
SETH OYER, PhD

321 Twinbrook Drive
Perrysburg, Ohio 43551

phone 419.494.1984
email cleanfan@gmail.com

I. ACADEMIC DEGREES

University of Florida Gainesville, Florida
PhD, mass communication – public relations
December 2008

University of Central Florida Orlando, Florida
MA, mass communication
August 2003

State University of New York College at Fredonia Fredonia, New York
BA, English / communication double-major
December 1997

II. ACADEMIC POSITIONS

A. TEACHING POSITIONS

Fall 2008 – present
Assistant Professor
Bowling Green State University – Bowling Green, Ohio

Spring 2006 – Summer 2008
Instructor
University of Florida – Gainesville, Florida

Fall 2002 – Spring 2003
Instructor
University of Central Florida – Orlando, Florida

III. NON-ACADEMIC POSITIONS

January 2005 – June 2005
Director of Public Relations / Project Manager
Danella Construction Corp. of Florida – Melbourne, Florida

November 2003 – December 2005
President
Clean Fan Communication – Palm Bay, Florida

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October 2003 – January 2005

Director of Marketing & Sales

Artemis International Technologies, Inc. – Melbourne, Florida

July 2001 – November 2001

Director of Communication, Sales & Marketing

Morse Communications, Inc. – Melbourne, Florida

June 2000 – July 2001

Manufacturer's Representative

Professional Sales Agents / Freeman Associates – Kissimmee, Florida

October 1998 – June 2000

Account Representative

Ingram Micro – Williamsville, New York

IV. TEACHING EXPERIENCES

A. TEACHING EXPERIENCES

1. UNDERGRADUATE COURSES

- Reporting (JOUR 2500, BGSU)
 - *Summer 2009*
- Crisis Communications (JOUR 3400, BGSU)
 - *Spring 2009*
- Public Relations Campaigns (JOUR 4400, BGSU)
 - *Spring 2009*
- Principles of Public Relations (JOUR 3400, BGSU)
 - *Fall 2008*
- Principles of Public Relations (PUR 3000, UF)
 - *Fall 2006 – Summer 2008*
- Public Relations Visual Communication (PUR 4103, UF)
 - *Spring, Summer, Fall 2006*
- Writing for Electronic Media (RTV 2100, UF)
 - *Spring 2006*
- Fundamentals of Oral Communication (SPC 1600, UCF)
 - *Fall 2002 – Spring 2003*

2. GRADUATE COURSES

- Crisis Public Relations (COMS 7800, BGSU)
 - *Summer 2009*

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3. MEMBERSHIP ON DISSERTATION COMMITTEES

- Alisa Agozzino (2010). Unpacking social media: How PR practitioners are targeting the Millennial generation. Bowling Green State University.

V. CURRICULUM DEVELOPMENT

A. COURSES

- Crisis Communications (undergraduate)
- Crisis Public Relations (graduate)

VI. PROFESSIONAL DEVELOPMENT

- Diversity Across the Curriculum, Poynter Institutue
 - *May 2009*
- Flash For Journalists: 10 Things You Need To Know webinar
 - *October 2008*
- Media, War and Conflict Conference
 - *September 2008*
- Educator Preparation Summit
 - *September 2008*
- Emerging Media Cluster (BGSU)
 - *Fall 2008*

VII. ACADEMIC ADVISING

A. UNDERGRADUATE

- 30 students (2008-2009)

B. GRADUATE

- 1 student (2008-2009)

VIII. RESEARCH INTERESTS

- Crisis public relations
- Crisis communication planning and management
- Interactive online media

IX. RESEARCH PROJECTS AND GRANTS

SETH OYER, PhD

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- Dissertation research fully funded by Edelman Public Relations (\$4,000)

X. PUBLICATIONS

1. JOURNAL ARTICLES

a. REFEREED ARTICLES

Oyer, S. (in review). "Effects of interactive online media type and crisis type on public trust during corporate crisis." *Journal of Public Relations Research*.

Oyer, S., Saliba, K., & Yartey, F. (in review). "More words, less action: A framing analysis of FEMA public relations communications during Hurricanes Katrina and Gustav." *Public Relations Review*.

Oyer, Seth. (2004). Effects of Use and Quality of Transitions and Mode on Speaker Credibility, Message Comprehension, and Message Evaluation. *The Florida Communication Journal*, 32(1).

XI. PAPERS READ TO PROFESSIONAL SOCIETIES

A. REFEREED PAPERS

Oyer, S., Mitrook, M. "Effects of interactive online media type and crisis type on public trust during corporate crisis." Association for Education in Journalism & Mass Communication Annual Convention, August 2009.

Oyer, S., Saliba, K., & Yartey, F. "More words, less action: A framing analysis of FEMA public relations communications during Hurricanes Katrina and Gustav." Association for Education in Journalism & Mass Communication Annual Convention, August 2009.

Oyer, Seth. "Effects of Use and Quality of Transitions and Mode on Speaker Credibility, Message Comprehension, and Message Evaluation." Florida Communication Association Convention, October 2004.

XII. SERVICE

A. DEPARTMENT

- Diversity Representative (2009-2010, BGSU)

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- Instructor Search Committee member (2009, BGSU)
- Currier Speakers Committee (2008-2009, BGSU)
- Currier Scholarship Committee (2008-2009, BGSU)
- Preview Days 2008 (2008, BGSU)
- Master Lecturer Search Committee member (2007, UF)

B. COLLEGE

- President - Graduate Students in Mass Communication Association (UF)

C. UNIVERSITY

- New Faculty Learning Community (2008-2009, BGSU)
- BGeX Committee (BGSU)

D. PROFESSIONAL

- Keynote speaker: “Keys To Success.” November 17, 2003. Melbourne-Palm Bay Chamber Education Foundation / National Academy Foundation

XIII. RESEARCH OR PROFESSIONAL CONSULTANTSHIPS

- Public speaking coach, speech writer for Stuart Borton For Councilman campaign – Melbourne, Florida (2004)
- Crisis communication research for Ray A. Barber (lawyer) – Orlando, Florida (2001-2004)

XIV. MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS

- Public Relations Society of America
- International Communication Association
- National Communication Association
- Association for Education in Journalism and Mass Communication
- Florida Public Relations Association
- Florida Communication Association
- Mensa

XV. HONORS AND AWARDS

Outstanding Graduate Teaching Award 2008

University of Florida, College of Journalism and Communications

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XVI. RESEARCH IN PROGRESS

Oyer, S. (in progress). Twitter in the new public relations curriculum.

Oyer, S. (in progress). “Facing certain death”: A content analysis of National Weather Service communications during Hurricanes Katrina and Ike.

Oyer, S. (in progress). Corporate trustworthiness during crisis in the New (Media) World.

Oyer, S. (in progress). Operating without a manual? Future public relations practitioners’ perceptions of “new” media.