

# Benton Danner

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**Profile:** Jarrell Middle School 8<sup>th</sup> Grade English teacher who is also a retired US Army Colonel with over 28 years of experience in leadership, education, and training in various uniquely challenging environments. I sought this position at Jarrell Middle School (specifically) because I wanted to continue to educate, mentor, and positively influence our next generation of adults... and JMS is the ideal school and environment to do that.

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## Education

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**MA, Mass Communication (Public Relations), University of Florida, 2008.** GPA of 4.0; Outstanding Master's Graduate, College of Journalism and Mass Communications, 2006.

**MA, Philosophy, Texas A&M University, 1997.** GPA of 3.8.

**BS, General Engineering, United States Military Academy, 1987.** B.S. in general engineering with a minor in philosophy studies.

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## Academic Work Experience

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**Instructor, and later Assistant Professor,** Department of English, United States Military Academy, West Point, NY *Aug. 1997- Aug. 2000.*

**Adjunct Professor,** University of Maryland University College Satellite Campus, Sinai, Egypt, Jan. – May 2001.

**Instructor,** University of Phoenix, Killeen Learning Center, Killeen, TX, Sep. – Dec. 2013.

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## Courses Taught

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United States Military Academy

Introduction to Philosophy

PY201 – Fall and Spring 1997-1998; Fall and Spring 1998-1999; Fall and Spring 1999-2000

United States Military Academy

Basic Composition

EN101 – Fall 1997

United States Military Academy

Advanced Composition

EN301 – Fall and Spring 1998-1999

University of Maryland University College – Satellite Campus, Sinai, Egypt

Introduction to Philosophy

PHIL 100 – Spring 2001

University of Phoenix – Killeen Learning Center, Killeen, TX

Media Influences on American Culture

HUM 186 – Fall 2013

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**Publications and Presentations**

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- Danner, B., & Mitrook, M. A., (2006). Ethical discussion in three U.S. public relations trade publications: A content analysis. Research paper presented to the Public Relations Division of the International Communication Association annual conference, Dresden, Germany.
- Danner, B., & Kioussis, S (2006). Persuasion and Ethics in Public Relations: Towards a Taxonomy of Means and Ends. Research paper presented at the Association for Education in Journalism and Mass Communication conference, San Francisco, CA.
- Mitrook, M. A., & Danner, B. (2006). The academy versus the profession: A comparative analysis of ethical discussion in public relations publications. Research paper presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication national convention, San Francisco, CA.
- Danner, B., & Mitrook, M. A. (2005). Ethical discussion in peer reviewed public relations journals: A content analysis. Research paper presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication national convention, San Antonio, Texas.
- Danner, B. (1997). Bayesian Belief and Degrees of Belief. Research paper presented to the Dallas Philosophy Forum, Dallas, TX.
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**Theses**

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- *The State of Theory Building in Public Relations Ethics: A Critical Examination.* MA Thesis, University of Florida, 2006.
  - *An Examination of the US Army's Environmental Ethic.* MA Thesis, Texas A&M University, 1997.
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**Conference and Society Leadership**

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- President, Heart of Texas West Point Society, 2013-2015.
  - Vice president, Graduate Students in Mass Communication, University of Florida Chapter, 2006-2008.
  - Facilitator and Group Discussion Leader, National Conference on Ethics in America, United States Military Academy, West Point, NY, 1999.
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**Professional Experience**

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- **Military Analyst at KCEN-TV, Bruceville-Eddy, TX Sep. 2014 – Present.** Around two nights a week, generally on Tuesdays and Thursdays, I appear live on the KCEN-TV 6 p.m. newscast, offer some brief analysis of a military-related topic, and answer questions from the anchors.
- **Partner/Owner of Solar CenTex, Harker Heights, TX Aug. 2013 – Nov. 2014** Co-founder, co-owner, and partner of Central Texas's only solar PV panel design, installation, and monitoring company. Annual sales for this successful startup exceeded \$750,000 in the first year.

- **Senior Public Relations and Communications Officer, III Corps and Fort Hood, TX**  
*Aug. 2008-March 2010; March 2011-May 2013:* U.S. Army Colonel and senior communications and public relations strategy advisor and planner to the commanding general of one of the largest military bases in the world. Supervised a staff of 25 Department of the Army civilians and military personnel. In charge of internal and external communications as well as community relations, to include a robust social media presence, a weekly newspaper with a distribution of over 1 million copies a year, an internal television station, and an internet radio station. Planned, managed, and executed messaging, press conferences, analysis and feedback, and media logistical requirements as the lead architect and executor of the communications strategy during and the years following the tragic Nov. 5<sup>th</sup>, 2009 shootings at Fort Hood and the subsequent legal proceedings.
- **Senior Public Relations and Communications Officer, United States Forces Iraq, March 2010- March 2011:** U.S. Army Colonel and Senior public relations and media advisor in the US military in Iraq, including responsibility for the largest single public affairs operation by the US Military in Iraq (during the withdrawal of the last combat units from Iraq).
- **Special Assistant and Senior Communications Advisor to the Commanding General, U.S. Army Central, various locations worldwide, Aug. 2006-Jul. 2008:** Lt. Col. and principal external and internal communications advisor to the 3-star commanding general responsible for Army operations and logistics in a 27-country area ranging from Kazakhstan to Kenya, with extensive travel over a 24-month period.
- **Senior Public Relations Officer for U.S. Army Alaska, Fort Richardson, AK, Sep. 2001-Aug. 2004:** U.S. Army Maj, then Lt. Col., and the principal public affairs adviser to the 2-star United States Army Alaska (USARAK) Commander and his 9,200 assigned soldiers and DA civilians in Alaska's three geographically separate posts, leading a staff of 20 civilians and military personnel. Served as the command's primary spokesman, speech writer, and community relations officer, was responsible for publication of the command's award-winning weekly newspaper, for the production of the two television command channels, and for control the organization's internet presence.
- **Senior Staff Officer for Press & Visits, Multinational Force and Observers, Sinai, Egypt, Oct. 2000-Sep. 2001:** U.S. Army Maj. and the senior communications and protocol officer for the 11-nation multinational force, managing communications with international media and visits from dignitaries ranging from military officials to ambassadors to a head of state. Led an international staff and was responsible for the command's award-winning bi-monthly, bilingual, 32-page color glossy magazine, *The Sandpaper*.
- **Rank of Second Lieutenant to Captain, U.S. Army, various locations worldwide, May 1987- Jul. 1997:** Led various combat organizations as an Armor officer, including distinguished service for valor in Operation Desert Storm.
- **Selected Military Awards** include the Legion of Merit; the Bronze Star Medal with "V" device for Valor; the Meritorious Service Medal (5 times awarded).