

David W. Guth, APR



David Guth is an associate professor at the William Allen White School of Journalism and Mass Communications, University of Kansas. Guth received a B.A. in Radio-Television-Speech from the University of Maryland (1973) and an MA in Journalism from the University of North Carolina- Chapel Hill (1990). 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. His areas of research interest are crisis communications, political communication and community journalism. 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. A sixth edition of a textbook he co-authored with Associate Professor Chuck Marsh, *Public Relations: A Values-Driven Approach*, was published in 2015 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 and re-released (Archway Publishing, Bloomington, IN) in April 2017.