

Darrell Hayes

Darrell Hayes primarily teaches public communication campaign courses for graduate students or theory and rhetoric classes for undergrads in the School of Communication. He has more than 15 years experience in public relations and communication issues. He specializes in crisis communication. He has run his own public relations agency, and worked primarily with corporations in the technology sector and with non-profit associations. He has also served as a government communication manager and worked with a marketing research firm. He has also been the managing director of the Aerospace Education Foundation, which promotes an understanding of aerospace policy issues and encourages young people to enter the math and science fields. He has also taught at the University of California at Fresno in a variety of management and communication courses.

He is co-author of *Public Relations Cases*, a primer on best practices in running effective communication campaigns that is used by many public relations courses on college campuses.

His recent classes have accented crisis communications, understanding the structure and history of the mass media, the communication theory and persuasive messages used in public discourse, and the trends and issues impacting best practices in public relations campaigns.

He is member of the Advisory Board for the Department of State Senior Crisis Management Course and frequently conducts crisis courses for visiting delegations from around the world.

He started his professional life as a psychologist working as a personnel psychologist screening individuals for sensitive, high security positions and later running a drug and alcohol abuse prevention program.

He is accredited with the National Public Relations Society of America. In the past he has served as the National Capital Chapter assembly delegate to the National PRSA convention and chairman of the technology, membership and professional development committees.

He has advanced degrees in Communication from the University of Oklahoma and in Counseling from the University of New Mexico. He received his undergraduate degree in Psychology from the University of New Mexico.