

Dave Johnson

- * **Assistant Dean for Communications, College of Law (2005-present):** Coordinate the overall marketing and public relations efforts for the College of Law, including media relations, public relations and outreach, developing marketing strategies, producing the 30-minute statewide television show, "Illinois Law," coordinating publication of the alumni magazine, promotional and support materials for the Dean of the College, Admissions, Career Planning and Professional Development, International Programs, and Advancement, providing content and updates for the College's website, developing and implementing an overall long-range Communications strategy, emceeding college-wide events, and aggressively pursuing media exposure for the College.

- * **Assistant Athletic Director/Marketing, Division of Intercollegiate Athletics (1999-2005):** Coordinated the overall marketing and communications planning and implementation for all University of Illinois athletic programs. Directly coordinated all football marketing and sales campaigns, including direct mail and advertising. Coordinated Illini Sports Network, including serving as executive producer for all broadcasts, including football and men's basketball games and coaches shows.

- * **Director of Communications/Sports Information Director, Division of Intercollegiate Athletics (1995-1999):** Coordinated media information services for all 19 University of Illinois sport programs. Served as primary media contact for Illinois football. Responsibilities included production of overall communications plan, developing and implementing overall DIA image and message strategies, production of media guide, game programs, weekly press conferences and soliciting local, regional and national coverage of DIA and Illinois football.

- * **Assistant Sports Information Director, Division of Intercollegiate Athletics (1988-1995):** Coordinated media information services for 12 University of Illinois athletic programs, including volleyball, baseball, men's and women's track and field, men's and women's gymnastics, men's and women's swimming and diving, men's and women's golf, and women's tennis.

Professional Background:

Assistant Dean for Communications, College of Law, 2005-present
Assistant Athletic Director/Marketing, DIA, 2000-2005
Assistant Athletic Director/Marketing & Communications, DIA, 1999-2000
Director of Communications/SID, DIA, 1995-1999
Assistant Sports Information Director, DIA, 1988-1995
Director of Broadcast Relations, DIA, 1992-2005
Marketing Director, ACEP, Human Kinetics Publishers, 1988
Director of Development, Bellarmine College, Louisville, Kentucky, 1987-88
Sports Director, WILL-AM-FM radio, 1982-86
News and Agriculture Reporter, WILL-AM-FM radio, 1984-86
News and Sports Reporter, United Press International, 1982-85
Sports Editor, *The Mahomet Citizen*, 1981-84
Sports Reporter/Columnist, *Daily Illini*, 1981-83
Public Relations internship, Detroit Pistons, 1984

Publications, Presentations, and Associations:

Presenter, American Volleyball Coaches Association National Convention, 1991-94
Author, Mike Hebert: The Fire Still Burns, Sagamore Publishing, 1993
Author, "Stadium Ads Get a Boost," Athletic Business, September, 1989
National Association of Collegiate Marketing Administrators (NACMA)
College Sports Information Directors of America (CoSIDA)
Football Writers Association of America
Produced more than 60 University of Illinois media guides, winning national awards in volleyball, baseball, and women's track

Education:

B.A. in Speech Communication, University of Illinois, 1986
M.S.S. in Sport Management, United States Sports Academy, 1987
Ranked # 1 in graduating class with perfect 4.0 GPA
Named "1987 Outstanding Graduate"
Thesis: "Assessing the Impact and Effectiveness of Stadium Advertising on Sport Spectators at NCAA Division One Institutions"

Awards:

Silver Dome Award for Excellence, Illinois News Broadcasters Association, 2009
Rotarian of the Year, Champaign Rotary Club, 2007
Silver Beaver Award, Boy Scouts of America, 2005
Orange and Blue Award, University of Illinois Alumni Association, 2005
Beta Sigma Psi Distinguished Alumni Award, 2003
District Award of Merit, Prairielands Council, Boy Scouts of America, 2003
National Quality District Award, Boy Scouts of America, 2001-2003
White House Communications Agency, Special Commendation, 1998
Outstanding Volunteer Service, Champaign-Urbana Kiwanis Club, 1989
Outstanding Graduate, United States Sports Academy, 1987
Erck Award (Outstanding Active in the National Fraternity), Beta Sigma Psi, 1985

Personal:

District 5 Representative, Champaign City Council, 2009-present
Board of Directors, Champaign Rotary Club, 2009-present
President, Heimskringla Scandinavian Academic Society, 2008-present
Faculty Advisor, Alpha Chapter, Beta Sigma Psi fraternity, 2008-present
President, Good Shepherd Lutheran Church Council, 2007-present
Church Council, Education Chair, Good Shepherd Lutheran Church, 2006-2007
Chairman, Champaign Rotary Club Action Auction, 2006-2007
Vice President/Finance, Prairielands Council of Boy Scouts of America, 2006-2007
Chairman, Illini Jamboree, Prairielands Council of Boy Scouts of America, 2002-2007
Illini District Chair, Prairielands Council of Boy Scouts of America, 2001-2004
Republican member of Champaign County Board, District 7, 1996-2002
GOP Spokesman, Champaign County Board, 2000-2002
Sunday School Superintendent, Good Shepherd Lutheran Church, 1994-2005
Member, Champaign-Urbana Kiwanis Noon Club, 1988-2005
Member, Champaign Rotary Club, 2005-present
Cubmaster, Pack 119 Cub Scouts, Robeson School, 1996-1999
Commissioner, Champaign-Urbana Kiwanis Little League, 1993-1997
Chairman, Champaign County Board Human Services Committee, 1998-2000
Chairman, CoSIDA Radio & Television Committee, 1998-2001
Chairman, Big Ten Sports Information Directors, 1998-1999
Member, Champaign Central High School "C" Letterman's Club
Head Coach, C-U Kiwanis Little League Baseball, 1992-2000
Homecoming Chair, Alpha Chapter of Beta Sigma Psi fraternity, 1988-2004
General Manager, Champaign-Urbana Dodgers Baseball Club (EI League), 1991-1993