

**Dave Junker, Ph.D.**  
**Moody College of Communication**  
**The University of Texas at Austin**

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**Titles**

Associate Professor of Instruction, Stan Richards School of Advertising and Public Relations  
Director, Moody College Honors Program, Moody College of Communication

**Teaching Awards**

Moody College of Communication Excellence in Teaching Award 2012  
Regents' Outstanding Teaching Award 2014

**Academic Degrees**

2004 – Ph.D., English, University of Wisconsin-Madison  
1998 – M.A., Afro-American Studies, University of Wisconsin-Madison  
1990 – B.A., English, University of Wisconsin-Madison

**Academic Employment**

Fall 2017-Present	Director, Moody College Honors Program, University of Texas at Austin
Fall 2016-Present	Senior Lecturer, Stan Richard's School of Advertising and Public Relations
Fall 2010-2019	Director, Senior Fellows Honors Program
Spring 2008-15	Lecturer, Stan Richard's School of Advertising and Public Relations, University of Texas at Austin
Spring 2007	Lecturer, Stan Richard's School of Advertising and Public Relations, University of Texas at Austin

Fall 2006-SU 2007	Instructor, English Program, Huston-Tillotson University
Fall 2005-Spring 2007	Instructor, Department of English, St. Edward's University
Fall 2005-Spring 2007	Instructor, Humanities Department, Concordia University
Spring 2005	Instructor, Department of English, UT-San Antonio
Fall 1998-Spring 2003	Writing Center Instructor and Outreach Coordinator, University of Wisconsin
Fall 1997-Spring 1998	Com. Asst, Teaching Improvement Council, UW-Madison

### **Courses Taught**

#### University of Texas at Austin

COM307H Life of the Mind

COM 370 Senior Fellows Symposium

PR305 Fundamentals of Public Relations

PR/ADV 378 Pop Star Activism: From the Beatles to Beyoncé

PR/ADV 378 Black Music and Social Advocacy

PR 379 Pop Music and Social Advocacy

PR 317: Writing for Public Relations

PR 348: Public Relations Techniques

PR 348 Maymester: PR Techniques and Irish Storytelling in Dublin, Ireland

PR 378 Maymester: Travel PR in Ireland

PR 378: Black Music and the Media

PR 378: Music Public Relations

#### Huston-Tillotson University (2006-07)

Introduction to College Composition

Advanced Composition

#### St. Edwards University (2005-07)

Intermediate Composition

Freshman Studies

#### Concordia University (2005-07)

Multicultural Literature

British Literature

Freshman Composition

Introduction to Literature

#### UT-San Antonio (Spring 2005)

Introduction to Literature

Literary and Cultural Criticism

#### University of Wisconsin-Madison (2000--04)

Introductory Composition  
 Intermediate Composition  
 Introduction to Afro-American Literature I  
 Introduction to Afro-American Literature II

**Academic Service at UT-Austin**

May 2018—Present	Faculty Council, University of Texas at Austin
Aug. 2018—Present	Student Life, Subcommittee of Faculty Council
Aug. 2018—Present	Writing Flag Committee, UT-Austin
Oct. 2018	Helped plan and host PRSA Educators' Conference
Fall 2016—Present	Communication and Leadership Advisory Committee, Moody
Spring 2017—Present	SRS Hiring Search Committee
Spring 2017—Present	Non-Tenure Track Faculty Task Force, UT-Austin
Fall 2016—Spring 2017	Academic Planning Committee, Moody College
Spring 2016—Present	Chair, Honors Task Force Committee, Moody College
Spring 2016	UTLA Review Committee, Moody College
Fall 2015—Spring 2016	College Diversity Committee, Moody
Fall 2014—Fall 2015	Coordinator, Research Colloquium Series, Stan Richards School of Advertising and Public Relations
Spring 2014—present	Bridging Disciplines Faculty Advisor
Spring 2014—present	Bridging Disciplines Faculty Panel for Social Entrepreneurship and Nonprofits
Fall 2013—Fall 2015	Selection Committee, Moody College of Communication Excellence in Teaching Award
Spring 2012—Spring 2013	Department Chair Search Committee
Fall 2010-Spring 2011	Comparative PR Programs Committee
Fall 2010-Spring 2011	College of Communication Media Archive Committee
Fall 2009—present	Faculty Advisor, Texas Tower PR, UT-Austin
Fall 2008—present	Faculty Advisor, Public Relations Student Society of America, UT-Austin
Fall 2008—present	Explore UT Faculty Representative

Fall 2008—present                      Instructor for Service Learning Class (PR348)

### **Coordinated Events**

*Sponsored and co-sponsored events as director of Senior Fellows and Moody College Honors Programs*

April 3, 2019 – Public screening of 50<sup>th</sup> anniversary of “2001: A Space Odyssey” with introduction and Q&A led by professor Josh Gunn

March 25, 2019 – A talk and Q&A with photo-journalist and author John Moore

March 6, 2019 – Performance and Q&A with deaf author, artist and activist Terry Galloway

Feb. 14, 2019 – “#What Now: Pressing Forward in the Workplace,” a two-day conference on gender equity in news rooms and media (co-sponsor)

Oct. 30 – “People First Politics: A Civil Dialogue with Guy Benson and Dylan Marron”

Oct. 11, 2018 – Moderated discussion with Brooke Gladstone, author and NPR host – Acted as moderator and host

April 9, 2018 – A talk by author, journalist and cultural Critic Damon Young

March 22 – A Talk by Professor Carolyn West on Racism and Sexism

Feb. 22-23, 2018 – “The Job’s Not Done: Diversifying the Industry,” a two-day conference on diversity and inclusion in Advertising and Public Relations

Nov. 30, 2017 – Talk by Azie Dungey, screenwriter and historian

Oct. 26, 2017 – Valeria Luiselli, author of "Tell Me How it Ends: An Essay in 40 Questions"

April 20, 2017 – A talk with author, journalist and Guardian editor Gary Younge

April 6, 2017 – Screening of documentary “Tickling Giants”

April 3, 2017 -- Moody Talks: Dealing with Biases and Discrimination

April 3, 2017 -- Racial Heroes in Recent Cinema from 'Hidden Figures' to 'Free State of Jones,'" a talk by Lisa Woolfork, author and professor from University of Virginia

March 24, 2017 – Communication scholar Annie Lang on Evolved, Embodied, Embedded Communication

March 20, 2017 -- Bob Dylan: The Next Generation, hosted by Michael Chaiken, curator of Bob Dylan Archive

March 7, 2017 -- "Nasty Talk: How Does Online Incivility Shape Political Participation?" A Forum Led by Journalism Professor Gina Chen, with Political Journalist Wayne Slater

Feb. 21, 2017 -- Historian David Roediger on "Reconsidering Race and Class"

Feb. 21 -- Lecture by Political Consultant Matthew Dowd

Nov. 14, 2016 -- The Soundtrack of the Vietnam War: A Conversation and Listening Session with Doug Bradley and Craig Werner, Co-authors of Rolling Stone Magazine's #1 Music Book of 2015

Nov. 3, 2016 – Author Karan Mahajan and *The Association of Small Bombs*

Oct. 6, 2016 -- Sexual Assault on Campus: A Panel Discussion with Faculty Experts and Moody College Students

March 29, 2016 – “Sympathy for the Donald,” a talk by author and political analyst Dan Oppenheimer

March 3, 2016 – “Wikipedia as Walter Cronkite,” a talk by New York Times columnist Rob Walker

Feb. 16, 2016 – “Beyond Diversity,” a panel discussion on diversity and racial justice on campus

Oct. 22, 2015 – Film screening of “By the River of Babylon” and talk with director Don Howard

Oct. 8, 2015 – A Talk by Kiese Laymon, acclaimed fiction writer and essayist

April 14, 2015 – “Songs, Songwriting and Creativity”: A Performance and Lecture by Darden Smith

March 3, 2015 – “Story Time with the Dean of American Storytelling, Gioia Timpanelli”

Feb. 11, 2015 – “Shooting the Enemy”: A Talk by Hip-Hop Activist Harry Allen, Media Assassin for Hip-Hop Legends Public Enemy

Feb. 10, 2015 -- "War Stories and Songs from Ancient and Modern Times": A talk by Tom Palaima, Professor of Classics, University of Texas at Austin

Oct. 6, 2014 -- A Talk by “Bad Feminist” author Roxane Gay

Sept. 17, 2014 -- "Celebrity Scientists and the Public Understanding of Science": A Panel Discussion with the Cast of Public Radio's "Two Guys on Your Head"

April 18, 2014 -- "Getting Real: Confessions of a Reality TV Maverick": A talk by Brent Montgomery, Executive Producer/Owner of Leftfield Entertainment

Nov. 19, 2013 -- "The Joy of Critical Thinking": A talk by Robert Jensen, Professor, School of Journalism, University of Texas at Austin, with panel discussion led by Senior Fellows students"

Oct. 15, 2013 -- "Universal Border: From Tijuana to the World": A talk by acclaimed writer Luis Alberto Urrea, author of *The Devils Highway: A True Story*

Oct. 1, 2013 -- "The Mexican Suitcase": A film screening and talk back with documentary filmmaker and director Trisha Ziff

March 19, 2013 -- "Transcending Embodiment": Communication and the Post-human Condition: A talk by Thomas Frentz, Professor of Communication, University of Arkansas

March 5, 2013 -- "The Art of Storytelling": A talk by Gioia Timpanelli, renowned storyteller and author

Feb. 28, 2013 -- "Savage Portrayals: Images of Black Men in the Mainstream Media": A talk by Natalie Byfield, St. John's University

Feb. 22, 2013 -- "Mother Goose Got Punk'd: Next Gen Visual Storytelling For Social Change": A talk by Aaron Bramley, Co-Founder and Executive Director of Lights. Camera. Help Film Festival"

Feb. 7, 2013 -- "Myth as Mirror: the Abiding Power of Ancient Tales": A talk by Paul Woodruff, Philosophy and Classics, The University of Texas at Austin"

Nov. 13, 2012 -- "Second Last Thoughts on Bob Dylan's 'Last Thoughts on Woody Guthrie": A talk by Tom Palaima, Professor of Classics, University of Texas at Austin

Oct. 29, 2012 -- "Niche News and Campaign 2012": A talk by Talia Stroud, Associate Professor of Communication Studies, University of Texas at Austin"

Oct. 22, 2012 -- "Hip Hop, Mass Media & Racial Storytelling in the Age of Obama": A talk by Tricia Rose, Professor of Africana Studies, Brown University"

Oct. 9, 2012 -- "How to Write a Protest Song: Lessons From Woody Guthrie to Pussy Riot":  
A talk by Karl Hagstrom Miller, Associate Professor of History, University of Texas at Austin"

Sept. 20, 2012 -- "Ribbon of Highway: Jimmy LaFave on the Legacy of Woody Guthrie":  
A lecture and performance by singer-songwriter and Woody Guthrie expert Jimmy LaFave"

Sept. 14, 2012 -- "Democratizing the Emerging Economy": a talk by Gar Alperovitz, Professor of  
Economics, University of Maryland"

April 19, 2012 -- "The Corporate Takeover of Children's Play: Why it's a Problem and What We  
can do About it": A talk by Susan Linn, Ed.D., instructor in psychiatry, and associate director of  
the Media Center at Judge Baker Children's Center, at Harvard Medical School

April 2, 2012 -- "Hot Science, Cool Talks" as Science Communication: A Panel Discussion on the  
Effectiveness of UT's Public Lecture Series." Moderator: Kris Wilson, School of Journalism.  
Panelists: Jay Banner, Department of Geological Sciences, Director of Environmental Science  
Institute; LeeAnn Kahlor, Department of Advertising and Public Relations; Chris Kirk,  
Department of Anthropology

Feb. 7, 2012 -- "The Difference the Dream Act Would Make: Immigration Reform and Higher  
Education": A panel discussion with members of the University Leadership Initiative and Senior  
Fellows Students

Nov. 15, 2011 -- "The Quiet Revolution: Communication Access for the Deaf and Hard of  
Hearing": A talk by Mark Bernstein, Professor, Communication Sciences and Disorders

Nov. 3, 2011 -- "Irony's 9 Lives: 9/11 After a Century": A talk by Matthew Stratton, Associate  
Professor of English, University of California-Davis

Oct. 18, 2011 -- "Killing Them Loudly: Rhetorics of Sonic Torture": A talk by Joshua Gunn,  
Associate Professor, Communication Studies

Oct. 11, 2011 -- "Examining Prejudice Toward Middle Easterners/Arab-Americans in the Post  
9/11 Era": A talk by Germine Awad, Assistant Professor in the Department of Educational  
Psychology

Sept. 22, 2011 -- "9/11 Culture: Paper Planes and Other Constructions": A talk by Jeffrey  
Melnick, Professor of American Studies, University of Massachusetts-Boston

April 20, 2011 -- "Is online news like Ramen Noodles? How users perceive digital content as inferior goods": A talk by Iris Chyi, assistant professor of journalism, The University of Texas at Austin

April 5, 2011 -- "Rethinking Sustainability: A Blueprint for Responsible Food Production in the 21st Century": A talk by James McWilliams, Associate Professor of History, Texas State University

March 24, 2011 -- "The Fact/Value Problem and the Evasions of Postmodernism": A talk by Michael LeMahieu, Associate Professor of English, Clemson University

Feb. 23, 2011 – "Fear of a Black Athlete: White Sporting Mythologies in the Age of Obama": A talk by Ben Carrington, Associate Professor of Sociology

Feb. 7, 2011 – "The Death and Life of American Journalism": A talk by Robert W. McChesney, Professor, University of Illinois

Nov. 11, 2010 -- "Navigating a post-fact world: How to make sense of rumor, innuendo, and faux news in the Internet age": A talk by Farhad Manjoo, columnist for Slate and author of *True Enough: Learning to Live in a Post-Fact Society*

Oct. 7, 2010 -- "From the Top 40 to iPod: Musical Cultures from Vietnam to Afghanistan and Iraq": A talk by Craig Werner, Professor of Afro-American Studies, University of Wisconsin

Sept. 20, 2010 -- "Immigration: Rights and Wrongs": A talk by Aviva Chomski, Professor of History, Salem State University

## **Publications**

### **News Articles and Editorials Related to Public Relations**

Junker, D. "Will the Trump Era Prove to Be a Golden Age for PR Education," article for Public Relations Society of America Educator, Sept. 2018 newsletter.

Junker, D. "Take Robert E. Lee off the altar; keep him in the books," editorial, Austin-American Statesman, Nov. 28, 2015.

Junker, D. "Renew Our Promise and Rename Lee: A View Point from a Parent of Black Students at Robert E. Lee Elementary," Pecan Press: Newsletter of the Hyde Park Neighborhood Association (September 2015)

Junker, D. "Everyday Language: To Add Clarity and Life, "Lean In" at the Family Dinner Table." *Public Relations Tactics*. (Feb. 2015)



Junker, D. "The Art of the Apology: How Donald Sterling Got It Wrong." Editorial in *Alcalde*, May 27, 2014. Republished in *Corpus Christi Caller Times*, May 29, 2014, as "When Bad Apologies are Good."

Junker, D. (Feb. 2013 Issue). "In Defense of Puns." *Public Relations Tactics*.

Junker, D. (2011). "Freedom of Expression: The Power and Peril of Metaphor." *Public Relations Tactics*, 18:2.

Junker, D. (2010). "Move Beyond the Pyramid: Finding a Natural Order for Your News Release." *Public Relations Tactics*, 17: 5, 16.

Junker, D. (2010). "Take Your Headlines Seriously: The Bottom Line on Top Words." *Public Relations Tactics*, 17: 2.

#### Peer-Reviewed Articles

Kahlor, L., Mackert, M., Junker, D., & Tyler, D. (2009). Ensuring children eat a healthy diet: A theory-driven focus group study of parents' perceptions. *Journal of Pediatric Nursing*.

Junker, D. (2004). Gospel Memory and Afro-Modernism in Baldwin's Go Tell it on the Mountain. *Middle Atlantic Writer's Association Review*. 19:1.

#### Book Chapters

Mckay, N. & Junker, D. (2002). Literature, History and Social Value: In Defense of Native Son. In *Censored Books II: Critical Viewpoints, 1985-2000*, ed. Nicholas Karolidas. Lanham, MD: Scarecrow Press, 324-332.

#### Scholarly Reviews

Junker, D. (2006). Nellie – A memorial: In the Nellie Tree, or Disbanding the Wheatley Court. *African American Review*, 40: 1.

Junker, D. (2003). Review of Authentic Blackness: The Folk in the New Negro Renaissance. J. Martin Favor. Durham, NC: Duke University Press, 1999. *Ethnic and Third World Literature Review of Books*. Vol. 3.

#### Reference Book Entries

Junker, D. (2003). "Andy Razaf." *The Encyclopedia of the Harlem Renaissance*. Eds. Aberhanji and Sandra L. West. New York: Facts on File.

Junker, D. (2003). "Victoria Spivey." *The Encyclopedia of the Harlem Renaissance*. Eds. Aberhanji and Sandra L. West. New York: Facts on File.

Junker, D. (1999). "Lovin' Spoonful." *Popular Musicians*. Ed. Steve Hochman. Pasadna, CA: Salem Press.

Junker, D. (1999). "Chambers Brothers." *Popular Musicians*. Ed. Steve Hochman. Pasadena, CA: Salem Press.

#### Newsletter Editor and Contributing Writer

Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends (Issue No. 7, Fall 2014) <http://communication.utexas.edu/senior-fellows/backstories-fall-2014>

Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends (Issue No. 6, Spring 2014) <http://communication.utexas.edu/senior-fellows/backstories-spring-2014>

*Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends* (Issue No. 5, Fall 2013) <http://communication.utexas.edu/senior-fellows/backstories-fall-2013>

*Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends* (Issue No. 4, Spring 2013) <http://communication.utexas.edu/senior-fellows/backstories-spring-2013>

*Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends* (Issue No. 3, Fall 2012) <http://communication.utexas.edu/senior-fellows/backstories-fall-2012>

*Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends* (Issue No. 2, Spring 2012) <http://communication.utexas.edu/senior-fellows/backstories-spring-2012>

*Backstories: The Newsletter for Senior Fellows Alumni, Students and Friends* (Issue No. 1, Fall 2011) <http://communication.utexas.edu/senior-fellows/backstories-fall-2011>

#### Talks, Presentations and Conferences

##### Academic Conferences

"Ananse and the Sky God: A Public Relations Parable," delivered at Red River Regional Conference of the Public Relations Student Society of America, Dallas, Texas (March 1, 2014.)

"Comic Whiteness: Flannery O'Connor and the Racial Dimension of American Humor and Satire." South Atlantic Modern Language Association, Atlanta, GA, November 2003.

"Flannery O'Connor and the Literature of Desegregation." South Central Modern language Association, Hot Springs, AR, October 2003.

"Race and Modernity in Nathanael West." Twentieth Century Literature Conference, Louisville, KY, March 2003.

"Bebop Tirksterism and Discourses of Containment in 'Montage of a Dream Deferred.'" GSA Symposium, Madison, WI, 2001.

"Blues as a Discourse of Social Justice in Langston Hughes' Simple Stories." The Society for the Study of Multi-Ethnic Literature of the United States, New Orleans, 2000.

"Bebop and Modernist Irony." Modernist Studies Association Conference, University Park, PA, 1999.

### Guest Lectures and Invited Talks

“Storytelling,” an invited presentation for Tower Fellows Program, University of Texas at Austin (August 21, 2019)

“An Honors Day Satire,” DeWitt Reddick Lectureship, annual lecture for Honors Day for the Moody College of Communication (April 7, 2019)

“The Truth about Fake News: What Working at the Onion Taught Me About Headlines,” presentation for writing workshop sponsored by University of Communication, led by J.B. Bird

“Pop Music and Advertising,” guest lecture for Advertising and Popular Culture taught by Davit Davtyan, March 2016

“Music Journalism and Identity,” guest lecture for Lifestyle Journalism class taught by Renita Coleman, UT-Austin (2015)

“Popular Music, Racial Identity and Advertising,” guest lecture for Advertising and Popular Culture class, taught by Kevin Thomas, UT-Austin (Fall 2012)

“Black Music and Literature,” Concordia University (Spring 2008)

“Black Music, Literature and Politics,” Concordia University (Spring 2007)

“Toni Morrison and The Legacy of Black Music,” Concordia University (Spring 2006)

### **Other Writing and Creativity**

#### Community Journalism and Blogging

Staff Writer. *The Madison Times*. 1996-1998. Community weekly serving African American and Hispanic communities of Madison, WI.

Book and Music Critic. *The Shepherd Express*. 1994-1996. Alternative weekly for Milwaukee, WI.

#### Humor and Satirical Writing

Contributing Writer. *The Onion*. 1995-1998. National satirical weekly.

Contributing Writer. The Onion’s Finest News Stories. Ed. Scott Dikkers, et. al. New York: Three Rivers Press, 2000.

Contributing Writer. The Onion Presents Our Dumb Century: 100 Years of Headlines from America’s Finest News Source. Ed. Scott Dikkers, et. al. New York: Three Rivers Press, 1999.

#### Discography as Recording Artist

The Lightning Boys. "The Only Four Songs of the Lightning Boys." Go Johnny Go records, White Bear Lake, Minnesota, 2014.

The Rrreverberationsss. "Sparrow Claw EP." 267 lattajjaa, Helsinki, Finland, 2014.

The Rrreverberationsss. "Armageddon Number Nine." From the compilation The Other Side of Sarfsalo.

267 lattajjaa, Helsinki, Finland, 2013.

The Rrreverberationsss. Music for Psychedelic People. 267 lattajjaa, Helsinki, Finland, 2012.

The Rrreverberationsss. The Rrreverberationsss. 267 lattajjaa, Helsinki, Finland, 2013.

The Junkers. Live Characters Nightly. Madison, WI, 2003

The Junkers. Hunker Down. Madison, WI, 2001

The Romulans. "Black and White Days" w/ "Billy the Monster." Prospective Records, Minneapolis, 1994.

The Romulans. Flight of the Romulans. Prospective Records, Minneapolis, 1993.

The Romulans. "Alias Lovely" w/ "In the Corner of Your Room." Susstones Records, Minneapolis, 1992.

The Romulans. "She's Tara" w/ "Psychedelic Kingbee." Susstones Records, Minneapolis, 1992.