

DAVID D. PERLMUTTER, Ph.D.

Professor
College of Media & Communication
Texas Tech University

(Dean, College of Media & Communication, TTU, 2013–2023)
(Director, School of Journalism and Mass Communication, University of Iowa, 2009–2013)
(President, Association for Education in Journalism and Mass Communication, 2019–2020)

BIOGRAPHY: From July 2013 to August 2023 David D. Perlmutter was dean of the College of Media & Communication (CoMC) at Texas Tech University where he is now a full professor. He received his B.A. ('85) and M.A. ('91) from the University of Pennsylvania and his Ph.D. ('96) from the University of Minnesota. He is the son of two professors and so likes to think of academia as his “family business.” Perlmutter has been described by a *Chronicle of Higher Education* editor as a “household name among American professors” because of the widespread readership of more than two decades of a monthly [column](#) on academic careers, administration, culture, and processes for the *Chronicle* and other publications, including a book on promotion & tenure from Harvard University Press. His previous leadership positions include director, School of Journalism and Mass Communication, University of Iowa (2009 to 2013) and twice serving as associate dean for graduate studies. He is currently under contract to write a book on academic strategic planning for Johns Hopkins University Press.

His administrative achievements and metrics include co-designing several Ph.D. programs and supervising both professional- and thesis-track M.A. programs, on campus, online, and at distance locations, and an innovative Fundraising & Philanthropy Communication undergraduate certificate program (at Iowa). At Texas Tech, his college has seen unprecedented growth in all metrics, including increase in regions of attracted students, rank of admitted students, graduate and undergraduate enrollment, offsite and online offerings, retention and graduation rates, grant applications, and multidisciplinary research partnerships. The college achieved its 2025 federal sponsored research funding goals in fall 2020. Also in 2020, the college exceeded its private-giving target. CoMC was rated the highest ranked research unit at TTU among all units, including the humanities, social sciences, and STEM, by the Global Ranking of Academic Subjects (Shanghai Index). The online master's program that CoMC started became the fastest growing graduate program in the history of Texas Tech. The college achieved among the highest rates of retention and lowest times to degree for undergraduate students. CoMC started unique teaching partnerships with the Rawls College of Business and Texas Tech University Health Sciences Center's School of Nursing. The college is also rated as “Top 20” for Hispanic Enrollment, which contributed to TTU's attainment of HSI status. Perlmutter was consistently rated among the highest performing deans in the university by his faculty in the annual Faculty Senate survey ten years in a row. Perlmutter chaired the TTU search committees for successful hires of provost and three college deanships (Arts & Sciences, Libraries, Visual and Performing Arts).

Perlmutter is the author or editor of ten books on political communication, new media technologies, and higher education published by, among others, Palgrave, Oxford, and Harvard University Press. He also published several dozen research articles for academic journals. He was co-principal investigator for about \$800,000 in grants through the Kansas Transportation Institute. At Louisiana State University, he edited a political communication book series and won two faculty awards, including the main campuswide award for research, teaching, and service. He has been twice elected to chair the research committee of the Association for Education in Journalism and Mass Communication (AEJMC), one of his field's leading scholarly and professional associations. For almost a decade he has been a reviewer/consultant for the Hong Kong Research Grants Council and has conducted hundreds of external promotion/tenure portfolio evaluations for universities across the world.

For public engagement, Perlmutter ran several prominent programs at the Dole Institute of Politics at the University of Kansas. He served on the board of two university book presses. He also wrote a feature on “Managing with Millennials,” dealing with generational challenges in the workplace, for a business magazine. Perlmutter has been interviewed by most major news networks and newspapers, from the *New York Times* to CNN and ABC, and was a featured guest on [“The Daily Show”](#) with Jon Stewart. He was one of the first academics to serve on the board of the American Association of Political Consultants. He was a keynote speaker at varying interdisciplinary and interprofessional venues such as a *New England Journal of Medicine* conference on medical education of the future, a U.S. State Department tour of Europe, the annual meeting of the major association for retired and emeritus faculty, and many promotion-and-tenure workshops at other universities. He regularly speaks at industry, academic, and government meetings and runs workshops on personal and institutional branding via social media, visual persuasion, and higher education issues including fundraising. He has served as an executive coach for universities and hospitals. He has been recognized for his leadership. At both the University of Iowa and Texas Tech, his units created dedicated summer camps to attract first-in-family high students to engage with the college experience. In 2018, Perlmutter was bestowed with the Texas Tech President's Excellence Award. In 2017, he was elected vice president of AEJMC by the membership and served a term as president in 2019–2020. In 2021, he was the keynote speaker for the National Conference of Academic Deans. In 2023 he received an award from the Texas International Education Council for setting up an M.A. degree track for Afghan women refugee journalists.



TEXAS TECH UNIVERSITY

College of Media & Communication™

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AT A
GLANCE

September 2023 // **Fall Enrollment {2,533}** Undergraduate {2,177} Graduate {356}

CoMC Overall Student Growth, Fall Semesters 2013 - 2023

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	1 yr. % Change	10 yr. % Change
Undergrad Enrollment	1,351	1,330	1,460	1,642	1,855	2,096	2,176	2,243	2,112	2,073	2,177	5%	61%
Undergrad SCH	14,054	14,469	23,449	25,413	29,536	33,491	34,377	36,767	36,824	37,465	39,339	5%	180%
Graduate Enrollment	99	122	160	186	232	273	297	309	308	339	356	5%	260%
Graduate SCH	794	949	1,144	1,221	1,595	1,905	2,075	2,197	2,226	2,383	2,502	5%	215%
CoMC Total Enrollment	1,450	1,452	1,620	1,828	2,087	2,369	2,473	2,552	2,420	2,412	2,533	5%	75%
CoMC Total SCH	14,848	15,418	24,593	26,634	31,131	35,396	36,452	38,964	39,050	39,848	41,840	5%	182%
Total SCH by Fiscal Year (Graduate + Undergraduate)	28,070	32,190	41,289	54,674	59,889	70,954	78,547	83,082	86,543	88,661	93,094	5%	232%
											Fall 2023 Estimated Growth		

*Source: Cognos & IFM, College Metrics, retrieved Sept. 28, 2023



Degrees Awarded

(Fall 2021, Spring 2022, Summer 2022)

B.A.: 659 | M.A.: 108 | Ph.D.: 9



1-year retention rate

CoMC: 84.7% | TTU: 85.7%



Our 4-year graduation rate is higher than TTU's overall:

CoMC: 60.1% | TTU: 45.3%



Our 6-year graduation rate is higher than TTU's overall:

CoMC: 70.8% | TTU: 63.7%



Undergraduate Scholarships

(FY22) \$316,305



STEM Partnerships in Research and Teaching

New Certificates and Initiatives in Gaming, AI, Robotic, Sports, Media Production, Fundraising, Event Planning, Health, and Health & Science Communication



Major Multidisciplinary Grants in Hispanic & International Communication, Health & Science Communication, and Information & Disinformation

Major Teaching Partnerships in Nursing and Business

Top 20 for Hispanic Graduates

in Communications, Journalism, and Related Programs

October 1, 2020 issue of Diverse Issues in Higher Education



Fall 2023

Faculty Profile

83 Full-Time Faculty have increased approximately 300% since 2013



#1 Rated Research Unit On Campus

Per 2021 Academic Ranking of World Universities (Shanghai Ranking)

Fastest growing MA program in Texas Tech's history!



2025 Federal Grants Goal Achieved Fall 2019

CoMC GRADUATE STUDIES METRICS



RA / TA / GPTI Funding \$1,914,693 (FY22)

Graduate Scholarships \$204,100 (FY22)

M.A.

94 → 339

(2014) (2022)
(includes all 3 M.A. programs and graduate certificates)

Female enrollment

53% → 63%

(2009) (2022)

Ph.D.

33 → 43

(2014) (2022)

Minority enrollment

28% → 50%

(2009) (2022)

Center for
Communication Research

Thomas Jay Harris Institute for Hispanic
& International Communication

Updated 8/17/2023

EDUCATION

Ph.D., School of Journalism & Mass Communication, University of Minnesota–Twin Cities, 1996
M.A., Annenberg School for Communication, University of Pennsylvania, 1991
B.A., Annenberg School for Communication, University of Pennsylvania (cum laude), 1985

PROFESSIONAL EXPERIENCE—ADMINISTRATIVE

Dean, College of Media & Communication, Texas Tech University, July 1, 2013–August 1, 2023

Director, School of Journalism and Mass Communication, University of Iowa, July 1, 2009–June 30, 2013

Associate Dean for Graduate Studies & Research, William Allen White School of Journalism & Mass Communications, University of Kansas, July 2006–June 2008

Senior Fellow, Reilly Center for Media & Public Affairs, LSU [Editor, LSU Press and Reilly Center politics@media book series], January 2000–May 2006

Board member, American Association of Political Consultants (AAPC), January 1998–2000. Created and hosted the first AAPC Academic Outreach National Conference, November 1999

(Interim) Associate Dean for Graduate Studies & Research, Manship School of Mass Communication, Louisiana State University, January–July 2000

Area Head for Political Communication track, Manship School of Mass Communication, Louisiana State University, 1997–2001

UNIVERSITY AND NATIONAL SERVICE & BOARDS

Chair, Search Committee for TTU Dean of Arts & Sciences, 2020–2021 [successful completion]

President, Association for Education in Journalism and Mass Communication, October 2019–September 30, 2020

Judge, TTU Rawls College of Business, TTU Sales & Customer Relationship Strategy Competition, 2020

Member, President's Search Committee for the position of Chief Marketing and Communications Officer, Summer 2019–Fall 2020 [successful completion]

TTU Health Sciences Center Committee on Civility in the Health Care Workplace, Fall 2017–Fall 2022

TTU President's Advisory Council, Fall 2016–Fall 2022

TTU Provost's Ad Hoc Task Force on the Future of TTU Press (Chair), Fall 2017–Spring 2018 [successful completion]

Chair, Search Committee for TTU Provost and Vice President for Academic Affairs, 2016–2017 [successful completion]

Chair, Search Committee for TTU Dean of Visual & Performing Arts, 2015–2016 [successful completion]

Chair, Search Committee for TTU Dean of Libraries, 2015 [successful completion]

TTU Institutional Advancement Associate Vice Chancellor Search Committee Member, 2015–2016 [successful completion]

TTU Tenure Advisory Committee Meeting, ex-Officio Member representing deans, 2015–Summer 2023

Texas Tech Honors College Advisory Council, Fall 2014–Summer 2023

International Affairs Council of Advisors, Fall 2014–present

Texas Tech University Press Editorial Board Committee, 2013–2018

Association for Education in Journalism & Mass Communication Standing Committee on Research, 2010–2016 (reelected for second term)

Association for Education in Journalism & Mass Communication Finance Committee, 2013–2014

Review Board for the Association for Education in Journalism & Mass Communication-Peter Lang “Scholarsource” project, 2014–present

University Press of Kansas Editorial Board Committee, 2008–2009

Advisory Council for 2007 Blogworld Show and Exposition

National Law Enforcement Museum Advisory Committee, 2004–2008

American Association of Political Consultants, Board member, 1998–2000

PROFESSIONAL EXPERIENCE—ACADEMIC

Professor, College of Media & Communication, Texas Tech University, July 1, 2013–present

Professor & Starch Faculty Fellow, School of Journalism and Mass Communication, University of Iowa, June 2009–June 2013

Professor, William Allen White School of Journalism & Mass Communications, University of Kansas, July 2006–June 2009

Associate Professor, Manship School of Mass Communication, Louisiana State University, August 2000–May 2006

Robert Sterling Clark Visiting Professor, Williams College, Spring 2002

Assistant Professor, Manship School of Mass Communication, Louisiana State University, August 1995–July 2000

Instructor, School of Journalism & Mass Communication, University of Minnesota–Twin Cities, January 1993–June 1995

Instructor, School of Journalism, University of St. Thomas, St. Paul, Minnesota, March–June 1994

Special Adviser to Minority Students, School of Journalism & Mass Communication, University of Minnesota–Twin Cities, January–April 1993

Teaching Assistant, School of Journalism & Mass Communication, University of Minnesota–Twin Cities, September 1991–March 1993

Teaching Associate/Course Supervisor, Annenberg School for Communication, University of Pennsylvania, September 1990–June 1991

Teaching Assistant, Annenberg School for Communication, University of Pennsylvania, September 1989–June 1990

GRANTS & AWARDS

Texas Tech University President’s Excellence in Gender Equity Award, 2017–2018

Classical Association of the Middle West and South (CAMWS) Special Service Award, 2013 [honors “classicists or non-classicists who have made special contributions to the promotion of Latin and Classical studies, especially at the state and local level, in CAMWS territory”]
<http://www.camws.org/awards/service.php>

Niagara Foundation, 2013. Funding for two academic outreach trips to Turkey (about \$20,000)

International Programs Faculty Fellow, University of Iowa, Fall 2012–Spring 2013

Niagara Foundation, 2012. Funding for journalism faculty and practitioners outreach trip to Turkey (about \$20,000)

Principal Investigator, “Training Minority Students from Chicago in Iowa Journalism Workshops,” McCormick Foundation, 2013 (about \$20,000)

Principal Investigator, “Training Minority Students from Chicago in Iowa Journalism Workshops,” McCormick Foundation, 2012 (about \$12,500)

Principal Investigator, “Training Minority Students from Chicago in Iowa Journalism Workshops,” McCormick Foundation, 2011 (about \$12,500)

Principal Investigator, “Create an iPhone App” class tech funding, Academic Technologies Advisory Council 2009 Innovations in Teaching with Technology Award by Iowa Information Technology Services (about \$6,500)

Principal Investigator, 2008 University of Kansas Transportation Research Institute Presidential & Congressional Forum (about \$43,000)

Co-Principal Investigator, “Development of an Interactive E-training Program for Work Zone Safety and Mobility,” University of Kansas Transportation Research Institute, 2008–2009 (about \$130,000)

Co-Principal Investigator, “Improving Highway Work Zone Safety,” University of Kansas Transportation Research Institute, 2008–2009 (about \$180,000)

Principal Investigator, “Can Blog Usership Increase Newspaper Readership?” Funding by John S. and James L. Knight Foundation as part of the Carnegie-Knight Initiative on the Future of Journalism Education, 2006–2007 (\$9,200)

Co-Principal Investigator, “Driver Safety and the Boomer Dilemma: ‘Advanced Driver Training’ as Addressing the Attention Challenge,” University of Kansas Transportation Research Institute, 2006 (about \$127,000)

Scripps-Howard Professorship, July 2005–May 2006

Patrick J. Sorrells Professorship, November 2003–May 2006

LSU Press Professorship, 2003–2006 (\$6,000 renewed yearly)

LSU Distinguished Faculty Award for Teaching, Research & Service, 2001 (\$1,000)

Mary Poindexter Research Professorship, 2000–2001 (\$6,000)

Douglas Manship Research Professorship, 1998–2000 (\$6,000)

Lee Griffin Research Professorship, 1997–1998 (\$2,000)

Tiger Athletic Foundation Undergraduate Teaching Award, 1997–1998

LSU Incentive Grant for Teaching Innovation, 1996, “Evaluating Student Internship Expectations & Performance: A Pilot Study for Building an Attitude Scale” (\$2,500)

LSU Summer Research Stipend, 1996, “The Pictorial Portrayal of the People’s Republic of China in the *Washington Post*” (\$4,000)

C-SPAN Winter Seminar for Professors, 1996, Conference invitation to Washington, D.C. and grant

Sorority-Fraternity “Best” Faculty Teaching Appreciation Award, 1994, University of Minnesota

Kriss Research Grant, 1993, University of Minnesota–Twin Cities

University of Minnesota Graduate School and Frances Andrews Fund Grant for Research Abroad, 1992, “Formal and Thematic Styles of Photography in the People’s Republic of China”

PUBLICATIONS

Books

Thomas J. Johnson & David D. Perlmutter, eds. [*New Media, Campaigning and the 2008 Facebook Election*](#). New York: Routledge, 2011.

Robert Mann & David D. Perlmutter, eds. [*Political Communication*](#). Baton Rouge, LA: LSU Press, 2011.

David D. Perlmutter. [*Promotion & Tenure Confidential: The People, Politics, and Philosophy of Career Advancement in Academia*](#). Cambridge: Harvard University Press, 2010.

David D. Perlmutter. [*Blogwars: The New Political Battleground*](#). New York: Oxford University Press, 2008.

David D. Perlmutter & John M. Hamilton, eds. [*From Pigeons to News Portals: Foreign Reporting and the Challenge of New Technology*](#). Baton Rouge, LA: LSU Press, 2007.

David D. Perlmutter. [Picturing China in the American Press: The Visual Portrayal of Sino-American Relations in Time Magazine, 1949-1973](#). Lanham, MD: Lexington Books, 2007.

David D. Perlmutter. [Policing the Media: Street Cops and Public Perceptions of Law Enforcement](#). Beverly Hills: Sage, 2000.

David D. Perlmutter. [Visions of War: Picturing Warfare from the Stone Age to the Cyberage](#). New York: St. Martin's, 1999.

David D. Perlmutter, ed. [Manship School Guide to Political Communication](#). Baton Rouge: LSU Press, 1999.

David D. Perlmutter. [Photojournalism and Foreign Policy: Framing Icons of Outrage in International Crises](#). Westport, CT: Greenwood, 1998.

Blind & Peer-Reviewed Academic Journal Articles

[Accepted & forthcoming] Elisabeth Fondren & David D. Perlmutter, "The Battle Against the Dolchstoßlegende: Counterpropaganda and Cultural Memory in the German Jewish Veterans' Magazine *Der Schild*, 1922–1938." *Journal of Military History* (April 2025).

Zhang, B., Gearhart, S., & Perlmutter, D. D. (2022). "Avoiding online censorship through 'Fatty' Memes: How Chinese social media users talk about North Korea." *Global Media & Communication*, 18(2): 199–218. <https://doi.org/10.1177/17427665221100596>

Campbell, L.A., LaFreniere, J.R., Almekdash, M.H., Perlmutter, D.D., Song, H., Kelly, P.J., & Shannon, K.L. (2021). "Assessing civility at an academic health science center: Implications for employee satisfaction and well-being." *PLoS ONE* 16(2): e0247715. <https://doi.org/10.1371/journal.pone.0247715>

Crawford, Jerry, Jan Boyles, Terry Hernandez, Chin Lou, Hong Chen, and David D. Perlmutter. "[Opportunities and Challenges: Professional Development Programming in Media & Communication Education](#)." *Journalism & Mass Communication Educator*, 75(4), Winter 2020: 436–52. <https://doi.org/10.1177/1077695820926835>

Nicole Smith Dahmen, Natalia Mielczarek, and David D. Perlmutter. (2018). "[The Influence-Network Model of the Photojournalistic Icon](#)." *Journalism & Mass Communication Monographs*, 20(4): 264–313.

Q. Yao, David D. Perlmutter, & Z. Liu. (2017). "What are shaping the ethical bottom line? Identifying factors influencing young readers' acceptance of digital news photo alteration." *Telematics and Informatics*, 34(1), 124–32. doi: <http://dx.doi.org/10.1016/j.tele.2016.04.010>.

David D. Perlmutter & Lisa E. Silvestri. [Commentary: Domestic Digital Images in a Globally Networked Era](#). *Visual Communication Quarterly*, 20(3) 2013. [Edited special issue] <https://doi.org/10.1080/15551393.2013.820584>

Thomas J. Johnson & David D. Perlmutter. [Introduction: The Facebook Election](#). *Mass Communication and Society*, 13(5) 2010: 554–59. [Edited special issue]

Brian Ekdale, Kang Namkoong, Timothy K.F. Fung, & David D. Perlmutter. "[Why Blog? \(Then and Now\): Exploring the Motivations for Blogging By Popular American Political Bloggers](#)," *New Media & Society*, 12(2) 2010: 217–34.

David D. Perlmutter & Nicole Elise Smith. "[\(In\)Visible Evidence: Pictorially-Enhanced Pseudoscientific Disbelief in the 1969 Apollo Moon Landing](#)." *Visual Communication*, 7(2) 2008: 229–51.

David D. Perlmutter. "[Political Blogging and Campaign 2008: A Roundtable](#)." *International Journal of Press/Politics*, 13(2) 2008: 160–70.

David D. Perlmutter & Mary Schoen. "[If I Break A Rule, What Do I Do, Fire Myself? Ethics Codes of Independent Blogs](#)." *Journal of Mass Media Ethics*, 22(1) 2007: 37–48.

Svetlana V. Kulikova & David D. Perlmutter. "[Blogging Down the Dictator? The Kyrgyz Revolution and Samizdat Websites](#)." *International Communication Gazette*, 69(1) 2007: 29–50.

Leslie Hatley Major & David D. Perlmutter. "[The Fall of a Pseudo-Icon: The Toppling of Saddam Hussein's Statue as Image Management](#)." *Visual Communication Quarterly*, 12(1 & 2) 2005: 38–45.

David D. Perlmutter & Guy Golan. "[Counter-Imaging: Myth-Making and Americanization in Israeli Labor Party Campaign Ads, 2003](#)." *Visual Communication*, 4(3) 2005: 304–32.

Renita Coleman & David D. Perlmutter. "['Bullets as Bacteria': Television News Magazines' Use of the Public Health Model for Reporting Violence](#)." *Journalism*, 6(1) 2005: 24–42.

David D. Perlmutter. "[Photojournalism and Foreign Affairs](#)." *Orbis*, 49(1) 2005: 109–22.

David D. Perlmutter & Gretchen L. Wagner. "[The Anatomy of a Photojournalistic Icon: Marginalization of Dissent in the Selection and Framing of 'A Death in Genoa'](#)." *Visual Communication*, 3(1) 2004: 91–108.

David Domke, David D. Perlmutter, & Meg Spratt. "[The Primes of Our Times?: An Examination of the 'Power' of Visual Images](#)." *Journalism*, 3(2) 2002: 131–59.

David D. Perlmutter & Alan D. Fletcher. "[Feedback That Fits: How Experienced and Naïve Students View Internships](#)." *Journal of Advertising Education*, Fall 1999: 9–18.

Charles M. Mayo & David D. Perlmutter. "[Media Use and Disuse by State Legislators: The Social Construction of Innovation](#)." *Journal of Business and Technical Communication*, 12(1) January 1998: 71–88.

David D. Perlmutter. "[Manufacturing Visions of Society and History in Social Science Textbooks](#)." *Journal of Communication*, 47(3) 1997: 1–14.

David D. Perlmutter. "[Re-Visions of the Holocaust: Textbook Images and Historical Myth-Making](#)." *Howard Journal of Communication*, 8(2) 1997: 151–59.

David D. Perlmutter. "[A Picture's Worth 8,500,000 People: News Images as Symbols of China](#)." *Visual Communication Quarterly*, 4(2) Spring 1997: 1, 4–7.

Matthew M. Reavy & David D. Perlmutter. "[Presidential Websites as Sources of Information](#)." *Electronic Journal of Communication*, 7(3) 1997.

David D. Perlmutter. "[Opening up Photojournalism](#)." *Visual Communication Quarterly*, 2(2) Spring 1995: 9–11.

David D. Perlmutter. "[Visual Historical Methods: Problems, Prospects, Applications](#)." *Historical Methods*, 27(4) 1994: 167–84.

David D. Perlmutter. "The Vision of War in High School Social Science Textbooks." *Communication*, 13 (1992): 143–60.

David D. Perlmutter. "Face-lifting the Death's Head: The Calculated Pictorial Legacy of the Waffen-SS and Its Modern Audience." *Visual Anthropology*, 4 (1991): 217–245.

Academic Journal Article Editorships

Guest editor of special issue on "Hurricane Katrina," *Visual Communication Quarterly*, 14(2) 2007.

Invited Academic Journal Articles

Elisabeth Fondren, Keith Greenwood, Meghan McCune, Natascha Toft Roelsgaard, & David D. Perlmutter (2024). "Roundtable: Media and Public Affairs History" *Historiography in Mass Communication*, 10(4): 37–56.

David D. Perlmutter. "[Katrina: Too Close to Home](#)." *Critical Studies in Media Communication*, 23(1) 2006: 78–80.

Book Chapters and Sections

David D. Perlmutter. (2020). "A Communication Unit Administrator's Perspective on Speech Controversies in the Classroom and on Campus." In Candi Carter Olson and Tracy Everbach (eds.), [Testing Tolerance: Addressing Controversy in the Journalism and Mass Communication Classroom](#), pp. 69–79. Lanham, MD: Rowman & Littlefield.

David D. Perlmutter (2020). "Navigating the Job Market: Basic Mechanics and Peculiarities." In Katherine A. Foss (ed.), [The Graduate Guidebook: From Orientation to Tenure Track](#), pp. 113–28. Lanham, MD: Rowman & Littlefield.

Cait Mongrain & David D. Perlmutter. (2020). "Implacable Henchmen? From the *Illiad*'s Myrmidons to *The Witcher*'s Wild Hunt." In Robert Moses Peaslee & Robert G. Weiner (eds.), [The Supervillain Reader](#), pp. 78–92. Oxford: University of Mississippi Press.

Gearhart, Sherice, BingBing Zhang, David. D. Perlmutter, & Gordana Lazić. (2020). "Visual Intertextuality: Exploring Political Communication and Visual Intertextuality through Meme Wars." In S. Josephson, J. Kelly, & K. L. Smith (eds.), [Handbook of Visual Communication: Theory, Methods, and Media](#), 2nd Edition, pp. 367–79. New York: Routledge.

David D. Perlmutter. "'Look, Look: See the Glorious Fighters!' The Visual Persuasion of ISIS and the Fanboys of Terror." In [Countering Daesh Propaganda: Action-Oriented Research for Practical Policy Outcomes](#), pp. 9–14. Atlanta: The Carter Center, 2016.

David D. Perlmutter. "'Managing Up' in the Academy." Robert J. Sternberg et al. (eds.), [Academic Leadership in Higher Education: From the Top Down and the Bottom Up](#), pp. 207–214. New York: Rowman & Littlefield, 2015.

Natalia Mielczarek & David D. Perlmutter. "Big Pictures and Visual Propaganda: The Lessons of Research on the 'Effects' of Photojournalistic Icons." In Carol K. Winkler & Cori E. Dauber (eds.), [Visual Propaganda and Extremism in the Online Environment](#), pp. 215–232. Strategic Studies Institute, U.S. Army War College, 2014.

David D. Perlmutter. "Foreword." In Shahira Fahmy, Mary Angelica Bock, & Wayne Wanta (eds.), [Visual Communication Theory and Research: A Mass Communication Perspective](#). NY: Palgrave-MacMillan, 2014.

Svetlana V. Kulikova & David D. Perlmutter. "Bloggging Down the Dictator? The Kyrgyz Revolution and Samizdat Web Sites." In Eric Freedman & Richard Shafer (eds.), [After the Czars and Commissars:](#)

[*Journalism in Authoritarian Post-Soviet Central Asia*](#), pp. 263–86. East Lansing: Michigan State University Press, 2011.

Wei Zha & David D. Perlmutter. “Blogs as Stealth Dissent?: ‘Eighteen Touch Dog Newspaper’ and the Tactics, Ambiguity and Limits of Internet Resistance in China.” In Guy J. Golan, Thomas J. Johnson, & Wayne Wanta (eds.), [*International Media Communication in a Global Age*](#), pp. 277–95. New York: Routledge, 2009.

David D. Perlmutter. “Foreword.” In Suzanne Stefanac, [*Dispatches from Blogistan: A travel guide for the modern blogger*](#), pp. v–viii. Berkeley: Peachpit/New Riders Press, 2007.

David D. Perlmutter. “Remembering the ‘Big Picture’: A Photojournalistic Icon of the Iraq War in the ‘IDS’ Age.” In Ralph D. Berenger (ed.), [*Cybermedia Go to War: Role of Converging Media During and After the 2003 Iraq War*](#), pp. 340–60. Spokane: Marquette Books, 2006.

David D. Perlmutter. “Hypericons: Famous News Images in the Internet-Digital-Satellite Age.” In Paul Messaris (ed.), [*Digital Media: Transformations in Human Communication*](#), pp. 51–64. New York: Peter Lang, 2006.

David D. Perlmutter & Mohamed El-Bendary. “International Communication and Global Changes.” In Frank Sligo & Ralph Bathurst (eds.), [*Communication in the New Zealand Workplace*](#), pp. 117–129. Wellington, NZ: ST Press, 2005.

David D. Perlmutter. “The Art of War in the Twentieth Century.” In Antonio Monegal & Francesco Torres (eds.), *At War*, pp. 136–146. Barcelona: Barcelona Center of Contemporary Culture, 2004.

David D. Perlmutter. “The Internet: Big Pictures and Interactors.” In Larry Gross, John Stuart Katz, & Jay Ruby (eds.), [*Image Ethics in the Digital Age*](#), 2nd ed., pp. 1–26. Minneapolis: University of Minnesota Press, 2004.

David D. Perlmutter. “Foreword.” In Raymond D. Strother, [*Falling Up: How a Redneck Helped Invent Political Consulting*](#), pp. xi–xv. Baton Rouge: LSU Press/Reilly Center, 2003.

David D. Perlmutter. “Photojournalism (Still Photography).” In Donald H. Johnston (ed.-in-chief), [*Encyclopedia of International Media and Communication*](#), pp. 471–81. San Diego: Academic Press, 2003.

David D. Perlmutter. “The Teacher’s Pet Phenomenon: From Dysfunction to Learning Model.” In Ode Ogede (ed.), [*Teacher Commentary on Student Papers: Conventions, Beliefs, and Practices*](#), pp. 29–39. Westport, CT: Bergin & Garvey, 2002.

David D. Perlmutter. “Journalistic Norms and Forms of Crossnational Imagery: How American Newsmagazines Photographed Tiananmen.” In Kaarle Nordenstreng & Michael Griffin (eds.), [*International Media Monitoring*](#), pp. 123–142. Boston: Hampton Press, 1999.

David D. Perlmutter. “Hutchins Commission”; “Kathleen Hall Jamieson”; “William Safire.” In Guido Stempel III & Jacqueline Nash Gifford (eds.), [*Historical Dictionary of Political Communication*](#). Westport, CT: Greenwood, 1999.

Professional Press Publications

David D. Perlmutter. [*“Administration 101: How to Keep Your Trial Balloon from Sinking.”*](#) *Chronicle of Higher Education*, January 22, 2025.

David D. Perlmutter. [“Administration 101: The Friend Deficit in Leadership Jobs.”](#) *Chronicle of Higher Education*, November 15, 2024.

David D. Perlmutter. [“Administration 101: Making Friends in High Places.”](#) *Chronicle of Higher Education*, October 9, 2024.

David D. Perlmutter. [“Administration 101: How to Lead Your Campus on AI.”](#) *Chronicle of Higher Education*, September 4, 2024.

David D. Perlmutter. [“Administration 101: Let’s Talk Money.”](#) *Chronicle of Higher Education*, August 1, 2024.

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David D. Perlmutter. [“Clueless: Were Tenured Professors to Blame for Your Career Prospects?”](#) *Chronicle of Higher Education*, April 4, 2010, pp. B4–5.

David D. Perlmutter. [“When and How to Use the Other “F” Word.”](#) *Chronicle of Higher Education*, March 18, 2010. [online]

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David D. Perlmutter. [“Facebooking for the Tenure Track.”](#) *Chronicle of Higher Education*, September 4, 2009, pp. A78–79.

David D. Perlmutter. [“The Decisive Difference Between Dean and Professor.”](#) *Chronicle of Higher Education*, July 20, 2009. [online]

David D. Perlmutter. [“Facebooking Your Way Out of Tenure.”](#) *Chronicle of Higher Education*, July 3, 2009. [online]

David D. Perlmutter. [“Summer Schedules.”](#) *Chronicle of Higher Education*, May 28, 2009. [online]

David D. Perlmutter. [“Withdrawing Your Tenure Case.”](#) *Chronicle of Higher Education*, May 5, 2009. [online]

David D. Perlmutter. [“Surviving the Checkback.”](#) *Chronicle of Higher Education*, April 2, 2009. [online]

David D. Perlmutter. [“Presenting Your Tenure File.”](#) *Chronicle of Higher Education*, February 18, 2009. [online]

David D. Perlmutter. [“Selecting Outside Evaluators.”](#) *Chronicle of Higher Education*, January 16, 2009. [online]

David D. Perlmutter. [“Are Your References Too Fawning?”](#) *Chronicle of Higher Education*, December 3, 2008. [online]

David D. Perlmutter. [“The Unrecommendation.”](#) *Chronicle of Higher Education*, October 30, 2008. [online]

David D. Perlmutter. [“How to Say No \(and Get Away With It\).”](#) *Chronicle of Higher Education*, September 22, 2008, pp. A35, 38.

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David D. Perlmutter. [“Do You Have a Bad Mentor?”](#) *Chronicle of Higher Education*, May 19, 2008, pp. C2–3.

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David D. Perlmutter. [“Get Another Life.”](#) *Chronicle of Higher Education*, March 11, 2008, pp. C2–3.

David D. Perlmutter. [“The Art of Good Conferencing.”](#) *Chronicle of Higher Education*, February 4, 2008, pp. C2–3.

David D. Perlmutter. [“Taking Time for R&R.”](#) *Chronicle of Higher Education*, January 8, 2008, pp. C2–3.

David D. Perlmutter. [“The Joyless Quest for Tenure.”](#) *Chronicle of Higher Education*, November 26, 2007, pp. C1, C4.

David D. Perlmutter. [“Between You and Me...”](#) *Chronicle of Higher Education*, October 29, 2007, pp. C2–3.

David D. Perlmutter. [“The Lure of China.”](#) *Nieman Reports*, 61(3) Fall 2007, pp. 96–98.

David D. Perlmutter. [“You Didn’t Get Tenure: Part 2.”](#) *Chronicle of Higher Education*, September 24, 2007, pp. C2–3.

David D. Perlmutter. [“You Didn’t Get Tenure: What Now?”](#) *Chronicle of Higher Education*, August 17, 2007, pp. C2–3.

David D. Perlmutter. [“Is Your Spouse Hurting Your Career?”](#) *Chronicle of Higher Education*, June 11, 2007, pp. C2–C3.

David D. Perlmutter. [“Your 50-Year Career Plan.”](#) *Chronicle of Higher Education*, April 26, 2007, pp. C2–C3.

David D. Perlmutter. [“Managing Up.”](#) *Chronicle of Higher Education*, January 5, 2007, pp. C2–3.

David D. Perlmutter. [“Timothy Cook, INFLUENCES: The Legacies of an Exemplary Career.”](#) *Chronicle of Higher Education*, September 15, 2006, p. B14.

Diana B. Carlin & David D. Perlmutter. [“Advising the New Adviser.”](#) *Chronicle of Higher Education*, September 5, 2006, pp. C1, C4.

David D. Perlmutter. [“You Were Too Good for Us.”](#) *Chronicle of Higher Education*, June 23, 2006, p. C3.

David D. Perlmutter. [“Political Blogs: The New Iowa?”](#) *Chronicle of Higher Education*, May 26, 2006, pp. B6–8.

David D. Perlmutter. [“How To Be a Happy Lame Duck.”](#) *Chronicle of Higher Education*, April 21, 2006, pp. C2–3.

David D. Perlmutter. [“Betrayed by Your Adviser.”](#) *Chronicle of Higher Education*, February 20, 2006, p. C3.

David D. Perlmutter & Lance Porter. [“Thinking Beyond the Dissertation.”](#) *Chronicle of Higher Education*, December 12, 2005, pp. C1, C4.

David D. Perlmutter & Misti McDaniel. [“The Ascent of Blogging.”](#) *Nieman Reports*, 59(3) Fall 2005, pp. 60–64.

David D. Perlmutter. [“We Want Change; No, We Don’t.”](#) *Chronicle of Higher Education*, October 25, 2005. [online]

David D. Perlmutter. [“After Katrina, Professors Get Personal.”](#) *Chronicle of Higher Education*, September 16, 2005, p. B20.

David D. Perlmutter. [“To Err Is Human; It’s Also a Teaching Tool.”](#) *Chronicle of Higher Education*, July 22, 2005, p. B9.

David D. Perlmutter. [“Why Would Anyone Write a Book on That?”](#) *Chronicle of Higher Education*, June 17, 2005, p. B10.

David D. Perlmutter. [“Are We Grading on the Curves?”](#) *Chronicle of Higher Education*, December 10, 2004, pp. B13–14.

David D. Perlmutter. [“Doctoral Student, Scholar, Babysitter?”](#) *Chronicle of Higher Education*, November 8, 2004. [online]

David D. Perlmutter. [“Teaching the 101.”](#) *Chronicle of Higher Education*, September 8, 2004, pp. C1, C4.

David D. Perlmutter. [“When the \(Hiring\) Honeymoon Is Over.”](#) *Chronicle of Higher Education*, July 6, 2004, p. C3.

David D. Perlmutter & Lesa Hatley-Major. [“Images of Horror from Fallujah.”](#) *Nieman Reports*, 58(2) Summer 2004, pp. 68–70.

David D. Perlmutter. [“Please Don’t Keep Me Informed \(About Search Process\).”](#) *Chronicle of Higher Education*, May 19, 2004. [online]

David D. Perlmutter. [“Thwarting Misbehavior in the Classroom.”](#) *Chronicle of Higher Education*, April 2, 2004, pp. B14–15.

David D. Perlmutter. [“So, What’s the Inside Scoop?”](#) *Chronicle of Higher Education*, March 2, 2004, p. C3.

David D. Perlmutter. [“Black Athletes and White Professors: A Twilight Zone of Uncertainty.”](#) *Chronicle of Higher Education*, October 10, 2003, pp. B7–9.

David D. Perlmutter. [“Yes, You’re Brilliant. Now Shut Up.”](#) *Chronicle of Higher Education*, August 8, 2003, pp. B12–13.

David D. Perlmutter. [“Wisdom from Images of War.”](#) *Chronicle of Higher Education*, April 25, 2003, pp. B11–12.

David D. Perlmutter, John Hamilton, & Emily Vines. “Graphics and Journalism: USA Today Snapshots.” *Nieman Reports*, Fall 2002, pp. 47–49.

David D. Perlmutter. “Spin Doctors of the Middle East.” *IPI Global Journalist*, Summer (8) 2002, pp. 8–9.

David D. Perlmutter. [“Love Those Teacher’s Pets.”](#) *Chronicle of Higher Education*, March 15, 2002, p. B5.

David D. Perlmutter. [“Students Are Blithely Ignorant; Professors Are Bitter.”](#) *Chronicle of Higher Education*, July 27, 2001, p. B20.

PAPERS, SPEECHES, PRESENTATIONS, AND MEDIA PRODUCTIONS

[Forthcoming] David D. Perlmutter. General Discussant. *Society for Military History Conference*, Mobile, AL, March 27–30, 2025.

David D. Perlmutter. Panelist: “Academic Fundraising: The Administrator Perspective.” Academic Advancement Workshop, Pittsburgh, PA, November 10, 2023.

David D. Perlmutter. “Leadership in Higher Education.” Butler University Leadership Conference. Indianapolis, PA, November 1–3, 2023.

David D. Perlmutter. Panelist: “Academic Fundraising: The Administrator Perspective.” Academic Advancement Workshop, Dallas, TX, September 22, 2023.

David D. Perlmutter. “Leadership in the Humanities.” Leadership Conference, Humanities Faculty Leadership Program, Swarthmore University, PA, June 5–7, 2023.

David D. Perlmutter. Keynote Speaker: “How Civilizations Can Get Along.” *Dialogue Society and Friendship Dinner & Awards Ceremony*, Odessa, TX, April 10, 2023.

David D. Perlmutter. Panel leader: “Military History and Communication Research: Building Multidisciplinary Collaboration.” Vice-Presidential Panel. *Society for Military History Conference*, San Diego, CA, March 23–26, 2023.

David D. Perlmutter. Lead Panel: “Police & Media: Can We All Get Along?” *Sheriff’s Association of Texas, 144th Annual Training Conference & Expo*, July 23–26, 2022.

David D. Perlmutter. Speech: “On Becoming an Administrator.” Humanities Faculty Leadership Development Program Spring 2022. Swarthmore College, Pennsylvania, February 12, 2022.

David D. Perlmutter. Panel leader: “Military History and Communication Research: Building Multidisciplinary Collaboration.” Sponsored Vice-Presidential Panel. *Society for Military History*, Fort Worth, Texas, April 28–May 1, 2022.

David D. Perlmutter. Presentation. “Leveraging Budget Models for Cultural Transformation.” National Association of College and University Business Officers, 2021 Annual Meeting, July 27–30, 2021.

David D. Perlmutter. Keynote Speech. “The Future of the Deanship.” National Conference of Academic Deans, 74th Annual Conference, July 13–15, 2021.

Co-Led Workshop. “Improving Faculty Diversity.” Association of Schools of Journalism & Mass Communication Call for Leadership, November 18, 2020.

David D. Perlmutter. Keynote Speech. “Are We Seeing the Death of the Public Sphere?” Korean Association for Broadcasting and Telecommunication Studies (KABS) Conference, October 2020.

David D. Perlmutter. Panel Leader. “Earth’s Last Humans.” The Outpost Con, October 23, 2020.

David D. Perlmutter. Speech. “Experiences of Administrators in Navigating Career Trajectories.” Texas Academic Leadership Academy, Texas Woman’s University, T. Boone Pickens Institute of Health Sciences, January 9, 2020.

David D. Perlmutter. Presentation. “Political Communication in the Age of Trump.” Universidad Panamericana, Guadalajara, Mexico, September 27, 2018.

Presentation. “Recoding Language with Fatty Memes: How Chinese Netizens Avoid Censorship When Referring to North Korea.” Bingbing Zhang, Sherice Gearhart & David D. Perlmutter, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 6–9, 2018.

Presentation. “The 461 Faces of a Photoicon: Intentions and Effects of the Drowned Refugee Boy Image.” National Communication Association Conference, Dallas, August 17, 2017.

Presentation. “5 Ways College Fundraisers Can Help Academics Attract Big Gifts.” *Chronicle of Philanthropy*, January 19, 2017. Online workshop for more than 100 development officers.

Host and originator of the radio interview show “Top’s Ten” on KTXT.

Keynote speaker. “The Persuasion Strategy of ISIS.” Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Austin and the World Affairs Club of Austin, June 27, 2015.

Q&A on ISIS Propaganda Campaigns. For the Certificate of Advanced Studies (CAS) Civilian Peacebuilding annual course and the Master of Advanced Studies (MAS) in Civilian Peacebuilding program. University of Basel, Switzerland, July 1, 2015. [online]

Panelist. “Declining Democracy in Turkey and Political Persecution Against Civic Movements.” Niagara Foundation & The Ohio State University, Columbus, Ohio, April 28, 2015.

Presenter. “Building and Maintaining a Ph.D. Program.” School of Media & Strategic Communication, Oklahoma State University, April 15, 2015.

Keynote speaker. “Religion, Speech, Journalism and Terrorism.” Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Oklahoma City, April 15, 2015.

Keynote speaker. “Is This the End of the Civilized World? Religion, Speech, Journalism and Terrorism.” Dialogue Institute Luncheon Forum. Dialogue Institute of the Southwest, Houston, March 4, 2015.

Panelist. “Don’t Fear Fundraising: Opportunities and Challenges to Development as the Roles of Deans, Directors and Chairs Change.” Association of Schools of Journalism & Mass Communication Workshop, “Charting the Right Course: Building a Leader/Leader Culture that Helps to Navigate Uncertain Waters,” Tampa, Florida, February 20, 2015.

Presenter. “Are We Really on the Same Team? Dean/Faculty Views on Fundraising.” Association of Schools of Journalism & Mass Communication Workshop, “Charting the Right Course: Building a Leader/Leader Culture that Helps to Navigate Uncertain Waters,” Tampa, Florida, February 20, 2015.

Presenter. Promotion & Tenure Workshop for Ph.D. Students. Annenberg School for Communication, University of Pennsylvania. [Skype], December 3, 2014.

Presidential Lecture Series: “Institutional Branding Via Social Media.” National American University, Houston, Texas, November 11, 2014.

Keynote speaker. “The Hizmet Movement: What is Dialog Among Religions?” Annual Dialogue and Friendship Dinner of College Station, College Station, Texas, October 30, 2014.

Executive producer. [“Striving for Safety: One Explosion at a Time.”](#) A video production by The Hub. (2016).

Keynote speaker. “Are Public Research Universities the Walking Dead? Making the External Case for the Discovery and Creation of Knowledge.” The 18th Annual Graduate School Spring Research Symposium, Southern Illinois University, Edwardsville, April 1, 2014.

Speaker and panel moderator. “Good Deeds that Are Most Punished: Research.” The 18th Annual Graduate School Spring Research Symposium, Southern Illinois University, Edwardsville, April 1, 2014.

Presenter. “Understanding Online Identity: What Students and Faculty Need to Know About Personal Branding.” Teaching, Learning, and Professional Development Center, Texas Tech University, May 17, 2014.

Keynote speaker. “Completing Your Dissertation.” Graduate Student Collective, University of Wisconsin-Madison, April 1, 2013.

David D. Perlmutter & David Schwartz. “Journalism 101 for Bloggers.” New Media Expo, Las Vegas, January 4–5, 2013.

Keynote speaker. “The Politics and Priorities of Faculty Retirement.” 2012 biennial conference of the Association of Retiree Organizations in Higher Education, Chapel Hill, NC, Oct. 22, 2012.

Presenter. “Making Peace with Pictures: The Research Evidence.” International Conference on Peacebuilding through Education, The Fountain Magazine and Peace Islands Institute of New York, September 24, 2012.

Presenter. “Job Application Material Checklist.” National Communication Association (NCA) September 2012 online virtual seminar (Communicating about Research and Professional Development). NCA’s September 20 CARD Call: Navigating the Academic Job Search.

Plenary Centennial Panel: “Reflections on the Next 100 years of Communications Research.” Association for Education in Journalism and Mass Communication Conference, Chicago, August 8–13, 2012.

Discussant. Political Communication Interest Group Best Paper Awards. Association for Education in Journalism and Mass Communication Conference, Chicago, August 8–13, 2012.

“Creating Better Engagement of External Constituencies by U.I. Departments.” Presentation to the Provost and University of Iowa Deans Council, July 20, 2012.

Executive producer. [“Thank You, Dean Maxson.”](#) Tribute video to Dean Linda Maxson, April 2012.

Keynote speaker. “Images of War/War of Images: A Brief History of Visual Persuasion and War.” Visual Propaganda and Online Radicalization Conference, Georgia State University & U.S. Army War College, Atlanta, GA, March 14–16, 2012.

David D. Perlmutter & Natalia Mielczarek. “Big Pictures as Propaganda: Research Evidence of the Powers of News Icons.” Visual Propaganda and Online Radicalization Conference, Georgia State University & U.S. Army War College, Atlanta, GA, March 14–16, 2012.

Keynote speaker. “Attracting Nextgen Professionals for Fundraising & Nonprofits.” Success in Fundraising Workshop, IL-Quad Cities Association of Fundraising Professionals Chapter, March 7, 2012.

Speaker. “The New Blog Order: Social Media and Politics.” University of Iowa Army Public Policy Center, Forkenbrock Series on Public Policy, “Politics in a Digital Age.” Iowa City, February 22, 2012.

Speaker. “Social Media and Leadership.” University of Iowa Army ROTC-Leadership Lab for Cadets, Iowa City, February 9, 2012.

Speaker. “Social Media and Politics.” Cedar Rapids Daybreak Rotary Club, September 9, 2011.

Qingjiang Yao & David D. Perlmutter. “How Can We Tell If It Is Ethical? An Examination of Public Acceptance as the Standard of Photo Alteration.” Presentation, Visual Communication Division, International Communication Association Conference, Boston, May 30, 2011.

Presenter. “Creating an Educated Citizenry.” University of Iowa Foundation Staff, May 16, 2011.

Presenter. “Social Media and Your Professional Brand: How Are You Marketing Yourself?” University of Iowa Alumni Association, Des Moines, March 31, 2011.

Keynote speaker. “The Powers of Social Media: Society 2.0.” Sponsored by the Turkish American Society of Iowa and the Niagara Foundation, Iowa City, March 29, 2011.

Keynote speaker. “Not the Same Old News: Institutional Branding & Public Engagement in the Era of Online Social Media,” annual Iowa Municipal Management Institute conference sponsored by The Institute of Public Affairs of the College of Law & Iowa League of Cities and the Iowa City/County Management Association, March 17, 2011.

Panelist. “The New Politics of Iowa’s Judicial Retention.” University of Iowa College of Law, February 3, 2011.

Lecture on “Medical Blogging,” School of Journalism and Communication, Renmin University, Beijing, China. November 26, 2010.

Lecture on “Visual Ethics in a Digital & Internet Age: Photojournalism vs. Fauxtography,” School of Journalism and Communication, Renmin University, Beijing, China. November 25, 2010.

Lecture on “Who Blogs and Why: Motivations of the Online Social-Interactive Media Community,” School of Journalism and Communication, Renmin University, Beijing, China. Nov. 24, 2010.

Lecture on “Blogging Elections in the USA,” Centre for International Communication, Beijing Foreign Studies University, Beijing, China. November 23, 2010.

Lecture on “Online Social Interactive Media and Campaigns & Elections, from Howard Dean to Barack Obama,” School of Journalism and Communication, Renmin University, Beijing, China. November 23, 2010.

Lecture on “Online Social Interactive Media and Campaigns & Elections, from Roosevelt to Howard Dean,” School of Journalism and Communication, Renmin University, Beijing, China. November 22, 2010.

Presenter. “Social Media and Your Professional Brand: How Are You Marketing Yourself?” University of Iowa Alumni Association, Chicago, November 3, 2010.

Panelist and presenter. “The Two-Track Future of Political Blogging.” American Political Science Association Conference, Washington, D.C., September 2, 2010.

Featured speaker. “Planning & Tactics for P&T.” Professional Development Session on Tenure and Promotion, University of Alabama, Birmingham. August 27, 2010.

Discussant. Visual Communication Division, best papers. Association for Education in Journalism and Mass Communication Conference, Denver, Colorado, August 3–7, 2010.

Panelist. “The State of Political Discourse in America: Reevaluating the Role of the Media in the Political Process,” Association for Education in Journalism and Mass Communication Conference, Denver, Colorado, August 3–7, 2010.

Presenter. “The Social Media Challenge in Serving Dual Career Couples,” 8th Annual International Dual Career Programs Conference, June 3–4, 2010.

Presenter. “Are Blogs Changing Health Care? Young International Doctors React to Social Media,” International Journal of Arts & Sciences (IJAS) Conference for Academic Disciplines, Ryerson University, Toronto, Canada, May 24, 2010.

David D. Perlmutter & Monica Postelnicu. “The Blogging of the President: How Online Social-Interactive Media Helped Obama Win.” Broadcast Education Association, Las Vegas, April 23, 2009.

David D. Perlmutter, Ming-Heng Wang, & Steven D. Schrock, “Top Transportation & Energy Issues Facing the Nation.” Organized and hosted by the University of Kansas Transportation Research Institute (KU TRI). Presented by the Robert J. Dole Institute of Politics & the University of Kansas School of Engineering. Funded by U.S. Department of Transportation Research and Innovation Technology Administration & Federal Highway Administration. Grant #DT0S59-06-G-0047, 2009.

Keynote speaker. “How to Tell the Story of Your Success Via Online Social-Interactive Media” and breakout leader on “Marketing Health Information: The Challenge of Online Social-Interactive Media,” Fourth Annual Kansas Governor’s Public Health Conference, Wichita, April 22, 2009.

Speaker on panel. “The Media and Election 2008,” Texas Tech University, January 23, 2009.

Speaker. “Blogging Down to Business: When/Where Mass Communication Gets Personal,” University of Kansas, Edwards Campus, “Professional Edge” Series, December 3, 2008.

International webtalk on “The American Elections and Online Social-Interactive Media” sponsored by the U.S. Department of State and the U.S. Embassy in Kabul, Afghanistan, November 3, 2008.

Keynote speaker. “Medical Blogging: Challenges and Opportunities for Health Professionals,” *New England Journal of Medicine* New Horizons Conference, Wellesley, MA, October 24–25, 2008.

Keynote speaker. “Building an Online Community for Professionals: The Lessons of Political Blogging,” Massachusetts Medical Society & *New England Journal of Medicine* Committee on Publications, Waltham, MA, October 22, 2008.

Keynote speaker. “The American elections,” Tele-Video Conference sponsored by the U.S. Embassy in Manila, Philippines, October 21, 2008.

Presentation on “Are Political Bloggers ‘The People’?” Center for Comparative Studies in Race and Ethnicity, Stanford University, October 13, 2008.

Panelist. Discussion on the Presidential Debates, Munich Conference on “U.S. Elections 2008: The Digital Campaign” at the German-American Institute, Munich, Germany, October 8, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Keynote speaker. “Blogwars: The New Political Battleground,” Munich Conference on “U.S. Elections 2008: The Digital Campaign” at the German-American Institute, Munich, Germany, October 8, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Keynote speaker. “Overview of the New Media Landscape,” Munich Conference on “U.S. Elections 2008: The Digital Campaign,” on German Public Radio, Munich, Germany, October 7, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. “U.S. Elections and New Media.” German-American Institute, Nürnberg, Germany, October 6, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. “U.S. Elections and New Media.” Erasmus University, Rotterdam, Netherlands, October 3, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. “The Great Fauxtography Crisis: How Bloggers Are Changing and Challenging Photojournalism,” Netherlands Museum of Photography, Rotterdam, October 3, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter. “U.S. Elections and New Media.” University of Leiden, Netherlands, October 2, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Presenter “U.S. Elections and New Media” at the University of Amsterdam, Netherlands, October 2, 2008. [U.S. Department of State speaking tour of the Netherlands and Germany.]

Organizer and moderator. Kansas Transportation Research Institute “Presidential & Congressional Forum on Key Transportation and Energy Issues” presented by the Robert J. Dole Institute of Politics, Lawrence, KS, September 25–26, 2008.

Panelist. “Beijing Olympics and the Global Community.” Hall Center for the Humanities Globalization(s) Seminar, September 25, 2008.

Moderator. “Political Blogging: On the New Media Trail.” Blogworld & New Media Expo, Las Vegas, NV, September 21, 2008.

Host and organizer, Citizen Journalism Workshop. Presentation: “Getting Mainstream Media Attention: How to Reach Out to Journalists.” Blogworld & New Media Expo, Las Vegas, NV, September 19, 2008.

Keynote speaker. “How Blogging Is Changing Our World: The Lessons from Politics,” Society for Scholarly Publishing Top Management Roundtable Conference, Philadelphia, PA, September 4, 2008.

Presenter. “Blogging & Politics in the 2008 Election,” Internet Advocacy Roundtable at the Center for American Progress Action Fund, Washington, DC, August 13, 2008.

Presenter. “If You Blog it, They Will Come: Generating Attention from National Media,” Internet Blogging Workshop, Leadership Institute, Arlington, VA, August 12, 2008.

“The Rise of Political Blogs.” Colloquium in the Institute for Politics, Democracy & the Internet “Ideas” series, The George Washington University, Washington, D.C., August 11, 2008.

“The State of Visual Communications Research.” Presentation to a luncheon of the Visual Communication Division of the Association for Education in Journalism & Mass Communication and the staff of the *Chicago Tribune*, Chicago, IL, August 8, 2008.

“Political Blogs: An Agenda for Research.” Presentation for a panel on “Blogging Politics: Press, Policy, and the Public.” [Also serve as discussant.] Association for Education in Journalism & Mass Communication Conference, Chicago, IL, August 5, 2008.

Keynote speaker. “The Powers of Blogs for Outreach.” iModules Software User Conference (around 250 college alumni relations officers), Kansas City, July 7, 2008.

Keynote speaker. Photo Ethics conference sponsored by National Chengchi University and the TVBS Hong Kong and Taiwan television network, October 12–14, 2007.

David D. Perlmutter with others. “Blogosphere and Participatory Democracy: Hostile Media Perception, Information Selection, and Political Participation.” Paper accepted for the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8–13, 2007.

David D. Perlmutter with others. “Expression to Influence: Understanding the Change in Blogger Motivations over the Blogspan.” Paper accepted for the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8–13, 2007.

“Seeing Is Not Believing. Can Anyone Ever Trust Images Again?” Paper accepted for the Visual Communications division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8–13, 2007.

“Eroding Press Freedoms.” Paper accepted for the Mass Communication & Society and Law & Policy divisions, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 8–13, 2007.

Presentation on “Anti-anti-war Warriors on the World Wide Web” at panel on “Creating Alternative Channels of Discourse on Iraq,” Visual Communications division, International Communication Association Conference, San Francisco, May 24–28, 2007.

Panel moderator. “The New Political Machine: Power and Unity on the Web,” 2007 Politics Online Conference (<http://polc.ipdi.org>), George Washington University, Washington, D.C., March 15–16, 2007.

“Are Political Bloggers ‘The People’ and Can They Be? Issues for Teaching and Learning.” Paper presented to the Visual Communication division of the Association for Education in Journalism and Mass Communication Conference, San Francisco, August 2–5, 2006.

Panel member. “It’ll Never Happen Again: Journalism, Boosterism and the Reframing of Disaster.” Visual Communication division of the Association for Education in Journalism and Mass Communication Conference, San Francisco, August 2–5, 2006.

Andrea Miller & David D. Perlmutter. “...A Suit that Touches Caesar Nearer”: Television Breaking News and the Relevance Effect.” Paper presented to the Radio-Film-Television division, Association for Education in Journalism and Mass Communication Conference, Miami, FL, August 6–10, 2004. [Winner of 2nd place prize – Faculty]

David D. Perlmutter & Guy Golan. “Visions Against Type: Myth-Making and Americanization in Israeli Labor Party Campaign Ads, 2003.” Paper presented to the Visual Communication Division of the International Communication Association convention, New Orleans, LA, May 23–26, 2004.

“Visible Evidence or Gnostic Seeing: Images of the Apollo Landing as Critiqued by ‘Moon Hoax’ Conspiracy Theorists.” Paper presented to the Visual Communication division of the International Communication Association convention, San Diego, CA, May 23–26, 2003.

“The ‘Kings of Orion’ vs. the ‘Debutantes’: The Myth and Reality of Military Necessity.” Panel presentation to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Miami, FL, August 6–10, 2002.

David Domke, David D. Perlmutter, & Meg Spratt. “The Primes of Our Times? An Examination of the ‘Power’ of Visual Images.” Paper presented to the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 5–8, 2001.

“The Online Future of Photojournalism.” Paper presented to the annual conference of International Visual Literacy Association, Ames, IA, October 11–14, 2000.

“The First-Person Effect in Mass Communication: Reaction to ‘The Man against the Tanks’ of Tiananmen.” Paper presented to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Baltimore, MD, August 5–8, 1998. [Voted Top Research Paper of the Division]

Joan L. Connors & David D. Perlmutter. “‘Oh, Say Can You See?’: Visual Symbols as Political Information Primes.” Paper presented to the Communication Theory and Methodology division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10–13, 1996.

Alan Fletcher & David D. Perlmutter. “‘Feedback That Fits’: How Experienced and Naive Mass Communication Students View Internships.” Paper presented to the Internship and Placement Interest Group,

Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10–13, 1996.

Charles M. Mayo & David D. Perlmutter. “Media Usage by State Legislators.” Paper presented to the Mass Communication & Society division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10–13, 1996.

Matthew Reavy & David D. Perlmutter. “Presidential Web Sites as Sources of Information.” Paper presented to the Communication Media and Technology division, Association for Education in Journalism and Mass Communication Conference, Anaheim, CA, August 10–13, 1996.

“The Visual Content Analysis of Still News Pictures: Interpreting Meaning from Words and Images.” Paper presented to the Mass Communication division, International Communication Association Convention, Chicago, IL, May 23–27, 1996.

“Visual Ethnography and Mass Communication Research.” Paper presented at the Visual Communication Association Conference, Flagstaff, AZ, June 22–25, 1995.

“Ethical Dilemmas for Doctoral Degree in Mass Communication.” Paper presented at the Mass Communication division, International Communication Association Convention, Albuquerque, NM, May 25–29, 1995.

“Medieval Visual Rhetoric.” Paper presented at the annual meeting of the International Society for the Classical Tradition, Boston, MA, March 8–12, 1995.

“Journalistic Norms and Forms of Cross-national Imagery.” Paper for the Twelfth Annual International Communication Conference, Miami, FL, February 2–5, 1995.

“The Use of Visual Images to Study History: Toward an Interdisciplinary Dialogue.” Paper presented to the Visual Communication division, Association for Education in Journalism and Mass Communication Conference, Atlanta, GA, August 10–13, 1994.

“Making Visual History.” Paper presented to the Mass Communication division, Association for Education in Journalism and Mass Communication Conference, Atlanta, GA, August 10–13, 1994.

“Visual Images and Foreign Policy: China and the United States.” Paper presented to the Mass Communication division, International Communication Association Convention, Washington, D.C., May 27–31, 1993.

“The Social Production of Visual History: A Political Communication Approach.” Paper presented to the annual convention of the Conference on Social Theory, Politics and the Arts, Philadelphia, PA, October 8–10, 1992.

“Visual Persuasion Across Borders: China, America, and Tiananmen.” Paper presented to the annual conference of the Visual Communication Association, Flagstaff, AZ, June 25–28, 1992.

“War Propaganda in Word and Image.” Paper presented to the annual conference of Society for the Study of Social Imagery, Aspen, CO, May 25–28, 1992.

“The Social Production of Images.” Paper accepted for the annual convention of the Speech Communication Association, Atlanta, GA, October 31–November 3, 1991.

“War in Images: Political Communication in Times of National Crisis.” Paper presented to the annual conference of International Visual Literacy Association, Washington, D.C., October 9–13, 1991.

“Images as Educators: Secondary School and Beyond.” Paper presented to the annual conference of the Visual Communication Association, Breckenridge, CO, June 27–30, 1991.

“When Historical Photographs Contradict History.” Paper presented to the annual conference of International Visual Literacy Association, Washington, DC, October 9–13, 1990.

OTHER PRESENTATIONS

Moderated Dole Institute of Politics panel on the “State and effects of military blogging.” Guests included John Donovan, one of America’s leading milbloggers (who was invited to meet President G.W. Bush in the White House); Ward Carroll, editor of www.Military.com; and Charles J. “Jack” Holt, chief of New Media Operations for the Department of Defense, 2009.

Coordinated and moderated two political blog panels and was a featured speaker for the 2007 BlogWorld & New Media Expo in Las Vegas.

“KOREA, 1950: Pictures of an Unofficial War.” A presentation for “The Korean Conundrum: The Korean Peninsula in 2005.” Co-hosted by Louisiana State University & Korea Economic Institute, April 19, 2005.

BOOK REVIEWS

Review of Jessica M. Fishman, “Death Makes the News: How the Media Censor and Display the Dead.” *International Journal of Communication* 12(2018), Book Review 2550–2555.

Review of J. Black, “...Last Meal.” In *Criminal Justice Review*, 8(3) 2005: 335–337.

Review of J. Ross, “Making News of Police Violence: A Comparative Study of Toronto and New York City.” In *Political Communication*, 21(2) 2004: 260–262.

Review of T. Wheeler, “Phototruth or Photofiction?” In *Journalism & Mass Communication Quarterly*, 80(3) 2003: 756–757.

PAPERS REVIEWED

AEJMC

Asian Journal of Communication

ICA

International Journal of Communication

Journalism

Journalism & Mass Communication Quarterly

Media History

Political Communication

Political Communication Quarterly

University of Michigan Press

Visual Communication

Visual Communication Quarterly

GRANTS REVIEWED

MacArthur Foundation
Hong Kong Research Grants Council

EXTERNAL TENURE/PROMOTION REVIEWS

American University in Egypt
Louisiana State University
University of North Florida
Rutgers University
Saint Louis University
Temple University
University of Toledo
University of Arizona
University of Colorado–Boulder
University of Florida
University of Georgia
University of Kansas
University of Illinois
University of Missouri
University of Nebraska
University of Nevada–Reno
University of Texas–Austin
University of Texas–Dallas
University of Texas–Arlington
Virginia Tech University

PUBLICATION BOARD

- *Journalism & Mass Communication Monographs*, 2015–present
- *Visual Communication Quarterly*, 2005–2010

PROFESSIONAL EXPERIENCE—NON-ACADEMIC

- Columnist and essayist for the *Chronicle of Higher Education*, 2000–present
- Registered columnist, Progressive Media Project, 2000–2004
- Freelance writer, 1986–1988, Los Angeles, CA. Short story made into ABC Afterschool Special
- Staff columnist, Wharton Econometric Forecasting Associates Newsletter, 1984–1985
- Staff writer, Prism Cable, Inc., 1982–1983

TEACHING RESPONSIBILITIES

(TTU) Summer II 2022, MCOM 1300-D01 Foundations of Media & Communication. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Spring 2023, MCOM 2350-D03 Communicating in a Global Society. Student Evaluation Avg. 4.7 (out of 5)
(TTU) Summer II 2023, MCOM 1300-D01 Foundations of Media & Communication. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Spring 2024, MCOM 1300-D01 Foundations of Media & Communication. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Spring 2024, MCOM 1300-D04 Foundations of Media & Communication. Student Evaluation Avg. 4.9 (out of 5)

(TTU) Summer I 2024, MCOM 1300-D02 Foundations of Media & Communication. Student Evaluation Avg. 4.8 (out of 5)
(TTU) Summer II 2024, MCOM 1300-D01 Foundations of Media & Communication. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Fall 2024, MCOM 1300-D01 Foundations of Media & Comm. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Fall 2024, MCOM 1300-D02 Foundations of Media & Comm. Student Evaluation Avg. 4.9 (out of 5)
(TTU) Fall 2024, MCOM 2350-D01 Communicating in a Global Society. Student Evaluation Avg. 4.9 (out of 5)

(IOWA) (019:050:AAA) Social Media Today [Co-developed]
(IOWA) 019:169:001 JMC Introductory Topics: Blogging Elections: How Online Social Media Have Changed Political Communication [Developed]
(IOWA) Senior College Extension class: Social Media Have Changed Politics...and Everything [Developed]
(IOWA) 019:265:001: Approaches to Teaching for Doctoral Students

(KU) J 608: Ethics and the Media
(KU) J 801: Research: Theory
(KU) J 803: Mass Media & Popular Culture
(KU) J 840: Political Communication & New Media [Developed]

(LSU) MC 2000: Introduction to Mass Communication
(LSU) MC 3500: Principles of Politics and Media [Developed]
(LSU) MC 4510: American Media and Public Opinion [Developed]
(LSU) MC 4520: Advanced Seminar in Political Communication
(LSU) MC 7005: Public Opinion and Public Affairs
(LSU) MC 7021: Mass Communication Theory
(LSU) MC 7036: Seminar in Media and Public Affairs Theory [Developed]

PROFESSIONAL ORGANIZATIONS & SERVICE

[Association for Education in Journalism and Mass Communication](#) (Elections Commission, 2023–present)

Committee Member, Chair’s Taskforce on the mission, vision, and core values for the Chamber. Lubbock Chamber of Commerce, 2022–present

Hosted panel at Dole Institute of Politics on “Blog to the Chief: The Presidential Race and Blogging,” February 2007; broadcast on C-Span

Adviser to the [National Law Enforcement Museum](#) for its “Media” exhibit, 2006–2008

AEJMC’s Standing Committee on Research, Tankard Book Award Judge, 2007

[Association for Education in Journalism and Mass Communication](#) (member, 1995–present)

[International Communication Association](#) (member, 1995–present)

WORKS IN PROGRESS

Books

[Under contract]. David D. Perlmutter, *Higher Education Planning Leadership: A Technical and Political Guide*. For Higher Ed. Leadership Essentials series, Johns Hopkins University Press, Gregory Britton, Director.

Academic Essays

[Accepted & forthcoming] Elisabeth Fondren & David D. Perlmutter, “The Battle Against the Dolchstoßlegende: Counterpropaganda and Cultural Memory in the German Jewish Veterans’ Magazine *Der Schild*, 1922–1938.” *Journal of Military History* (Summer 2025)

[Submitted] V. Santiago Arias & David D. Perlmutter, “More Than Meets the Eye: Eddie Adams’s *Saigon Street Execution 1968* as Historical Photo Icon.” *Visual Communication Quarterly*.

[Submitted] Don Shin & David D. Perlmutter “Making Sense of Ethical Algorithmic Fairness in Generative AI: A Dual Process of Ethical Heuristics.” *New Media and Society*.

Academic Book Chapters

[Accepted & forthcoming] Nicholas Yanes & David D. Perlmutter, “Generative Visual AI and the Future of Visual Ethics, Photoicons, and Memes,” (2025) for Shannon A. Bowen and Elina Erzikova, eds., *Handbook of Innovations in Strategic Communication*. NY: Edward Elgar Publishing Ltd.

[Accepted & forthcoming] Bingbing Zhang & David D. Perlmutter, “AI-Generated Images in 2024 Presidential Election” for Robert Denton, Ed., (2025) *The 2024 Presidential Campaign: A Communication Perspective*. NY: John Wiley & Sons.

Professional Press Essays

Monthly [column](#) for *Chronicle of Higher Education*.