

**PAUL KOOMSON, ABD**  
Doctoral Candidate / Graduate Teaching Fellow  
University of Oregon  
School of Journalism and Communication  
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### EDUCATION

**University of Oregon, School of Journalism & Communication** 2022 [Expected]

*Doctor of Philosophy in Communication and Media Studies*

Dissertation title: "Assessing Local Participation in Climate Change Adaptation Project Planning and Implementation: The Case of Effutu Municipality in Rural Ghana."

Committee members: S. Senyo Ofori-Parku (Chair), Kim B. Sheehan, Christopher Chavez, and Craig Kauffman (Political Science).

**University of Ghana, School of Communication Studies** 2009

*Master of Arts in Communication Studies*

Specialization: Public Relations and Advertising

**University of Ghana** 2007

*Bachelor of Arts in English and History (First Class Honors, equivalent of summa cum laude)*

### SCHOLARLY WORKS

#### Manuscripts under peer review

**Koomson, Paul.** "The Role of Women in Climate Change Adaptation Project Planning and Implementation in Rural Ghana." (Under review at the *Journal of Climate and Development*).

**Koomson, Paul.** "Involvement: A Bidirectional Perspective on Participatory Development Approaches for Social Change." (Under review at the *Journal of Multicultural Discourse*).

**Koomson, Paul** and Ofori-Parku, S. Senyo. "Public Service Mandate versus Profit-Making Motive: A Study of the *Daily Graphic* Newspaper." (Under review at the *International Journal of Communication*).

Koomson, Isaac, **Koomson, Paul**, and Abdul- Mumuni, Abdallah. "Trust in Banks, Financial Inclusion and the Mediating Role of Borrower Discouragement" (Under review at the *International Review of Economics and Finance*).

#### Other Works in Progress

**Koomson, Paul.** "Journalism in Chains: A Survey of Attitudes of Ghanaian Journalists toward Supplemental Pay from Corporate Sources." (Data analysis and report writing ongoing).

**Koomson, Paul** and Ofori-Parku, S. Senyo. “Spinning Up: Unintended Consequences of Communication in Times of Crises.” (Analysis ongoing).

**Koomson, Paul** and Ofori-Parku, S. Senyo. ““This Advertisement has been Vetted and Approved by the FDA:” An Examination of Regulators’ Unintended Product Endorsement of Advertisements on Consumer Decision Making.”

**Koomson, Paul.** “Where are the People? Local Involvement in the Designing of Climate Adaptation Initiatives.”

**Koomson, Paul.** “Participatory CSR as a Tool for Sustainable Development: A Study of Mining and Oil Companies’ CSR Outlook in Ghana.”

**Koomson, Paul.** “The Locus of Local Knowledge in Climate Change Adaptation Projects by Local Governments and Environmental NGOs in Ghana.”

**Koomson, Paul.** “Gaps in E-Waste Management: A Case from the Global South.”

#### **CONFERENCE PAPERS/PRESENTATIONS**

**Koomson, Paul.** 2021. – Involvement: A bidirectional perspective on participatory development approaches for social change. Paper presented at the Participatory Communication Research Section of the International Association for Media and Communication Research (IAMCR) Conference (in Nairobi, Kenya).

**Koomson, Paul** and S. Senyo Ofori-Parku. 2020. “Public Service Mandate versus Profit-Making Motive: A Study of the *Daily Graphic* Newspaper.” Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference (in San Francisco, California).

**Koomson, Paul.** 2020. “Assessing Women’s Involvement in Climate Change Adaptation Project Planning and Implementation in Ghana.” Presented at the International Communication Association annual conference (in Gold Coast, Australia). Selected as a **Top Paper** in the Environmental Communication Division.

#### **FELLOWSHIPS AND AWARDS**

2021. Anderson Family Fellowship for Journalism Ethics

2021. School of Journalism and Communication Lokey Scholarship

2021. School of Journalism and Communication Franco Reis Graduate International Scholarship for 2020/2021 Academic Year

2020. Top Paper Award, Environmental Communication Division, International Communication Association

2018 to Date. Columbia Scholarship, School of Journalism and Communication, University of Oregon

2018. University of Oregon Graduate School Promising Scholar Award

## TEACHING EXPERIENCE

### University of Oregon, School of Journalism and Communication

*Graduate Teaching Fellow*

J494/J594 Strategic Communication Research Methods – Instructor of Record (Summer 2020, 2021)

J494 Strategic Communication Research Methods – Instructor of Record (Summer 2019)

J494/594 Strategic Communication Research Methods – Teaching Assistant (Fall 2018, Fall 2019, Winter 2020, Spring 2020, Fall 2020, Winter 2021)

J201 Media and Society – Teaching Assistant (Winter 2019)

J350 Principles of Public Relations – Teaching Assistant (Spring 2019)

J320 Media, Gender, and Diversity – Teaching Assistant (Spring 2021)

J467 Topics in Development Communication – Guest Lecturer (Summer 2019 and Summer 2020)

J 397 Media Ethics – Teaching Assistant (Fall 2021)

### Madurai Kamaraj University (Ghana Learning Centre)

2014

*Adjunct Lecturer (Business Communication Module)*

### Rlg Institute of Technology (Ghana)

2015

*Adjunct Lecturer (Marketing Module)*

### Presbyterian Training College

1999 – 2002

*Awarded 3-Year Post-Secondary Teachers Certificate “A”*

## SERVICE

Conference manuscript reviewer (ad hoc): International Communication Association

Respondent: IAMCR Participatory Communication Research Section on Communication for Development and Social Change

## Professional Associations

Member, International Communication Association

Member, Association for Education in Journalism and Mass Communication

Member, International Association of Media and Communication Researchers

## PROFESSIONAL EXPERIENCE

### Upscale Communications

2012 – 2018

*Founder and Business Development Manager*

- In charge of developing business and managing clients
- Oversaw design and production of wide-ranging communication strategies and materials for clients like Webster University – Ghana Campus; Seed Production Division of Ghana Cocoa Board; Ghana Oil Company Ltd; Palmers Green International; Tigo Insurance; Emerge Advertising; Somotex Ghana Limited; Golden Exotics, FPC; Manya Krobo Rural Bank

**Rlg Institute of Technology**

2014 – 2015

*Head of Quality Assurance and Compliance*

- Developed a quality assurance manual to standardize the institute's operations and training delivery across its centers nationwide
- Instituted training standards to streamline training operations and ensured uniformity of student experience across training centers in 10 regions of Ghana
- Monitored and ensured compliance to operational and training standards
- Recommended high-performing staff for recognition and awards

**WillWay Africa (a youth-focused NGO)**

2005 – 2014

*Co-Founder and Director of Communication and Research*

- Introduced strategies that optimized stakeholder buy-in for HIV education and testing programs
- Worked with stakeholders to ensure support for/participation in community-based projects
- Led team that won grants from reputable donors like USAID, MTV-Staying Alive Foundation, Ghana AIDS Commission, Vodafone Ghana Foundation
- Oversaw the successful conduct of multiple project monitoring and evaluation
- Responsible for project reporting and sharing of project milestones accomplishments and outcomes with stakeholders

**Yankah & Associates (an integrated marketing communications consultancy)**

2010 – 2012

*Managing Consultant*

- Team lead on major projects for national and multinational clients
- Conducted a Communication Baseline Study for Land Administration Project (LAP) commissioned by Ghana's Ministry of Lands and Natural Resources
- Developed communication strategies for clients, including Africa2Green and Land Administration Project (based on insights from Communication Baseline Study for the implementation of LAP Phase Two)
- Developed implemented communication strategy for the World Bank-funded Community Based Rural Development Project (to sharing success stories through stakeholder and media engagements, production of video documentary and other IEC materials)
- Led the implementation of the communication strategy for the World Bank-funded eGhana Project for Ghana's Ministry of Communications
- Co-ordinated communication and media training sessions for major clients including Coca-Cola Ghana; Securities and Exchange Commission, Ghana
- Member of the KLM Royal Dutch Airlines' Global crisis communication team
- Lead rapporteur, British Council Policy Dialogue 2011 (compiled discussions into a book)
- Conducted communication and marketing training for corporate clients like the National Health Insurance Authority
- Supervised media production (e.g., directing filming and post-production of documentaries; print design and production)
- Advised on staff recruitment, set staff KPIs, and appraised staff performance

**Yankah & Associates**

2010

*Associate Consultant*

- Team Lead on major projects for national and multinational clients
- Communication strategy developer
- Designed and supervised production of media tools (e.g., video documentaries, flyers, brochures, websites, fact sheets)
- Organized and coordinated many media and stakeholder events for clients (e.g., I led the organization of ITU's 2010 World Telecommunication and Information Society Day for Ghana's National Communication Authority. At the end, the Board Chairman of the Authority, Mr. Kofi Totobi Quakyi, remarked, "Yankah & Associates have done a splendid job in organizing this well-attended event within only eight days. When our public affairs director recommended them for the job, I told her that her job was on the line if anything went wrong, given the short notice and the logistics involved. Now she is safe. She obviously knew the people she was recommending for the job. Thank you, Yankah & Associates."

**Ghana Education Service**

2008 – 2009

*Principal Superintendent (Papase Roman Catholic Basic School)*

- Prepared and delivered learner-centered lessons at the elementary school level
- Managed class and students' records

**General Portfolio Limited** (publishers of The Chronicle group of newspapers).

2007

*Proofreader/Editorial Team Member*

- Proofread all news copies for *The Ghanaian Chronicle*, a national daily newspaper
- Proofread news copies for *The Business Chronicle*, a national weekly newspaper
- Edited news copies
- Contributed to editorial decision making

**Ghana Education Service**

2002 – 2007

*Assistant Superintendent (Agbekotsekpo District Authority Basic School)*

- Prepared and delivered learner-centered lessons at the elementary school level
- Managed classes and students' records
- Served as School Management Committee Secretary
- Served as Secretary of Parent Teacher Association
- In-charge of student counseling