

VITAE

William James Earnest
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Experience

- 2005 – **Assistant Professor of Communication**
present St. Edward's University, Austin, Texas
- 2002 – **Lecturer, Business Communication**
2005 McCombs School of Business, The University of Texas at Austin
- 1990 – **Advanced Business Analyst**
1995 Electronic Data Systems Corporation, Atlanta, Georgia

Education

- Dec. 2003 **Ph.D. in Communication Studies**
The University of Texas at Austin

Dissertation title: "Developing strategies to evaluate the effective use of electronic presentation software in communication education."
Adviser: Mark L. Knapp
- Dec. 1997 **M.A. in Speech Communication**
The University of Texas at Austin
Adviser: Ronald W. Greene
- Aug. 1989 **B.B.A in Marketing**
Midwestern State University
Wichita Falls, Texas

Publications: Books & Book Chapters

- Earnest, W. (2013). *Save Our Slides: PowerPoint Design That Works* (3rd ed.). Dubuque, IA: Kendall/Hunt; (2010) 2nd ed.; (2007) 1st ed.
- Earnest, W. (2009). Make slides that sizzle. In N. Baum and G. Henkel, *Marketing Your Clinical Practices: Ethically, Effectively, Economically* (4th ed.), (pp. 277-288). Sudbury, MA: Jones & Bartlett.

Earnest, W. (2008). Making gay sense of the X-Men. In B. Brummett (Ed.), *Uncovering hidden rhetorics: Social issues in disguise* (pp. 215-232). Thousand Oaks, CA: Sage.

Earnest, W. (2001). PowerPoint: The Rules of Design [Computer software tutorial]. Supplement to R. B. Adler & J. M. Elmhorst, *Communicating at work* (7th ed.). New York: McGraw-Hill.

Publications: Peer-reviewed Articles

Earnest, W. (2008). The press conference assignment: Getting started. In St. Edward's University, *COMM 1317 Workbook*. Dubuque, IA: Kendall/Hunt.

Sawyer, J. K. & Earnest, W. (2008). Demographics transcended: How diverse GOTV campaigns employ similar rhetorical strategies. *Pennsylvania Communication Annual*, 1. 49-75.

Earnest, W. and B. Richardson (2007). The press conference assignment. In Barbara and Lawrence Hugenberg (Eds.), *Teaching Ideas for the Basic Course (11)*. Dubuque, IA: Kendall/Hunt.

Hart, R. P., with Earnest, W. (2000). Campaign evolution. In R. P. Hart, *Campaign talk: Why elections are good for us* (pp. 46-74). Princeton, NJ: Princeton University Press.

Knapp, M. L. & Earnest, W. J. (2000). Shall ye know the truth? Student odysseys in truth seeking. *Communication Education*, 49, 375-386.

McCullough, C. D. & Earnest, W. J. (1990). Foreign investment in China opens new growth market for PPG Industries. *Southwest Review of International Business Research* (pp. 196-203). Akron, OH: University of Akron press).

McCullough, C. D. & Earnest, W. J. (1989). China's joint venture with PPG Industries: A case study of the Guangdong Float Glass Co., Ltd. *Marketing Theory and Practice: Developments for the '90s* (pp. 286-288). Orlando, FL: Atlantic Marketing Association.

Conference Presentations: Peer-reviewed

National Communication Association (NCA):

- NCA Short Course SC09: "Teaching a College Course Called 'Lying and Deception.'" (w/ M. L. Knapp; Chicago, 2009)
- Moderator for panel, Hiding in Plain Sight: Exploring the Rhetorical Genre of Conspiracy (San Diego 2008)

- Conspiracy's Golden Age: The Rhetoric of Zeitgeist (San Diego, 2008)
- Communication and Capitalist Crises: An Analysis of the Rhetorical Dynamics of Economic Crisis Discourse in the Mainstream Media (w/ J. Hanan; San Diego, 2008)
- Moderator for panel, Communicating Worldviews: Hidden Rhetorics and Social Issues in Disguise (Chicago, 2007)
- Beyond Plato: Paul as Rhetorical Theorist (New York, 1998)
- Student Odysseys in Truth Seeking (w/ M. L. Knapp; New York, 1998)
- The Messiah Effect: The Voice of Plato in the Gospel of Paul (Chicago, 1997)

American Accounting Association-SW (w/ C. Conn):

- Accounting Faculty Teaching Writing – Really? (Albuquerque, March 2013)
- Teaching Written Communication Skills to Accounting Students: Whose Job Is it? (New Orleans, 2012)
- Can You See Me Now? (Houston, 2011)
- A Picture is Worth 1,000 Numbers (Dallas, 2010)

Accounting Education and Research Forum (w/ C. Conn):

- Toolbox for Teaching Written Communication Skills to Accounting Majors (Nacogdoches, 2012)

Texas Association of CPAs Accounting Education Conference (w/ C. Conn):

- A Picture is Worth 1,000 Numbers (Austin, 2009)

Mid-Atlantic Popular/American Culture Conference:

- Simpson Family Values (Philadelphia, 1996)

Service

St. Edward's University

Judge, Business Plan Competition. Munday School of Business, St. Edward's University.
2011-2013

Lead investigator, iPad Pilot for COMM 1306. Curriculum technology grant from TLTR, St. Edward's University. Spring 2013.

Guest speaker, "Desserts & Deception." Residence Life Association program, St. Edward's University. May 2, 2013.

Judge, Entrepreneurial Showcase. Munday School of Business, St. Edward's University.
April 19, 2013.

Faculty guest, Residence Life Association Game Night. St. Edward's University. November 19, 2012.

Participant, THATCamp LAC (The Humanities and Technology Camp, Liberal Arts Colleges). St. Edward's University. June, 2012.

Participant, Academic Technology Strategic Planning Session, 2012-2015. St. Edward's University. April 13, 2012.

Guest speaker, "Body Language and Love." Residence Life Association program. St. Edward's University. March 27, 2012.

Faculty Co-chair, Teaching Learning Technology Roundtable (TLTR). St. Edward's University. 2008-2011

Guest speaker, "Alcohol's Effects on Communication" (with Dr. Lori Peterson). Residence Life Association program, St. Edward's University. November 29, 2011.

Panelist, "Violence and religion: How do we talk to each other?" St. Edward's University. September 27, 2011.

Guest speaker, "Having Difficult Conversations." RA Training Program. St. Edward's University. August 19, 2011.

Faculty Sponsor, The Sorin Reel Film Festival. St. Edward's University. 2008-2010.

Faculty Sponsor, The Communication Society (CoSo). St. Edward's University. 2005-2009.

Professional Service

Invited faculty, Military Counsel Trial Litigation Program. Center for American and International Law, Plano, Texas. 2007-2014.

Invited faculty, Train the Trainer program. Texas Criminal Defense Lawyers Association, South Padre Island, Texas. 2013-2014.

Invited faculty, Austin CPA Chapter CPE Foundation's Controller Issues Conference. September 24, 2012.

Guest lecturer, Honors Business Communication (BA324H). The University of Texas at Austin. October 15, 2012.

Interviewed by *E! Online* for article "Professor X and Magneto Had Sex at the Movies This Summer – Did You See it?" Published July 2, 2011.

Invited Faculty, 22nd Annual Rusty Duncan Criminal Law Course. Texas Criminal Defense Lawyers Association. June 5, 2009.

Book reviewer for *Lying & Deception in Human Interaction*, M. L. Knapp. Pearson. (2007).

Subject index compiler for unpublished manuscript of *Lying & Deception in Human Interaction*, M. L. Knapp. (2006).

Faculty sponsor, Longhorns for Clark. The University of Texas at Austin, 2004.

College of Communication Graduate Program Review Committee, 1998.

Paid Consulting (Communication)

Annette Strauss Institute for Civic Participation at UT-Austin
Affiliated Computer Systems, Inc., Atlanta, Georgia (technical writing)
Boon-Chapman, Austin, Texas
Ford Career Center, Red McCombs School of Business
New Faculty Teaching/Orientation seminar, Red McCombs School of Business
R&A Specialties, Austin, Texas
Larry Browning and Associates, Austin, Texas
Neal Hamel Agency, Houston, Texas
Prof. John Daly, The University of Texas at Austin
Texas Criminal Defense Lawyers Association

Teaching & Pedagogy

St. Edward's University

Introduction to Communication iPad Pilot (developed and taught)
Introduction to Communication
Communication & Culture
Lying & Deception in Human Interaction (developed and taught)
Media & Professional Presentations
Nonverbal Communication
Persuasion
Presentational Speaking
Rhetoric & Religion (developed and taught)
Rhetorical Criticism

The University of Texas at Austin

Lecturer	BA 324 Business Communication
Guest lecturer	Texas MBA Plus Program BA 102 Leadership Development Issues Texas MBA Communication Workshop Leader

Asst. Instructor CMS 370L Briefings & Sales Presentations
 CMS 319 Business & Professional Speaking

Teaching Asst. CMS 367 Lying & Deception
 CMS 334K Nonverbal Communication
 CMS 332K Theories of Persuasion

Course development, UT-Austin

Developed new assignments for Business Communication (BA324)
PowerPoint training seminar for Texas MBA Plus Program
Full curriculum for Briefings and Sales Presentations (CMS 370L)
Conversion of lectures to PowerPoint format for CMS 332K, CMS 319
Web sites for CMS 334K, CMS 358K, CMS 367, CMS 319 & CMS 370L
Project director for Parliamentary Procedure Online Tutorial (with Robert Jeffrey)
Project director for Nonverbal Communication CD-ROM (with Mark L. Knapp)

Midwestern State University, Wichita Falls, Texas (1989-90)

Asst. Instructor Consumer Behavior, Retailing, Principles of Marketing

Academic Recognition

Partner of Residence Life Award, St. Edward's University Residence Life, 2012
Faculty Recognition Award, Texas Blazers, 2004
Guest speaker, Alpha Kappa Psi Fall Rush Reception, 2004
Professor of the Semester, Spring 2004, Alpha Kappa Psi business fraternity
Texas Exes Teaching Award nominee, 2003
University Continuing Fellowship recipient, 2001-2002
University Continuing Fellowship tuition award, 2000-2001
Discretionary tuition reimbursement award, Communication Studies, 1999-2000
Nominated by Speech Communication for university-wide outstanding AI award, 1998-99
Outstanding Graduate AI, Speech Communication, 1997-98
Outstanding Graduate TA, Speech Communication, 1996-97
Alpha Lambda Delta National Honor Society graduate fellowship, 1996-97
Mortar Board National Honor Society graduate fellowship, 1995-96

Professional Affiliations

Previous: American Accounting Association, Southwest
 Federation of Business Disciplines
 National Communication Association