



***Bridging the Chesapeake:
A 'Fool Idea' that Unified Maryland***

by David W. Guth

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BACKGROUNDER

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David W. Guth

David W. Guth was born in Baltimore on November 8, 1952. His family moved to Talbot County on Maryland's Eastern Shore in October 1955. Guth graduated from Easton High School in June 1970. He received a B.A. in Radio-Television-Speech from the University of Maryland in 1973 and an M.A. in Journalism from the University of North Carolina - Chapel Hill in 1990.

Guth is an associate professor at the William Allen White School of Journalism and Mass Communications, University of Kansas. He served associate dean of the school from July 2004 to July 2009 and as chair of the school's Strategic Communication track from January 2000 to August 2003. He received the Del Brinkman Teaching Award in 2001 and in 2002. During 2002-03, Guth served as research chair for the Public Relations Division of the Association of Educators in Journalism and Mass Communication. He taught during the Spring 2004 semester at Consortium International University in Paderno del Grappa, Italy. His areas of special research interest are crisis communications and political communication.

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Prior to joining the faculty in August 1991, he served in several public information positions within the administration of North Carolina Governor Jim Martin. That included four years as the chief spokesman for the state's prison, probation and parole systems. He was also a broadcast journalist in Kentucky, Indiana, Georgia, New York and North Carolina and is a recipient of numerous reporting honors, including the prestigious Peabody Award. In addition to teaching responsibilities, he serves as a private public relations consultant. He has made four trips to St. Petersburg, Russia, and one trip to Ashgabat, Turkmenistan, at the invitation of the United States Department of State for the purposes of research and teaching.

A sixth edition of a textbook he co-authored with Associate Professor Chuck Marsh, *Public Relations: A Values-Driven Approach*, was published in 2016 by Allyn & Bacon of Boston. *Media Guide for Attorneys*, a book he co-authored in 1996, received the American Bar Association's Partnership Award. He is the co-author of *Strategic Writing: Multimedia Writing for Public Relations, Advertising and More* (undergoing revision for its fourth edition) and *Adventures in Public Relations: Case Studies and Critical Thinking. Bridging the Chesapeake: A 'Fool Idea' that Unified Maryland* (Old Line Publishing; Hampstead, MD) was released in December 2013.