

DEBORAH K. MORRISON, PHD

Chambers Distinguished Professor of Advertising
University of Oregon | School of Journalism and Communication

UNIVERSITY

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HOME

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Married, three sons

PHILOSOPHY

Build brave and generous creative leaders for a changing world

EDUCATION

1988	PhD in Advertising Emphasis in Creativity Theory	The University of Texas at Austin
1983	Master of Arts in Advertising	The University of Texas at Austin
1978	Bachelor in Journalism with Education Emphasis	Sam Houston University

CURRENT PROJECTS

EPOCH :: A NEW ERA FOR CREATIVE PROFESSIONALS

I've been awarded a fellowship to begin a movement. Why doesn't this amazing idea industry use its skills to solve the wicked problems of the day? The goal is to begin something to address climate change with a brilliant collective of idea people in a brave industry.

CREATIVE COURAGE IN THE AGE OF IDEAS

A book and network project that includes interviews and narrative on the important focus of this era: a new type of creative bravery informed by technology, culture, and nimble productivity.

SCIENCE & MEMORY

A collaborative project with journalism faculty wherein we seek to make useful content around the issue of climate and environmental change. We're using the relationship between data and human experience as tools to understand this issue. A main component is developing advertising students into purposeful thought leaders and problem solvers around this complex issue.

Site: Scienceandmemory.uoregon.edu

Field Journal: UOclimatereport.tumblr.com

DEVELOPING COURAGEOUS TALENT: AN INITIATIVE TO SAVE THE WORLD

An ongoing initiative to immerse advertising students in projects where they use critical, conceptual, and creative skills to solve problems responsibly for people and brands. This includes developing digital talent, cultural perspective, and thought leadership; these are skills needed to solve wicked problems beyond advertising.

Banner year 2015 for our program: NSAC Championship, faculty awards, record number of internships and job placements.

FRAMING LIVABILITY

Co-PI on \$86,000 grant awarded by National Institute for Transportation and Communities to SOJC faculty team. *Framing Livability: A Strategic Communications Approach to Improving Support for Public Transportation in Oregon* will study messaging related to building support for public transportation in Portland, Oregon.

ACADEMIC EXPERIENCE

- 2006-PRESENT UNIVERSITY OF OREGON | SCHOOL OF JOURNALISM AND COMMUNICATION
CHAMBERS DISTINGUISHED PROFESSOR OF ADVERTISING
Director of Advertising
- Oversee a thriving program of 540 majors, an accredited program, and faculty of tenure track faculty and instructors
 - Teach multiple classes that grow the Creative Strategist approach for career and personal development
 - Develop a strong relationship with donors and partners in the world
 - Work with faculty to establish an international brand and advertising program
 - Build a strong professional network that connects our program to the idea industry
 - Bring dozens of professionals into classes each term
 - Lead development collaborations and guest lecture experiences -- Executive-in-Residence, portfolio reviews, long distance lectures, student travel and opportunity – dedicated to programmatic excellence
 - Lead transformative curriculum to digital and portfolio-driven emphasis
 - Work across university as thought leader on creative synergies and brand development
 - Transform student thinking with annual trip to NYC for Creative Week
60 students in 2012 • 53 in 2013 • 105 in 2014 • 130 in 2015
 - Connect across campus and with national industry on multicultural initiatives
 - Seek out and develop conceptual talent in students of color
 - Develop courses and program on creativity, digital technologies, media exploration
 - Conspire to solve problems such as climate change and social justice with tools of advertising and creativity
 - Awarded Jonathan Marshall Innovation in Teaching Award June 2008, June 2009
- 2005-06 VISITING ASSOCIATE PROFESSOR
- Guided creative students through the maze of building a portfolio and career habits
 - Led 19 students to NYC for The One Club Student Gallery Exhibit & Festival
 - Connected students to MAIP and Stickell Internship opportunities
 - Reconfigured creative course content to produce competitive portfolios
- 1993-2005 ASSOCIATE PROFESSOR
The University of Texas at Austin, Department of Advertising
Director and thought leader of Texas Creative
- 1987-1993 ASSISTANT PROFESSOR
The University of Texas at Austin, Department of Advertising
- 1987-2005 TEXAS CREATIVE Director and Leader
- Directed, coordinated, built and defended from evil and bureaucratic snafus.
 - Worked with 100+ students and 3 creative faculty annually to build a premiere academic program for creative advertising. Program consistently named in Top 5 Creative Programs 2000-2005, competitive with portfolio schools
 - Developed curriculum philosophy for Texas Creative coursework and vision
 - Coordinated budgets and teaching staff, hiring searches and placement of students
 - Hosted industry leaders for capstone portfolio reviews, leadership lectures, and built network of agency thought leaders, alum as supporters

AWARDS & HONORS**Industry Honors**

- 2013 JUDGE ADDY Alabama District
- 2012-2014 ADOBE EDUCATION LEADER Named by Adobe for program leadership
- 2011 JUDGE The Art Director's Club Global Competition New York
- 2009 GRANDMASTER The Art Director's Club of New York
Named ADC Grandmaster in Design and Advertising Education
- 2005-2009 BOARD MEMBER The One Club for Art & Copy New York City
Member, Board of Directors
Re-elected for a second two-year term 2007.
The One Club is the premier creative institution in the advertising industry
- 2008 JUDGE London International Awards Radio Jury
- 2005-2007 JUDGE The One Club China Student Exhibit
- 2004-2009 COMMITTEE The One Club Education Summit Committee
- 2005 EDUCATOR AWARD Austin AAF Ad Federation
Educator of the Year
- 2003 JUDGE ADDY Greater San Francisco Area District
- 2000 JUDGE for Texas State Agency Pitch
Don't Mess with Texas Campaign
Evaluated regional agency books and semi-finalist
7 presentations to select a new agency for the \$25 million state campaign.

Teaching & Academic Honors

- UNIVERSITY OF OREGON
- 2015 AEJMC Distinguished Teacher of the Year Award August 2015
- 2015 Innovation & Impact University Team Award for Science & Memory
Office of Innovation & Research
- 2015 Agora Journalism Center Faculty Fellow Summer 2015
Epoch Project
- 2014 Williams Instructional Fund for Undergraduate Education
Science & Memory team grant recipient \$25,000
- 2014 Center for Journalism Innovation and Civic Engagement
Science & Memory team grant recipient \$25,000
- 2014 AEJMC Best Advertising Professor Finalist, Announced August 2014
- 2014 Best Professor on Campus *The Daily Emerald* Poll (unscientific, but an honor)
- 2013 Best Professor on Campus *The Daily Emerald* Poll (unscientific, but an honor)
- 2011 SOJC Dean's Nominee for the Scripps-Howard Educator of the Year national award
- 2009 GRANDMASTER The Art Director's Club of New York
Named ADC Grandmaster in Design and Advertising Education
- 2008 + 2009 SOJC Jonathan Marshall Award for Innovation in Teaching
- UNIVERSITY OF TEXAS
- 2004-05 William Blunk Memorial Professorship
Awarded annually to one professor from university-wide nomination pool.
- 2005 College of Communication Nominee, UT Academy of Distinguished Teachers
- 2004 College of Communication Advisory Council Excellence in Teaching Award
- 2004 Take 5 Lecturer for College of Communication
Selected from College faculty for online lecture on advertising creativity
- 2003 RGK Foundation Academic Innovation Award
\$20,000 Award to develop strategic class, Agents of Social Change

STUDENT AWARDS AND RECOGNITION

A note on student work and its place in the professor's vita: Throughout my twenty-five+ years as mentor and creative director to students at University of Oregon SOJC and Texas Creative, students won placement in many shows across the country (The One Show National/ Regional/ Local ADDYs, International Andys, the Art Director's Show, Oregon ADDYs, as example), taking gold, silver, and bronze medals. Our Oregon students are invited annually to gallery shows in New York City at the prestigious One Club for Art & Copy and The Art Director's Club. Though these awards aren't in the professor's name and shouldn't be listed as such, they reflect my guidance & creative direction as well as other faculty members in collaboration throughout the creative process.

I am proud of all of their accomplishments.

- 1972 Betty Crocker Homemaker of Tomorrow Smiley High School Houston, Texas
Just saying. An honor that has been good conversation for decades.

INDUSTRY LIAISON & CONSULTANCY

Consultancy since 2000 with regional and national agencies/institutions on a confidential basis developing programs in idea generation, strategic creativity, and professional innovation.

My title: Champion of Creativity

SELECTED PROJECTS

- 2010-present University of Oregon Brand Communication
Brand book development, messaging, consulting to develop relevant and generous messages
- 2013 Genworth Foundation Literacy Campaign
Campaign to develop understanding of women's financial literacy
- 2012 72U Curriculum Development + Advocacy
Curriculum, roadmap, and developed mission of 72U
- 2008-present
2008 Enviromedia Brand + Creative Consultancy
The Greenwashing Index
www.greenwashingindex.com
In partnership with social marketing concern Enviromedia, develop analyze, and discuss consumer assessment on advertising environmental claims.
Interviews in Greenwire, KATU Portland, NPR OnPoint, NYTimes, OregonLive. Washington Times
- 2009 Savannah School of Art & Design Advertising Program Assessment Team
- 2007-present University of Oregon Professional Development Consultant
Various workshops on strategic communication including Development Communications, Office of Institutional Equity

INVITED PRESENTATIONS & SPEECHES

- 2015 UNIVERSITY OF COLORADO AT BOULDER
Invited talk on Science & Memory and advertising creativity to the new College of Media, Communication and Information with Dan Morrison
- 2014 72U A Program of 72andSunny Santa Monica, CA
Creative Process & Good Work
- 2014 SXSW.EDU DUAL PRESENTATION AUSTIN, TEXAS

- with Glenn Griffin, University of Alabama
Pivot: When One Moment Transforms Everything
 Selected for presentation in March 2014 by SXSW Board
- 2014 TedX UOREGON Presenter
Creative Courage in the Age of Ideas
 Part of The Intersection of Creativity & Diversity speaker series
- 2013 UO FOUNDATION PRESENTATION
 THE SOJC AND EXPERIENTIAL LEARNING OCTOBER
- 2013 72U A Program of 72andSunny Santa Monica, California
Creative: Adventures in Process & Productivity
- 2013 American Academy of Advertising 2013 Conference Panelist
 Albuquerque, New Mexico
 "The State of the Portfolio" moderated by John Sweeney, UNC
- 2013 SXSWEDU Dual Presentation Austin, Texas
 with Glenn Griffin, University of Alabama
Creating Nimble Thinkers for the Creative Economy
 Selected for presentation by SXSW Board
- 2012 Adobe Education Leader Conference San Jose, California
 with Mark Blaine, University of Oregon
The Networked Story
- 2011 TedX UOREGON Director Portland, Oregon
Social Digital Creative
 Developed and spoke at the February 11 event with multiple speakers and
 production coordination with roster of national speakers:
 -Edward Boches Chief Innovation Officer, Mullen//Boston
 -Warren Berger Journalist + author of *Hoopla, Advertising Today* and
CAD Monkeys, Dinosaur Babies and T-Shaped People
 -Dave Allen Director of Digital Insights NORTH Portland
 -Mark Blaine Journalism Faculty UO SOJC Instigator of New Curriculum
- 2011 Austin Advertising Federation Austin, Texas
 with Glenn Griffin, University of Alabama
The Creative Process Illustrated
- 2011 SXSWINTERACTIVE Dual Presentation Austin, Texas
 with Glenn Griffin, University of Alabama
 "The Creative Process Illustrated: How Advertising's Big Ideas are Born"
 Book presentation and book signing
- 2011 HOW Design Speaker Chicago, Illinois
 with Glenn Griffin, University of Alabama
 "Defining Your Creative Process"
 Invited Panelist: "Professionals Talk About Finding Ideas"
- 2011 TAAN Worldwide Advertising Network Keynote Speaker Phoenix, Arizona
 "How Creative Matters: Building an Agency Philosophy"
- 2011 GOOGLE Marketing and Sales New York City
 with Glenn Griffin, University of Alabama
 "How to Define Your Creative Process"
 Commissioned by Torrence Boone, Managing Director of Google
- 2010 The Art Directors Club New York City Speaker
 Opening of The Creative Process Illustrated Exhibit and Book Launch
- 2010 American Academy of Advertising Special Session Panelist
 Griffin, W.G., Morrison, D.K., Pedersen D. and R. Tatum (2010),
 "New Methods in Creativity Research: Interpretive Phenomenological
 Analysis (IPA) and Enduring Visual Products", at AAA, Minneapolis, MN

- 2009 Grandmaster Acceptance Speech at The Art Director's Club of New York
Curation of work and thinking for the gala event
- 2009 Greenwashing Forum Portland Coordinator and Moderator
Coordinated conference and designed collateral at the Turnbull Center /
FTC, national NGOs, professionals, local professionals gathered to talk
for a day about this problem
- 2007 Super Bowl Advertising Panel for *The New York Post*
Offered commentary, discussion during the game, in next day's paper
- 2005-2009 The One Club Educators Seminar New York City
Lecture topics included Mind Maps, Leading a Program, Inspiring Students
- 2002 AAAA Panel on Education "Teaching Creative" moderated by Jelly Helm
Miami, Florida

PUBLICATIONS & ACTIVITY

PROJECTS IN PROGRESS

BOOK

Creative Courage in the Age of Ideas
Citizen A: Bold Ideas that Serve Social Change & Solutions
With Glenn Griffin, University of Alabama

MULTIMEDIA

Project Manager, Development Lead

Strategic Planner

Science & Memory

Scienceandmemory.uoregon.edu

The Copper River, Alaska Climate Change Reporting Project
with Mark Blaine, Torsten Kjellstrand, and Dan Morrison
SOJC Journalism faculty
Three-year project on telling the story of climate change
in an ecological hub of environmental activity
Faculty and students in the field to create content, deliver
story in multiple media.

BOOKS

- 2010 *The Creative Process Illustrated: How Advertising's Big Ideas are Born*
with Glenn Griffin, University of Alabama
HOW Design F&W Media
Book launch and week-long Advertising Week exhibit
at The Art Directors Club in New York in September
Consistently in top 25 Advertising Books on Amazon 2010-present
- 2010 University of Oregon Culture + Experience Brand Book
120-page conceptual statement on UO
This is our time.
- 2008 *Idea Industry: How to Crack the Advertising Career Code*
with Brett Robbs University of Colorado,
New York: One Club Publishing

BOOK CHAPTERS/SECTIONS

- 2014 "Creative Courage in the Interview"
Peter Laufer, Editor
The Oregon Method: The Interview

MORRISON

SELECTED VITA / MAY 2015

- Publication 2014
- 2007 Morrison, Deborah. "It's All About the Work, Sort Of" in Maxine Paetro (ed), *How to Put Your Book Together and Get a Job in Advertising* (Chicago: The Copy Workshop Publisher), 3rd Edition, 2010
- 2007 Griffin, W. G. & Morrison, D. K. Beyond Obligation: Advertising's Grand Possibility to Do Good. In T. Reichert (Ed.), *Issues in American Advertising*, Chicago: The Copy Workshop. 2007.
- 2001 Morrison, Deborah K., William Bernbach, in *Encyclopedia of Advertising* (Chicago: Fitzroy Dearborn Publishers), 2001.
- 2001 Morrison, Deborah K., Peggy Charren in *Encyclopedia of Advertising* (Chicago: Fitzroy Dearborn Publishers), 2001.
- WIDELY CIRCULATED PAPERS & CONFERENCE PROCEEDINGS**
- 2013 Sweeney, John (UNC) with Deborah Morrison (Oregon), Douglas McKinley (BYU), Dana McMahon (UNC), and Lisa Duke (Florida), "The State of the Portfolio", in *Proceedings of the 2013 Conference: American Academy of Advertising*, Karen Lancendorfer (editor) Albuquerque, NM
- 2010 Griffin, W.G., Morrison, D.K., Pedersen D. and R. Tatum (2010), "New Methods in Creativity Research: Interpretive Phenomenological Analysis (IPA) and Enduring Visual Products," *Proceedings of the 2010 Conference: American Academy of Advertising*, Wei-Na Lee (editor) Minneapolis, MN
- 2010 Morrison, Deborah (2010), "Talent Shift: A New Generation of Professionals Means a New Profession in the Making", in *Advertising & Society Review*, Vol 10, Issue 1
- 2009 Sheehan, Kim and Deborah Morrison (2009), "Beyond Convergence: Confluence Culture and the Role of the Advertising Agency in a Changing World", in *First Monday*.
<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2239/2121>
- 2009 Griffin, W.G., Kim Bartel Sheehan, and Deborah Morrison, "Perspectives in Digital Creativity", in *Journal of Interactive Advertising*, Vol 9 No 2, Spring 2009.
- 2009 Sheehan, Kim and Deborah Morrison (2009), "The Creativity Challenge: Media Confluence and Its Effects on the Evolving Advertising Industry" in *Journal of Interactive Advertising*, <http://www.jiad.org/article116>.
- 2007 Griffin, W.G., Morrison, D.K. and K. Tuerff (2007), "Beyond Obligation: A Shared Mission of Industry and Education", *Proceedings of the 2007 Conference: American Academy of Advertising*, Burlington, VT.
- 2001 Morrison, Deborah, ed. "A White Paper Report on the Advertising Education Summit: Findings and Recommendations"
with John Murphy, John Leckenby, Neal Burns, and Jef Richards,
Department of Advertising, University of Texas, 2001.
- TRADE ARTICLES & PUBLICATIONS**
- 2014 "Dear Creative Professionals: There's a Bigger Brief"
July 2014 on CoCreate
<http://www.fastcocreate.com/3033408/dear-creative-professionals-theres-a-much-bigger-brief-you-should-be-working-on-right-now>
- 2013 "The One Thing that Truly Motivates Creative Talent—And How to Foster It"
December 3, 2013 on Co.Create
<http://www.fastcocreate.com/3022240/the-one-thing-that-truly-motivates-creative-talent-and-how-to-foster-it>
- 2011 ADC Annual 93 Feature Spotlight
- 2010 HOW Magazine with Glenn Griffin, University of Alabama

2008	ADWEEK Magazine "The Creative Process illustrated: How Advertising's Big Ideas are Born"
	"Talent Shift" Guest Column September
2006	ONE. Magazine A Publication of The One Club "Social Responsibility: Paying It Forward"
2006	TALENTZOO.com Guest Column "Beyond Obligation"
2005	ONE. Magazine A Publication of The One Club "Written Word, in The Future"

COURSES + CURRICULUM

COURSES & PROGRAM CREATED

- Developed, with Advertising Faculty, our Creative Strategist Model for advertising education, a unique approach in our field
- Created, with Kim Sheehan, the Green Brand Strategy and Sustainability Thinking
- Created and collaborated on the following new courses since 2006:
 - Branding + Content
 - The Creative Strategist
 - Creativity + Content
 - Creativity Toolbox
 - Green Brand Strategies
 - Interactive Media
 - Mobile Media Workshop
 - Sports Media Workshop
 - Sports Brand Strategy
 - Strategic Creativity (Strategic Communication Program in PDX)
 - Portfolio for Writers + Art Directors
 - Writing Design Concepts

SERVICE

	UNIVERSITY OF OREGON
	UNIVERSITY APPOINTMENTS
2015	RESEARCH ADVISORY BOARD
2014	Brand Agency Selection Committee / UO Brand Management
2014	Advertising Instructor Search Committee
2013	President's Discussion Group
2013	SOJC Dean's Search Committee
2012	Discussion Leader for Invited Faculty Collaboration/ Office of Research "Shaping the Information Society"
2011-present	EMU Project Users Group
2012-2013	CoDaC TedX UOregon Planning Committee + Logo Designer
2010	Director of Athletics Search Committee
2010	Director Development Communication Search Committee
2009-present	University Brand Council
2009-2011	New Media Consortium Campus Leader
2007-2009	Intercollegiate Athletics Committee
2007-2008	Oregon Humanities Center Advisory Board
	SOJC APPOINTMENTS
2014	Director of Communications Search Committee
2013	Faculty Search for Assistant Professors in Advertising

2013 Third-Year Review of Lecturer Sung Park
 2011-2014 EMU Architectural Users group
 2006-2012 Chair, SOJC Diversity Committee
 2007-present Coordinator, Advertising Major
 2007-present Member, Undergraduate Affairs Committee
 2006-2008 Dean's Advisory Committee
 2008-2012 Users Group & Architectural Review Users Group Committee Allen Hall

UNIVERSITY OF TEXAS
 CAMPUS COMMITTEE APPOINTMENTS
 PRESIDENTIAL APPOINTEE

2002-2004 University Educational Policy Committee
 2002-05 Volunteer Consultant
 Explore UT
 Consultant to Associate Vice President Susan Clagett
 in the Office of Relationship management and University Events
 on planning and branding a campus-wide community event

GRANTS

2015
 Summer salary Agora Journalism Center Fellowship
 Framing Epoch for a New Era in the Creative Industry

2015
 \$86,000 National Institute for Transportation Initiatives, Co PI with SOJC team

2014
 \$25,000 Williams Instructional Funds University of Oregon
 The Copper River Climate Change Reporting Project
 with Mark Blaine, Senior Instructor
 Dan Morrison, Instructor

2014
 \$25,000 Center for Journalism Innovation and Civic Engagement SOJC
 Mike Fancher, Director
 The Copper River Climate Change Reporting Project
 with Mark Blaine, Senior Instructor
 Dan Morrison, Instructor
 Torsten Kjellstrand, Assistant Professor of Practice

2010
 \$32,000 Meyer Fund for Sustainable Environments Grant
 "Shaping a Profession as It Shapes the World"
 with Kim Sheehan, Professor

2008
 \$30,000 Kilkenny Summer Research Grant
 "Collegiate Athletic Programs and Strategic Storytelling:
 Analyzing Information Presentation to Inform Practice and Pedagogy"
 with Kim Sheehan, Professor

2008
 \$11,000 Innovations Academic Practices Diversity Grant
 A story and diversity project to build community on campus
 with Allen Hall Advertising

EDITORIAL BOARDS & REVIEWS

2010-present Editorial Board Member *Advertising & Society Review*
2009 Co-Editor *Journal of Interactive Advertising*
with Kim B. Sheehan and Glenn Griffin
Special Issue Digital Creativity
2000-present *Journal of Interactive Advertising* Editorial Board
2002-2007 Reviewer for Journal of Advertising
Reviewer for AAA Conference
Reviewer for *Advertising & Society Review*

MEMBERSHIPS 2014

AEJMC / Advertising Division
AAA / American Academy of Advertising
The One Club for Art & Copy / New York City