

CV August, 2017

## **Margalit Toledano, PhD, APR, Fellow PRSA, FPRINZ**

*Senior lecturer, Department of Management Communication*

*Waikato Management School, the University of Waikato.*

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### **Academic Qualifications:**

- 2005 Ph.D. Summa Cum Laude, at Université Paris 8 Saint Denis, Paris, France  
1985 Boston University, College of Communication, Boston MA, U.S.A.  
Hubert H. Humphrey Fellow.  
Postgraduate study in Public Relations.  
1978 Hebrew University, Jerusalem Israel  
MA Cum Laude in Communication.  
1976 Hebrew University, Jerusalem, Israel  
BA in Social Sciences

### **Distinctions:**

- 2013 the Public Relations Society of America (PRSA) Educators Academy: Top Research Paper 2013
- 2012-Present: the Public Relations Institute of New Zealand (PRINZ). Inducted to PRINZ College of Fellows
- 2010 the Waikato Students Union: Staff Member Mentor of the Year Award
- 2010 to present: member of the Public Relations Society of America (PRSA) Educational Affairs Initiative on Certification in Education for Public Relations.
- 2009- 2011 the Public Relations Society of America (PRSA). Elected International Delegate-at Large for PRSA Assembly
- 2007 – Present: the Public Relations Society of America (PRSA). Inducted to PRSA College of Fellows. Second international fellow
- 1993-1996 the Israeli Public Relations Association. Elected President
- 1985 the Public Relations Society of America (PRSA). Accredited PRSA member. Won the APR title.

### **Appointments / Experience prior to University appointment**

- **Practical professional experience**
- 1999-2002: New England Director Israel Aliyah Center and National Marketing Director for the U.S.A. Boston, MA, U.S.A.
- 1990–1999: Matara, Margalit Toledano APR, Public Relations Agency based in Tel Aviv, Israel. Owner and Director
- 1987–1990: Matara, Public Relations / OK Advertising based in Tel Aviv, Israel, Managing Director
- 1985–1987: Gitam Communication Systems based in Tel Aviv, Israel, Director of the Department of Public Relations (currently Porter Novelli affiliated)
- 1979–1985: Hadassah Medical Organization Jerusalem, Israel. Spokesperson

- 1976–1979: Hebrew University, Jerusalem, Israel, Assistant Spokesperson and Editor
- **Teaching experience**
- Sept 2003 to present: Lecturer and Senior Lecturer, Management Communication Department, University of Waikato, New Zealand. Appointed September 2003
- 2003 (Jan-June): Visiting Scholar, University of Waikato, New Zealand
- 1995-1999: Tel Aviv University Communication Dept, Tel Aviv, Israel. External teacher
- 1990–1992: Hebrew University Communication Dept, Jerusalem, Israel. External teacher
- 1987-1991: Bar Ilan University Communication Dept, Ramat Gan, Israel. External teacher

### **Teaching and Service at the University**

#### **Teaching**

- Since Sept 2003 convening, lecturing and tutoring on papers in the Management Communication Public Relations degree: Public Relations Practices, Media and Public Relations, Public Relations Campaigns, Public Speaking, Investor Relations, Public Relations Cases, internship
- Initiated and convened MCOM 387 and MCOM587 internship papers 2007-2016
- Supervised 499s 590, and 592 research projects as well as three PhD students.

### **Scholarship and research**

#### **Scholarship and research activities and interests**

- The sum of my publications up to date is 72
- I was invited to join the editorial board of *Public Relations Inquiry* and has been on it since its first journal in 2012.
- I have served on the board of the Journal for *International and Intercultural Communication 2011-2014* and reviewed other journals manuscripts and book proposals for *Wiley-Blackwell*.
- I won the Waikato Management School contestable Summer Research scholarship in 2009 which enabled the employment of a student research assistant for a research project on Ethics 2.0 aiming to identify new ethical issues for professional communicators using social media on behalf of organisations. The paper based on the research findings was published in *Ethical Space* in 2011 under my name and the student assistant as co-author
- I was invited by the University of Ulster, School of Communication, to deliver a special presentation on Military Public Relations within the school's "Communication Research Seminar Series", November 4, 2014
- I won the WMS contestable Summer Research scholarship in 2014 for a research project on facilitating online networks and community relations. I presented the paper in the international conference of EUPRERA 2015 and it was published in *Public Relations Review* in 2016 under my name as first author and the assisting student's name (my contribution 80%)
- I conducted an empirical comparative study on social media ethics with a colleague in Israel. The co-authored paper "Public relations, ethics, and social media: A cross-national study of PR practitioners" has been published in *Public Relations Review* 2016. The paper inspired

research project that compared Portugal to Brazil using the same questionnaire we have developed for our published paper. This led the foundation for future cross national comparative studies over time. The US Institute of Public Relations IPR published a report of this study in the database of its Digital Media Research Centre.

- I was invited to deliver a key note speech in the *European Communication, Research, and Education Association (ECREA)* conference, Belfast, Ireland. 14 June, 2013. Following the conference I was invited to co-edit a book called *International public relations: Perspectives from deeply divided societies* that was published in 2017 by Routledge
- I was invited to contribute a chapter to the 3<sup>rd</sup> edition of Duhé, S. (2017 forthcoming) *New media and public relations*. My chapter has been accepted.
- I was invited by leading scholars in my field to contribute items to Encyclopaedias: the Heath, R. L. (Ed.). (2013). *Encyclopaedia of Public Relations*. Thousand Oaks, CA: Sage and Heath, R. L. & Johansen, W (Eds.). (2017). *The International Encyclopaedia of Strategic Communication*. Malden, MA: Wiley

## Publications

### Books

- Somerville, I., Owen, H., Taylor, M. & Toledano M. (eds.). (2017) *International public relations: Perspectives from deeply divided societies*. Abingdon, UK: Routledge (253 pages)
- Toledano, M., & McKie, D. (2013). *Public relations and nation building: Influencing Israel*. London, UK: Routledge. (200 pages)
- Bowen, S., Heath, R. L., Lee, J. Agraz, F. J., Painter, G., Toledano, M., & McKie, D. (2005). *The business of truth: A guide to ethical communication*. San Francisco: International Association of Business Communicators. (161 pages)

### Book chapters

- Toledano, M. (2017). Dialogue with the enemy: Lessons for public relations on dialogue facilitation drawn from the Israeli-Palestinian conflict. In I. Somerville, H. Owen, M. Taylor & M. Toledano. *International public relations: Perspectives from deeply divided societies*. pp. 27-46. Abingdon, UK: Routledge
- Somerville, I., Owen, H., Taylor, M. & Toledano M. (2017). Introduction. In I. Somerville, H. Owen, M. Taylor & M. Toledano. *International public relations: Perspectives from deeply divided societies*. pp. 1-8. Abingdon, UK: Routledge
- Toledano, M. (2017 in press). Extending ethical public relations: Practitioners attitudes and perceptions about acceptable professional activities in social media. In S. Duhé (Ed.). *New media and public relations (3<sup>rd</sup>, ed.)*. New York, NY: Peter Lang
- Palmer, M. & Toledano, M. (2014). *Kiwis and a National Economy in Crisis: The New Zealand Kiwifruit Industry Responds*. In J. VanSlyke Turk., J. Valin, & J. Paluszek. *Public relations case studies from around the world*. New York NY: Peter Lang
- Toledano, M. (2010). Military spokespeople and democracy: Perspectives from two Israeli wars. In R. L. Heath (Ed.), *SAGE Handbook of public relations (2nd. ed.)*. Thousand Oaks, CA: Sage.

- Toledano, M., & McKie, D. (2009). The Israeli PR experience: Nation building and professional values. In K. Sriramesh & D. Verčič (Eds.), *the Global public relations handbook: Theory, research and practice* (Revd. ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

#### Encyclopedia entries

- Toledano, M. (2018) Partisanship. In R.L. Heath & W. Johansen (Eds.). *The International Encyclopedia of Strategic Communication*. Abingdon, UK: Routledge .
- Toledano, M. (2013). Israel, Practice of public relations. In R. L. Heath, *Encyclopedia of public relations. (2<sup>nd</sup> ed.) Vol 1*. pp. 491-493 Thousand Oaks, CA: Sage
- Toledano, M. (2013). Social Marketing. In R. L. Heath, *Encyclopedia of public relations. (2<sup>nd</sup> ed.) Vol 2*. Thousand Oaks, CA: Sage pp.845-847

#### Book Review

- Toledano, M. (2006). Social Marketing in the 21<sup>st</sup> Century, A.R. Andreasen. Sage Publications Inc. Thousands Oaks, CA 2006. 264 p., US.\$ 43,95. Book Reviews. *Public Relations Review* Vol 32 (3). pp. 320-321

#### Refereed Journal Articles

- Toledano, M. (2017). Emergent methods: Using netnography in public relations research. *Public Relations Review* 43(3). 597-604
- Toledano, M. (2016). Advocating for reconciliation: Public relations, activism, advocacy, and dialogue. *Public Relations Inquiry* 5(3). 277-294
- Toledano, M. & Maplesden, A. (2016) Facilitating community networks: Public relations skills and non-professional organizers. *Public Relations Review* 42(4), 713-722
- Toledano, M. & Avidar, R. (2016). Public relations, ethics, and social media: A cross-national study of PR practitioners. *Public Relations Review* Vol 42(1), 161-169
- Toledano, M., & Riches, M. (2014). Brand alliance and event management for social causes: Evidence from New Zealand. *Public Relations Review* 40 (5). 807-814.
- Toledano, M. (2014). Judging public relations: An analysis of an Israeli court judgment on a defamatory and negative campaign. *Public Relations Review* 40 (3). 492-499
- Toledano, M., & Wolland, L. F. (2011). Ethics 2.0: Social media implications for professional communicators. *Ethical Space: The International Journal of Communication Ethic*, 8 (3/4), 43-52.
- Shoenberger, M., & Toledano, M. (2011). Strategic framing: indigenous culture, identity, and politics. *Journal of Public Affairs*, Wiley Online Library DOI: 10.1002 / pa. 381.
- Toledano, M. (2010). Professional competition and cooperation in the digital age: A pilot study of New Zealand practitioners. *Public Relations Review*, 36 (3), 230–237.
- Toledano, M. (2009). Influencing Economic Change: Government interventions, disputes between sectors, and public relations campaigns in Israel. *Public Relations Review*, 35(4), 361-367.
- Toledano, M. (2009). Radical research as research at the roots: Practitioners self-image, public relations and ethics. *Ethical Space: The International Journal of Communication Ethic*, 6 (2), pp. 40-47

- McKie, D., & Toledano, M. (2008). Dangerous liaison or perfect match? Public relations and social marketing. *Public Relations Review*, 34(4), 318-344.
- Toledano, M., & McKie, D. (2007). Social integration and public relations. Global lessons from Israeli experience. *Public Relations Review*, 33(4), 387-397.
- Toledano, M. (2005). Challenging accounts: Public relations and a tale of two revolutions. *Public Relations Review*, 31, 463-470.
- Roper, J., & Toledano, M. (2005). Taking in the view from the edge: Issues management recontextualized. *Public Relations Review*, 31, 479-485.
- Roper, J., Collins, E., & Toledano, M. (2004). Risk, issues and precaution: Seeking legitimacy in responses to climate change. *Australian Journal of Communication*, 31(3), 41–52.
- Toledano, M., McKie, D., & Roper, J. (2004). Theorising practice: Public relations power, U.S. symmetrical theory, and Israeli asymmetric campaigns. *Australian Journal of Communication*, 31(3), 59-70.
- Toledano, M. (2003). Embedding strategy and trust: Post-war implications for sustainable public relations. *Australian Journal of Communication*, 30(1), 43–51.

#### Published conferences proceedings

- Toledano, M., & McKie, D. (2006). Promoting social integration: A study of media, democracy, and public relations over an extended time frame. In D. Verčič, D. Moss, & J. White (Eds.), *Communicating Europe: Diversity, social cohesion and social integration in Europe and elsewhere: The contribution of public relations and social communication* (pp. 18-29). Bled, Slovenia: BledCom.
- McKie, D., Munshi, D., & Toledano, M. (2006). Communicating unity without diversity: Unsustainable cohesion and symptoms of global theory sickness in public relations. In D. Verčič, D. Moss, & J. White (Eds.), *Communicating Europe: Diversity, social cohesion and social integration in Europe and elsewhere: The contribution of public relations and social communication* (pp. 30-38). Bled, Slovenia: BledCom.
- Toledano, M. (2006). Strategic communication and economic development: Campaigns in Israel from the pre-state period to the new millennium. In Proceedings of International Association of Media and Communication Research Conference, 2006. Cairo, Egypt: IAMCR.
- Toledano, M., & Roper, J. (2005). Politics and the planet: competing interests, PR strategies, and climate change research. Proceedings of EUPRERA 2006 congress. Lisbon: EUPRERA.
- Toledano, M. (2002). Building reputation through public relations: Formative factors, international growth, and social responsibility. Proceedings of the 6th International Conference on Corporate Reputation, Identity and Competitiveness. Boston, MA: Reputation Institute.

#### Conference Contribution

- Toledano, M., Peleg, A. & Drori, Z. (2017). The business of contemporary advocacy: Exploring intersections between public relations professionals and lawyers. *Barcelona International Critical PR Conference #7*, Universitat Pompeu Fabra, 3-4 July 2017
- Toledano, M. (2016). Ethics begin where the law ends. *1<sup>st</sup> Annual conference of the Public Relations Society of China and 9<sup>th</sup> International Forum on Public Relations and Advertising*. Hong Kong Baptist University, December 2-6, 2016

- Toledano, M. (2016). Continuities in Israel's internal Hasbara: Strategies and tactics for unifying the nation. *The 32nd Annual Conference of the Association for Israel Studies* Jerusalem, June 20-22, 2016
- Toledano, M. (2016). Buber's strategic communication: Propaganda or dialogic communication? *The 32nd Annual Conference of the Association for Israel Studies* Jerusalem, June 20-22, 2016
- Toledano, M. & Avidar, R. (2016). Ethics and public relations in social media: Online PR in Israel and New Zealand. *The 20<sup>th</sup> conference of the Israel Communication association*. Academic College Kinneret, Israel. April 17, 2016.
- Toledano, M. & Maplesden, A. (2016). Online surveys in the current digital environment: Participants engagement in data collection. *Strategic communication in the digital age. PRAD 8<sup>th</sup> annual conference*. Wellington, New Zealand, January 25 -27, 2016.
- Toledano, M. & Maplesden, A. (2015). Facilitating community networks: public relations skills and non-professional organisers. *The Management Game of Communication: EAUPRERA, the European Public Relations Education and Research Association conference*. Oslo, Norway, Oct 1-3, 2015
- Toledano, M. & Avidar, R. (2015). Public relations, ethics, and social media: A cross-national study of public relations practitioners. *The Management Game of Communication: EAUPRERA, the European Public Relations Education and Research Association conference*. Oslo, Norway, Oct 1-3, 2015
- Toledano, M. (2015). Advocating for reconciliation: PR activism, dialogue and persuasion. *Public relations: Critical perspectives, edgework and creative futures conference*. Queen Margaret University Edinburgh. Aug 24-25, 2015
- Toledano, M. (2015). Measuring PR ethics in the context of social media: Qualitative and quantitative methods. *The 5<sup>th</sup> BCN International PR Meeting*. Barcelona, Spain, June 29 – July 1<sup>st</sup>, 2015
- Fullana, B., Estanyol, E., Willis, P., Toledano, M., McKie, D., Heath, R. (2015). Academic panel on Experiences of education-practice interactions. *The 5<sup>th</sup> BCN International PR Meeting*. Barcelona, Spain, June 29 – July 1<sup>st</sup>, 2015
- Toledano, M. & Avidar, R. (2014). Ethics as a matter of geography: A comparative study of ethical dilemmas experienced by PR practitioners online in New Zealand and Israel. *The 21<sup>st</sup> international Vincentian business ethics conference*. Dublin, Ireland. Oct 29 – Nov 1, 2014
- Toledano, M. (2014). Dialogue intelligence: Philosophy and practice in the teaching of Martin Buber. The Barcelona international public relations meeting #4: *Configuring intelligence for 21C public relations*. Barcelona, June 26-27, 2014
- Toledano, M. (2014). Contemporary public relations at the networking crossroad: "Who you know" offline versus "how are you linked" on social media. The Barcelona international public relations meeting #4: *Configuring intelligence for 21C public relations*. Barcelona, June 26-27, 2014
- Toledano, M. (2014). Persuasive leaders: Communicating the Zionist campaign. Association of Israel Studies (AIS) 30th annual conference: *Israel: Leadership and critical decisions*. Ben Gurion University, Sde Boker, June 23-25, 2014.
- Toledano, M. (2014). Follow the money: Emissaries and fundraising leaders in Israel's nation building endeavour. Association of Israel Studies (AIS) 30<sup>th</sup> annual conference: *Israel: Leadership and critical decisions*. Ben Gurion University, Sde Boker, June 23-25, 2014.

- Toledano, M. & Riches, M. (2013). Brand alliance and event management for social causes: Evidence from New Zealand. The Annual Conference of the Public Relations Society of America. Philadelphia US, October 26, 2013. The paper won the PRSA Top Faculty Paper Award.
- Toledano, M. (2013) Dialogue with the enemy: Lessons for public relations from the Israeli-Palestinian conflict. An invited keynote presentation at the *European Communication, Research, and Education Association (ECREA)* conference, Belfast, Ireland. 14 June, 2013
- Somerville, I., Taylor, M., Toledano, M., Hargie, O. (2013). Researching public relations and strategic communication in conflict and post conflict societies: An essential task for the field? *International Communication Association (ICA)* Annual Conference. London UK; 17-21 June 2013
- Toledano, M. McKie, D. (2013). *Public relations and nation building*; Influencing Israel. *International History of Public Relations Conference*. Bournemouth University, England; 24-25 June 2013
- Toledano, M. (2012). PR history retrieved: The case for purposive sampling and empathic interviewing. *The International History of Public Relations Conference* at the University of Bournemouth, 11-12 July, 2012.
- Toledano, M. (2012). Pathways to the future: Learning from research into national and transnational dimensions of the contemporary profession. *EUPRERA Annual Conference*. Istanbul, Turkey; 20-22 September 2012
- Toledano, M. (2012). Public relations, social media and the ethical conscience of organisations: opportunities and challenges. *BledCom 2012*, Lake Bled, Slovenia, 6-7 July, 2012.
- Toledano, M. (2011). Handling personal-organisational tensions in social media: challenges for public relations practitioners. Paper delivered at the Australian and New Zealand Communication Association (ANZCA) conference, Hamilton, July 2011
- Toledano, M. (2011). Advocacy and global responsibilities: National associations, international alliances, and competing ideas of public relations as a profession. Inaugural Barcelona International PR Conference, Barcelona, June 2011.
- Toledano, M. (2010). The role of public relations during war: National and international challenges. Paper delivered at the Public Relations of Nations conference in Hamilton, June, 2010.
- McKie, D., & Toledano, M. (2010). The role of national and international associations in shaping the profession's identity. Paper delivered at the International Communication Association conference in Singapore, June, 2010.
- Toledano, M., & McKie, D. (2009). Shaping socio-economic change in Israel: The key role of culture, history, and strategic communication. Paper delivered at the BledCom conference in Bled, Slovenia, July, 2009.
- McKie, D., & Toledano, M. (2007). Not reinventing the wheel: Sustaining social marketing through public relations, existing education, and retaining relationships, Social Marketing Downunder Conference 2007, Wellington, New Zealand, 8-9 March.
- Schoenberger-Orgad, M., Toledano, M., & McKie, D. (2007). Balance of power: Indigeneity, national identity and public opinion in Aotearoa/New Zealand. Paper delivered at WAPOR (World Association of Public Opinion Research. 26-29 June, Haifa and Jerusalem, Israel.
- Toledano, M. (2006). Strategic communication for social change: Integrating new migrants in New Zealand. Paper presented at EUPRERA Congress, 2006, 6-9 September, Carlisle, UK.

- Toledano, M. (2006). Strategic communication and economic development: Campaigns in Israel from the pre-state period to the new millennium. Paper presented at International Association of Media and Communication Research Conference, 2006.
- Toledano, M., & McKie, D. (2006). Promoting social integration: A study of media, democracy, and public relations over an extended time frame. Paper delivered at the congress in Bled, July 7, 2006.
- Toledano, M., & Roper, J. (2005). Politics and the planet: competing interests, PR strategies, and climate change research. EUPRERA Lisbon 2005.
- Toledano, M. (2005). Public relations history. A presentation at the Department of Communication, the University of Haifa, Israel Nov 29, 2005.
- Toledano, M. (2005). Public relations theory and practice: The Israeli experience. A presentation at the Department of Communication, Tel-Aviv University, Israel, Nov 21, 2005.
- Toledano, M., Collins, E., & Roper, J. (2005). Risk, issues, and precaution: Sustainable public relations on a global scale. Paper delivered by Roper at *International Communication Association* annual conference in New York in May, 2005.
- Toledano, M. (2002). Building reputation through public relations: Formative factors, international growth, and social responsibility. Paper presented to the 6th *International Conference on Corporate Reputation, Identity and Competitiveness*, Boston, 23-25th May.
- Toledano, M. (2001). Research on professional values in different cultures as a crucial tool of international public relations: A case study of Israeli Practitioners. Paper delivered at the 51st Annual Conference of the *International Communication Association*, Washington, DC, 24-28th May.
- Toledano, M. (1999). Questions of freedom: New technologies and developing countries. Paper delivered at the *International Institute of Education* International Conference, Washington, DC, May.
- Neff, B., & Toledano, M. (1998). A comparative study of values among public relations students in Israel and the United States. Paper delivered at the 47th Annual Conference of the *International Communication Association*, Jerusalem, Israel, July.
- Toledano, M. (1997). Privatisation of the media in Israel. Paper delivered at the *International Institute of Education* Regional Conference, Cairo, Egypt, June.

#### Other research outputs

- Toledano, M. (1995). Public relations in democratization. *International Public Relations Review*, 18, 17-18
- Toledano, M. (1993). Peace shock. *International Public Relations Review*, 16, 10-11.
- Bowen, S., Heath, R. L., Lee, J. Agraz, F. J., Painter, G., Toledano, M., & McKie, D. (2005). Funded final report on "Public relations practitioners' ethical roles and values" for the *International Association of Business Communication*. This involved field research in Israel and New Zealand, and although the grant was small, the team included world leader in the field, Professor Robert Heath.
- Katz, E., & Toledano, M. (researcher). (1976). *Commercial Broadcasts on Israeli Television*. Jerusalem: Communication Institute, the Hebrew University Jerusalem.