

Denise Sevick Bortree
Director, Arthur W. Page Center
Associate Professor of Communications
Bellisario College of Communications
Penn State University
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University Park, PA 16802
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Education

Doctorate of Philosophy, Mass Communication

University of Florida, College of Journalism and Communications, Gainesville, Fla.

Dissertation title: Relationship building with adolescent publics: An exploration of online maintenance strategies for organization-public relationships between nonprofit organizations and adolescents

Dissertation committee: Dr. Mary Ann Ferguson (chair), Dr. Kim Walsh-Childers, Dr. Spiro Kiouisis, Dr. Jennifer Robinson, Dr. Bridget Franks (educational psychology)

Masters in Education, Educational Psychology

University of Florida, College of Education, Gainesville, Fla.

Final project title: Characteristics of children's websites: the use of hypertext, interactivity and multimedia in nonprofit websites for children

Advisor: Dr. Bridget Franks

Masters of Arts in Mass Communications

University of Florida, College of Journalism and Communications, Gainesville, Fla.

Thesis title: Effects of format and frame on readers' perceptions of online news

Thesis Committee: Dr. Mary Ann Ferguson (chair), Prof. Melinda McAdams (co-chair), Dr. Kim Walsh-Childers, Dr. Linda Perry

Bachelor of Arts, Writing and English

Geneva College, Beaver Falls, Pa.

Academic Appointments

PENNSYLVANIA STATE UNIVERSITY, University Park, PA

- **Director, Arthur W. Page Center** (August 2014 to present)
Leadership position. Manage and direct research efforts of research center, including calls for grant proposals, communication initiatives, oral history project, and teaching resources.
- **Associate Professor of Communications** (July 2013 to present)
Tenured position in department of Advertising/Public Relations. Responsible for teaching two courses per semester, advising graduates students, and conducting research.
- **Senior Research Fellow, Arthur W. Page Center** (Fall 2010 to August 2014)
Research position. Lead research projects related to the Center's mission. Manage annual calls for grant proposals.
- **Assistant Professor of Communications** (July 2007 to July 2013)
Tenure-track position in department of Advertising/Public Relations. Responsible for teaching two courses per semester, advising graduate students, and conducting research.

Courses Taught

PENN STATE UNIVERSITY, University Park, PA

- Public Relations Campaigns
- Public Relations Writing
- Research and Analytics in Strategic Communication (Online Course)

- Public Relations Theory (Graduate Seminar)
- Research in Advertising and Public Relations

UNIVERSITY OF FLORIDA, Gainesville, FL

- Public Relations Campaigns
- Media Literacy
- Online Journalism
- Public Relations Writing

Peer-Reviewed Journal Articles

Accepted for publication

Bortree, D.S. (accepted). Ethics training at public relations agencies: Identifying current trends and future directions, *Journal of Public Relations Education*.

Vafeiadis, M.* , Bortree, D.S., Buckley, C.* , Diddi, P* . (accepted) Refuting fake news: Nonprofits, crisis response strategies, and issues involvement. *Journal of Product and Brand Management*

Huang Y.* , Bortree, D.S., Yang, F.* , Wang, R.* (accepted). Encouraging Volunteering in Nonprofit Organizations: The Role of Organizational Inclusion and Volunteer Need satisfaction, *Journal of Nonprofit & Public Sector Marketing*.

Published peer-reviewed journal articles

Formentin, M.* & Bortree, D.S. (2018). Giving from the heart: Exploring how ethics of care emerges in corporate social responsibility. *Journal of Communication Management*

Formentin, M.* , Bortree, D. S., & Fraustino, J. D. (2017). Navigating anger in Happy Valley: Analyzing Penn State's Facebook-based crisis responses to the Sandusky scandal. *Public Relations Review*. 43(4), 671-679.

Harrison, V. S.* , Xiao, A.* , Ott, H. K.* , & Bortree, D. (2017). Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships. *Public Relations Review*, 43(3), 872-881.

Go, E.* , & Bortree, D. S. (2017). What and How to Communicate CSR? The Role of CSR fit, Modality Interactivity, and Message Interactivity on Social Networking Sites. *Journal of Promotion Management*, 1-21.

Wu, M.* , Huang, Y.* , Li, R.* , Bortree, D.S., Yang, F.* , Xiao, A.* , & Wang, R* . (2016) A Tale of Two Sources in Native Advertising: Examining the Effects of Source Credibility and Priming on Content, Organizations, and Media Evaluations. *American Behavioral Scientist*, 60(12), 1492-1509.

Ott, H.* , Wang, R.* , & Bortree, D.S. (2016). Communicating Sustainability Online: An Examination of Corporate, Nonprofit, and University Websites. *Mass Comm & Society*, 19(5), 671-687.

Walden, J.* , Bortree, D.S., DiStaso, M.W. (2015). Reconsidering the public relations professional–blogger relationship: A coorientation study, *Public relations Review*, 41(4), 526-532.

Walden, J.* , Bortree, D.S., & DiStaso, M.W. (2015). This blog brought to you by ...Exploring blogger perceptions of a product endorsement policy. *Journal of Communication Management*, 19 (3), 254 – 269.

Bortree, D. S., & Waters, R. D. (2014). Race and Inclusion in Volunteerism: Using Communication Theory to Improve Volunteer Retention. *Journal of Public Relations Research*, 26(3), 215-234.

- Waters, R. D., Bortree, D. S., & Tindall, N. T. (2013). Can public relations improve the workplace? Measuring the impact of stewardship on the employer-employee relationship. *Employee Relations*, 35(6), 613-629.
- Bortree, D. S., Ahern, L., Smith, A. N.*, & Dou, X.* (2013). Framing environmental responsibility: 30 years of CSR messages in National Geographic Magazine. *Public Relations Review*, 39(5), 491-496.
- Ahern, L., Bortree, D. S., & Smith, A. N*. (2013). Key trends in environmental advertising across 30 years in National Geographic magazine. *Public Understanding of Science*, 22(4), 479-494.
- Nutter-Smith, A.* & Bortree, D.S. (2012). Buying Green or Being Green: Environmental Consciousness Frames in Teen Girl Magazines. *Journal of Children and Media*, (6), 520-520.
- Waters, R.D. & Bortree, D.S. (2012). "Can We Talk About the Direction of This Church?": The Impact of Responsiveness and Conflict on Millennials' Relationship With Religious Institutions, *Journal of Media and Religion*, 11(4), 200-215.
- Bortree, D.S., Ahern, L., Dou, X.* Smith, A.N.* (2012). Framing the environmental movement: A study of advocacy messages. *International Journal of Nonprofit and Voluntary Sector Quarterly*, 17(2), 77-99. [lead article]
- Waters, R.D. & Bortree, D.S. (2012). Improving Volunteer Retention Efforts with Communication: How Inclusive Behaviors Impact Female and Male Volunteers Differently. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 92-107.
- Waters, R.D. & Bortree, D.S. (2012). Advancing relationship management theory through relationship comparison: Mapping the continuum of relationship types. *Public Relations Review*, 38(1), 123-127.
- DiStaso, M. W., & Bortree, D. S. (2012). Multi-method analysis of transparency in social media practices: Survey, interviews and content analysis. *Public Relations Review*, 38(3), 1-10.
- Bortree, D.S. & Anghelcev, G. (2012). Comparing environmental strategies for corporate social responsibility messages vs. product promotions: A study of corporate advertisements. *Transylvanian Review of Administrative Sciences*
- Bortree, D.S. (2011). The state of environmental communication: A survey of PRSA members. *Public Relations Journal* 5(1), 1-17, http://www.prsa.org/SearchResults/download/6D-050106/0/The_State_of_Environmental_Communication_A_Survey
- Waters, R.D. & Bortree, D.S. (2011). Exploring the Impact of New Media on Out-of-Class Communication in Public Relations Education. *Teaching Public Relations Monographs*, 80, 1-4: <http://www.aejmc.net/PR/TPR80sp11.pdf>.
- Bortree, D.S. (2011). Mediating the power of antecedents in public relationships: A pilot study. *Public Relations Review*, 37(1), 44-49.
- Bortree, D.S. (2010). Exploring adolescent-organization relationships: A study of effective relationship strategies with adolescent volunteers. *Journal of Public Relations Research*. 21(1), 1-25. [lead article]
- Waters, R.D. & Bortree, D.S. (2010). Building a Better Workplace for Teen Volunteers through Inclusive Behaviors. *Nonprofit Management and Leadership*, 20(3), 337-355.
- Bortree, D. S. & Waters, R.D. (2010). The impact of involvement in the organisation-public relationship: Measuring the mediating role of involvement between organisation behavior and perceived relationship quality. *PRism* 7(2): http://praxis.massey.ac.nz/prism_on-line_journ.html
- Waters, R.D. & Bortree, D.S. (2010). Preparing for the Expanding Role of Cybervolunteerism in the New Millennium: An Application of the ROPES Model of Public Relations. *International Journal of Volunteer Administration*, 28 (1). Retrieved from http://www.ijova.org/PDF/VOL27_NO1/WatersBortree.pdf.

Connolly-Ahern, C., Ahern, L.A. & Bortree, D.S. (2009). The effectiveness of stratified constructed week sampling for content analysis of electronic news source archives: AP Newswire, Business Wire and PR Newswire. *Journalism and Mass Communication Quarterly*, 86(4), 862-883.

Bortree, D.S. & Seltzer, T. (2009). Dialogic strategies and outcomes: A review of environmental advocacy groups' Facebook profiles. *Public Relations Review* 35(3), 317-319.

Bortree, D.S. (2009). The impact of green initiatives on environmental legitimacy and admiration of the organization. *Public Relations Review*. 35(2), 133-135.

Bortree, D.S. & Waters, R.D. (2008). Admiring the organization: A study of the relational quality outcomes of the volunteer-nonprofit organization relationship. *Public Relations Journal*, 2(3), 1-17.

*Bortree, D.S. & Waters, R.D. (2008). The value of feeling included: The impact of inclusion on teen volunteers' organizational satisfaction. *International Journal of Volunteer Administration*, 15(1), 27-39.
*Winner of the 2008 Mary Merrill Memorial Awards for Outstanding Feature Article

*Waters, R.D. & Bortree, D.S. (2007). Measuring the Volunteer-Nonprofit Organization Relationship: An Application of Public Relations Theory. *International Journal of Volunteer Administration*, 25(6), 57-67.
*Winner of the 2007 Mary Merrill Memorial Awards for Outstanding Feature Article

Ruth, A., Bortree, D., Ford, R., Braun, S., & Flowers, K. (2005). Web Site Media Relations: A new direction for agricultural public relations professionals. *Journal of Applied Communications*, 89(1), 9-23.

Bortree, D.S. (2005). Presentation of self on the Web: An ethnographic study of teenage girls' weblogs. *Education, Communication and Information (ECi)*, 5(1), 25-39.

*Current or former graduate student

Conference Papers and Presentations

Bortree, D.S., Vafeiadis, M., Diddi, P., Gessner, J., Harrison, V., & Chai, Y. (2019). The role of self-transcendent emotions and empathy in motivating communication about social and environmental issues. Association for Education in Journalism and Mass Communication, Toronto, August 2019.

Vafeiadis, M., Bortree, D.S., Buckley, C., Diddi, P. (2018) Combatting fake news: Examining the role of crisis response strategies and issue involvement in refuting misinformation on social media. Association for Education in Journalism and Mass Communication, Washington DC, August 2018.

Austin, B., Overton, H., Bortree, D.S., McKeevers, B. (2018). Examining the Rage Donation Trend: Applying the Anger Activism Model to Explore Communication and Donation Behaviors. Association for Education in Journalism and Mass Communication, Washington DC, August 2018.

Bortree, D. S. (2017). Public Relations' Role in Building Integrity in Public Communication, Public Relations Society of America International Conference, Boston, Panel session.

Formentin, M., & Bortree, D. S., (2017). Giving from the heart: Exploring how ethics of care emerges in corporate social responsibility, Association for Education in Journalism & Mass Comm, Chicago, August 2017.

Huang, Y., Bortree, D. S., Yang, F., & Wang, R. (2017). Encouraging Volunteer Retention in the Nonprofit Organizations: The Role of Organizational Inclusion and Volunteer Need Satisfaction, International Communication Association, San Diego, May 2017.

Harrison, V., Xiao, A., Ott, H., & Bortree, D. S., (2017). Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships, International Communication Association, San Diego, May 2017.

Bortree, D. S. (2017). Legitimacy and Transparency in Sustainability and Environmental Communication, International Communication Association, San Diego, May 2017. Panel session.

Bortree, D. S., (2017). Ethics training at public relations agencies: Identifying current trends and future directions, International Public Relations Research Conference, March 2017.

Bortree, D. S. (Presenter & Author), Xiao, A. (Penn State University), Yang, F. (Penn State University), Wang, R. (Penn State University), Wu, M. (California State University, LA), Huang, Y. (Penn State University), Li, R. (Penn State University), (August 2016). "Credibility and deception in native advertising: Examining awareness, persuasion, and source credibility in sponsored content," AEJMC 2016. *Presented in top paper session of PR division.*

Xiao, A. (Penn State University), Huang, Y. (Penn State University), Bortree, D. S. (Author Only), (August 2016). "Fundraising on Social Media: How Message Concreteness and Framing Influence Donation Outcomes," AEJMC 2016. *Second place paper in PR division.*

Wu, M. (California State University, LA), Huang, Y. (Penn State University), Li, R. (Penn State University), Bortree, D. S. (Presenter & Author), Yang, F. (Penn State University), Xiao, A. (Penn State University), Wang, R. (Penn State University), (March 2016). "A Tale of Two Sources in Native Advertising: Examining the Effects of Source Credibility and Priming on Content, Organizations, and Media Evaluations," IPRRC 2016. *Top ethics paper: Brigham Young University Top Ethics Paper Award.*

Bortree, D. S. (Presenter & Author), (March 2016). "Building Legitimacy through Video Sustainability Reports: Trends from 2010 to 2015," IPRRC 2016, IPRRC, Miami, FL, peer-reviewed/refereed, published in proceedings.

Waters R.D. & Bortree, D.S. (2015) – Waters and Bortree - Between Ignorance and Engagement: Exploring the Effects of Corporations' Communicatory Engagement With Their Publics on Social Networking Sites, AEJMC.

Go, E. (Western Illinois University), Bortree, D. S., (August 2015). "Between Ignorance and Engagement: Exploring the Effects of Corporations' Communicatory Engagement With Their Publics on Social Networking Sites," AEJMC, Montreal, Canada, peer-reviewed/refereed, Accepted. International.

Ott, H. (Penn State University), Wang, R. (Penn State University), Bortree, D. S. (Author Only), (August 2015). "Communicating Sustainability: An Examination of Corporate, Nonprofit, and University Websites," AEJMC, Montreal, Canada, peer-reviewed/refereed, Accepted. International.

Waters, R. (University of San Francisco), Appelman, A. (Penn State University), Bortree, D. S. (Author Only), (May 2015). "Have Newspapers Gone From Rags to Riches?," International Communication Association, San Juan, Puerto Rico, peer-reviewed/refereed, Accepted. International.

Bortree, D. S. (Presenter & Author), Ott, H. (Penn State University), (March 2015). "Are organizations talking the talk? A study of sustainability communication practices and practitioner perceptions of organizational transparency," IPRRC, Miami, peer-reviewed/refereed, Accepted. International.

Bortree, D. S. (Presenter & Author), Waters, R. (University of San Francisco), (March 2015). "It's not about the Money: Comparing Employees and Volunteers' Relationships with Employers," IPRRC, Miami, peer-reviewed/refereed, Accepted. International.

Bortree, D.S. (2014). Environmental Sustainability Communication: Corporate Environmental Activities Toward Key Publics. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Montreal, August 2014.

Walden, J., Bortree, D.S., & DiStaso, M.D. (2014). You Know Me Well: A Coorientation Study of Public Relations Professionals' Relationship with Bloggers. Presented by first author at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Montreal, August 2014.

Go, E. & Bortree, D.S. (2014). Perceived sincerity in CSR activities: The contribution of CSR fit, modality interactivity, and message interactivity. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Montreal, August 2014.

Bortree, D.S. (2014). Current Practices in Environmental Sustainability Communication among Fortune 300 Companies. Presented at the International Communication Association Conference, Preconference sponsored by Arthur. W. Page Center, Seattle, May 2014.

Bortree, D.S. & Formentin, M. (2014). Stakeholder Engagement on YouTube: Corporate Use of Video to Introduce and Explain CSR and Sustainability Reports. Presented at the International Public Relations Research Conference, Miami, March 2014.

Waters, R.D. & Bortree, D.S. (2013). Stewardship and Involvement: Comparing the Impact on Nonprofit Organizations' Relationships with Donors and Volunteers. Presented at the Association for Education in Journalism and Mass Communication Conference, Washington, D.C., August 2013.

Walden, J., Bortree, D.S., & DiStaso, M.W. (2013). This blog brought to you by ...Exploring blogger perceptions of a product endorsement policy. Presented at the International Communications Association Conference, London, June 2013.

Bortree, D.S. & Formentin, M. (2013). Inspiring youth toward volunteerism: The role of international public relations in connecting teens and young adults to service opportunities. Presented at the Center for Global Public Relations Research Conference, Charlotte, NC, April 2013.

Bortree, D.S. & Thorpe, B. (2013). Spinning the green web: How Fortune 300 companies communicate their sustainability efforts through websites and social media, Presented at the International Public Relations Research Conference, Miami, Fla., March 2013.

Bortree, D.S. (2012). The role of public relations in sustainability communication. Presented at the National Communication Association, Public Relations Division, Orlando, Fla., November 2012.

Bortree, D.S., Tindall, N.J., Waters, R.D. (2012). Can Public Relations Improve the Workplace? Measuring the Impact of Stewardship on the Employer-Employee Relationship. Presented at the National Communication Association, Public Relations Division, Orlando, Fla., November 2012.

Bortree, D.S. (2012). Teaching sustainability in the PR classroom. Presented at the Association for Education in Journalism and Mass Communication conference, Chicago, August 2012.

Formentin, M., Bortree, D.S., Fraustino, J. (2012). Navigating Anger in Happy Valley: Using Facebook for crisis response and image repair in the wake of the Sandusky scandal. Presented by first author at Association for Education in Journalism and Mass Communication conference, Chicago, August 2012.

Bortree, D.S. (2012). Corporate social responsibility as an image repair strategy: A case study of BP's response to the Deepwater Horizon crisis. Presented at the International Public Relations Research Conference, Miami, March 2012.

Bortree, D.S., Ahern L.A., Nutter-Smith, A., Dou, X. (2011). Framing corporate environmental responsibility: A study of 30 years of CSR messages. Presented at the National Communication Association, Public Relations Division, New Orleans, La., November 2011.

Waters, R.D., Bortree, D.S. (2011). The Impact of Responsiveness and Conflict on Millennials' Relationship with Religious Institutions. Presented at the Association for Education in Journalism and Mass Communication conference, St. Louis, Mo., August 2011.

Bortree, D.S. (2010). Relationship building in 140 characters: The use of Twitter among local advocacy groups. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Alexandria, Va., November 2010.

Bortree, D.S., Ahern L.A., Nutter-Smith, A. (2010). Framing the environmental movement: A study of 30 years of environmental advocacy messages. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Alexandria, Va., November 2010.

Bortree, D.S. (2010). Mediating the power of relationship antecedents: The role of involvement and relationship quality in the adolescent-organization relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Denver, August 2010.

Ahern, L.A., Bortree, D.S., & Nutter-Smith, A. (2010). Changing shades of green: Thirty years of environmental advertising in National Geographic Magazine. Presented at the Association for Education in Journalism and Mass Communication Conference, Advertising Division, Denver, August 2010.

Bortree, D.S. (2010). Buy, Buy, Baby: Advertising to Children and its Ethical, Developmental, and Health Implications. Panelist for session in joint Advertising and Public Relations Divisions, at the Association for Education in Journalism and Mass Communication Conference, Denver, August 2010.

Bortree, D.S. (2010). Transparency in environmental communication: A survey of PRSA members. Presented at the International Public Relations Research Conference, Miami, March 2010.

Bortree, D.S. & Waters, R.D. (2009). The Impact of Inclusive Behaviors on Adult Volunteer Retention: An Exploratory Study using Organizational Communication. Presented at the Association for Research on Nonprofit Organizations and Voluntary Action, Cleveland, November 2009.

Bortree, D.S. (2009). The impact of environmental disclosure on environmental legitimacy and the organization-public relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Boston, August 2009.

*Bortree, D.S. & Waters, R.D. (2009). New Dimensions in Relationship Management: Exploring Gender and Inclusion in the Nonprofit Organization-Volunteer Relationship. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Boston, August 2009.

**Presented in Top Paper Session: Second Place Research Paper for Public Relations Division*

Nutter-Smith, A. & Bortree, D.S. (2009). Buying Green or Being Green: Environmental Consciousness Frames in Teen Girl Magazines. Presented at the Association for Education in Journalism and Mass Communication Conference, Science Communication Division, Boston, August 2009.

*Bortree, D.S. (2008). Exploring adolescent-organization relationships: A study of effective maintenance strategies with adolescent volunteers. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Chicago, August 2008.

**Presented in Top Paper Session: Second Place Research Paper for Public Relations Division*

Bortree, D.S. (2008). Environmental legitimacy: Developing reliable and valid measures of perceived organizational environmental performance. Presented at the Association for Education in Journalism and Mass Communication Conference, Science Communication Division, Chicago, August 2008.

*Waters, R.D. & Bortree, D.S. (2008). Communicating Outside the Classroom with Millennials: Preparing for the next generation of public relations students. Presented at the Association for Education in Journalism and Mass Communication Conference, Public Relations Division, Chicago, August 2008.

**Second Place Teaching Paper for Public Relations Division*

Bortree, D.S. & Waters, R.D. (2008). Rethinking the Organization-Public Relationship: Comparing Students' Relationships with Religious and University-Sponsored Organization. Presented at International Communication Association, Public Relations Division, Montreal, May 2008.

Bortree, D.S. (2008) Blogging the Organization-Employee Relationship: Corporate Consequences. Presented at Eastern Communication Association, Organizational Communication Division, Pittsburgh, PA, May, 2008.

Bortree, D.S. & Waters, R.D. (2008). Toward the theory of relationship management: An examination of quality, conflict and support in four organization types. Presented at International Public Relations Research Conference, Miami, March, 2008.

Robinson J.A., Bortree D.S., Waters R.D., & Shipka, D. (2007). The Portrayal of Government Agencies on Terrorism-Related Entertainment Television. Presented at the Society for Risk Analysis in San Antonio, TX in December, 2007.

Bortree, D.S. (2007). Adolescent volunteer-nonprofit relationship: Impact of relational quality on attitude and intended behavior. Presented at Pennsylvania Communication Association, State College, PA, October, 2007.

Bortree, D.S. (2007). Identity and intimacy in online social networking: A qualitative study of young women's experiences on MySpace. Presented at Association for Education in Journalism and Mass Communication, Washington DC, August, 2007.

Bortree, D.S. (2007). Admiring the organization: A study of the relational quality outcomes of the volunteer-nonprofit organization. Presented at Association for Education in Journalism and Mass Communication, Washington, DC, August, 2007.

Bortree, D.S. (2006). Characteristics of children's websites: Content analysis of the use of hypertext, interactivity and multimedia on nonprofit websites for children. Presented at the Carolina Communication Association conference, September 2006.

Bortree, D.S. (2005). Building relationships with child publics: Study of the content of nutrition websites for children. Paper presented at Association for Education in Journalism and Mass Communication in August, 2005.

Bortree, D.S. (2005). Effects of format and frame on readers' perceptions of online news. Paper presented at Association for Education in Journalism and Mass Communication Southeast Colloquium, Athens, GA, March, 2005.

Bortree, D.S. (2004). Presentation of self on the Web: An ethnographic study of teenage girls' weblogs. Paper presented at the Association for Education in Journalism and Mass Communication, Toronto, August, 2004.

*Ruth, A., Bortree, D., Ford, R., Braun, S., Flowers, K. (2004). A new direction for agricultural media relations: Meeting journalists' information needs through the web. Paper presented at the Agriculture Communicator's Association, Lake Tahoe, June, 2004.

**Top student paper*

Williams, A.P., Trammell, K.D., Wu, X., Parker, B.T., Bortree, D., Valois, J., & Flowers, K. (2003). The State of the Union in 2003: Primed for war and peace. Paper presented in the Political Communication Division, National Communication Association, Miami, FL, November, 2003.

Bortree, D.S. (2003). Human subjects in Internet research: Ethical concerns with the study of human communication on the Internet. Paper presented at International Communication Association, San Diego, CA, May, 2003.

Bortree, D.S. (2002). Toward a theory of web writing: A review of research on developing electronic text. Paper presented at Florida Communication Association Conference, St. Petersburg, FL, October 2002.

Bortree, D.S. (2001). Internet as an issues management tool. Paper presented at Florida Communication Association Conference, Fort Lauderdale, FL, October, 2001.

Edited Volumes

DiStaso, M.W., & Bortree, D.S. (Eds.) (2014). *Ethical practice of social media in public relations*. New York: Routledge.

Ahern, L. & Bortree, D.S. (Eds.) (2012.). *Talking green: Exploring contemporary issues in environmental communication*. New York: Peter Lang.

Book Chapters and Other Publications

Bortree, D.S. (2015). Motivations of publics: The power of antecedents in the volunteer-nonprofit organization relationship. In Ledingham and E.J. Ki (Eds.) *Relationship Management (second edition)*, 144-158

Bortree, D.S. (2014). The State of CSR Communication Research: A Summary and Future Direction. *Public Relations Journal*, 8, 1-8.

Bortree, D.S. (2014). New Dimensions in Relationship Management Exploring Gender and Inclusion in the Nonprofit Organization–Volunteer Relationship. In Waters, R.D. (2014), *Public Relations in the Nonprofit Sector: Theory and Practice*. Routledge: New York.

Bortree, D.S. (2014). Corporate social responsibility in environmental crisis: A case study of BP's YouTube response to the Deepwater Horizon Crisis. In DiStaso, M.W. & Bortree, D.S. (Eds), *Ethical practice of social media in public relations*. New York: Routledge, 111-125.

Bortree, D.S. (2012). Pro-Environmental Behaviors Through Social Media: An Analysis of Twitter Communication Strategies. In L.A. Ahern and D.S. Bortree (Eds.) *Talking green: Exploring contemporary issues in environmental communication*, New York: Peter Lang Publishing, 147-170.

Bortree, D.S., & Dou, X. (2012). The role of proximity in advocacy communication: A study of Twitter posts of Sierra Club groups. In S. Duhe (Ed.), *New Media and Public Relations (second edition)*, New York: Peter Lang Publishing, 178-188.

Bortree, D.S. (2011). Communicating with volunteers and staff. In Connors, T.D. (Ed), *Volunteer Management Handbook*, Hoboken, NJ: Wiley Publishing, 273-286.

Bortree, D.S. (2010). The state of environmental communication: A survey of PRSA members. In proceedings from International Public Relations Research Conference, 47-61.

Bortree, D.S. (2010). Talking pink and green: Exploring teen girls' online discussions of environmental issues. In Mazarella, S. (Ed.) *Girl Wide Web 2.0: Revisiting Girls, the Internet, and the Negotiation of Identity*, New York: Peter Lang Publishing, 245-262.

Bortree, D.S. & Water, R.D. (2008). Toward the theory of relationship management: An examination of quality and conflict in organization relationships. In proceedings from International Public Relations Research Conference, 23-36.

Bortree, D.S. (2007). Relationship management and online communication with children. In Duhe, S.C. (Ed.) *New Media and Public Relations*. Peter Lang Publishing: New York, 371-383.

Bortree, D.S. (2007). Video news releases: When is news really news? In Sullivan, S. & Christel, M. (Eds.) *Making Media Matter: Lessons for Literacy*, 218-224.

Bortree, D.S. (2006). Book review: Girl wide web: Girls, the Internet, and the negotiation of identity, *New media & Society* 8(5), 851-853.

Honors and Awards

RESEARCH AWARDS

- **Top paper award – top four paper - 2016**
Association for Education in Journalism and Mass Communication, Public Relations Division
- **Top Paper award - second place - 2016**
Association for Education in Journalism and Mass Communication, Public Relations Division
- **Deans' Excellence Award for Integrated Scholarship - 2016**
College of Communication, Penn State University
- **Ethics Paper Award: Brigham Young University Top Ethics Paper Award - 2016**
International Public Relations Research Conference
- **Top 5 conference paper – 2013**
International Public Relations Research Conference
Award given annually to top papers presented at the conference
- **Top 5 research article - 2011**
Public Relations Journal
Annual award given to top articles published in the journal
- **Deans' Award for Excellence in Research and Creative Activities – 2009-2010**
College of Communication, Penn State University
- **Second Place Research Paper Award - 2009**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2009
- **George C. Hines Memorial Award - 2009**
PRism journal
Awarded to one outstanding proposal to produce a special issue of the refereed journal PRism on a topic at the leading edge of current communication scholarship
- **Mary Merrill Award - 2008**
International Journal of Volunteer Administration
Awarded to one research article per year for outstanding contribution to the discipline
- **Second Place Research Paper Award - 2008**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2008
- **Second Place Teaching Paper Award - 2008**
Association for Education in Journalism and Mass Communication, Public Relations Division, August 2008
- **Mary Merrill Award - 2007**
International Journal of Volunteer Administration
Awarded to one research article per year for outstanding contribution to the discipline

GRANTS/FUNDING/CONTRACTS

- **Reinvention Fund (2014)**
Sustainability Institute at Penn State University, \$37,500
- **Page Legacy Scholar Grant**
Arthur W. Page Center, Grant title, "Corporate Environmental Responsibility" (2013-present), \$7500
- **Contributor, State of the World's Volunteerism report (2010-2011)**
United Nations Volunteers, \$4500
- **President's Fund for Research Fund (2007-2008)**
College of Communication, Penn State University, \$600
- **President's Fund for Research Fund (2009-2010)**
College of Communication, Penn State University, \$600
- **Page Legacy Scholar Grant**
Arthur W. Page Center, Grant title, "Corporate social responsibility as an image repair strategy: A case study of BP's response to the Deepwater Horizon crisis" (2011-present), \$4000
- **Page Legacy Scholar Grant**
Arthur W. Page Center. Grant title, "Study of 30 years of Environmental Advertising in National Geographic Magazine" (2009-present), \$2400
- **Johnson Legacy Scholar Grant**
Arthur W. Page Center. Grant title, "Ethical environmental communication: the impact of transparent and comprehensive communication on environmental legitimacy and the organization-public relationship" (2007-2009), \$4500

- **Named Presidential Fellowship: J. Hillis Miller, Fourth President**
University of Florida
Four-year fellowship given annually to one entering doctoral student at the University of Florida
- **Leadership Award**
BellSouth Mobility
Award for leadership in implementing creative ideas in the workplace
- **Geneva College Writing Award**
Geneva College
Given to one graduating senior who demonstrates excellent writing ability in a number of genres

Professional Experience

MODIS PROFESSIONAL SERVICES, Jacksonville, FL

Manager – Public Relations (2000 – 2001)

Managed media relations and community relations for \$1 billion information technology division of Fortune 1000 company. Developed public relations strategies for 19 markets and directed three local public relations/marketing specialists. Worked with national media, including Wall Street Journal, Business Week, New York Times, and Washington Post, as well as many national industry publications. Identified media opportunities, drafted news releases, established rapport with national media, and served as spokesperson. Responsible for content of company internal and external Web sites. Managed relationship with public relations agency. Provided communications counsel to operations management.

ALLTEL COMMUNICATIONS, Jacksonville, FL/Columbia, SC

Manager – Communications (1999-2000)

Managed community relations, media relations, sports marketing, and special events activities for Florida and Alabama region. Developed public relations strategies and directed team of five marketing specialists in implementation of strategies. Identified media opportunities, drafted news releases, established rapport with local media, and served as local spokesperson. Developed and managed major sponsorships (Jacksonville Jaguars, Florida State University, University of Florida, etc.). Worked with agency to develop advertising leveraging sponsorships. Generated and submitted articles for company newsletter and managed the distribution process of employee communications materials. Managed content of internal Web site. Provided communication counsel to operations management.

Manager – Advertising/Promotions (1998-1999)

Managed two marketing professionals responsible for promotional advertising, base marketing, and retail promotions. Managed an advertising budget of \$12M, maintained all external/internal Web communication, coordinated creation and implementation of in-store signage and collateral, and managed proactive customer retention programs including anniversary mailings and customer rate migrations.

Advertising Supervisor (1998)

Acted as liaison to the advertising agency to maximize advertising dollars through effective media planning and placement. Worked with agency to develop accurate, motivating and traffic building advertising programs. Implemented promotional messaging in all appropriate mediums, including copy points, script layouts, media mix, and media schedules. Worked with agency on media strategies, planning, and placement. Negotiated trade accounts and trade agreements.

Marketing/Public Relations Analyst (1997-1998)

Acted as coordinator for advertising, public relations, and retail promotions during roll out of new ALLTEL market in Jacksonville, FL. Acted as liaison between corporate headquarters and Florida and Georgia markets for advertising creative and placement. Planned PR events in conjunction with new market launch. Attended local functions as needed. Ensured that retail promotions functioned properly in billing system.

Commissions Specialist/Newsletter Editor (1995-1997)

Implemented commissions compensation strategy during market transition from BellSouth to ALLTEL. Designed compensation calculation system using Microsoft Excel software. Trained sales employees on

compensation plans. Tracked and reported market performance on a daily basis. Wrote, edited and designed newsletter for markets in South Carolina.

BELLSOUTH MOBILITY, Columbia, SC

Commissions Specialist/Newsletter Editor (1992-1995)

Implemented commissions compensation strategy for statewide market. Trained sales employees on compensation plans. Wrote, edited and designed newsletters for markets in South Carolina. Directed team of eight volunteer writers.

COLUMBIA INTERNATIONAL UNIVERSITY, Columbia, SC

Publications Writer/Editor (1991-1992)

Wrote, edited and designed academic and recruitment brochures for university. Created advertising to promote the university in national publications. Managed printing and distribution of materials.

PRNEWSWIRE, Pittsburgh, PA

Assistant Editor (1990-1991)

Edited, proofread, and typed news releases for national news service. Maintained relationships with local media. Supervised newsroom.

BEAVER COUNTY TIMES, Beaver Falls, PA

Feature Writer (1990)

Wrote feature articles as assigned by feature editor. Researched historical and local information to support columnist.

Service

ADVISING

- Chair, Doctoral Committee, Nahyun Kim
- Co-Chair, Doctoral Committee – Pratiti Diddi
- Chair, Doctoral Committee – Virginia Harrison
- Chair, Doctoral Committee – Anli Xiao
- Chair, Master's Thesis Committee – Christen Buckley
- Chair, Doctoral Committee – Holly Ott
- Chair, Doctoral Committee – Melanie Formentin
- Dissertation advisor, Doctoral Committee – Rachel Ruben
- Dissertation Advisor, Doctoral Committee – Justin Walden
- Member, Doctoral Committee – Jason Freeman
- Member, Doctoral Committee – Guolan Yang
- Member, Doctoral Committee – Jeff Conlin
- Member, Doctoral Committee – Eun Go
- Chair, Master's Thesis Committee – Juan Flores
- Chair, Master's Thesis Committee – Virginia Harrison
- Member, Master's Thesis Committee – Julia Daisy Fraustino
- Member, Master's Thesis Committee – Colleen Pease
- Member, Master's Thesis Committee – Laura Drews
- Supervisor, Graduate Independent Study -- Alex Nutter Smith
- Supervisor, Graduate Independent Study – Justin Walden
- Supervisor, Graduate Independent Study -- Melanie Formentin
- Supervisor, Graduate Independent Study – Eun Go
- Honor's thesis advisor – Cheyenne Sexton
- Honor's thesis advisor – Brenna Thorpe

ACADEMIC SERVICE

- Vice Head, PF&R Committee, AEJMC (2017-2018)
- Member, PF&R Committee, AEJMC (2016-2017)

- Head, Public Relations Division, AEJMC (2014-2015)
- Vice Head, Public Relations Division, AEJMC (2013-2014)
- Editor, Special issue on nonprofit public relations, *Journal of Public Relations Research* (2012-2013)
- Co-Editor, Special issue on nonprofit relationship building, *PRism Journal* (2009)
- Vice-Head Elect, Public Relations Division, AEJMC (2012-2013)
- Secretary, Public Relations Division, AEJMC (2011-2012)
- Research Co-Chair, Public Relations Division, AEJMC (2010-2011)
- PF&R Co-Chair, Public Relations Division, AEJMC (2009-2010)
- Associate Membership Chair, Public Relations Division, AEJMC (2008-2009)
- Special call editor, Corporate Social Responsibility Communication, Page Center (2013)
- Special call editor, Environmental communication, Page Center
- Special call editor, Social media & ethics, Page Center
- Editorial board member, *Journal of Public Relations Research* (2009-present)
- Editorial board member, *Journal of Public Interest Communication* (2017-present)
- Journal Reviewer: *Journal of Communication*
- Journal Reviewer: *Communication Theory*
- Journal Reviewer: *Nonprofit and Voluntary Sector Quarterly*
- Journal Reviewer: *Journal of Public Relations Research*
- Journal Reviewer: *Journalism and Mass Comm Quarterly*
- Journal Reviewer: *Journal of Communication Management*
- Journal Reviewer, *Journalism & Mass Communication Quarterly*
- Journal Reviewer, *International Journal of Nonprofit and Voluntary Sector Marketing*
- Conference paper reviewer: AEJMC
- Conference paper reviewer: Public Relations Society of America
- Conference paper reviewer: National Communication Association
- Conference paper reviewer: International Communication Association
- Moderator: Association for Education in Journalism and Mass Communication
- Paper Discussant, Eastern Communication Association (May 2008)
- Grant Reviewer, Economic and Social Research Council (August 2008)

PROFESSIONAL SERVICE

- Member, Arthur W. Page Society (2017-current)
- Chair, Association/Nonprofit Division, PRSA (2014)
- Chair-elect, Association/Nonprofit Division, PRSA (2013)
- Secretary/Treasurer, Association/Nonprofit Division, PRSA (2012)
- Member, Executive Committee, Environmental Communication Division, PRSA (2011)
- Invited speaker on topic of teen volunteerism, Jacksonville Public Library, (June 2008)

UNIVERSITY

- Member, University Ethics Committee (2016-current)
- Member, Executive Committee, Commission for Women (2016-2018)
- Member, Education Equity and Campus Environment, Faculty Senate (2016-2017)
- Member, Graduate Curriculum Committee, Graduate School, Penn State University (2013-2014)
- Affiliate Member, Marketing Committee, Commission for Women, Penn State University
- Affiliate Member, Assessment Committee, Commission for Women, Penn State University
- Committee Member, AD-14 Committee 2009-2010

COLLEGE

- Member, College Level P&T Committee (2017-2018)
- Chair, Academic Integrity Committee (2016-current)
- Member, Department Level P&T Committee (2016-2017, 2018-2019)
- Member, Academic Integrity Committee (2015-2016)
- Advisor, EcoCAR communications Committee (2014-current)
- Committee Member, Graduate Committee (2009-2011)
- Committee Member, Student Learning Assessment Committee (2008-2010)
- Co-director, Page Center Project for the Environment (2008-2012)

- Speaker, New Faculty Orientation 2008-2009 (Aug 2008, Aug 2009)
- Presenter, Board of Visitors, Penn State University (Fall 2007)
- Participant, College of Communication, 10-year Strategic Planning Committee (Fall 2007)
- Grant Reviewer, Arthur Page Center grant proposals (2008-present)
- Participant, Angel Technology Focus Group (Jan 2008)

Licensures and Certifications

GRI Sustainability Reporting Certification, Global Reporting Initiative, International. (October 20, 2017)

Memberships

Public Relations Society of America
Association for Education in Journalism and Mass Communication
International Communication Association
Association for Research on Nonprofit Organizations and Voluntary Action