

STEVEN R. VAN HOOK, PHD
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PROFESSIONAL HISTORY

2014 – Current

MA & BA FACULTY, NATIONAL UNIVERSITY; San Diego, CA

- Instructor for Strategic Communications and Communication Technologies courses; designed courses and weekly live online lectures. Department of Arts and Humanities; College of Letters and Sciences.

2009 – Current

FACULTY, CALIFORNIA LUTHERAN UNIVERSITY; Thousand Oaks, CA

- Designed and taught on-ground and hybrid courses in international marketing, cross-cultural communications, and global issues.
- Served working adult students for accelerated evening degree program.

2010 – Current

COURSE DESIGNER / INSTRUCTOR FOR LEADERSHIP, MARKETING, INTERNATIONAL TRADE PROGRAM; UNIVERSITY OF CALIFORNIA, Los Angeles, CA (UCLA) Extension

- Design and teach business and cross-cultural courses serving international contracting institutions
- Develop online course materials in Blackboard and Canvas platforms. Mentored instructors.
- Serve on Marketing & Public Relations Certificates Advisory Board.

2001 - Current

COURSE DESIGNER / FACULTY FOR LANGUAGE & CULTURE PROGRAM; PROFESSIONAL ACADEMIC PROGRAM; BUSINESS, MANAGEMENT & LAW PROGRAM; UNIVERSITY OF CALIFORNIA, Santa Barbara, CA (UCSB) Extension

- Designed and taught courses in global economics, world affairs, marketing, linguistics, and communication courses for international and domestic students. Participated on curriculum development committees.
- Produced online course materials and videos.

2000 - Current

MBA PROGRAM FACULTY, CARDEAN LEARNING GROUP / ELLIS COLLEGE OF NEW YORK INSTITUTE OF TECHNOLOGY / ELLIS UNIVERSITY; Chicago, Illinois

- University Senate, Curriculum and Academic Standards Committee.
- Subject matter expert (SME) and course designer for proprietary platform.
- Led performance seminars and pilot tested new technologies.
- Trained and mentored new instructors.
- Outstanding Instructor Award, 2005

2012 – 2016

COURSE DESIGNER / SENIOR FACULTY, SAYLOR ACADEMY; Washington, D.C.

- Design, develop and realign mass courses for free education initiative.
- Peer review course materials developed by other consulting professors.
- Produce custom video, audio and print learning materials.

2012 – 2014

COURSE DESIGNER / LEAD INSTRUCTOR, UCLA EmpowerEd Project; Los Angeles, CA

- Designed, developed and instructed courses in Integrated Marketing Communications, and Writing for Advertising & Marketing.

2002 - 2004

ADJUNCT & CORE FACULTY, ANTIOCH UNIVERSITY

Santa Barbara, CA

- Designed and taught undergrad and graduate courses in Marketing and Global Economics.
- Provided training and support for low-residency online program. Taught online courses.

2001 - 2005

SELECTION PANEL, INTERNATIONAL RESEARCH & EXCHANGES BOARD (IREX);

Washington, DC

- Reviewed Eastern European grant proposals for Contemporary Issues Fellowship Program.

2001 – Current

WEBSITE PUBLISHER, AboutPublicRelations.net; (formerly of Primedia; New York)

- Public relations, marketing, communications, research and analysis.
- Winner of ExpertPR 2002 “Site Most Useful for PR Pros”

1997 - 2000

PROJECT MANAGER / MEDIA DIRECTOR, GAVIN ANDERSON & COMPANY - THE PBN COMPANY; Kiev, Ukraine

- Managed USAID public education program, oversight of \$3-million annual budget, staff of 50.
- Produced national television and radio programs, developed media campaigns.
- Directed LAN and Website development.

1993-1995

MEDIA RELATIONS DIRECTOR, KRIEBLE INSTITUTE; Washington, DC

- Obtained placements in prominent domestic and international media.
- Conducted communication seminars for Russian business and government leaders.
- Produced seminar training manual.

1992-93

TALK-SHOW HOST/PRODUCER, KUHL-AM; Santa Maria, California

- Hosted/produced weekly radio talk show on business and community affairs.

1991- Current

PRESIDENT / OWNER, WORLDWIDE MEDIA RELATIONS; Santa Barbara, California

- Clients have included Project Moscow Medicine, Amnesty International, United Nations Association, Viewers for Quality Television, Santa Maria Valley Chamber of Commerce.

1991-94

GOVERNMENT ISSUES DIRECTOR, SANTA MARIA VALLEY CHAMBER OF COMMERCE; California

- Researched local, state and national legislation affecting business community. Organized candidate forums.
- Prepared strategic communication campaigns, position papers, officer speeches, op-ed articles.

1989-1991

BUREAU CHIEF/PRODUCER/CORRESPONDENT, SUN WORLD NEWS MOSCOW; Washington, DC / Moscow, USSR

- Managed Moscow TV news bureau; supervised American and Russian staff.
- Coordinated advertising sales and marketing of Soviet publication *Literary Gazette International* in the United States.

1988-89

NEWS DIRECTOR/ANCHOR, KOTI-TV (NBC); Klamath Falls, Oregon

- Responsible for all news programming; managing division staff.
- Directed community outreach efforts.
- Anchored two evening newscasts.

1986-88

BUREAU CHIEF, KOBİ-TV (NBC); Roseburg and Coos Bay, Oregon

- Directed full news coverage efforts for tri-county region.
- Developed station promotion campaigns.
- Coordinated news stringers.

1984-86

REPORTER/ANNOUNCER, KLCC-FM; Eugene, Oregon

- Feature news reporting, announcer for morning "drive-time" newscast.

1984-86

FEATURES WRITER, OREGON DAILY EMERALD; Eugene, Oregon

- Investigative feature nominated for William Randolph Hearst Award.

1980-82

VICE PRESIDENT, JOSEPHINE COUNTY HEAD START PROGRAM; Grants Pass, Oregon

- Devised long-term policy, goals and strategy for implementation of federally supported Head Start services.
- Supervised financial expenditures.

1978-84

EXECUTIVE DIRECTOR, SKILLS EXCHANGE; Grants Pass, Oregon

- Directed non-profit NGO serving low-income clients.
- Supervised volunteer and paid staff.
- Managed program budget and accounting, payroll, foundation reports, grant writing, board meetings. Coordinated interagency and community events.

1979-82

COLUMNIST, SOUTHERN OREGON REVIEW; Grants Pass, Oregon

- Voted among most popular features in 10,000 reader survey.

1978-80

VISTA VOLUNTEER; Grants Pass, Oregon

- Developed and directed non-profit NGO, organized board of directors, obtained funding.

EDUCATION

- Ph.D. Education specializing in Transcultural Learning; Walden University (2006)
- M.A. Business Communications; Jones International University (2000)
- Telecommunications Series; Stanford University (2000)
- Technical Writing / Business Plans for Online Ventures; UCLA (2000)
- Certified in New Business Communications Technology; JIU (1999)
- Southern California Institute of Law; Contracts, Torts, Criminal Law (1996)
- B.A. Journalism; University of Oregon (1986)
- Culbertson Scholarship for Academic Excellence (1984-86)
- A.G.S. Humanities; Rogue Community College (1983)
- General studies, Santa Barbara City College (1976)

PUBLICATIONS / PRESENTATIONS

- Van Hook, S.R. (2017, June 9). Participant representing educational design. *The state of virtual reality with Philip Rosedale*. VR seminar with CEO of High Fidelity and founder of Linden Labs, and technology 'evangelist' Robert Scoble. [YouTube video](#).
- Van Hook, S.R. (2017, April 29). Presenter. *Building classroom bridges across cultural gulfs*. CATESOL (California Teachers of English to Speakers of Other Languages). Santa Barbara, CA. [Slides](#).
- Van Hook, S.R. (2017, March 25). Presenter. *Best writing tactics for low-watt brains*. [The Science Circle](#): A global alliance of scientists, educators and students. [YouTube recording](#). [Slides](#).
- Van Hook, S.R. (2016, May 21). Presenter. *The power of primers & prompts: Boosting our low-watt brains*. The Science Circle. <http://wwmr.us/support/Primers-SC.pdf>
- Van Hook, S.R. (2015, March 20). *Innovative Educators*. Webinar presenter: *Practical strategies for facilitating interaction in the cross-cultural classroom*.
- Van Hook, S.R. (2015, March 20). Presenter. *Transcending cultural differences in global settings*. Virtual Worlds Best Practices in Education Conference. [Presentation transcript](#).
- Van Hook, S.R. (2014, April 11). Panel presenter. Virtual Worlds Best Practices in Education (VWBPE) Conference. *The Science Circle: Science and education in virtual worlds*.
- Van Hook, S.R. (2013, June 18). *Webinar: Stop disruptive student behavior*. Higher Ed Hero Conferences, Progressive Business Publications. <http://www.higheredhero.com/2SY/0>
- Van Hook, S.R. (2012, June). Hopes and hazards of transculturalism. *Prospects*. 42 (2), 121-136. Quarterly review of comparative education by United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Bureau of Education (IBE). Available online at <http://wwmr.us/support/transculturalism.pdf>
- Van Hook, S.R. (2011, April). Modes and models for transcending cultural differences in international classrooms. *Journal of Research in International Education*. 10 (1), 1-27.
- Van Hook, S.R. (2010, December 1). *Connecting across cultures with resonant themes and images*. Presentation to the 2010 Literature & Arts Lecture Series, Oxnard College, CA.
- Van Hook, S.R. (2010). Resonant multicultural marcom messages: Using transcultural themes and images to connect across cultures. *How-To Marketing*. Available online at <http://howtomarketing.us/vanhook9.htm>
- Van Hook, S.R. (2010). Communication appeals and tactics: Strategies to win and woo your audience attentions. *About Public Relations*. Available online at <http://aboutpublicrelations.net/ucvanhook3.htm>
- Van Hook, S.R. (2010). Dealing with disruptive students. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook4.htm>
- Van Hook, S.R. (2010). Transcultural themes and images applied in international classrooms. *How To Teach*. Video lecture available online at <http://howtoteach.us/vanhook5.htm>

Van Hook, S.R. (2010). The ABCs of marketing: Your keycard to the gate of marketing success. *How-To Marketing*. Available online at: <http://howtomarketing.us/vanhook1.htm>

Van Hook, S.R. (2009). *Best business writing tools*. Video lecture available online at <http://wwmr.us/support/bizcom/bizcom.html>

Van Hook, S.R. (2008). Theories of intelligence, learning, and motivation as a basic educational praxis. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501698). Also available online at <http://wwmr.us/VanHook-Learning.pdf>

Van Hook, S.R. (2008). Distance education as a facilitator of learning. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED501699). Also available online at <http://wwmr.us/VanHook-Distance.pdf>

Van Hook, S.R. (2008). International learning institutions: Organization, purpose, goals, and missions. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED500061). Also available online at <http://wwmr.us/VanHookKAM6.pdf>

Van Hook, S.R. (2007). Application of transcultural themes in international classrooms. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED495063). Also available online at <http://wwmr.us/TransculturalClassrooms.pdf>

Van Hook, S.R. (2006). Access to global learning: A matter of will. *US Department of Education Resources Information Center*. (ERIC Document Reproduction Service No. ED492804). Also available online at <http://wwmr.us/Access-VanHook.pdf>

Van Hook, S.R. (2005). Themes and images that transcend cultural differences in international classrooms. *Education Resources Information Center*. (ERIC Document No. ED490740). (Proquest Publication Number 3200710). Also available online at <http://wwmr.us/Dissertation-VanHook.pdf>

Van Hook, S.R. (2005, Summer). Universal learning at a distance: Can we plug it in? *Journal of Distance Learning Administration*, 7(2). University of West Georgia, Distance Education Center. Available online at <http://wwmr.us/universal.htm>

Van Hook, S.R. (2004, December 28). *The doctoral student experience: Learning and scholarship*. Panelist, Walden University, Leesburg, VA.

Van Hook, S.R. (2003). *Theories of intelligence, learning, and motivation*. Walden University. Available online at <http://wwmr.us/VanHook-KAM5.pdf>

Van Hook, S.R. (2003). *Principles of international organizational and social systems*. Walden University. Available online at <http://wwmr.us/VanHookKAM3.pdf>

Van Hook, S.R. (2003). *Sociocultural development vis-à-vis global management*. Walden University. Available online at <http://wwmr.us/VanHookKAM2.pdf>

Van Hook, S.R. (2003, October 11). *Transcultural communications: Themes and images that transcend culture*. Seminar presentation to the CATESOL (California Teachers of English to Speakers of Other Languages) 5th Annual Fall Conference, Santa Barbara City College, CA.

Van Hook, S.R. (2002, September 14). *Fortifying the distance learning culture*. Presenter, Antioch University Santa Barbara, CA.

- Van Hook, S.R. (2002). *Cultural influences in socioeconomic development*. Walden University. Available online at <http://wwmr.us/VanHookKAM1.pdf>
- Van Hook, S.R. (2000). *Will global learning get online?* Jones International University. Distributed at forums including the International Global Learning Forum at Appalachian State University; the Global e-Learning 2001 Summit in British Columbia; and the Australian Flexible Learning Framework 2000-2004.
- Van Hook, S.R. (2000). *Media and public relations: A primer for business & government leaders in Russia and the FSU*. Transcribed from presentations funded by the Kriebel Institute, and the United States Agency for International Development. Available online at <http://wwmr.us/primer/index.htm>
- Van Hook, S.R. (2000). *Notes from Ukraine: A public educator's journal*. Available online at <http://wwmr.us/UkraineNotes.htm>
- Van Hook, S.R. (2000). *Cross-cultural variances in team effectiveness*. Jones International University. Available online at <http://wwmr.us/teams.htm>
- Van Hook, S.R. (1999). *Trans-ideological management issues in post-Soviet states*. Jones International University. Available online at <http://wwmr.us/Mindsets.pdf>
- Van Hook, S.R. (1997). Developments in the American media and their relation to Ukraine. *Annual Faculty Journal, Institute of Journalism*. University of Kiev, Ukraine.
- Van Hook, S.R. (1993, November 26). Glimmers of hope on Russia's horizon [Op-ed]. *Santa Barbara News-Press*. Available online at <http://wwmr.us/articles/glimmers.htm>
- Van Hook, S.R. (1991, September). Reporter's notebook from Moscow. *Old Oregon Magazine*. University of Oregon, Eugene. Available online at <http://wwmr.us/notes1.htm>
- Van Hook, S.R., & Oberti, R. (1986). *Missing home: International students and culture shock*. Video documentary. University of Oregon International Center.
- Van Hook, S.R. (1985). *Sex differences in altruism*. University of Oregon. Available online at <http://wwmr.us/altruism.htm>

Textbook / Manuscript Reviewer

- International Social Science Journal*. (2017). A critique of cultural globalization and the one world, one cultural globalist narrative. ScholarOne / Thomson Reuters.
- Prospects*. (2011). United Nations Educational, Scientific and Cultural Organization (UNESCO) Quarterly Review of Comparative Education.
- Economic Performance of European Union: Issues, Trends and Policies*. (2008). Lubor Lacina (Mendel University), Jarko Fidrmuc (Ludwig-Maximilians-Universität Munich), and Antonin Rusek (Susquehanna University). Malden, MA: Wiley-Blackwell.
- The Handbook of Technology Management*. (2008). NY: John Wiley & Sons.
- The Economics of Globalization*. (2007). Pompeo Della Posta. Malden, MA: Wiley-Blackwell