

***Steven L. Pike***  
Department of Public Relations  
S.I. Newhouse School of Public Communications  
Syracuse University  
Syracuse, NY 13244

## **EDUCATION**

**M.S. in National Security and Strategic Studies, 2011**

United States Naval War College, Newport, R.I.

**M.S. in Foreign Service, 1993**

Edmund F. Walsh School of Foreign Service, Georgetown University, Washington, D.C.

**B.A. in Politics, 1998 (Concentration in International Relations)**

Wesleyan University, Middletown, CT

## **ACADEMIC APPOINTMENTS**

**Assistant Professor, August 2016-Present**

Department of Public Relations

S.I. Newhouse School of Public Communications

Syracuse University

## **COURSES**

***Undergraduate Courses:*** Public Relations Campaigns Planning and Execution

***Graduate Courses:*** Advanced Public Diplomacy; Public Relations Campaigns Planning and Execution; Public Relations Writing for the Digital Era

***Courses in Preparation:*** Ethics of Advocacy (Undergraduate); Public Relations Management (Graduate and Undergraduate)

## **INDUSTRY AND OTHER PROFESSIONAL EXPERIENCE**

**Foreign Service Officer, 1993-2016**

United States Department of State

- Director, Policy Unit, Bureau of Educational and Cultural Affairs, 2014-2016
- Director of Media Relations and Spokesperson, U.S. Embassy Ottawa, 2011-2014
- Senior Training, U.S. Naval War College, Newport, Rhode Island, 2010-2011
- Counselor for Public Relations and Spokesperson, U.S. Embassy Abu Dhabi, 2007-2010
- Arabic Language Training, Foreign Service Institute, 2005-2007
- Press Officer, Bureau of Press Relations, 2003-2005
- Pearson Legislative Fellow, Office of Senator Joseph I. Lieberman, 2002-2003
- Country Desk Officer for Egypt, Bureau of Near Eastern Affairs, 2000-2002
- Press Officer and Deputy Spokesperson, U.S. Embassy Port-au-Prince, 1997-2000
- Cultural Affairs Officer, U.S. Embassy Senegal, 1994-2000
- Entry Officer Training, U.S. Information Agency, 1993-1994

**Account Executive, 1988-1991**

**Euramerica Translations (1988-1989) & Berlitz Translation Services (1989-1991)**

- New York, Los Angeles, and Washington, D.C.
- Client management, sales and marketing for commercial translation and PR firm

**FELLOWSHIPS, GRANTS, AND HONORS**

**Meritorious Honor, 2016**

Department of State  
Service to the Bureau of Educational and Cultural Affairs

**Superior Honor, 2002**

Department of State  
Rendition of Terrorism Suspects and Relations with Egypt

**Certificate of Appreciation, 2001**

Department of State  
Service to the Department following the attacks of September 11, 2001

**Meritorious Honor, 1998**

U.S. Information Agency  
Information Operations at the U.S. Embassy in Port-au-Prince, Haiti

**Meritorious Honor, 1995**

U.S. Information Agency

Information Operations during the Evacuation of American citizens from Liberia

## STUDENT ADVISING AND MENTORING

Summer 2018: **Summer Internship Faculty Supervisor**, Austin Kesel (Class of 2020), S.I. Newhouse School of Public Communications and School of Information Studies (dual). Public Relations Intern at 360 Communications in New York City, 1 credit.

Summer 2018: **Summer Internship Faculty Supervisor**, Thomas St. Hilaire (Class of 2019), S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs (PR/IR dual). Public Relations Internship at the World Meteorological Organization in Geneva, Switzerland, 3 credits.

Fall 2016-Spring 2018: **Renée Crown Honors College Thesis Advisor** for Natalie Rudakevych (Class of 2018), S.I. Newhouse School of Public Communications and Maxwell School of Citizenship and Public Affairs.

Summer 2017: **Summer Internship Faculty Supervisor**, Hayley King (PR/IR Graduate, Class of 2018), S.I. Newhouse School of Public Communication. State Department Summer Internship at U.S. Embassy in Myanmar, 3 credits.

## PUBLISHED ARTICLES

*Authored:*

[5 Lessons for PR Pros from the Michael Cohen-AT&T-Novartis Incidents](#)

(PRNews Online; May 14, 2018)

[Info Wars: Russia is Already at War with the U.S.; When Will the U.S. Catch Up?](#)

(PDSyracuse; March 28, 2018)

[A memo to the next Secretary of State](#)

(Huffington Post; October 6, 2017)

[What Rex Tillerson may not understand about his own department](#)

(TheHill.com; August 12, 2017)

[When diplomats rebel](#)

(TheHill.com; June 8, 2017)

[You've got your diploma, now you need a job](#)

(PRWeek, April 3, 2017)

[A great photo-op, but at what cost?](#)

(PRWeek; January 13, 2017)

*Quoted in:*

[Trump has yet to name ambassadors to key nations in Mideast](#), by Max Greenwood

(TheHill.com; December 6, 2017)

## PAPERS, PRESENTATIONS, AND CONFERENCE PARTICIPATION

**Pike, Steven L.** *A Contextual Theory of Public Diplomacy (2017)*. Paper presented at the 2018 International Communication Association annual conference, Prague, Czech Republic.

**Mentor**, "*Emerging Research and Trends in Public Diplomacy and Nation Branding*", Doctoral and Post-Doctoral ICA pre-conference at the 2018 International Communication Association annual conference, Prague, Czech Republic. Served as mentor to Dr. Alice Srugies (University of Gothenburg, Sweden) presenting "*Mitigating transboundary crises. An interdisciplinary framework for the integration of public diplomacy and crisis communication*" and Tania Gómez- Zapata (Queen Mary University of London, UK) presenting "*An analysis of the organic Mexican Public Diplomacy in the US during Trump's presidential campaign against Mexicans immigrants*".

**Invited panelist**, "*Teaching Public Diplomacy: Curriculum, Approaches and Outcomes*" panel at the Public Diplomacy Interest Group post-conference on "*Bridging Practice and Disciplinary Perspectives on the Formation and Effects of Country Image, Reputation, Brand, and Identity*" at the 2017 International Communication Association annual conference, San Diego, CA.

**Pike, Steven L.** *Communicating Clearly (2011)*. Paper submitted to complete the requirements of the M.S. in National Security and Strategic Studies program at the U.S. Naval War College, Newport, Rhode Island.

## AD-HOC MANUSCRIPT REVIEWER

November/December 2017: Paper reviewer for both the Public Diplomacy Division and the Public Relations Interest Group of the 2018 International Communication Association annual conference, Prague, Czech Republic.

## SERVICE

### *International Communications Association:*

May 2018-May 2020: **Secretary**, Public Diplomacy Interest Group, ICA

### *Syracuse University:*

(Future) Spring 2019: **Member**, Newhouse School committee on assessment (stand-in for the current PRL representative, who will be on academic leave).

March 26, 2017: **Invited panel speaker**, "Redefining America", Hendricks Chapel. Organized by the Syracuse University Black Leadership Network.

February 24, 2017: **Invited panel speaker**, "President Donald J. Trump's Immigration Order and Travel Ban", Dineen Hall. Organized by the International Law Society, Syracuse College of Law.

October 2016: **Invited speaker**, "Public Diplomacy Symposium". Organized by the Public Diplomacy Students Association and the students of the Joint MA in International Relations / MS in Public Relations Program.

### *Newhouse School:*

May 2018-present:	Chair, PRL Department Assessment Committee
January 2017-present:	Member, PRL Department Assessment Committee
Fall 2017-present:	Member, Newhouse Awards Committee.
Fall 2017-present:	Member, Newhouse Rules Committee.

March 2017:	Organized inaugural PRL Benchmark Trip to Washington, D.C.
October 2017:	PRL Benchmark Trip to New York City
(Future) October 2018:	PRL Benchmark Trip to New York City
(Future) February 2019:	PRL Benchmark Trip to Washington, D.C.

### *Community:*

*Guided by the professor, students in the Public Relations Campaign Planning and Execution course develop a public relations campaign for a real-world client. Clients are generally organizations that provide a community or social good, and that cannot afford the normal fees of a professional public relations agency. I am proud of the clients we have helped, all of whom make a significant contribution to their communities.*

**Spring 2017: Bishop Ludden Junior-Senior High School, Syracuse, N.Y.** *Campaign to help a local parochial school with a strong community identity recover from declining enrolment and failing finances.*

**Fall 2017: Smithsonian Institution, Washington, D.C.** *Campaign to help Smithsonian's science education division better market pedagogical materials to schools in the U.S. and abroad.*

**Spring 2018: Model Neighborhoods Corporation, Syracuse, N.Y.** *MNC is a Southside Syracuse NGO that provides housing for low-income individuals and families. The campaign sought to help MNC expand their services to include employment counseling and after school programs for at-risk children.*

**Spring 2018: Syracuse Spartans, Baldwinsville, N.Y.** *Campaign to help a local collegiate baseball league and community baseball organization provide leadership and mentoring to youth via sports.*

**Fall 2018: Marshall Space Flight Center, NASA, Huntsville, AL.** *A campaign to help MSFC improve their public relations and educational outreach via social media.*

**Fall 2018: Van Duyn Elementary School, Syracuse, N.Y.** *A campaign to help MSFC improve their public relations and educational outreach via social media.*

**(Future) Fall 2018 and Spring 2019: Lawrence World Class Karate, Dewitt, N.Y.** *A combined research and campaign effort, via Professor Christal Johnson's Fall 2018 PR Research class and my Spring 2019 PR Campaigns class. The research and campaign effort will help a local karate school that has a long history in the Syracuse community. The school and its owner conduct significant outreach to at-risk kids from low-income families and provide teaching, mentoring, and leadership through sport. The school was recently forced to move out of the declining Shoppingtown Mall and needs to reconnect with its community in a new location.*

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