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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.

2010 – Current

FACULTY 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.

2009 – Current

SENIOR 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.

2001 - Current

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.

2012 – 2016

SENIOR FACULTY / COURSE DESIGNER, 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.

2000 – 2015

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 – 2014

LEAD INSTRUCTOR / COURSE DESIGNER, 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, KOB-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. (2018, Spring). The future revisited: Can global learning still save the world? *Journal of Distance Learning Administration*, University of West Georgia. Available [online](#).

Van Hook, S.R. (2017, October 22). Presenter. *Can global learning save the world? The Science Circle: A global alliance of scientists, science educators and students*. [Slides](#).

Van Hook, S.R. (2017, September 13). Webinar participant. *From college to career: Preparing students for the workplace*. Chronicle of Higher Education. [Recording](#). [Notes](#).

Van Hook, S.R. (2017, June 22). Webinar participant. *Online education: Heading toward the future*. Chronicle of Higher Education. [Recording](#). [Notes](#).

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

BIOGRAPHY



Steven Van Hook has worked in higher education, news media, international management, economic development, marketing, public relations, and social services for more than twenty years, including positions in Oregon; California; Washington, D.C.; Moscow, Russia; and Kiev, Ukraine.

Steven has designed and taught on-ground and online classes, including MBA and BA courses in Business Communications, Managerial Marketing, Journalism, Public Relations, Education Technologies, Global Business, Principles of Marketing, International Advertising, Cross-Cultural Communications, and Global Affairs for the University of California at Los Angeles (UCLA); California Lutheran University; National University; Antioch University; UCLA's EmpowerEd; and the University of California at Santa Barbara (UCSB).

Steven has been a television producer, a newspaper features writer and columnist, a radio newscaster and reporter, a weekly radio talk-show host, a television news anchor, an NBC affiliate news division manager, and directed a nationwide television and radio public information program in Kiev, Ukraine. He managed a Washington-based television news service, and served as bureau chief in its Moscow office during the final months of the Soviet Union in 1990-91. He was the American representative in Moscow for a US-Soviet newspaper joint venture between the *Literaturnaya Gazeta* and the Sun World Corporation.

Steven has worked with other international media and corporate clients including CBS, BBC, Gostelradio, Kriebel Institute, New York Stock Exchange, Transcom Communications, Hill & Knowlton, Gavin Anderson, The PBN Company, East-West Films, About Inc. and Primedia. He has worked with social and economic reform programs including VISTA, Head Start, and the United States Agency for International Development.

Steven has a PhD in Education from Walden University, with a specialty in transcultural distance learning. He attended college in his native Santa Barbara, California before earning a BA in Journalism at the University of Oregon. He received an MA in Communications from Jones International University, achieved certification in New Business Communication Technologies, and completed coursework through UCLA and Stanford.

Steven is president and CEO of Educare Research inc, the founder of Worldwide Media Relations, and publishes the About Public Relations, HowToMarketing, HowToTeach, and HowtoSail webzines; and produces YouTube educational videos. He's a USCG sailboat captain, sailing instructor, chaplain, and officiates weddings out of Channel Islands Harbor in California.