

DEBRA MULLER PRICE

Qualifications

Skilled communications professional and university professor with more than 15 years of senior-level experience in public relations and journalism

Strong management experience and mentoring skills • Effective instructor in writing and strategic communication • Public relations pro with expertise in media relations, community relations, strategic planning and branding • Extensive background in producing high-quality publications and marketing materials • Proven self-starter who has worked independently as a content strategist, consultant and freelance writer • Published author of two books and hundreds of articles for national magazines, newspapers and websites • Successful track record in coordinating and marketing special events and programs • Development experience in grant writing, alumni engagement and annual fund management

Academic Appointments

**Assistant Professor of Practice, School of Journalism and Mass Communication
Texas State University, San Marcos, Texas
(September 2023 – Present)**

**Senior Lecturer, School of Journalism and Mass Communication
(September 2021 – August 2023)**

**Lecturer, School of Journalism and Mass Communication
(September 2018 – August 2021)**

Experience teaching a variety of courses in public relations for major state university in Texas. Classes range from introductory writing to the capstone course for graduating public relations majors. Recipient of the College Achievement Award for Teaching and recognized as a favorite professor by the campus chapter of a national honor society. Consistently earn student evaluations scores well above 4.0 on a 5.0 scale for writing and project-intensive courses. Courses have included:

- MC 1313 Media Writing
- MC 3313 Foundations of PR Writing
- MC 4313 Advanced Writing for Public Relations
- MC 4320 Public Relations Campaigns
- MC 3114 Career Exploration: Public Relations in Seattle
- MC 4376C Public Relations Case Studies
- MC 4376G Media Relations

**PR Program Coordinator, School of Journalism and Mass Communication
(June 2023 – Present)**

Spearhead curriculum planning and engagement with students, faculty, alumni and professionals as the coordinator of the second-largest major in the School of Journalism and Mass Communication.

**Graduate Assistant, School of Journalism and Mass Communication
Texas State University, San Marcos, Texas
(January 2017 – August 2018)**

Worked as graduate instructional assistant and graduate teaching assistant while completing master's degree. Served as primary instructor for media writing courses and assisted classes in public relations and news writing. Acted as mentor for Texas State University team competing in the American Advertising Federation's National Student Advertising Competition, which won third place in 2017.

Professional Experience

**Communications Consultant and Independent Editor
(February 2007 – June 2023)**

Provided strategic communication and editorial services to various clients for more than a decade as a public relations consultant and independent editor while living in Austin, Texas, and Chattanooga, Tennessee. Clients have ranged from an advertising firm in Austin specializing in environmental marketing to leading arts organizations in the Tennessee Valley and national educational publishers:

EnviroMedia, Austin, Texas

Raised editorial standards for advertising and communications firm specializing in environmental issues by editing and providing quality assurance for business proposals and external communications.

Plain Talk Communications, Austin, Texas

Content editor specializing in researching, editing and project management for family-owned business providing online, book and magazine content for national educational companies. Clients have included:

- Scholastic, New York, NY
- Houghton Mifflin Harcourt, Boston, Mass.
- Dorling Kindersley (DK), New York, N.Y.
- Capstone Publishing, Mankato, Minn.

Ballet Tennessee, Chattanooga, Tenn.

Spearheaded marketing, community outreach and media relations for major performances of the Alvin Ailey Dance company brought to Chattanooga by Ballet Tennessee.

United Way's Center for Nonprofits, Chattanooga, Tenn.

Led workshops in branding and other public relations topics for nonprofit professionals in the Chattanooga, Tennessee, metropolitan area.

Association for Visual Arts, Chattanooga, Tenn.

Conducted strategic marketing plan and communications audit for leading organization supporting visual artists and art enthusiasts.

Hope for the Inner City, Chattanooga, Tenn.

Provided branding and strategic planning services, media training and special event management for nonprofit fighting to break the cycle of poverty.

Siskin Children's Institute, Chattanooga, Tenn.

Provided public relations and marketing services to leading institute serving children with special needs as a consultant after leaving my full-time position at the organization to focus on my own business.

Family Partnership Specialist

Normal Park Museum Magnet, Chattanooga, Tennessee

(July 2008 – June 2010)

Engaged families and community partners to support nationally recognized magnet school and serve as stakeholders in the school's success.

- Enlisted support from community organizations and corporations ranging from local churches to national companies
- Organized special events and instructional workshops
- Supervised weekly e-newsletter and other communications
- Coordinated volunteer activities resulting in more than 9,000 volunteer hours

Development Director

Normal Park Museum Magnet Education Fund

(February 2007 – June 2008)

Managed development activities for nationally recognized magnet school by helping to establish the Education Fund as its first Development Director. Fundraising activities included:

- Coordinated and supervised annual giving campaign
- Wrote grants and produced corporate sponsorship proposals
- Developed special events, including major alumni celebration for the 100th anniversary of the school
- Worked with Education Fund board to establish annual development goals

Director of Marketing and Communications (and various other positions)

Siskin Children's Institute, Chattanooga, Tennessee

(November 2002 – February 2007)

Managed marketing and public relations for leading institute serving children with special needs and their families.

- Directed publicity and media relations
- Promoted special events ranging from educator workshops to large fundraising galas featuring stars such as Emmylou Harris and Kenny Rogers
- Worked with marketing committee of the board of directors to create and execute marketing plans
- Produced publications and marketing materials including newsletters, brochures, annual reports, magazines and website
- Supervised video and photo shoots

Freelance Arts Writer and Editor
(January 1998 – November 2002)

Worked as a full-time independent writer and editor specializing in interior design, arts, antiques and travel for a variety of regional and national publications.

- Articles appeared in *The Boston Globe*, *The Charlotte Observer*, *Country Living*, *Arts and Antiques*, *Veranda*, *Southern Accents*, *Traditional Home*, *Classic American Homes*, *Coastal Living* and *Forbes FYI*
- Produced monthly antiques feature, Country Icons, for *Country Living* magazine
- Wrote travel articles for *Veranda* and *The Boston Globe*
- Authored two books: *Garden Decorating* (Hearst Books; 2001) and *Christmas With Country Living* (Oxmoor House; 2002)
- Spoke as an expert on antiques and decorating at special events ranging from book signings to festivals

Managing Editor, *American HomeStyle* Magazine
Gruner + Jahr USA, New York, New York
(June 1997 – June 1998)

Supervised staff and managed editorial department of major consumer magazine owned by Gruner + Jahr USA, publisher of such major titles as *Parents*, *Fitness* and *Family Circle*.

- Managed copy flow and enforced deadlines for editorial department
- Assigned articles to freelancers, edited manuscripts and oversaw proofreading
- Managed book makeup and served as liaison with corporate production department
- Supervised the daily operations of the magazine for several months during absence of the executive editor and editor-in-chief

Antiques Editor, *Traditional Home* Magazine
Meredith Corporation, New York, New York
(November 1995 – June 1997)

Served as primary editor responsible for coverage of antiques, collectibles, arts and related areas for national consumer magazine in the upscale shelter category.

- Generated story ideas and wrote monthly magazine features
- Assigned articles to freelancers and edited manuscripts
- Produced monthly arts column
- Styled and produced photo shoots in locales ranging from Fabergé New York to the Brighton Pavilion in England

Managing Editor, *Colonial Homes* and *Classic Home*
Hearst Magazines, New York, New York (March 1988 – November 1995)

Served simultaneously as managing editor of *Colonial Homes* and *Classic Home* at Hearst Magazines, one of the world's largest publishers of consumer titles.

- Worked with editor-in-chief to launch *Classic Home* as a new title for Hearst Magazines
- Represented magazines at trade shows and corporate events
- Managed daily editorial operations and editorial budgets
- Negotiated contracts with photographers and freelance writers
- Supervised book makeup and editorial production
- Produced photo shoots and wrote columns and features for both publications
- Prior to serving as managing editor, worked as editorial coordinator, departmental editor and assistant editor

Intern, *The Orange County Register*
Orange County, California
(Summer 1987)

Served as features intern at award-winning daily newspaper in Orange County, California. Duties included writing headlines, copyediting articles for weekend entertainment guide and compiling agate for TV guide listings.

Managing Editor, *The Daily Texan*
The University of Texas at Austin
(Spring 1987)

Held management position at *The Daily Texan*, a student newspaper with a circulation of 30,000. Honors included Best Permanent Staffer Award and first place in feature writing for the Southwestern Journalism Congress.

Intern, *Esquire Magazine*
Hearst Magazines, New York, New York
(Summer 1986)

Served as intern in various departments at national men's magazine. Duties included proofing, fact-checking and handling reader inquiries. Selected from national pool of students to take part in the American Society of Magazine Editors program.

Education

Texas State University
 Master of Arts in Mass Communication
 GPA: 4.0

San Marcos, Texas
May 2018

Thesis: *The Border Effect: An Examination of News Use and Immigration Opinion in Border and Non-Border States*
 Thesis Chair: William Kaufhold

University of Texas
 Bachelor of Journalism
 Concentration in Magazine Journalism

Austin, Texas
May 1987

Scholarly and Professional Presentations

Presenter, “Using Your Journalism Skills to Launch a PR Career”

TIPA, San Marcos, Texas
April 2024

Delivered presentation to students attending statewide TIPA conference on using their journalism skills developed at campus media organizations to launch a career in public relations. The talk drew from my own personal experience and presented insights and tips on how to transfer expertise from journalism to PR.

Panel Organizer and Moderator, “How to Battle Imposter Syndrome and Build Power as a Young PR Pro”

TXST PR Day, Texas State University
March 2024

Moderated panel of alumni discussing how to battle imposter syndrome in honor of Women's History Month for the school's first TXST PR Day. Panelists included Alexandria Blott, Public Relations Coordinator, Zen Media; Charlee Cervantez, Communications and Outreach Manager, Texas State College of Education; Hailey Hoffman, Digital Account Associate, ECPR; Serenity Mixon, Texas State PRSSA President; and Paige Vaughn Deshpande, Corporate and Wedding Photographer.

Panel Organizer and Moderator, “Texas State PR Pros Talk Social Media Careers”

Mass Comm Week, Texas State University
October 2023

Organized and moderated panel of public relations alumni who are now established professionals on the topic of social media careers. Panelists include Alex Hartman, digital strategies coordinator at City of New Braunfels; Raegan Haggard, account executive at Giant Noise; Morgan Perry, social media coordinator at Nike Communications, New York; Shayla Rose, influencer marketing specialist at bread & Butter; and Christina Rodriguez, marketing and social media manager at Caster Studios.

Panel Organizer and Moderator, “Living the Agency Life: Bobcats Working at PR Firms Talk About Their Careers”

Mass Comm Week, Texas State University
October 2023

Organized and moderated a panel of public relations professionals who shared stories and tips about landing a job at a public relations agency and establishing a successful career. Panelists include Carson Jones from anthonyBarnum, Blake Pousson from ECPR, Allison Jones Ralston from INK Communications, Summer Richie from Hill+Knowlton, and Lydia Crow from Bhava Communications.

Panel Organizer and Panelist, “Sparkling Student Engagement in Cultural Awareness Through Service Learning”

PRSA Educators Academy, PRSA ICON, Grapevine, Texas

November 2022

Served as organizer of a panel titled "Sparkling Student Engagement and Cultural Awareness Through Service Learning" at the PRSA Educators Academy Summit in November 2022. Duties involved recruiting panelists from Texas State and other universities, completing the panel proposal, working with PRSA representatives to expand panel, and completing talking points for panelists. My role in the spearheading the event was recognized in the newsletter of the Texas State University Service Learning Excellence department.

Panel Organizer and Moderator, “So You Want to Make It in the Big City?”

Mass Comm Week, Texas State University

October 2022

Organized and promoted a panel of public relations alumni working in large cities for a discussion of "So You Want to Work in the Big City?" for Mass Comm Week 2022.

Moderator, “PRSA Austin Career Tips for PR Students”

Texas State University

April 2020

Organized and moderated panel of PRSA Austin professionals to provide job hunting guidance to students who were forging internships and careers during the pandemic.

Curriculum Development

MC 3476G Media Relations

January 2024 – Present

Created proposal for a new course that provides students with an understanding of the role that media relations plays in strategic communication and explores tools used by public relations professionals to form beneficial relationships with the media. Topics include analyzing the media landscape, creating media lists, analyzing news opportunities, handling media interviews and live news events, developing media training, producing strategic media plans, employing new media strategies, and evaluating media relations efforts.

MC 3314 Career Exploration: Public Relations in Seattle

August 2022 – Present

Traveled to Seattle, Washington, in August of 2022 on a grant from the Office of Distance and Extended Learning to plan a Study in America course. Met with public relations departments of major corporations and organizations to discuss learning opportunities for students, including Amazon, Microsoft, Expedia, and the Bill and Melinda Gates Foundation. Create itinerary, travel details, budget and curriculum for course, which was offered for the first time in Fall 2023 and continues on today.

MC 3313 Foundations of PR Writing

July 2022 – Present

Serve as the faculty lead for the foundational writing course in public relations. Continually work each semester to update course and keep it current by developing writing prompts, assignments, assessments, and lectures to be used by all instructors teaching the course. Maintain the master teaching site in Canvas for MC 3313.

MC 4320 Public Relations Campaigns

Fall 2019 – Present

Find and manage professional clients for capstone class in the public relations major at Texas State University in order to give students a unique real-world experience in creating strategic communications plans each semester. Clients have ranged from prominent regional business organizations to national nonprofit organizations, including the Better Business Bureau Serving the Heart of Texas, the Texas Association of Mexican American Chambers of Commerce, Pay It Forward 9/11, the Campus Vote Project, and Centro Cultural Hispano de San Marcos. Students have created campaigns addressing a variety of issues that have expanded their cultural literacy, including combatting vaccine hesitancy among Hispanics in Texas, preventing fraud against seniors and the military, and increasing voting rates among students at Historically Black Colleges and Universities (HBCUs).

MC4376C Public Relations Case Studies

January 2020 – May 2024

Developed course, Public Relations Case Studies, that had not been taught in 10 years at Texas State University. Designed curriculum for seminar course covering case studies in media relations, crisis communication, community relations, consumer relations, social media marketing and PR ethics. Student reflections at the end of the semester indicate that participants view the course as a valuable addition to their understanding of public relations. For the 2023-2024 school year, evolved curriculum to focus on the special topic of crisis communication.

Teaching Grants

Co-Principal, ODEL Study in America Exploratory Grant, Texas State University, \$3,000. Submitted: May 2022. Funded: May 2022-December 2022.

Service-Learning Mini Grant, Service Learning Excellence, Texas State University, \$500. Submitted: August 2023. Awarded: November 2023.

Honors and Achievements

Recipient, College Achievement Award in Teaching, College of Fine Arts and Communication, Texas State University (February 2024)

Nominee, Presidential Excellence Award in Teaching, School of Journalism and Mass Communication, Texas State University (January 2024)

Professor Appreciation Nominee, Texas State Panhellenic Council (October 2020)

Favorite Professor, Alfred H. Holle Chapter of the Alpha Chi National Honor Society at Texas State University (May 2019)

Certificate of Appreciation, Centro Cultural Hispano de San Marcos, for guiding students in creating a public relations and social media plan for the organization (December 2019)

Outstanding Graduate Student, School of Journalism and Mass Communication, Texas State University (2017 – 2018)

Wordsmith Award, AAF National Student Advertising Competition Team, Texas State University (Spring 2017)

Memberships and Professional Service

Director-at-Large, Communications, PRSA Austin Board (January 2024 – Present)

Member, ProAm Day Committee, PRSA Austin (May 2024 – Present)

Judge, Texas School Public Relations Association STAR Awards (January 2024)

Judge, UIL Academic Tournament (November 2023)

Member, PRSA Austin Chapter (February 2019 – Present)

Member, Public Relations Society of America (February 2019 – Present)

Member, PRSA Educators Academy (February 2022 – Present)

Member, Phi Kappa Phi Honor Society, Texas State University (April 2018 – March 2019)