

Kati Tusinski Berg, Ph.D.

Curriculum Vitae

J. William and Mary Diederich College of Communication, Marquette University
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EDUCATION

UNIVERSITY OF OREGON

Eugene, OR

Ph.D., Communication and Society

2006

Dissertation Title: “The Ethics of Lobbying: Examining Criteria for Ethical Public Relations Advocacy”

Advisors: Dr. Kim Sheehan and Dr. Tom Bivins

SAINT LOUIS UNIVERSITY

St. Louis, MO

M.A. (Research), Communication

2002

Thesis Title: “A Critical Analysis of the Literature on Public Relations Ethics”

Advisor: Dr. John Pauly

SAINT LOUIS UNIVERSITY

St. Louis, MO

B.A., Communication

1995

ACADEMIC EXPERIENCE

Fall 2025 – present

Professor Department of Strategic Communication,
Marquette University

Fall 2014 – Fall 2025

Associate Professor Department of Strategic Communication,
Marquette University.

Fall 2006 – Fall 2014

Assistant Professor, Department of Strategic Communication, [OBJ]
Marquette University.

Fall 2002 – Spring 2006

Graduate Teaching Fellow, School of Journalism and
Communication, University of Oregon.

ADMINISTRATIVE ASSIGNMENTS

November 2024 – present

Acting Dean, Diederich College of
Communication, Marquette University

May 2022 – present

Associate Dean of Academic Affairs, Diederich College of
Communication, Marquette University

July 2020 – July 2022	Associate Dean of Graduate Studies and Research, Diederich College of Communication, Marquette University.
December 2018 – June 2020	Acting Associate Dean of Graduate Studies and Research, Diederich College of Communication, Marquette University.
August 2018 – August 2020	Chair, Department of Strategic Communication, Diederich College of Communication, Marquette University.

SCHOLARSHIP

Refereed Journal Articles as Associate Professor at Marquette University

Berg, K. T., & Miller, K. E. (2023). Leading the charge: Female leaders' advance DEI initiatives through employee empowerment. *Journal of Public Relations Research*, 35 (5/6), 339-356.

Sheehan, K. B., & **Berg, K. T.** (2018). Thinking pink? Consumer reactions to pink ribbons and vague messages in advertising. *Journal of Marketing Communications*, 24(5), 469-485.

Berg, K. T., & Feldner, S. B. (2017). Analyzing the Intersection of Transparency, Issues Management and Ethics: The Case of Big Soda. *Journal of Media Ethics*, 32(3), 154-167.

Feldner, S. B., & **Berg, K. T.** (2014). How corporations manage industry and consumer expectations via the CSR report. *Public Relations Journal*, 8(3).
<http://www.prsa.org/Intelligence/PRJournal/Documents/2014FELDNERBERG.pdf>

Refereed Journal Articles as Assistant Professor at Marquette University

Berg, K. T., & Stageman, A. (2013). Friends, fans, and followers: A case study of Marquette University's use of social media strategy to engage with key stakeholders. *Case Studies in Strategic Communication*, 2. <http://cssc.uscannenber.org/cases/v2/>

Berg, K. T. (2012). The ethics of lobbying: Testing an ethical framework for advocacy in public relations. *Journal of Mass Media Ethics*, 27(2), 97-114

Berg, K. T., & Gibson, K. (2011). Hired Guns and Moral Torpedoes: Balancing the Competing Moral Duties of the Public Relations Professional. *PRism*, 8(1), 1-12.
www.prismjournal.org/vol8_1.html

Berg, K. T. (2009). Finding connections between lobbying, public relations and advocacy. *Public Relations Journal*, 3(3).
<http://www.prsa.org/Intelligence/PRJournal/Vol3/No3/#.VBnh8GSwLvA>

Stoker, K., and **Tusinski, K.** (2006). Reconsidering public relations' infatuation with dialogue: Why engagement and reconciliation can be more ethical than symmetry and reciprocity. *Journal of Mass Media Ethics*, 21(2&3), 156-176.

Peer-Reviewed Book Chapters as Associate Professor at Marquette University

Berg, K. T. (2021). The Influence of Fake News: Rebuilding Public Trust in Journalism. In W. Wyatt, L. Price, & K. Sanders (Ed.), Routledge Companion to Journalism Ethics. New York: Routledge.

Berg, K. T., & Feldner, S. B. (2019). Political Public Relations and Lobbying: It's About Shaping Public Discourse. In J. Strömbäck & S. Kioussis (Ed.), Political Public Relations: Concepts, Principles, Applications. New York: Routledge.

Feldner, S. B., & **Berg, K. T.** (2017). Blurring the Lines Between Personal and Organizational Identity: The Role of Identity Construction on Twitter when Leaders Change Organizations. In S. Duhe (Ed.), Public Relations & New Media (3rd edition). New York: Peter Lang.

Gilkerson, N., & **Berg, K. T.** (2017). Social media, hashtag hijacking, and the evolution of an activist group strategy. In L. Austin & Y. Jin (Eds.) Social Media and Crisis Communication. New York: Routledge.

Wise, K. & **Berg, K. T.** (2015). Lobbying as Relationship Management: Avenues for Public Relations Lobbying. In E. Ki, J. Kim & J. Ledingham (Eds.), Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations (2nd Ed.). New York: Routledge.

Berg, K. T. & Sheehan, K. B. (2014). Social Media as a CSR Communication Channel: The Current State of Practice. In M. DiStaso & D. Bortree (Eds.), Ethics of Social Media in Public Relations Practice. New York: Routledge and Peter Lang.

Peer-Reviewed Book Chapters as Assistant Professor at Marquette University

Berg, K. T. & Feldner, S. (2012). The World is a....Network: Social Media and Cause Networks in the Girl Effect Movement. In S. Duhe (Ed.), Public Relations & New Media (2nd edition). New York: Peter Lang.

Berg, K. T. (2009). Lobbying as advocacy public relations and its 'unspoken' code of ethics. In C. McGrath (Ed.), Interest Groups & Lobbying: Volume One – The United States, and Comparative Studies. (pp. 135-156). New York: The Edwin Mellen Press.

Invited Publications as Associate Professor at Marquette University

Berg, K. T. (2022). A Global Perspective on Ethics: New Resources for Teaching and Discussing Media Ethics and Journalism Ethics. *Journal of Media Ethics*, 37(1), 72-75.

Berg, K. T. (2021). Lessons in Media Ethics: Popular Culture, Religion and Digital Media. *Journal of Media Ethics*, 36(3), 180-83.

Berg, K. T. (2021). Considering the Ethics of Political Communication and Doing the Right Thing. *Journal of Media Ethics*, 36(1), 68-71.

Berg, K. T. (2020). The Ethics of Whistleblowing. *Journal of Media Ethics*, 35(1), 60-64.

Berg, K. T. (2019). Integrating Mindfulness into Ethics Teaching, Practice and Research. *Journal of Media Ethics* 34(3), 171-175.

Berg, K. T. (2019). The Ethics of Exploring Gender Issues in a Time of #MeToo. *Journal of Media Ethics* 34(1), 52-56.

Berg, K. T. (2018). The ethics of artificial intelligence: superintelligence, life 3.0 and robot rights. *Journal of Media Ethics* 33(3), 151-153.

Berg, K. T. (2018). Big data, equality, privacy, and digital ethics. *Journal of Media Ethics* 33(1), 44-46.

Berg, K. T. (2017). Media ethics, fake news, politics, and influence in public life. *Journal of Media Ethics* 32(3), 179-186.

Berg, K. T. (2017). Trends in public relations: Exploring the role of ethics as it relates to social media and crisis communication. *Journal of Media Ethics* 32(1), 61-66.

Peer-Reviewed Proceedings as Associate Professor at Marquette University

Sheehan, K. B., & **Berg, K. T.** (2015). Thinking Pink?: Consumer Reactions to Pink Ribbons and Breast Cancer Awareness Messages in Advertising. In M. Nelson & C. Sandage (Eds.), *Proceedings of 2015 Conference of the American Academy of Advertising*. (pp. 50). Chicago, IL.

Peer-Reviewed Proceedings Prior as Assistant Professor at Marquette University

Tusinski, K. (2007). A description of lobbying as advocacy public relations. In M. DiStaso (Ed.), *Proceedings of 2007 International Public Relations Research Conference: Roles and Scopes of Public Relations*. (pp. 563-570). Miami, FL.

Articles in Professional Publications as Assistant Professor at Marquette University

Berg, K. T. & Sheehan, K. (2010). The New Green Guidelines. *Media Ethics* 22(1), 11.

Newsletter Articles as Assistant Professor at Marquette University

“Politics and Ethics: Making the Right Call,” *Ethical News* (Spring 2011)

“A Plea for PR Ethics Research,” *Ethical News* (Fall 2009)

“Teaching Ethics with the Help of Hollywood,” *Ethical News* (Summer 2009)

“Teaching Media Ethics at the Graduate Level,” *Ethical News* (Winter 2009)

Book Reviews Prior as Assistant Professor at Marquette University

Berg, K. T. (2012). "Dissecting and critically analyzing the Product RED campaign." *Journal of Mass Media Ethics*, 27(1), 75-77.

Tusinski, K. (2006). "In search of a corporate moral compass." *Journal of Mass Media Ethics*, 21, 1, 92-94.

Refereed Convention Papers as Associate Professor at Marquette University

Berg, K. T., & Feldner, S. B. (2016). *Analyzing the Intersection of Transparency, Issues Management and Ethics: The Case of Big Soda*. Paper accepted by the Media Ethics Division for presentation at the annual conference of Association for Education in Journalism and Mass Communication. Minneapolis, MN.

***Top Faculty Paper Award, Media Ethics Division**

Sheehan, K. B., & **Berg, K. T.** (2015). *Thinking Pink?: Consumer Reactions to Pink Ribbons and Breast Cancer Awareness Messages in Advertising*. Paper accepted for presentation at the 2015 American Academy of Advertising Conference. Chicago, IL.

Refereed Convention Papers as Assistant Professor at Marquette University

Berg, K.T., & Walsh, S. (2011). *The ethics of pinkwashing: Applying Baker and Martinson's TARES test to breast cancer cause-related marketing campaigns*. Paper accepted by Media Ethics Division for presentation at the annual conference of Association for Education in Journalism and Mass Communication. St. Louis, MO.

Berg, K. T. (2008). *Integrating mini campaigns and service learning into principles of public relations*. Teaching précis presented to the Teaching Poster Session for the Public Relations Society of America Educators Academy at the annual International PRSA Conference. Detroit, MI.

Berg, K. T. (2008). *The ethics of lobbying: Testing an ethical framework for advocacy in public relations*. Paper presented to the Professions Have Problems, Media Ethics Offers Solution in Media Ethics Division at the annual conference of Association for Education in Journalism and Mass Communication. Chicago, IL.

***Professional Relevance Award, Media Ethics Division**

Tusinski, K. (2005). *Lobbying as advocacy public relations and its "unspoken" code of ethics*. Paper presented to the Discussion of Public Relations Ethics in Public Relations Division at the annual conference of Association for Education in Journalism and Mass Communication. San Antonio, TX.

Tusinski, K. (2005). *Lobbying in Oregon: A qualitative, interpretive analysis of a specialized form of public relations*. Paper presented to the Poster Session in Public Relations Division at the

annual conference of the International Communication Association. New York City, NY.

Tusinski, K. (2004). *Vernacular ethics: Revitalizing the discussion of public relations ethics*. Paper presented to the Top Student Papers in Public Relations Division at the annual conference of the International Communication Association. New Orleans, LA.

Convention and Conference Papers on Competitively Selected Panels as Associate Professor at Marquette University

Berg, K. T. (August 2019). Engaging Diversity in Advertising through Curriculum Changes and Student Experiences. Panel presentation as part of the “Leveraging the Ethical Choice and the Benefits of Ethnic Diversity to Enhance Creativity in the Advertising Industry” panel presented to the Advertising and Media Ethics Divisions of the Association for Education in Journalism and Mass Communication. Toronto, Canada.

Berg, K. T. (August 2018). High Times for the PR Industry. Panel presentation as part of the “The Ethics of Weedvertising: Duties and Obligations of Ad and PR Professionals” panel presented to the Media Ethics and Law & Policy Divisions of the Association for Education in Journalism and Mass Communication. Washington, D.C.

Berg, K. T. (March 2018). When Two Worlds Collide: The Intersection of the Personal Voice with the Corporate Voice Online. Panel presentation as part of the “Pressing Issues in Digital Ethics” panel presented at the Association for Practical & Professional Ethics Annual International Conference. Chicago, IL.

Berg, K. T. (March 2016). Sports Marketing Events & Sponsorship: An Overview of Recent Academic and Industry. Panel presentation as part of the “Research Using Sports and Event Marketing Analytics for Marketing Effects: Relevant Research Questions the Industry Knows and Needs” panel presented at the American Academy of Advertising Annual Conference. Seattle, WA.

Convention and Conference Papers on Competitively Selected Panels as Assistant Professor at Marquette University

Berg, K. T. (August 2014). How Corporations Argue for Corporate Social Responsibility: An Analysis of How Corporations Manage Expectations via the CSR Report. Panel presentation as part of the “Smokescreen, ‘Colorful Washing’, or Just Good Business? Ethical Dilemmas of Corporate Social Responsibility” panel presented to the Media Ethics and Public Relations Divisions of the Association for Education in Journalism and Mass Communication. Montreal, Canada.

Feldner, S. B., & **Berg, K. T.** (May 2014). Communicating the Social Impact of CSR Programs: Analyzing Corporate Discourses of Social Impact. Panel presentation for the Preconference on

“Communicating Corporate Social Responsibility: A Showcase of Projects from the Arthur W. Page Center” at the International Communication Association Annual Conference. Seattle, WA.

Berg, K. T. (August 2011). Making Sense of CSR: Evaluating the Effectiveness, Ethics and Enforcement of CSR Messages and Campaigns. Panel presentation to the Media Ethics Division of the Association for Education in Journalism and Mass Communication. St. Louis, MO.

Berg, K. T. (November 2010). Bridging Social Media with Teaching, Research and Practice: Exploring the Challenges and Opportunities. Panel presentation to the Public Relations Division of the National Communication Association Annual Convention, San Francisco, CA.

Berg, K. T. (November 2009). A Daunting Challenge: Crafting Messages to Rebuild Public Trust and Restore Corporate Reputation. Panel presentation to the Organizational Communication Division of the National Communication Association Annual Convention. Chicago, IL.

Berg, K. T. (April 2008). Blurring Boundaries: Exploring the Relationships between Organizational Communication and Public Relations. Presentation to 2008 Central States Communication Association Annual Convention. Madison, WI.

Invited Presentations as Associate Professor at Marquette University

Berg, K. T. (February 2022). Whistleblowing and Public Relations: The Ethics and Challenges of Organizational Management and Stakeholder Reactions. Panel participant for the AEJMC Public Relations Division Virtual Conference.

Berg, K. T. (May 2019). Getting Things Done: Innovating and Thriving in Changing Times. Wisconsin Association of Independent Colleges and Universities (WAICU) Department Chair Workshop.

Invited Presentations Prior as Assistant Professor at Marquette University

Berg, K. T. (August 2014). Discussions with Faculty Colleagues at the New Faculty Orientation. Sponsored by the Center for Teaching and Learning at Marquette University.

Feldner, S. B., & **Berg, K. T.** (April 2013). Communicating values beyond the CSR report. Corporate Communication Commons, Diederich College of Communication, Marquette University.

Berg, K. T., Ekachai, D., & Johnson, P. (October 2012). Evaluating the role of Twitter in the 2012 Presidential Campaign. Nieman Conference: Media, Technology, & Politics. Diederich College of Communication, Marquette University.

Berg, K. T., Feldner, S. B., Fyke, J., & Menck, L. (January 2012). Social Innovation and Social Entrepreneurs in Communication Studies and Strategic Communication, Ashoka U

Changemaker Campus Webinar: ‘Changemaking across the Curriculum.

Berg, K. T. (January 2012). Using Contemplative Practices and Ignatian Pedagogy to Improve Student Learning. Re-Imagining Jesuit Education Today: The Dawn of a New Era at Marquette University, Manresa Program in Center for Teaching and Learning, Marquette University.

Berg, K. T. (October 2011). Engaging Undergraduates in the Research Process: The Girl Effect Collaborative Research Project. Faculty Spotlight Series, Manresa Program in Center for Teaching and Learning, Marquette University.

Berg, K. T. (October 2011). Not Exactly Sure How I Got Here But Sure Glad I Did. One Thing Led to Another Series, Office of Research and Sponsored Programs and Manresa Program, Marquette University.

Berg, K. T. (May 2011). Engaging Undergraduates in the Research Process: The Girl Effect Collaborative Research Project. Manresa Faculty Day: Celebration of Teaching and Learning, Marquette University.

Berg, K.T., & Feldner, S. (January 2011). Service Learning and Ignatian Pedagogy: Exploring Opportunities Beyond the College. Teaching Workshop, Diederich College of Communication, Marquette University.

Berg, K. T. (July 2010). Considering Communication Needs of Corporations: A Discussion of Corporate Communication. Panelist for University Advancement event.

Feldner, S., & **Berg, K. T.** (July 2010). Communicating Our Catholic Identity through Community Engagement and Service Learning. Presented at the Power to Transform the World: Media & Communication Programs in Catholic Higher Education, Marquette University.

Berg, K. T. (May 2010). Manifesting Green Values: Lessons from Brands Making a Difference. Hulteng Conversations in Ethics Conference, Turnbull Portland Center, University of Oregon.

Berg, K. T. (2010, February). Untenured and Stressed. Panel presentation on “Finding Balance as an Academic” sponsored by co-sponsored by the Faculty Mentoring Program and Manresa for Faculty in the Center for Teaching and Learning. Marquette University.

Berg, K. T. (April 2008). The Ethics of Lobbying: Testing an Ethical Framework for Advocacy in Public Relations. Faculty/Student Research Symposium, College of Communication, Marquette University.

Berg, K. T. (September 2007). Using the Project Model of Service Learning in ADPR Courses. Presentation for Service Learning Program. Marquette University.

Tusinski, K. (February 2007). Collaborating with Milwaukee Recreation to Learn Strategic Research Methods. Presentation at Community and Faculty Roundtable, Service Learning Program. Marquette University.

Tusinski, K. (April 2007). Advocacy Public Relations: The Roles Lobbyists Perceive

Themselves Enacting. Faculty/Student Research Symposium, College of Communication, Marquette University.

RESEARCH IN PROGRESS

Miller, K. E., & Berg, K. T. (under review). Employee perceptions of Corporate Social Responsibility: Uncovering internal-external CSR paradoxes. *Journal of International Strategic Communication*.

TEACHING

Undergraduate Courses Taught at Marquette University

- Principles of Public Relations
- Public Relations Strategies
- Strategic Research for Advertising & Public Relations
- Public Relations Campaigns
- Issues in Corporate Communication
- Corporate Social Responsibility

Graduate Courses Taught at Marquette University

- Management for Advertising & Public Relations
- Communication as Ethical Practice
- Sustainable Brands

Courses Taught at University of Oregon

- Principles of Public Relations (primary instructor)
- Public Relations Writing (primary instructor)
- Writing for the Media (teaching assistant)
- Mass Media & Society (teaching assistant)
- Advertising and Society (teaching assistant)
- Mass Media Ethics (teaching assistant)

SERVICE

Service to the Department of Strategic Communication

Department Chair 2018 – 2020

Public Relations Student Society of America Advisor 2017 – 2018

Public Relations Program Assessment Leader 2014, 2015, 2017

Faculty Advisor, Ketchum Mindfire Program 2011—2018

Co-Planner, Corporate Communication Commons Event 2011—2013

Service to the J. William and Mary Diederich College of Communication

Faculty Representative, Diederich Experience Trips

New York City (fall 2019, XXX)

Washington DC (spring 2019)
Chicago (spring 2024)
President, Faculty Congress 2014 – 2015

Diederich College of Communication Search Committees

Member, Search Committee – Sports Communication 2024 (hired Dr. Lily Feder)
Chair, Search Committee – Strategic Communication 2023 (hired Dr. Chun Shao)
Member, Search Committee – Corporate Communication 2021 (hired Dr. Katharine Miller and Dr. Joshua Miles)
Member, Dean's Search Committee 2020 (hired Dr. Sarah Feldner)
Chair, Search Committee – Corporate Communication 2017 (hired Prof. Tom Branigan)
Member, Deans Search Committee 2015 (hired Dr. Kim Ah Yun)
Member, Search Committee – PR/CCOM 2015 (hired Dr. Young Kim)
Co-Chair, Search Committee – Public Relations 2012 (hired Dr. Nur Uysal)
Chair, Search Committee – Public Relations 2011 (hired Dr. Nathan Gilkerson)

Diederich College of Communication Committees

Undergraduate Curriculum Committee 2022 – present
Program Review Committee 2015, 2022
Graduate Curriculum Committee 2014 – 2022
Chair, Faculty Liaison Committee 2016 – 2018

Service to Marquette University

Chair, Vice President and Director of Athletics Search Committee 2024
Member, Sports in the Service of Humanities Conference Planning Committee 2023
Mitchem Fellowship Selection Committee 2023, 2024
Faculty Athletics Representative 2021 – present
Marquette Core Curriculum Advisory Council 2022 – present
University Board of Undergraduate Studies 2022 – present
Higher Learning Commission Accreditation Leadership Team 2018, 2013
Faculty Council College Representative 2016 – 2018
University Graduate Board of Studies 2016 – 2018
 *chair 2018 – 2019 and vice chair 2017 – 2018
Academic Integrity Honor Council 2014 – 2016
 *co-chair, communication & outreach subcommittee 2014 – 2016
Academic Senate, Sabbatical Replacement Member 2014
Mission Week Planning Committee, College Ambassador 2014 – 2017
University Honorary Degree Committee 2012 – 2016
Manresa Project First Year Reading Program Leader 2007 – 2016

Service to Profession

Public Relations Program Review, Loras College, 2023
Trend Editor, Journal of Media Ethics 2017 – 2022
Reviewer, Journal of Public Relations Research 2012 – present
Editorial Review Board Member, Journal of Media Ethics 2011 – present
Editorial Review Board Member, Interest Groups & Advocacy 2011 – present
Media Ethics Division, Association for Education in Journalism and Mass Communication
 *co-chair, social committee 2014 – 2016

Reviewer, Media Ethics Division, AEJMC 2007 – 2014
Reviewer, Public Relations Division, AEJMC (2008 – 2016)
Reviewer, Graduate Education Interest Group, AEJMC (2008, 2009)

Service to Community

Cedarburg Junior Woman's Club
2024 – 2025 Past President
2023 – 2024 President
2022 – 2023 President Elect
2021 – 2022 Secretary
2020 – 2021 Secretary

ADDITIONAL EDUCATIONAL TRAINING & PROFESSIONAL DEVELOPMENT

Making Marquette Inclusive, spring 2023
Ignatian Colleagues Program 2020 – 2023
Unlearning Racism Program, fall 2020
Assessment Redesign Workshop, spring 2020
Marquette Faculty Exploring Leadership Opportunities Program 2017 – 2018
Marquette Colleagues Program, spring 2014
Service Learning Community, spring 2010
Manresa Project Learning Community, spring 2010
Faculty Seminar in Catholic Higher Education, spring 2008

PROFESSIONAL EXPERIENCE

2003-- 2006	Associate, Public Relations Services, Eugene, OR
2000 -- 2002	Graduate Assistant, Marketing and Communication, Saint Louis University, St. Louis, MO