

Gail G. Reid
Director of Speech Communication, Lecturer
University of West Georgia
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Carrollton, GA
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Academic Achievement

- M.A. Communications, Purdue University 5/1980
West Lafayette, IN
Thesis: "Women on Women: Facing Adulthood"
- M.A. Theatre, Purdue University 5/1978
West Lafayette, IN
*Thesis: "The Magic Monster of Momoyevnia"
a Touring Children's Theatre production*
- B.F.A. Communications/Theatre, Valdosta State College 5/1975
Valdosta, GA
• cum laude

Teaching Experience

- Director Speech Communication**, Mass Communications 8/2014 - Present
University of West Georgia, Carrollton, GA
• Direct and coordinate activities for Speech Communication area reaching over 1000 undergraduates per year. Liaison between Speech Com faculty members and department. Teaching, advising 25+ students, and grant-writing responsibilities.
- Lecturer**, Mass Communications 8/2001- 8/2014
University of West Georgia, Carrollton, GA
• Annually work with approximately 260+ undergraduate students both in and out of Mass Communication department to build their communication awareness and skills in a variety of courses.
- Online Instructor** 10/02 – 7/04
University of Phoenix Online
• Completed training and as a certified instructor in four communication courses and teach intense 5-week undergraduate communication classes.
- Speech Coach**, 2005 Convention 01/2005
Healthcare Information and Management Systems Society
• Designed and presented a series of speech workshops for the

350+ presenters for the annual convention in Dallas, TX

Public Speaking Teaching Assistant, Communications Department 8/1978- 5/1980
Purdue University, West Lafayette, IN

- Responsible for three undergraduate public speaking classes per semester.

Vocal Teaching Assistant, Theatre Department 1/1977-5/1978
Purdue University, West Lafayette, IN

- Responsible for assisting professor with undergraduate vocal work.

Courses Taught

- Advanced Communications***
- Media Ethics
- Public Relations**
- Public Speaking
- Interpersonal Communication*
- Voice and Diction

**Developed curriculum and evaluation for new course*

*** Implemented Academic Service Learning component into course objectives*

****Developed new techniques for delivering class 100% online*

Professional Experience

The Fun Company*, Atlanta, GA 1991-2001

A nationwide special events (\$20Million annually) company focusing in employee relations events such as company picnics, open houses and anniversary celebrations.

Senior Marketing Manager (2001)

- Responsible for developing sales outside The Fun Company's traditional corporate market
- Provided marketing information and price quotes for all Adventure Fun prospects
- Generated contracts for all Adventure Fun clients

SW Region Sales Manager/Project Manager (1/1991 to 12/2000)

- Responsible for generating and managing client relationships
- Serviced clients in an assigned territory
- Consistently achieved territory growth
- Developed efficient travel practices to increase profit margin
- Developed 1994 client that resulted in the largest attended party in company history

Gail G. Reid

- Achieved consistent recognition for client service
- Top 25% revenue producer (over 1 MM in 2001)

***Ken Williams and Associates*, Atlanta, GA**

1989-1991

Director of Marketing

- Responsible for all phases of marketing in a newly created position for this public relations firm specializing in assisting small community hospitals to increase visibility in service area through expanded media use.
- Increased advertising by 114%, news and feature articles up 55% and added radio for the first time.
- Wrote and monitored production of special publications, news releases and advertising campaigns.
- Designed public relations campaign to market hospital services as a vehicle for start-up and expansion of physician practices.
- Developed and implemented employee recognition and motivation programs.
- Developed survey instruments to assess community and industry healthcare needs/perceptions.

Medmark Group, Inc, Johnson City, TN

1988-1989

Independent Account Executive

- Served as salesperson in the metro Atlanta area for healthcare publishing company targeting physicians and dentists.
- Established 20 new accounts.
- Contracted for publishing services in excess of \$80,000.
- Designed and executed two direct mail campaigns.

Dupont and Disend, Atlanta, GA

1986-1988

Program Director

- Responsible for marketing and sales for this Author and Lecturer on communications and business writing.
- Designed and coordinated marketing and program scheduling of communications training seminars.
- Generated 28 new accounts while maintaining existing accounts.
- Conducted national telemarketing campaigns.

Other experience includes Tour Manger for Vagabond Marionettes, Inc, and Tour Coordinator for Puppetry Arts based in Atlanta, GA

Research Interests

- Intercultural Communication
- Interpersonal Communication

Publications/Creative Work

Reid, Gail (April, 2015) "Taking Internationalization to your Classroom"
Center for Teaching and Learning's Innovations in Pedagogy 2015 Conference at
University of West Georgia

Reid, Gail (February, 2011) "What Are We Saying?" Written & Directed performances
at both University of West Georgia and (by invitation) Atlanta Metropolitan College.

Goodwin, A. C., Bar, B. B. Reid, G. G., Ashford, S. A. (2009). Knowledge of
Motivational Interviewing. *Journal of Holistic Nursing*, 27, 203-209.

Goodwin, A. C., Bar, B. B. Reid, G. G., Ashford, S. A. (2010, February). Knowledge of
Motivational Interviewing. Poster session presented at the annual Georgia Association of
Nurse Educators, Pine Mountain, GA.

Reid, Gail. (February, 2008). Communicating Through the Lens of History: A
Fulbright's Journey. Presentation at the annual Georgia Communication Association
Conference, Augusta, GA.

Awards & Recognition

Distinguished Service Award State University of West Georgia	5/2003
The Fun Company Employee of the Year	Spring, 1996
The Fun Company Outstanding Sales Performance Award	Spring, 1994
The Fun Company Largest Event Award (\$258,062)	Spring, 1994
The Fun Company Rookie of the Year Award	Spring, 1992
American Marketing Association – Atlanta Chapter	1989-90

Committee/Institution/Volunteer Service

UWG Student Activities Committee <i>University of West Georgia</i>	2013-Present
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Curriculum Vita Gail G. Reid	5
Ingram Library's Penelope Melson Society Board Member Vice-President <i>University of West Georgia</i>	2008- Present 2013-Present
A-Day Mass Communication Dept Captain (100% departmental participation in 2013)	2011-2013
Media Day Steering Committee <i>Department of Mass Communications</i>	1/2005 – Present
Volunteer, Preview Day, Office of Admissions <i>University of West Georgia</i>	2005- 2015
Academic Service Learning Committee Member <i>College of Arts and Sciences</i>	1/2005 – 2008
Departmental Bylaws Committee Member <i>Department of Mass Communications/Theatre Arts</i>	Spring, 2004
Faculty Search Committee Member <i>Department of Mass Communications</i>	Summer 2004 & Spring 2013, Fall, 2014
<u>Grants/Funded Research/Professional Development</u>	
Received Grant-writing Training Funds UWG College of Social Sciences Dean's Office	Summer, 2015
Basic Course Director and Instructor Regional Workshop Clemson University	Winter, 2015
Institute for Curriculum and Campus Internationalization School of Global and International Studies Indiana University	Spring, 2014
Received Online Course Development Grant UWG College of Social Sciences Dean's Office	Summer, 2013
Council for International Educational Exchange (CIEE) Faculty Development Program "Exploring the Coexistence & Challenges of Neighboring Cultures" Spain and Morocco	Summer, 2010
Fulbright Hays Professional Development Program Czech Republic and Hungary	Summer, 2007

Memberships

Eastern Communication Association	2009—Present
Georgia Communication Association	2004- Present
Newnan-Coweta Chamber of Commerce	2005 – Present
Fayette Chamber of Commerce	2009-Present
American Business Women’s Association-McIntosh Chapter	2009—2012
University of West Georgia Department of Nursing ad-Hoc Communication Meetings - Member and Co-founder	2004 – 2010

Advising/Mentoring

<i>Advisor</i> , Department of Mass Communications University of West Georgia, Carrollton, GA	2004- Present
<i>Judge, GA. AAAA High School Division</i> (Extemporaneous Speaking)	3/2010 & 3/2012
<i>Judge, Georgia Chamber of Commerce Excellence Awards</i> (<i>Communications Programs & Projects</i>)	11/2009
<i>Advisor</i> for Big Night Competition 2005 University of West Georgia, Carrollton, GA	1/2005