

JASON W. KARPf

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PUBLISHED WORKS

BOOK:

Anatomy of a Massacre

WRS Publishing

True-crime book on one of the worst mass shootings in American history

ARTICLES/BLOGS/GUEST POSTS:

AdWeek

“Voice of America,” advocating a new cabinet department to consolidate the government’s communications efforts

BtoB

“Benefits First: Marketing’s Active Voice,” comparing benefits vs. features in marketing communications to active voice vs. passive voice in English composition

Bulldog Reporter’s Daily Dog

“Good PR Starts at Home,” analyzing the importance of internal communications

commPRO.biz

“Walmart’s Black Friday Blues,” assessing the PR fallout from violence at Walmart stores on Black Friday

edit30

“Communications first, then the crisis,” assessing regular PR activities as the foundation for successful crisis communications

EnergyBoom.com

Guest blog posts for this site dedicated to renewable and alternate energy

Episcopal Life

“Biblical Proportions,” applying lessons from the Bible to the Virginia Tech mass shooting

Everyday Christian

“Believers in the Business World: The Green family,” about the leaders of the multibillion-dollar Hobby Lobby group of companies

“Believers in the Business World: Zig Ziglar,” an interview with the noted motivational speaker and author

The Funky Adjunct

Jason Karpf’s blog for students of public relations, marketing and communications

LIBORATED.com

Numerous original articles for this financial Web site dedicated to the LIBOR index

The Lookout

“Social Media Planning for Churches,” providing guidelines for churches to start and grow their social media programs.

Military History

“I Came. I Saw. I Spun,” assessing Julius Caesar’s use of modern marketing techniques in his rise to power

Music for the Love of It

“Double Bass,” Jason Karpf’s personal story of how his teenage son’s interest in the bass reawakened his own musicianship

Next Step U

“Social Media Manager: A New Career Grounded in Education Fundamentals,” examining the career opportunities in social media management and the educational requirements for such a career

“Out of Jeopardy,” Jason Karpf’s personal story of returning to college as adult learner following his four victories on the TV game show “Jeopardy”

“Fighting the Fear Factor: How to Conquer English and Math as an Adult Learner,” advice on coping with these core subjects when returning to college

“Buck McKeon: Congressman, Adult Learner,” an interview with Buck McKeon, California congressman, who returned to college as an adult to complete his bachelor’s degree

PR News

“United We Stand,” examining employee communications during mergers and acquisitions

“High Crimes in a Media World,” assessing the role of public relations in high profile trials; chapter in Crisis Management Guidebook, Vol. 3

“Goldman Sachs’ Bonus Quagmire: PR Overhaul Needed,” co-contributor of public relations advisement to Goldman Sachs following public outcry over bonuses paid to its executives

“How to ... Sell the Media,” comparing media relations practice to the sales teachings of Zig Ziglar

PRCrossing.com; MarketingCrossing.com

Web republishing of *Public Relations Tactics* and *AdWeek* articles

Public Relations Tactics

“Adams, Paine and Jefferson: a PR Firm,” analyzing modern PR techniques used during the American Revolution

“Andrew Jackson: Founding Father of ‘Politics as Usual,’” assessing Andrew Jackson’s 1828 White House run as the prototype for American presidential campaigns

“Private Public Equity,” examining public relations and corporate communication tactics for the private equity industry

Release

Jason Karpf’s blog on public relations, marketing, leadership and creativity

Sales and Service Excellence

“Great PR,” explaining public relations’ role in “Good to Great” Level 5 leadership

The Summer of Social Media

Class blog for Comm 4701, “Integrating Social Media,” University of Denver master’s program, Organizational and Professional Communication

EDITOR:

Debt is For Dummies

Hyperink

Brad Feld's Burning Entrepreneur - How to Launch, Fund, and Set Your Start-Up On Fire!

Hyperink

The Social Media Survival Guide for Political Campaigns

“Working with the Media,” chapter on how campaigns can use social media in their outreach to traditional and new media

TEXTBOOK QUOTE:

Public Relations: A Values-Driven Approach, 4th Edition

Guth and Marsh, Pearson Education

Citation of Jason Karpf’s article on public relations use during American Revolution, “Adams, Paine and Jefferson: A PR Firm”