

VITA

William Cole Franklin
Professor of Communication Studies
East Texas Baptist University

Office: Scarborough Hall, Room 111 Phone: 903-923-288
e-mail: cfranklin@etbu.edu

EDUCATION:

| <i>Degree Earned</i> | <i>School</i> | <i>Date</i> |
|----------------------|--|-------------|
| Ph.D. | The University of Southern Mississippi | 2004 |
| M.A. | Stephen F. Austin State University | 1994 |
| B.A. | Louisiana College | 1992 |

TEACHING EXPERIENCE:

| <i>Position</i> | <i>Institution</i> | <i>Date</i> |
|---------------------|---------------------------------------|---------------------------|
| Professor | East Texas Baptist University | August 2010-Present |
| Associate Professor | East Texas Baptist University | August, 2006-July, 2008 |
| Associate Professor | Louisiana College | August, 2005-August, 2006 |
| Instructor | Junior Statesman Summer School | July, 2005 |
| Assistant Professor | Louisiana College | August, 2001-July, 2005 |
| Instructor | Louisiana State University-Alexandria | August, 2000-June, 2001 |
| Instructor | Mississippi College | August, 1998-July, 2000 |
| Instructor | University of Louisiana at Monroe | August, 1996-May, 1998 |
| Instructor | Louisiana College | August, 1995-July, 1996 |
| Adjunct Instructor | Louisiana College | August, 1994-May, 1995 |
| Adjunct Instructor | Louisiana State University-Alexandria | June, 1994-May, 1995 |
| Graduate Assistant | Stephen F. Austin State University | June, 1993-May, 1994 |

OTHER WORK EXPERIENCE:

| <i>Position</i> | <i>Place</i> | <i>Date</i> |
|------------------------|--|--------------------------|
| Department Chair | East Texas Baptist University | August, 2008-Present |
| Communication Director | Central Louisiana Chamber of Commerce | May, 1994-November, 1995 |
| Graduate Assistant | Stephen F. Austin State Univ. | August, 1992-May, 1993 |

PROFESSIONAL DEVELOPMENT EXPERIENCES:

| <i>Description</i> | <i>Place</i> | <i>Date</i> |
|---|------------------|-------------|
| International Public Debate Association Convention, | Shreveport, LA | 2019 |
| Southern States Communication Association Convention, | Montgomery, AL | 2019 |
| International Public Debate Association Convention, | Spokane, WA | 2018 |
| Southern States Communication Association Convention, | Nashville, TN | 2018 |
| International Public Debate Association Convention, | Russellville, AR | 2017 |
| Southern States Communication Association Convention, | Austin, TX | 2016 |
| International Public Debate Association Convention, | Baytown, TX | 2016 |
| Southern States Communication Association Convention, | Tampa, FL | 2015 |
| International Public Debate Association Convention, | Boise, ID | 2015 |

| | | |
|--|-------------------|------|
| National Communication Association, | Chicago, IL | 2014 |
| International Public Debate Association Convention, | Murfreesboro, TN | 2014 |
| Southern States Communication Association Convention, | New Orleans, LA | 2014 |
| International Public Debate Association Convention, | Monticello, AR | 2013 |
| Eastern Communication Association Convention, | Cambridge, MA | 2012 |
| International Public Debate Association Convention, | Huntsville, TX | 2012 |
| Southern States Communication Association, | Little Rock, AR | 2011 |
| International Public Debate Association Convention, | Nacogdoches, TX | 2011 |
| Southern States Communication Association, | Memphis, TN | 2010 |
| International Public Debate Association Convention, | Conway, AR | 2010 |
| Eastern Communication Association Convention, | Philadelphia, PA | 2009 |
| International Public Debate Association Convention, | Bossier City, LA | 2009 |
| Southern States Communication Association Convention, | Savannah, GA | 2008 |
| Southern States Communication Association Convention, | Louisville, KY | 2006 |
| National Communication Association, | San Antonio, TX | 2006 |
| Southern States Communication Association Convention, | Addison, TX | 2006 |
| Southern States Communication Association Convention, | Baton Rouge, LA | 2005 |
| National Communication Association Convention, | Chicago, IL | 2004 |
| Southern States Communication Association Convention, | Tampa, FL | 2004 |
| National Communication Association Convention, | Miami Beach, FL | 2003 |
| Southern States Communication Association Convention, | Birmingham, AL | 2003 |
| National Communication Association Convention, | New Orleans, LA | 2002 |
| Southern States Communication Association Convention, | Winston-Salem, NC | 2002 |
| Southern States Communication Association Convention, | Lexington, KY | 2001 |
| Southern States Communication Association Convention, | New Orleans, LA | 2000 |
| Southern States Communication Association Convention, | St. Louis, MO | 1999 |
| Southern States Communication Association Convention, | San Antonio, TX | 1998 |
| Southern States Communication Association Convention, | Savannah, GA | 1997 |
| Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, | Monroe, LA | 1998 |
| Southern Public Relations Federation Convention, | New Orleans, LA | 1995 |
| Leadership Central Louisiana | Alexandria, LA | 1995 |
| Internship Exposition | Nacogdoches, TX. | 1994 |
| Internship Exposition | Nacogdoches, TX | 1993 |
| Leadership 2000 | Nacogdoches, TX | 1993 |

PRESENTATIONS AND PUBLICATIONS:

Publications:

| <i>Title</i> | <i>Location</i> | <i>Date</i> |
|--|---|-------------|
| IPDA and academic debate: Honing necessary life skills. | <i>IPDA Textbook</i> | 2016 |
| Ethos: The strongest proof of all. | <i>IPDA Textbook.</i> | 2016 |
| The IPDA's Past, Presents, and Futures. | <i>Journal of the International Public Debate Association</i> | 2015 |

| | | |
|--|--|------|
| Classroom Strategies for Engaging Students with Physical Disabilities: A Case Study. | <i>Texas Speech Communication Journal</i> | 2011 |
| Peter Ramus: Significance in rhetoric and attacks on Cicero. | <i>Journal of the International Public Debate Association,</i> | 2009 |
| Holy, Holy, Holy: The use of rhetoric and the reshaping of college campus: A case study | <i>Louisiana Communication Journal</i> | 2009 |
| A case study of structuration theory: Decision logic in a large Southern Baptist church. | <i>Louisiana Communication Journal</i> | 2007 |

Presentations

| <i>Title</i> | <i>Location</i> | <i>Date</i> |
|---|-----------------|-------------|
| “A Perfect Storm: An Examination of Conflict as Produced in <i>Naked and Afraid</i> ” | Montgomery, AL | 2019 |
| “Creative Conformity: Maintaining the Muse of Creativity in the Face of Standardization and Assessment Demands” | Nashville, TN | 2018 |
| “Gotta Catch ‘Em All: Struggles and Strategies to Attract Communication Studies Majors” | Nashville, TN | 2018 |
| “Small Fish in a Big Pond: Challenges to Small Colleges in the Development of a Competitive Debate Team” | Austin, TX | 2016 |
| “Town Hall Debate: Emphasis on Published Evidence in Collegiate Debate is Damaging to the Spirit of Debate”: | Austin, TX | 2016 |
| “A Different Score-Keeping Method in NADIA Debate” | Tampa, FL | 2015 |
| “Town Hall Debate: | | |

| | | |
|---|------------------|------|
| The Persuasive Art and Craft of Public Speaking and Forensics” | Tampa, FL | 2015 |
| “IPDA: The New Kid on the Block” | Tampa, FL | 2015 |
| “One Hundred Years of Progress ...But are We Going in the Right Direction? The Woolbert – Hunt Debates Revisited” | Chicago, IL | 2014 |
| “International Public Debate Association (IPDA): Pasts, Presents, and Futures” | Chicago, IL | 2014 |
| “The Leaning Tower: Illustrating the Impact of Feedback on Self- Confidence and Task Performance” | New Orleans, LA | 2014 |
| “Transitions in Debate: An Overview of Old and New Debate Formats” | Cambridge, MA | 2012 |
| “Academic Debate: Honing Necessary Life Skills” | Cambridge, MA | 2012 |
| “IPDA: An Innovative Format for Regular Folks” | Cambridge, MA | 2012 |
| “Drops, Dorms, and D’s: The Role of Support Messages in First Generation College Student Persistence” | Little Rock, AR | 2011 |
| “Thinking Outside the Box: New Trends in Assisting Students with Physical Disabilities in the Communication Classroom: A Roundtable Discussion” | Little Rock, AR | 2011 |
| “International Public Debate Association (IPDA); Discourse on Public Debate” | Memphis, TN | 2010 |
| “Great Ideas For Teaching Speech | Memphis, TN | 2010 |
| “Antisocial Nonverbal Communication Behavior: A Parent-Scholar Perspective”: | Philadelphia, PA | 2009 |

| | | |
|--|------------------|------|
| “Great Ideas For Teaching Speech” | Philadelphia, PA | 2009 |
| “Shark Bait: A Role Playing and Team Building Exercise” | Savannah, GA | 2008 |
| “Let’s Do Lunch: Using IHOP to Assess Nonverbal Communication Skills | Chicago, IL | 2004 |
| “Great Ideas for Teaching Speech” | Chicago, IL | 2004 |
| “You Can’t Teach That Course: Small Departments and Limited Course Offerings” | Tampa, FL | 2004 |
| “But I AM the Communication Department: Profits and Pitfalls of Teaching in Small Departments” | Tampa, FL | 2004 |
| “I Can Talk: Student Perceptions of Necessary Communication Competencies” | New Orleans, LA | 2000 |
| “Public Relations Students: An Examination and Understanding of Career Choice” | New Orleans, LA | 2000 |
| “Structuration Theory: Decision Logics in a Large Southern Baptist Church” | St. Louis, MO | 1999 |
| “Inoculation Theory: The Anti-Persuasion Medication” | St. Louis, MO | 1999 |
| "The Write Stuff: Interview Structure in Basic Speech Communication Textbooks" | San Antonio, TX | 1998 |
| "Peter Ramus: Significance in Rhetoric and Attacks on Cicero" | San Antonio, TX | 1998 |
| “Captain Scott O’Grady: Creation of a Hero and Reassurance in America” | Savannah, GA | 1997 |

OTHER RELEVANT INFORMATION:**Session Participant:**

| | | |
|--|-------------------|------|
| Chair: "Top Four Papers in Communication Theory" | Savannah, GA. | 2008 |
| Chair: "Top Four Papers in Communication Theory" | Louisville, KY | 2007 |
| Chair: "Top Four Papers in Communication Theory" | Addison, TX | 2006 |
| Panelist: "A Roundtable on Convention Participation" | Tampa, FL. | 2004 |
| Chair: "Culture, Communication, and Context" | Birmingham, AL | 2003 |
| Chair: "Top Four Papers in Instructional Development" | Winston-Salem, NC | 2002 |
| Chair: "A Discussion: Creative Teaching Methods for the Communication Classroom" | Winston-Salem, NC | 2002 |
| Panelist: Roundtable Discussion: "Imaginative Approaches to Teaching the Basic Public Speaking Course" | Savannah, GA | 1997 |
| Moderator: "Media and National Defense" | Monroe, LA | 1997 |

Judging:

2015: Paper Reviewer: Political Communication Division – Southern States Communication Association

2014: Paper Reviewer: Southern Argumentation and Forensics Division – Southern States Communication Association

2012: Paper Reviewer: Theodore Clevenger Undergraduate Honors Conference – Southern States Communication Association

2010: Paper Reviewer: Language and Social Interaction Division – Southern States Communication Association

2009: Paper Reviewer: Language and Social Interaction Division – Southern States Communication Association

2004-2009: Paper Reviewer: Communication Theory Division – Southern States Communication Association

2009: Paper Reviewer: Instructional Development Division – Southern States Communication Association

2004: Paper Reviewer: Instructional Development Division – Southern States Communication Association
2003: Paper Reviewer: Applied Communication Division – Southern States Communication Association
2002: Judge: Southern Public Relations Federation Lantern Awards
2002: Paper Reviewer: Instructional Development Division – Southern States Communication Association
2001: Judge: Veterans of Foreign Wars Voice of Democracy speech competition.
1999: Bill Judge: Mississippi Youth Congress
1998: Judge: Veterans of Foreign Wars Voice of Democracy speech competition.
1997: Paper Reviewer: History Division - Southeast Colloquium of the Association for Education in Journalism and Mass Communication.

Additional Research:

2009: “How Do I Do This? Communication Course Strategies for Students with Physical Challenges” paper presented by co-author – Southern States Communication Association, Norfolk, VA (Top Paper in Instructional Development Division – Southern States Communication Association)
1997: "Which Way Do We Go? Discrepancies Between Student and Managerial Opinions of Organizational Communication Competency Needs"
1997: "The Comeback Kid in '96: An Examination of Communication Tactics Utilized by President Bill Clinton Following the 1994 Congressional Elections"

Memberships/Offices:

Southern States Communication Association – Member (1997-Present)
International Public Debate Association – Governing Board Member (2011-2017)
Southern States Communication Association – Chair – Association for Communication Administration Interest Group (2016-2017)
Southern States Communication Association – Vice Chair – Association for Communication Administration Interest Group (2015)
National Communication Association – Member (2014-2015)
Southern States Communication Association – Vice Chair Elect – Association for Communication Administration Interest Group (2014)
Southern States Communication Association – Nominating Committee member Communication Theory Division (2010)
Southern States Communication Association – Chair – Language and Social Interaction Division (2009)
Southern States Communication Association – Vice Chair – Language and Social Interaction Division (2009)
Southern States Communication Association – Vice Chair Elect – Language and Social Interaction Division (2008).
Southern States Communication Association – Chair – Communication Theory Division (2006-2007).
Southern States Communication Association – Vice Chair – Communication Theory Division (2005).
National Communication Association - Member – Representative to Nominating Committee (2003-2005)
Southern States Communication Association – Member – John Sisco Excellence in Teaching Award Committee (2004-2006)

Southern States Communication Association – Member - Task Force to Review Convention Participation (2004-2005)
Southern States Communication Association – Chair - Instructional Development Division (2003)
Southern States Communication Association – Nominating Committee member – Communication Theory Division (2003)
Southern States Communication Association – Vice Chair - Instructional Development Division (2002)
Southern States Communication Association – Secretary, Instructional Development Division (1999-2000)

Honors and Awards:

2019: Bennett Strange Coach of the Year Award, International Public Debate Association
2009: Top Paper: Instructional Development Division, Southern States Communication Association
2005-2006: Holder, E.O. Wood Professorship in Communication Arts, Louisiana College
2004-2005: Most Valuable Arts Volunteer, theatre louisiana college, Pineville, LA
2000: Top Three Paper: Instructional Development Division, Southern States Communication Association
1998: Northeast Louisiana University Yearbook Dedication Honoree
1995: Lantern Award of Excellence - “Color, Externally Circulated Magazines” - Southern Public Relations Federation.
1991 and 1992: "Who's Who Among Students in American Colleges and Universities".
1991: Inducted into Omicron Delta Kappa, National Leadership Honor Society.
1991: Participant: Mary D. Bowman Overseas Study Program London, England.
1990: Inducted into Pi Kappa Delta, National Forensic Honor Society.
1989-1992: Louisiana College Dean's List.

University/Community Service:

2020: Member, Communication Studies Faculty Search Committee: East Texas Baptist University, Marshall, TX
2020: Led a redesign of Communication Studies curriculum – Created a new graduate program in Strategic Communication and a new major in digital arts: East Texas Baptist University, Marshall, TX
2019-Present: Trustee, Grand Cane Baptist Church, Grand Cane, LA
2019: Member, Communication Studies Faculty Search Committee: East Texas Baptist University, Marshall, TX
2019: Honors Project Committee Chair for Emily Laenger
2018-2019: Honors Project Committee Chair for Hannah Lawson
2018-2020: Honors Project Committee Member for Hanna Perry
2018: Redesigned Communication Studies curriculum – Created three new majors and two new minors: East Texas Baptist University, Marshall, TX
2018: Member, Communication Studies Faculty Search Committee: East Texas Baptist University, Marshall, TX
2016 – Present: College/Careers Sunday School Teacher, Grand Cane Baptist Church, Grand Cane, LA
2017-2018: Member/Chair, Associate Pastor for Student and Family Ministry Search Committee: Grand Cane Baptist Church, Grand Cane, LA

2017: Redesigned mass communication curriculum: East Texas Baptist University, Marshall, TX

2006-Present: Member, Teacher Education Council, East Texas Baptist University, Marshall, TX

2015-2016: Member, Travel Study Committee, East Texas Baptist University, Marshall, TX

2016: Presentation to Marshall Rotary Club, Marshall, TX

2015: Presentation to Marshall Optimist Club, Marshall, TX

2015: Redesigned Communication Studies curriculum: East Texas Baptist University, Marshall, TX.

2015: Cast Member: *The Curious Savage*, Back Alley Community Theatre, Grand Cane, LA

2015: Led travel study trip to Ireland and Great Britain

2015 – 2019: Deacon, Grand Cane Baptist Church, Grand Cane, LA

2015 – Present: Member of Constitution and By-Laws Review Committee, Grand Cane Baptist Church, Grand Cane, LA

2014-2016: Honors Project Committee Chair for Katelynn Burns

2013 – Present: Member, Grand Cane Baptist Church, Grand Cane, LA

2012-Present: Host/Tournament Director, Tiger Invitational Debate Tournament, East Texas Baptist University, Marshall, TX

2010-2012: Honors Project Committee Member for Alicia Ethridge

2011: “First Generation College Students: What the Research Says About Our Students”, Faculty Conference, East Texas Baptist University, Marshall, TX

2011: Conflict Resolution training session for Resident Assistants, East Texas Baptist University, Marshall, TX

2011: Presentation to Marshall Rotary Club, Marshall, TX

2010-2013: Member, Broadmoor Baptist Church, Shreveport, LA

2010: Extra: *The Gates*. Filmed in Shreveport, LA

2010: Extra: *Vampires Suck*. Filmed in Shreveport, LA

2009-2010: Member – Student Center Planning Committee, East Texas Baptist University

2009: Member – Inauguration Planning Committee, East Texas Baptist University

2008-2010: Honors Project Committee Member for Amber Peery

2008: Extra: *W*. Filmed in Shreveport, LA

2008-Present: Coach, East Texas Baptist University debate team

2008-2012: Contributor: Shreveport/Bossier Rescue Mission

2008-Present: Contributor: Ark-La-Tex Crisis Pregnancy Center

2007: Extra: *The Great Debaters*. Filmed in Shreveport, LA

2007: Member/Facilitator, Quality Enhancement Plan Topic Selection Committee, East Texas Baptist University, Marshall, TX

2007-Present: Contributor: K-LOVE Christian Radio

2006-2009: Member, substitute PraiseKid worship leader, substitute worship care worker, Children’s Minister Transition Committee Member: First Baptist Church, Shreveport, LA

2006-Present: Member – Teacher Education Committee, East Texas Baptist University

2004-2014: Contributor: American Cancer Society

2000-2006: Member, Deacon, Substitute Sunday School Teacher, coordinator of drama presentations: Pineville Park Baptist Church, Pineville, LA.

2005: Chair – Academic Integrity Committee: Louisiana College

2005: Louisiana College nominee to Rapides Parish Civil Service Board
2006: Cast member, *The Country Wife*, theatre louisiana college
2005: Cast member, *Mr. Pim Passes By*, theatre louisiana college
2005: Cast member, *Around the World in 80 Days*, theatre louisiana college
2004: Cast member, *Three Viewings*, theatre louisiana college
2004: Redesigned Communication Arts curriculum: Louisiana College
2004: Louisiana College nominee to Rapides Parish Civil Service Board
2004: Member – International Activities Committee: Louisiana College
2003-2004: Member – Faculty Advisory Committee: Louisiana College
2003: Member – Task Force on Academic Calendar: Louisiana College
2003: Presentation: “Effective Public Speaking Skills for Public Relations Practitioners”
– Public Relations Association of Louisiana, Central Louisiana chapter.
2002: Member - Faculty Benefits Committee and Technology Committee: Louisiana College
2002-2003: Member - Task Force on Academic Integrity: Louisiana College
January – August, 2002: Interim Director of Forensics and Coach of Louisiana College Debate Team: Louisiana College.
2002: Coordinator: Central Louisiana High School Speech Rally: Louisiana College
2001: Member - Teacher Education Committee: Louisiana College.
2000-2001: Member and Co-Chair of Assessment Sub-Committee of the Liberal Arts Institutional Effectiveness Committee: Louisiana State University at Alexandria.
2000-2001: Member - Louisiana State University at Alexandria Honors Convocation Committee and Web Page Committee.
1999–2000: Member, Extended Session Volunteer: First Baptist Church, Clinton, MS.
1999-2000: Faculty advisor: Public Relations Association of Mississippi Student Chapter, Mississippi College.
1999: Public speaking faculty workshop, Mississippi College.
1998-2000: Assisted with coordination of Mississippi College High School Speech and Debate Tournament.
1996-1997: Member - University of Louisiana at Monroe School of Communication Assessment Committee.
1996-1997: Member, Preschool Sunday School Teacher, Drama Team Member, First Baptist Church, West Monroe, LA.
1996: Coordinator: Central Louisiana High School Speech Rally: Louisiana College.
1995-1996: Director of “Witness” – Traveling Christian Drama Group: Louisiana College.