

Curriculum Vitae

**JAMES B. PARHAM,
PH.D.**

Indianapolis, IN

Cell: 317-432-0596

Email: jparham@hiron.com

[LinkedIn.com/in/Jim-Parham](https://www.linkedin.com/in/Jim-Parham)

ThePRChronicle.com

PROFESSIONAL PROFILE

- Accomplished career demonstrating unfailing public relations and communications success throughout the U.S. with government, nonprofit and public organizations.
- Effective communicator with excellent conflict resolution skills as well as the ability to write, lead, reach consensus, establish goals and attain results.

EDUCATION

- **Ph.D., Doctor of Business Administration**, Northcentral University, 2021
- **MPA, Master of Public Administration**, American University, 1992
- **B.S., Natural Resources/Communications**, Ball State University, 1979

ACADEMIC/TEACHING EXPERIENCE

Adjunct Faculty, Franklin College, Franklin, IN, 2020-2023

- Taught courses including Social Media Strategy and Tactics, Public Relations Writing, Learn Engagement with Public Relations Professionals, and Public Relations Practice Areas for the Pulliam School of Journalism.

Adjunct Faculty, Indiana University, Bloomington, IN, 2001-2011

- Taught in several colleges including the School of Public Health, Continuing Adult Education and School of Journalism. Course topics included public relations, crisis communications and public relations campaigns.

Indiana University Special Projects Officer for the City of Indianapolis, Bloomington, IN, 1999-2000

- Served as director of the nation's 14th-largest city parks department under a special arrangement between Indiana University and the city of Indianapolis.
- Managed a budget of \$24 million and a staff of more than 500 full-time and hourly employees.
- Served as the director as a contract employee from Indiana University and reported directly to the mayor of Indianapolis.

Special Projects Coordinator, Indiana University, Bloomington, IN, Jan.-Aug. 1994

- Served as lecturer and special projects coordinator for the Department of Recreation and Park Administration, teaching classes in media relations, customer service and public policy.
- Coordinated numerous grant and research projects for the Eppley Institute, a national conservation and public policy center.

PROFESSIONAL EXPERIENCE

President and CEO, Hirons & Company Communications, Inc., 2018-2023

- Directed the agency's overall strategy and direction.
- Managed all agency budgets and worked closely with the COO and controller.
- Directed crisis communications response team for the agency.
- Served as liaison to board of directors.

Executive VP, Chief Operating Officer, Hirons & Company Communications, Inc., 2005-2018

- Was instrumental in growing the agency from a 15-person shop in Bloomington to a 50-person agency in Indianapolis.
- Led all crisis communications work for the agency.
- Involved in the conversion of Hirons to an employee-owned company (ESOP).

Director of Public Relations, Hirons & Company Communications, Inc., 2001-2005

- Oversaw comprehensive public relations and media efforts for large multinational companies, universities and nonprofit organizations as an outsourced employee from SAIC.
- Managed all business development ventures, which resulted in a high growth rate for Hirons & Company.
- Led a team of 20 public relations practitioners.

Assistant Vice President, Science Applications International Corporation (SAIC), 1994-2005

- Managed communications, public outreach and environmental programs for one of the nation's largest high-technology firms.
- Provided assistance to both public and private sector clients including the Department of the Interior, National Park Service, Department of Energy, Office of Nuclear Energy, private land development corporations and state governments.
- Coordinated extensive national and worldwide media and public relations issues in the environmental field and high-visibility programs and projects.
- Developed and implemented strategies for dealing with public controversy and media interest in the management of bison at Yellowstone National Park, the reintroduction of wolves to Yellowstone, "Bum, Don't Bum" fire management practices in national parks, and the restoration of clean water and ecosystems in South Florida at Everglades National Park.

Consulting Employee, Science Applications International Corporation (SAIC), 1999-2000

- Served as a senior public communications consultant on high profile and important U.S. government projects primarily involving the U.S. Department of Energy.
- Developed comprehensive public outreach and media relations plans involving the Department of Energy's environmental impact statement efforts for U.S. nuclear facilities, stockpiles and waste facilities.
- Led facilitation efforts and controlled the potential chaos of public meetings with up to 1,200 concerned stakeholders.
- Acted as liaison between government and citizens and was mindful of security issues, protests and threats of violence.
- Facilitated discussions about the restart of a government-owned nuclear reactor; disposition of depleted uranium hexafluoride at three U.S. government-owned facilities in Kentucky, Ohio and Tennessee; and use of Tennessee Valley Authority nuclear power plants in U.S. Department of Energy materials disposition.

Consultant, Science Applications International Corporation (SAIC), 1993-1994

- Handled a multitude of communications and conservation matters for the company.
- Assisted in preparing proposals and servicing contracts that were national in scope involving public outreach and management of public lands, open space, and parks for the federal government and state and local entities.
- Provided assistance to a host of park and conservation clients including city and state park and conservation organizations, private sector development companies, federal agencies, and private individuals.

Assistant Director, National Park Service, 1992-1993

- Served as senior manager in charge of external programs that were national in scope for river and trail conservation, technical assistance and state recreation grants, and information and education programs for park and recreational professionals.
- Managed a staff of more than 70 professionals with a budget of approximately \$35 million.
- Organized outreach with national conservation organizations and state officials on a variety of recreation issues including natural resources conservation, greenway development, wild and scenic river studies, and historical trails and base closures.
- Oversaw the Urban Recreation Grants Program and the Land and Water Conservation grant program for the states and U.S. territories. Administered the Land and Water Conservation Fund for the Department of the Interior, a program that has provided more than \$1 billion in assistance to public agencies.

Executive Assistant to the Director, National Park Service, 1989-1992

- Served as chief of staff of the National Park Service and was the primary advisor to the director of the agency, with a professional staff of 12,000 employees, a budget approaching \$2 billion and stewardship responsibilities for more than 80 million acres of public land.
- Conducted a variety of executive management activities that were national in scope in external and congressional affairs, policy, natural resources management, budgeting, personnel, and legal matters.
- Was responsible for day-to-day oversight in highly technical and complex natural and cultural resource management issues including wildlife management, water rights, historic preservation and park operations.
- Completed reviews of both draft and final Environmental Impact Statements and Environmental Assessments as well as approval processes for National Park sites such as Denali National Park, Big Cypress National Preserve and the George Washington Parkway, Washington, D.C.
- Conducted in-depth evaluations of service wide programs and policies and provided recommendations to the director or other department senior management officials, including the secretary of the interior.
- Represented the director of the National Park Service in various high-level policy meetings, correspondence and other communications with national organizations, members of Congress and their staffs, and senior officials within the White House and other executive branch departments.
- Served as one of the primary liaisons for the director with conservation organizations, constituents and Department of the Interior officials.

Director of Public Information and Education, Editor of Outdoor Indiana Magazine, Indiana Department of Natural Resources, 1983-1989

- Handled a multitude of communications and conservation matters for the department.
- Was responsible for the conservation agency's public relations and media relations programs on a regional and statewide basis.
- Advised the department director and senior officials in various agencies and the governor's office on public relations and media strategies for natural resource management issues involving more than 26 divisions within the agency.
- Served as editor of Outdoor Indiana Magazine, a 30,000-paid-circulation periodical. Magazine work included supervising professional staff in all facets of magazine production, including editing, graphic/layout, design, circulation, printing and contractual agreements.
- Handled emergency public and media relations for forest fires, rescues, natural disasters and law enforcement actions on state lands.

Acting Director, Division of Public Information and Education, Indiana Department of Natural Resources, 1981-1983

- Handled media relations, which included writing and editing more than 800 news releases per year and generating feature stories on a wide variety of issues.
- Managed a diverse advertising program for the department and oversaw the department's graphic arts, photography and typesetting functions.
- Provided all media coordination and public notification for State Natural Resources Commission meetings involving final decision making on water, forestry and floodway issues.

PRESENTATIONS & PUBLICATIONS

- Parham, James. "Intersection of the Academic and Practical: Image Repair Theory and its Suitability to a Social-Media Generated Crisis." Presented at Public Relations Society of America's ICON Conference, 2022, Grapevine, Texas.
- Parham, James. "Protecting a Client's Reputation: Image Repair Theory and its Suitability to a Social-Media Generated Crisis." Presented at the 25th Annual International Public Relations Research Conference (IPRRC), 2022, Orlando, Florida.
- Dissertation: "Protecting a Client's Reputation: Image Repair Theory and Its Suitability to a Social Media-Generated Crisis," 2021.
- "Communicating with the Public in a Low-Trust, High-Risk Environment," November 1995.

- Professional paper delivered to the Nuclear Materials International Conference, Paducah, Kentucky.

PROFESSIONAL AFFILIATIONS

- **Member, Public Relations Society of America, Hoosier Chapter**