***Product Recall Curriculum Vita***

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**EDUCATIONAL BACKGROUND**

Ph.D.: Indiana University, Bloomington, Indiana, December, 1983.

Major: Speech Communication

Minor: Journalism

M.A.: Indiana University, Bloomington, Indiana, May, 1979.

Major: Speech Communication

B.S.: Southern Illinois University, Carbondale, Illinois, August, 1977.

Major: Speech Communication

Minor: Political Science

**PROFESSIONAL EXPERIENCE**

Founder and Executive Director, The Product Recall Research Group. January, 1999 to

present.

Professional Internship, Fleishman-Hillard Public Relations, Atlanta, GA, Summer 1990.

**PUBLICATIONS**

**Books**

*A Review of Recall Policies at the Food Safety & Inspection Service, United States Department of Agriculture.* Washington, D. C.: United States Department of Agriculture, June, 2000.

Volume I: *Bibliographic Perspectives on Recall Practices.*

Volume II: *Empirical Analysis of Contemporary Recall Practices.*

**Government Documents**

“Evaluation Report: FSIS Recall Notification and Industry Guidance,” Evaluation and Analysis Division, OPPDE, September, 1990. http:/www.fsis.usda.gov/OPPDE/rdad/FRPubs/02-045N/EvalRpt.pdf.

**Academic Publications**

“The Product Recall Blame Game: Stereotypical Villains & Actual Recall Failure Factors,” In Michael B. Hinner, (Ed). *Freiberger Beitrage zur interkulturellen und Wirtschafskommniukation: A Forum for General and Intercultural Business* *Communication*. *The Role of Communication in Business Transactions and Relationships.*  Germany: Peter Lang Publications. (2007), 365-386.

Recalls of Body Parts: Problems and Solutions,” *Public Relations Quarterly*. **47**:3 (Fall

2002), 36-42.

“A Comparison of Firestone Recall Mistakes, 1978 and 2000,” *Business Research* *Yearbook: Global Business Perspectives.* (Lanham, MD: University Press of America, 2001), 761-5.

 “Firestone’s Failed Recalls, 1978 and 2000: A Public Relations Explanation,” *Public Relations Quarterly.* **45**:1 (Winter 2000), 10-3.

 “The Cyber-Revolution in Product Recall Public Relations,” *Public Relations Quarterly.* **45**:3 (Summer 2000), 24-6.

1996 Product Recalls: Typology & Quantification,” in Jerry Biberman, (ed) *Business Research Yearbook.* (Lanham, MD: University Press of America, 1998), 771-75.

“The Press Release Campaign Against Prosocial Children’s Television Programming,” in Jerry Biberman (ed) *Business Research Yearbook.* (Lanham, MD: University Press of America, 1998), 767-770a.

“Quantitative Description of FBI Public Relations,” *Public Relations Review.* **23**:1 (Spring 1997), 11-30.

“Print Communication Tactics for Consumer Product Recalls,” *Public Relations Quarterly.* **41**:2 (Spring 1997), 42-46.

“Consumer Product Recalls, 1995: A Typology & Quantification,” in Jerry Biberman & Abbass Alkhafaji, (eds) *Business Research Yearbook.* (Lanham, MD: University Press of America, 1997), 777-81.

“Consumer Product Recall Public Relations Print Communication Tactics,” in Jerry Biberman & Abbass Alkhafaji, (eds) *Business Research Yearbook.* (Lanham, MD: University Press of America, 1997), 782-86.

“A Typology of the Indirect Costs of Consumer Product Recalls,” in Jerry Biberman, (ed), *Business Research Yearbook.* (Lanham, MD: University Press of America, 1996), 542-46.

“Agenda Setting Implications of Consumer Product Recall Public Relations,” in Jerry Biberman, (ed), *Business Research Yearbook.* (Lanham, MD: University Press of America, 1996), 694-98.

“Public Relations Considerations of Consumer Product Recall,” *Public Relations Review.* **21**:3 (Fall 1995), 225-40.

**Encyclopedia Entries**

“Automobile Recall Scandals,” in Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics & Society.* (2018).Sage Publications, Inc.: Thousand Oaks, California. Second Edition.

“Product Recalls,” in Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics & Society.* (2018).Sage Publications, Inc.: Thousand Oaks, California. Second Edition.

“Takata Airbag Recall,” in Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics & Society*. (2018). Sage Publications: Thousand Oaks, California. Second Edition.

“Volkswagen Defeat Device Recall,” in Robert W. Kolb, (Ed). *Encyclopedia of Business Ethics & Society.* (2018).Sage Publications: Thousand Oaks, California. Second Edition.

**Convention Presentations**

“Computer Applications in Recall Campaigns,” International Academy of Business Disciplines Annual Meeting, Marina del Rey, CA, April, 2002.

“The Product Recall Blame Game: Stereotypical Villains and Actual Recall Failure Factors,” National Communication Association Annual Convention, Atlanta, GA, November, 2001

“A Comparative Analysis of Firestone Public Relations Errors, 1978 & 2000,” International Communication Association Annual Convention, Washington, D. C., May, 2001.

With Krishna P. Kandath.

 “1997 Product Recalls: Quantification & Analysis,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 2001.

 “A Comparison of Firestone Recall Mistakes, 1978 & 2000,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April 2001.

“1997 Product Recalls: Quantification & Analysis,” International Academy of Business Disciplines, Chicago, IL, April, 1999.

“A Prescriptive Taxonomy of Print Product Recall Public Relations Communication,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 1997.

“1995 Consumer Product Recalls: A Taxonomy & Quantification,” International Academy of Business Disciplines Annual Convention, Orlando, FL, April, 1997.

Agenda Setting Implications of Consumer Product Recall Public Relations,” International Academy of Business Disciplines Annual Convention, Rockville, MD, April, 1996.

“A Typology of Indirect Costs of Consumer Product Recalls,” International Academy of Business Disciplines Annual Convention, Rockville, MD, April, 1996.

“Communication Variables in Product Recall Public Relations,” Speech Communication Association Annual Convention, San Antonio, TX, November, 1995.

“Generic Consumer Product Recall Public Relations Considerations,” International Communication Association Annual Convention, Albuquerque, NM, May, 1995.

“Agenda Setting Implications of Product Recall Public Relations,” Speech Communication Association Annual Convention, Atlanta, GA, November, 1991.

**Recall Research Experience**

 Reinterviewed regulatory staff at National Highway Traffic Safety Administration, Consumer Product Safety Commission, and Food and Drug Administration. Interviewed

regulatory staff at the Environmental Protection Agency, Coast Guard, Department of Agriculture, and Department of Housing and Urban Development. April, 2000.

 Conducted an assessment of product recall policies and practices at the request of the Food Safety and Inspection Service, Department of Agriculture, November 1999-June 2000.

Interviewed regulatory staff at the National Highway Traffic Safety Administration, Consumer Product Safety Commission and Food and Drug Administration on product recalls. Was granted access to agency reading rooms and related material. December, 1991.

**Recall Public Service**

Created The Product Recall Research Group, 1998.

Made invited oral and written public statements at the Consumer Product Safety Commission’s Forum on Improving Recall Effectiveness, March, 1999.

 Performed a comprehensive review of the product recall system of the Food Safety & Inspection Service, U. S. Department of Agriculture. November, 1999, through June, 2000.

Responded to media and public requests for interviews on product recalls:

 Jonathan Eig, *Chicago* magazine, November, 1998.

 Jeff Blyskal, *Consumer Reports,* May, 1999.

Mitch Lipka*, The Orlando Sun-Sentinel,* December, 1999.

Ellen Walker*, The Miami Herald,* January, 2000.

Joan Levy, Knight-Ridder News Agency, March, 2000.

Bob Beard, *CNN,* September, 2000.

Robert Simonson & Timothy Aeppel, *The Wall Street Journal,* September, 2000.

Nicholas Lichtenburg, *RCA Handelsplat* (the Netherlands)*,* September, 2000.

 Jennifer Oldman, *Los Angeles Times,* November, 2000.

Alejandro Bodipo-Memba, *The Detroit Free Press,* November 2000, August 2001.

Ashley Risk, *KQRE-TV,* Albuquerque, NM, March, 2001.

Laurence Ulrich, *Detroit Free Press,* August, 2001.

Jennifer Ward, *CBS Marketwatch,* August, 2001.

 Lance Kerwin, *KUNM-FM Radio,* December, 2001.

Jim Avila, *NBC News,* April, 2002.

Sam Smith, *Chicago Tribune,* July, 2002*.*

Jason Lee, NSLV, December, 2006.

Adam Miller, Husch & Eppenberger, LLC, April, 2007.

Daphne Eviatar, *Parents* Magazine, July, 2007.

 Denise Leathers, *Contract Manufacturing & Packaging,* August, 2007.

 Teresa Lindeman, *Pittsburgh Post-Gazette,* August, 2007.

 Timothy Aeppel, *Wall Street Journal,* October, 2007.

 Neil Parmar, *SmartMoney: The Wall Street Journal Magazine,* November, 2007.

Luis Clemens, *National Public Radio,* February, 2010.

 Peter Vanden Bos, *Inc.* Magazine, June, 2010.

Steve Rabinowitz, Government Accountability Office, October, 2010.

 Jessica Grouse, *Slate,* April 2011.

Lisa Gillespie, *The Tan Sheet.* Elsevier, July 2012.

Tyrel Linkhorn, *Toledo Blade,* July, 2014.

 Amelia Harnish, *Health Magazine,* October, 2014.

 Michael Gikas, *Consumer Reports,* October 2016.

 Zlati Meyer, *USA Today*, April 2018