

CASSANDRA LC TROY

PhD Candidate

Donald P. Bellisario College of Communications // Pennsylvania State University
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EDUCATION

The Pennsylvania State University.....2020-Present
State College, PA GPA: 4.0/4.0
Doctor of Philosophy, Mass Communications

Purdue University..... 2018
West Lafayette, IN GPA: 4.0/4.0
Master of Science, Communication
• Concentration in Strategic Communication and Public Relations
Graduate Certificate in Strategic Communication Management

Virginia Commonwealth University.....2014
Richmond, VA GPA: 3.83/4.0
Bachelor of Fine Arts, Communication Arts
Bachelor of Arts, Foreign Language
• Concentration in German
Certificate in Product Innovation

PEER REVIEWED PUBLICATIONS

4. Skurka, C., **Troy, C. L. C.**, Cui, Z., & Gil de Zúñiga, H. (2022). Efficacy in Media Use and Effects: Organizing the Conceptual and Operational Basement. *Annals of the International Communication Association*, 1-36.
<https://doi.org/10.1080/23808985.2022.2142150>
3. **Troy, C. L. C.**, Pinto, J., & Cui, Z. (2022). Managing complexity during dual crises: Social media messaging of hurricane preparedness during COVID-19. *Journal of Risk Research*, 1-18. <https://doi.org/10.1080/13669877.2022.2116086>
2. **Troy, C. L. C.** (2022). Get Ratioed: Questioning the Fossil Fuel Industry's Social License to Operate on Twitter. *The Journal of Public Interest Communications*, 6(1), 4-25.
<https://doi.org/10.32473/jpic.v6.i1.p4>

1. Eng, N., DiRusso, C., **Troy, C. L. C.**, Freeman, J. T., Liao, M. Q., & Sun, Y. (2021). 'I had no idea that greenwashing was even a thing': identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. *Environmental Education Research*, 27(11), 1599-1617, DOI: 10.1080/13504622.2021.1976732

MANUSCRIPTS UNDER REVIEW

+ *denotes joint first authors*

Cooper, C., Helgeson, C., **Troy, C. L. C.**, Keller, K., & Tuana, N. (Under review). What do people care about in flood risk analyses? A values-informed mental model approach.

Troy, C. L. C.+, Eng, N.+, & Bortree, D. (Under review). Symbolic and Substantive Legitimation: Examining Corporate Commitments to Sustainable Development Goal 12.

Troy, C. L. C.+, Eng, N.+, & Skurka, C. (Under review). Green and Good? Benefits and Drawbacks of Moral Frames in Environmental Messages.

Troy, C. L. C., Norman, M., Eng, N., Freeman, J., & Bortree, D. (Under review). To Advocate or Not to Advocate: Differential Impacts of Environmental CSA and CSR Messaging on Consumer Perceptions and Collective Action Intentions.

Troy, C. L. C. & Skurka, C. (Under review). Being Outdoorsy Indoors: Nature Connectedness through 360-Degree Images and Video.

Waters, R., Pressgrove, G., Darrah, A, & **Troy, C. L. C.** (Under review). Examining the Intersection of Culture and Stewardship: Assessing how the Top 100 Global Art Museums Tell Their Philanthropic Missions.

MANUSCRIPTS IN PROGRESS

+ *denotes joint first authors*

Forde, S., & **Troy, C. L. C.** (In progress). Dear Earth, No Thanks: How YouTube's Embrace of Neoliberal Environmentalism Impedes Meaningful Climate Progress.

Troy, C. L. C. (In progress). "Everybody Better Care": A Qualitative Exploration of Environmental Documentaries and Psychological Distance.

Troy, C. L. C., Norman, M., Kim, N., Skurka, C., & Myrick, M. (In progress). Can You Picture It? Effects of Imagined Futures on Climate Action.

Troy, C. L. C., Skurka, C., Joo, H., & Romero, R. (In progress). Who is willing to learn about inequality? Predictors of choice exposure to messaging about racial disparities in air pollution effects.

OTHER PUBLICATIONS

Troy, C. L. C. (2022) *Tweeting the Climate Crisis*. In Media Res: A Media Commons Project. <https://mediacommons.org/imr/content/tweeting-climate-crisis>

Troy, C. L. C. (2022) *Dune and the Climate Crisis*. In Media Res: A Media Commons Project. <http://mediacommons.org/imr/content/dune-climate-crisis>

Cooper, C., & Troy, C. L. C. (2021). *Preparing for more extensive and frequent floods makes sense*. Penn State Institutes of Energy and the Environment. <https://iee.psu.edu/news/blog/preparing-more-extensive-and-frequent-floods-makes-sense>.

Troy, C. L. C. (2021). *Book review tag: Cassandra Troy reviews Robin Wall Kimmerer's Braiding Sweetgrass (2015)*. National Communication Association Environmental Communication Division. <https://sites.google.com/view/ecdnca/blog>

RESEARCH EXPERIENCE

Research Assistant.....Summer 2022

Dr. Chris Skurka, Pennsylvania State University

- Conducted a review of literature and compiled annotated bibliographies
- Assisted in stimulus material selection and survey design
- Put together IRB application materials

Research Assistant.....Fall 2021-Spring 2022

Arthur W. Page Center, Pennsylvania State University

- Coordinated weekly lab group meetings
- Assisted faculty with research projects
- Archived COVID-related PR content in collaboration with the PR Museum

Research Assistant.....Summer 2021

Penn State Initiative for Resilient Communities, Pennsylvania State University

- Created one-pagers to summarize findings from academic papers for the general public
- Transcribed interviews

-Contributed to an annotated bibliography

Lab Group Member.....Fall 2020-Present
Science Communication Lab Group, Pennsylvania State University

Lab Group Member.....Fall 2020-Present
Public Relations Lab Group, Pennsylvania State University

CONFERENCE PRESENTATIONS

+ *denotes joint first authors*

Troy, C. L. C.+, Eng, N.+, & Bortree, D. (November 2022). Symbolic and Substantive Legitimation: Examining Corporate Commitments to Sustainable Development Goal 12. Paper presented at the 108th National Communication Association Annual Convention.

Troy, C. L. C., Pinto, J., & Cui, Z. (November 2022). Managing complexity during dual crises: Social media messaging of hurricane preparedness during COVID-19. Paper presented at the 108th National Communication Association Annual Convention.

Bortree, D., Troy, C. L. C., Norman, M., & Freeman, J. (August 2022). Improving Environmental Legitimacy: A Test of CSR and CSA Environmental Messages. Paper presented at the Association for Education in Journalism and Mass Communication 105th Annual Conference.

Troy, C. L. C.+, Eng, N.+, & Skurka, C. (August 2022). Green and Good? Benefits and Drawbacks of Moral Frames in Environmental Messages. Paper presented at the Association for Education in Journalism and Mass Communication 105th Annual Conference.

Skurka, C., Troy, C. L. C., Cui, Z., & Gil de Zúñiga, H. (May 2022). Efficacy in Media Use and Effects: Organizing the Conceptual and Operational Basement. Paper presented at the 72nd International Communication Association Annual Conference.

Troy, C. L. C. (November 2021). Overwhelmed by Wicked Problems: Expanding Efficacy in the EPPM. Paper presented at the 107th National Communication Association Annual Convention.

Eng, N., DiRusso, C., Troy, C. L. C., Freeman, J., Liao, M. Q., Sun, Y. (August 2021). I Had No Idea That Greenwashing Was Even a Thing": Identifying the Cognitive Mechanisms of Exemplars in Greenwashing Literacy Interventions. Paper presented

at the Association for Education in Journalism and Mass Communication 104th Annual Conference.

Troy, C. L. C. & Skurka, C. (June 2021). Being Outdoorsy Indoors: Nature Connectedness through 360-Degree Images and Video. Paper presented at the International Environmental Communication Association 16th Conference on Communication and Environment.

Andrejewski, R. & Troy, C. L. C. (October 2020). Demystifying that Six Syllable Word: Designing an Effective Intro to Sustainability. Presentation at the Association for the Advancement of Sustainability in Higher Education Global Conference on Sustainability in Higher Education.

Troy, C. L. C. (October 2020). Up to Date and Engaged: Creating a Great Newsletter. Presentation at the Association for the Advancement of Sustainability in Higher Education Global Conference on Sustainability in Higher Education.

Troy, C. L. C. & Andrejewski, R. (February 2020). Accelerating Mutually Beneficial Outcomes: A Partnership Between University of Richmond International Education and the Office for Sustainability. Paper presented at the Sustainability Literacy Symposium: Faculty, Staff, and Students as Agents of Change at the College of Charleston.

TEACHING EXPERIENCE

Instructor of Record.....Fall 2022
COMM 420: Research Methods in Advertising & PR
Pennsylvania State University

Guest Lecture: Directed Content Analysis.....Fall 2022
COMM 597: Advanced Qualitative Methods
Instructor: Dr. Juliet Pinto
Pennsylvania State University

Guest Lecture: Researching Media Effects.....Spring 2022
COMM 100: Mass Media and Society
Instructor: Loryn Rumsey
Pennsylvania State University

Guest Lecture: Sustainability Planning & Communication.....Spring 2022
COMM 473: Public Relations Campaigns
Instructor: Dr. Tara Wyckoff

Pennsylvania State University

Guest Lecture: Climate Change Communication.....Fall 2021

COMM 328: Effects of Science, Environmental, and Health Media

Instructor: Dr. Chris Skurka

Pennsylvania State University

Guest Lecture: Environmental Communication.....Fall 2021

COMM 118: Introduction to Media Effects

Instructors: Ryan Tan & Magdalayna Drivas

Pennsylvania State University

Guest Lecture: Thematic Analysis.....Fall 2021

COMM 597: Advanced Qualitative Methods

Instructor: Dr. Juliet Pinto

Pennsylvania State University

CAMPUS PRESENTATIONS

Overwhelmed by Wicked Problems: Expanding Efficacy in the EPPM.....2021

College of Communications Research Brown Bag at Pennsylvania State University

Sustainability Planning.....2019

Bonner Center for Civic Engagement Community Partners Breakfast at University of Richmond

University of Richmond's Sustainability Plan.....2019

Bonner Center for Civic Engagement at University of Richmond

PROFESSIONAL SERVICE

Graduate Student Pre-Conference Committee.....2022-present

International Environmental Communication Association

Conference on Communication and Environment

COMSHER Graduate Student Committee.....2021-present

Association for Education in Journalism and Mass Communication

Health Promotion & Compliance Team.....2020

University of Richmond, Richmond, VA

Stewardship & Resiliency Communications Team.....	2020
University of Richmond, Richmond, VA	
HEASC Fellow.....	2019-2020
Higher Education Associations Sustainability Consortium	
Stewardship & Resiliency Planning Team.....	2019-2020
University of Richmond, Richmond, VA	
Sustainability and Environmental Awareness Committee.....	2018-2020
University of Richmond, Richmond, VA	
Sustainability Plan Steering Committee.....	2018
University of Richmond, Richmond, VA	

GRANTS

Bellisario College of Communications Science Communication Program Fund.....	2022
Amount: \$700	
Principal Investigator: Cassandra LC Troy	
Arthur W. Page Center Grad Grant	2021
Amount: \$1,630	
Principal Investigators: Nicholas Eng & Cassandra LC Troy	
Davis Program in Ethical Leadership Research Grant.....	2021
Amount: \$1,500	
Principal Investigators: Nicholas Eng & Cassandra LC Troy	
Bellisario College of Communications Science Communication Program Fund.....	2021
Amount: \$500	
Principal Investigator: Cassandra LC Troy	

SCHOLARSHIPS

Graham Scholarship.....	2021
Pennsylvania State University	
University Graduate Fellowship.....	2020-2021

Pennsylvania State University

Professional and Academic Development Scholarship.....2014
Virginia Commonwealth University

Volkmar Risch Memorial Scholarship.....2014
Virginia Commonwealth University

Presidential Scholarship.....2010-2014
Virginia Commonwealth University

AWARDS & RECOGNITION

Top paper.....2022
International Communication Association Conference 2022, Information Systems Division

Gold Winner: Internal Publication.....2020
Educational Advertising Awards

Silver Winner.....2019
Collegiate Advertising Awards

Merit Winner: Integrated Marketing Campaign.....2018
Educational Advertising Awards

Gold Winner: Total Advertising Campaigns.....2017
Collegiate Advertising Awards

Award for Excellence in German.....2014
Virginia Commonwealth University

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication.....2021-2022

International Environmental Communication Association.....2021-2022

International Communication Association.....2022

National Communication Association.....2021-2022

Popular Culture Association.....2022

PROFESSIONAL EXPERIENCE

Sustainability, Communications & Engagement Specialist.....2018-2020

University of Richmond Office for Sustainability, Richmond, VA

- Managed all communications for the Office for Sustainability including, print, web and social media, designed promotional and educational materials, and defined office brand
- Planned events, supported student and staff programming, gave presentations, supervised select interns
- Served in a communications consulting capacity for other departments, including developing a comprehensive strategic communications plan and supporting materials for the Facilities Department, providing communications expertise for university-wide stewardship and resiliency efforts, and assisting in the development of campus-wide COVID-19 communication materials

Guest Teacher.....2015-2019

World Horizons USA, Richmond, VA

- Taught classes ranging from hour-long sessions to multi-day workshops on communications, social media, photo-editing, and storytelling for groups of staff and interns

Training Director..... 2018-2019

World Horizons USA, Richmond, VA

- Interviewed and screened applicants, created and graded assignments, coordinated classes and extracurricular activities, and recruited teachers for a cross-cultural training internship
- Represented the organization at conferences and events
- Assisted in international service trip planning

Communications Coordinator.....2016-2018

University of Richmond Office for Sustainability, Richmond, VA

- Created print and web graphics, as well as promotional and educational materials
- Supported programming and event planning
- Managed office website and social media accounts

Communications Director.....2015-2018

World Horizons USA, Richmond, VA

- Directed all communications for the US office including web, print, and social media
- Defined social media strategy and refined organizational brand
- Supervised select staff and interns
- Represented the organization at conferences and events
- Assisted in international service trip planning