin, D. "Crying Over Spilled Milk: The Parmalat Debacle as a Complex Prism of Organizational Excess." Paper presented at the Standing Conference on Organizational Symbolism (SCOS) XXIII (Stockholm, Sweden), July 8-10, 2005.

Gilpin, D. (2005) "Parmalat: A study in fractured narratives." Paper presented at the 4th Media in Transition conference, Massachusetts Institute of Technology (Boston, MA), May 6-8, 2005.

Gilpin, D. (2005). "The Demise of Parmalat: An autobiography." Paper Presented at the SCT Graduate Research Forum, Temple University (Philadelphia, PA), March 25, 2005.

Gilpin, D. & Ryan, K. (2005). "Old Media Vs. New: Exploring the use of film in the classroom." Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Kennesaw, GA, February 12, 2005.

Gilpin, D. & Murphy, P. (2003). "Reframing Crisis Management Through Complexity." Paper presented at the National Communication Association (NCA) Conference, Miami Beach, FL: November 21, 2003.

### ***Work in progress***

Gilpin, D. "The Tweet Spot: Twitter and emergent self-organization in public relations practice." Article in progress.

Gilpin, D., Murphy, P., & Ryan, K. "Crisis as an Embedded and Decentered Phenomenon." Article in progress.

Gilpin, D. "Issue Identity as an Emergent Network Property." Article in progress.

Gilpin, D. "A Complexity Perspective on Reputation: Wal-Mart and the media." Article currently under revision.

## **Honors, awards, fellowships and scholarships**

### ***Awards***

2008 Marilyn Lashner Award for Excellence in Doctoral Studies, Temple University.

2007 OCIS Doctoral Consortium. Competitive consortium run by the organizational communication division of the Academy of Management. AOM Conference, Philadelphia, PA, August 3-4.

2006 NCA Doctoral Honors Seminar, Mass communication theory and research section. Purdue University, July 24-26.

North American Bursary Award, Standing Conference on Organizational Symbolism (SCOS) 2005.

Presidential Fellowship, Temple University, 2004-2008

Outstanding Thesis Award, International Communication Association (ICA) Public Relations Division, 2004 (for Master's thesis: *Postmodern Crisis Management*)

Top Four Paper, NCA Public Relations Division, 2003

Morton Thesis Award, University of Memphis, 2002 (Thesis: *Postmodern Crisis Management*)

Vassar College General and Departmental Honors; Thesis Honors, Department of Italian, (Thesis: *Il Giallo Arcobaleno: ipertrofia e slittamenti in Sarti Antonio, Un diavolo per capello di Lorian Macchiavelli*)

Phi Beta Kappa; Kappa Tau Alpha

### ***Research assistantships***

Summer 2007. Completion of study on Latino interpretations of tobacco warning labels. Dr. Nancy Morris, supervisor.

Spring 2007. Department of Strategic and Organizational Communication. Research on health communication and intercultural public relations. Dr. Cornelius Pratt, supervisor.

Fall 2006. Department of Broadcasting, Telecommunication and Mass Media. Research on health communication, concerning media literacy of the Philadelphia Latino population with regard to warning labels in tobacco advertisements. Dr. Nancy Morris, supervisor.

Spring 2006. Department of Strategic and Organizational Communication. Completion of co-authored book on complexity theories and crisis management. Dr. Priscilla Murphy, supervisor.

Fall 2005. Department of Broadcasting, Telecommunication and Mass Media. Research of media use surrounding political crisis events, particularly involving terrorism. Dr. Zizi Papacharissi, supervisor.

Summer 2004. Robert J. Wood Foundation research grant. Study analyzing framing tactics used by tobacco companies, using semantic network analysis software. Dr. Priscilla Murphy, supervisor.

### **Courses taught**

Principles of Public Relations (Summer 2005)

Communicating Leadership (Fall 2005)

Communication Theory (Spring 2006, Spring 2007)

Introduction to Organizational Communication (Fall 2006)

### **Service activities**

#### ***Professional***

Panelist in a roundtable titled "unCONVENTIONAL Media Use by Organizations: The Uses, Implications, and Possibilities of Social Media for Organizational Communication and Public

Relations,” at the National Communication Association (NCA) Conference to be held in San Diego, CA, November 21-24, 2008.

ICA Mobile pre-conference, “Mobile Communication: Bringing us together or tearing us apart?”. Helped plan and managed on-site logistics in collaboration with the other organizers from Microsoft Research, University of Michigan, and Telenor. 23-24 May 2007.

Organizer and panelist of the session, “My \$0.02: Exploring tensions of identity, power and community in commercial social networking online,” for the Critical and Cultural Communication Division of the National Communication Association (NCA, San Antonio, Texas), November 16-19, 2006.

Review Board, 11th Annual ANZSYS Conference (Systems Thinking and Complexity Science). Christchurch, New Zealand, December 5-7 2005.

Workshop on Storytelling and Complexity in Human Systems. Las Cruces, NM (27-29 October 2006). Invited by organizers. Co-sponsored by the New Mexico State University Department of Management and the journal *Emergence: Complexity & Organizations (E:CO)*.

### ***School***

#### **Temple University**

MMC Student Orientation. Led Q&A sessions for incoming doctoral students. Fall 2006, Fall 2007.

Fox School of Business, Temple University (30 November 2006). “Theories of complexity in organizations.” Invited guest lecture addressed to first-year doctoral students.

Temple University Leadership Summit (24 March 2006). Selected to represent the Graduate School and address a gathering of approximately two hundred people including the university president, provosts, deans, donors, and distinguished alumni.

MMC Curriculum Subcommittee, Student Liaison. Fall 2005-Spring 2006.

### **Professional Development**

The Hyperlinked Society: Questioning Connections in the Digital Age. Philadelphia, PA (9 June 2006). Sponsored by the Annenberg Public Policy Center of the University of Pennsylvania.

Temple University Teaching and Learning Center. Teaching Assistant Conference and Faculty Development Seminars, August 2005.

### ***Professional Memberships***

International Communication Association (ICA)

National Communication Association (NCA)

Association for Education in Journalism and Mass Communication (AEJMC)

Academy of Management

## **Relevant Professional Experience**

### **Director, Strategic Solutions Division**

*PRS Consulting Group (Bologna, Italy) 1998-2004*

Responsible for developing and carrying out projects involving internal communication, crisis communication and management, social reporting, corporate culture analysis, communication tailored specifically for trade shows. Quantitative and qualitative research, planning, selecting and managing teams, training and supervising associates. Seminars and workshops on using specific communication and teamwork techniques in business environments, such as narrative, communities of practice, information/means analysis, etc.

Clients included firms in a variety of industrial, service and consumer products industries.

Corporate seminars and workshops conducted included Basic Trade Show Communication Techniques, Advanced Trade Show Communication Techniques, Group Dynamics & Teamwork, Introduction to Internal Communication, among others.

### **Senior Partner**

*Gateway Studio snc (Bologna, Italy) 1996-2004*

Corporate communication, public relations, translations, business writing, copywriting, other communication and business services for Italian and multinational firms. Writing, editing, translating of technical, promotional, legal, other corporate documentation. Translation and editing of articles and books on art, architecture, and archeology. Web site content development, including in multiple languages, basic site design. Basic layout and pagination for pre-press or DTP publication of multilingual documents. Coordination of large translation projects.

Negotiation of contracts and selection of suppliers, acting as liaison for specific international business projects. Clients included companies in a wide range of manufacturing and service industries as well as professional firms in various fields.

### **Freelance translator and business writer**

*(Bologna, Italy) 1988-1996*

Technical, legal, commercial, scientific, and medical translations for Italian agencies and businesses of all sizes and industries. Interpreting services for business meetings and events. Writing of marketing materials, advertising and catalogue copy, business letters, press releases, technical documentation, and other documents for clients in a variety of fields and industries.