

FRANK E. DARDIS, PH.D.

ASSOCIATE PROFESSOR
PENNSYLVANIA STATE UNIVERSITY
Department of Advertising & Public Relations
Donald P. Bellisario College of Communications
212 Carnegie Building
University Park, PA 16802
(814) 863-7993
fdardis@psu.edu

ACADEMIC APPOINTMENTS

Associate Professor, Pennsylvania State University 2009-present

Assistant Professor, Pennsylvania State University 2003-2009

EDUCATION

Doctor of Philosophy, Mass Communication

College of Mass Communications and Information Studies

University of South Carolina – Columbia, SC

Dissertation Title: *The Persuasive Effects of Frame-Building Strategies in Textual Communications: An Experimental Investigation Using a Social Movement Issue*

Advisor: Dr. Erik Collins

Master of Arts, Mass Communication

College of Journalism and Communications, University of Florida – Gainesville, FL

Bachelor of Science, Telecommunication

College of Journalism and Communications, University of Florida – Gainesville, FL

REFEREED PUBLICATIONS

Vafeiadis, M., Dardis, F. E., Diddi, P., Overton, H., & Buckley, C. (Accepted March 2025). Saying the right things to the right audience: The influence of message strategy and consumer demographics on reactions to corporate social advocacy (CSA) communications. *International Journal of Business Communication*.

Dardis, F. E., Haigh, M. M., Overton, H., & Bailey, E. (2025). Optimizing brand perceptions by aligning corporate communication strategy with message framing strategy in CSR messages. *Journal of Promotion Management*, 1-33.
<https://doi.org/10.1080/10496491.2025.2484713>

Overton, H., Vafeiadis, M., Diddi, P., Buckley, C., & Dardis, F. E. (2025). Examining the impact of corporate social advocacy (CSA) issue ownership and message content on authenticity perceptions and behavioral intentions. *Corporate Communications: An International Journal*, 30(7), 21-43. DOI 10.1108/CCIJ-05-2024-0080

Dardis, F. E., Buckley, C., Mitra, P., Heaton, C., & Xiao, A. (2025). Improving nonprofit engagement on social media: Using big data, machine-learning, and sentiment analysis to evaluate leading nonprofits' message strategies on Twitter/X. *International Journal of Information Technology*, 17(1), 395-407. <https://doi.org/10.1007/s41870-024-02263-5>

Wei, L., Schmierbach, M., Liu, B., Kang, J., Chen, C., Dardis, F. E., Tan, R., & Cohen, E. (2025). Amplifying player experience to facilitate prosocial outcomes in a narrative-based serious game. *Media and Communication*, 13. <https://doi.org/10.17645/mac.8637>

Maksi, S. J., Long, J. W., Keller, K. L., Dardis, F. E., Freeman, J., Veechi, M., Emond, J. A., & Masterson, T. D. (2024). Exploring adolescent vulnerability to influencer product endorsement on snack intake within a livestreaming context. *Technology, Mind, and Behavior*, 5(2), 1-11. DOI: <https://doi.org/10.1037/tmb0000130>

Maksi, S. J., Keller, K. L., Dardis, F. E., Veechi, M., Freeman, J., Evans, R. K., Boyland, E., & Masterson, T. D. (2024). The food and beverage cues in digital marketing (FBCDM) model: Special considerations of social media, gaming, and livestreaming environments for food marketing and eating behavior research. *Frontiers in Nutrition*, 10, 1-15. DOI: 10.3389/fnut.2023.1325265

Harrison, V., Vafeiadis, M., Diddi, P., Buckley, C., & Dardis, F. E. (2022). Understanding how corporate social responsibility partnership factors influence nonprofit supportive intentions. *Public Relations Review*, 48(5). <https://doi.org/10.1016/j.pubrev.2022.102184>

Freeman, J., & Dardis, F. E. (2022). Kidfluencing: The role of selling intent, logo presence, and disclosure modality on parental appraisal. *Journal of Current Issues & Research in Advertising*, 43(3), 256-273. DOI: [10.1080/10641734.2022.2037111](https://doi.org/10.1080/10641734.2022.2037111)

DiRusso, C., Buckley, C., Diddi, P., Dardis, F. E., Vafeiadis, M., & Eng, N. (2022). Designing effective corporate social advocacy campaigns using valence, arousal, and issue salience. *Public Relations Review*, 48(3), 1-12.

Vafeiadis, M., Harrison, V., Diddi, P., Dardis, F. E., & Buckley, C. (2021). Strategic nonprofit communication: Effects of cross-sector corporate social responsibility (CSR) alliances on nonprofits and the mediating role of social-objective achievement and consumer brand identification. *International Journal of Strategic Communication*, 15(4), 275-292.

Dardis, F. E., Schmierbach, M., Sherrick, B., & Luckman, B. (2019). How game difficulty and ad framing influence memory of in-game advertisements. *Journal of Consumer Marketing*, 36(1), 1-11. [Lead Article.]

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., Aviles, J., Kumble, S., & Bailey, E. (2016). Adver-where? Comparing the effectiveness of banner ads and video ads in online video games. *Journal of Interactive Advertising*, 16(2), 87-100. [Lead Article.]

Dardis, F. E., Schmierbach, M., Ahern, L., Fraustino J., Bellur, S., Brooks, S., & Johnson, J. (2015). The effects of in-game virtual direct experience (VDE) on reactions to real-world brands. *Journal of Promotion Management*, 21(3), 313-334.

Kim, K., Schmierbach, M., Bellur, S., Chung, M. Y., Fraustino J., Dardis, F., & Ahern, L. (2015). Is it a sense of autonomy, control, or attachment? Exploring the effects of in-game customization on game enjoyment. *Computers in Human Behavior*, 48, 695-705.

Dardis, F. E., & Schmierbach, M., & Limperos, A. (2012). The impact of game customization and control mechanism on recall of integral and peripheral brand placements in video games. *Journal of Interactive Advertising*, 12(2), 1-12. [Lead Article.]

Schmierbach, M. Xu, Q., Oeldorf-Hirsch, A., & Dardis, F. E. (2012). Electronic friend or virtual foe: Exploring the role of competitive and cooperative video game modes in fostering flow and enjoyment. *Media Psychology*, 15(3), 356-371.

Haigh, M. M., & Dardis, F. E. (2012). The impact of apology on organization–public relationships and perceptions of corporate social responsibility. *Public Relations Journal*, 6(1), 1-16. [Lead Article.]

Dardis, F. E., & Schmierbach, M. (2012). Effects of multiplayer videogame contexts on individuals' recall of in-game advertisements. *Journal of Promotion Management*, 18(1), 42-59.

Limperos, A., Schmierbach, M., Kegerise, A. D., & Dardis, F. E. (2011). Gaming across different consoles: Exploring the influence of control scheme on game player enjoyment. *Cyberpsychology, Behavior, and Social Networking*, 14(6), 345-350.

Shen, F., Dardis, F. E., & Edwards, H. H. (2011). Advertising exposure and message type: Exploring the perceived effects of soft-money television political ads. *Journal of Political Marketing*, 10(3), 215-229. [Lead Article]

Dardis, F. E., & Haigh, M. M. (2009). Prescribing versus describing: Testing image-restoration strategies in a crisis situation. *Corporate Communications: An International Journal*, 14(1), 101-118. [Awarded Top-Three Article of the Year]

Dardis, F. E. (2009). Attenuating the negative effects of perceived incongruence in sponsorship: How message repetition can enhance evaluations of an “incongruent” sponsor. *Journal of Promotion Management*, 15(1/2), 36-56. [Top-Ten Most Cited Article in journal, 2012-2015]

Dardis, F. E. & Shen, F. (2008). The influence of evidence type and product involvement on message-framing effects in advertising. *Journal of Consumer Behavior*, 7(3), 222-238.

Dardis, F. E., Baumgartner, F. R., Boydstun, A. E., De Boef, S., & Shen, F. (2008). Media framing of capital punishment and its impact on individuals' cognitive responses. *Mass Communication and Society*, 11(2), 115-140. [Lead Article]

Dardis, F. E., Shen, F., & Edwards, H. H. (2008). Effects of negative political advertising on individuals' cynicism and self-efficacy: The impact of ad type and message exposures. *Mass Communication and Society*, 11(1), 24-42.

Dardis, F. E. (2007). The role of issue-framing functions in affecting individuals' beliefs and opinions about a sociopolitical issue. *Communication Quarterly*, 55(2), 247-265.

Dardis, F. E. (2006). Military accord, media discord: A cross-national comparison of UK versus US press coverage of Iraq War protest. *International Communication Gazette*, 68(5/6), 409-426.

Dardis, F. E. (2006). Marginalization devices in US press coverage of Iraq War protest: A content analysis. *Mass Communication and Society*, 9(2), 117-135. [Lead Article]

BOOK CHAPTERS AND REFEREED CONFERENCE PROCEEDINGS

Dardis, F. E. (2017). The advent of virtual direct experience (VDE) research in video games: Integrating, augmenting, and informing brand-communication strategies in digital/interactive media. In S. L. Rodgers & E. Thorson (Eds.), *Digital Advertising: Theory and Research* (3rd ed.). New York: Taylor & Francis.

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., & Aviles, J. (2015). "Which way to go? The relative effectiveness of branded advergames, banner ads, and pre-roll ads on brand recall in video games." *Proceedings of the 2015 Conference of the American Academy of Advertising*.

Dardis, F. E., & Schmierbach, M., Ahern, L., Bellur, S., Fraustino, J., Brooks, S., & Johnson, J. (2012). The effects of in-game product performance on recall of and attitudes toward the real-world brand. *Proceedings of the 2012 Conference of the American Academy of Advertising*.

Dardis, F. E. (2007). Food advertising, gender, ethnicity, and age. In J. J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. (Vol. 1, pp. 344-346). Thousand Oaks, CA: Sage.

Dardis, F. E. (2007). Promotional tie-ins. In J. J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media*. (Vol. 2, pp. 678-679). Thousand Oaks, CA: Sage.

Dardis, F. E., & Shen, F. (2005) Message framing and brand evaluations: The role of evidence type and product involvement. *Proceedings of the 2005 Conference of the American Academy of Advertising*.

REFEREED CONFERENCE PAPERS

Maksi, S., Keller, K., Dardis F. E., Freeman, J., Vecchi, M., & Masterson, T. (2025, July). *Adolescent and young adult social media food marketing exposure: Influence of eating*

behavior traits on brand recall, craving, and purchase [Poster abstract]. 2025 Society for Nutrition Education and Behavior (SNEB) International Conference, Indianapolis, IN.

Marschlich, S. M., Jacobs, S. H. J., & Dardis, F. (2024, September). *Covering the issue of (in)equality: Associations with organizations in issue news and their media reputation*. European Public Relations Education and Research Association (EUPRERA) Annual Congress, Bucharest, Romania.

Marschlich, S. M., Jacobs, S. H. J., & Dardis, F. (2024, February). *Covering the issue of (in)equality: Associations with organizations and their media reputation*. Etmaal van de Communicatiewetenschap, Rotterdam, Netherlands.

Wei L., Schmierbach M., Liu B., Kang J., Chen C., Dardis F., Tan R., Cohen, O. (2023, November). *Amplifying player experience to facilitate prosocial outcomes in a narrative-based serious game*. ECREA Digital Games Research Section Symposium (“Digital Games at the Forefront of Change - On the Meaningfulness of Games and Game Studies”), Madrid, Spain.

Dardis, F. E., Buckley, C., Xiao, A., Prasenjit, M., Heaton, C. (2022, March). *Improving nonprofit engagement on social media: Using big data, machine-learning, and sentiment and emotion analysis to evaluate leading NPO message strategies*. International Public Relations Research Conference, Orlando, FL.

Bortree, D., Kim, N., Eng, N., Dardis, F. E., Darrah, A., Vafeiadis, M., Freeman, J. (2022, March). *Promoting environmental responsibility: A big data examination of corporate digital communication on UN Sustainable Development Goals themes*. International Public Relations Research Conference, Orlando, FL.

Freeman, J., & Dardis, F. E. (2021, August): *Kidfluencing: The Role of Selling Intent, Logo Presence, and Disclosure Modality on Parental Appraisals*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, New Orleans, LA (Virtual Conference).

DiRusso, C., Buckley, C., Diddi, P., Dardis, F. E., Vafeiadis, M., & Eng, N. (2021, May). *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Public Relations Division, 71st Annual Conference of the International Communication Association (Virtual Conference).

Harrison, V., Vafeiadis, M., Diddi, P., Buckley, C., & Dardis, F. E. (2021, May). *Corporate social responsibility for nonprofits: The roles of short-duration partnerships, commitment, satisfaction, and mission accomplishment*. Public Relations Division, 71st Annual Conference of the International Communication Association (Virtual Conference).

Vafeiadis, M., Harrison, V., Diddi, P., Dardis, F. E., & Buckley, C. (2020, August). *How CSR partnerships affect nonprofit organizations (NPOs): The mediating role of consumer-brand identification, CSR motives, and NPO social objective achievement*. Public Relations Division,

Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA (Virtual Conference).

Dardis, F. E., Haigh, M. M., Ott, H., & Bailey, E. (2020, March). *Communicating CSR fit: How message-framing strategies and specific elements of a company-cause relationship can enhance consumer perceptions of the corporation*. International Public Relations Research Conference, Orlando, FL.

Dardis, F. E., Schmierbach, M., Aviles, J., Bailey, E., Orme, S., & Kang, J. (2018, August). *Make it fit: The effects of brand-game congruity in advergames on brand recall, attitude, and purchase intent*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

Haigh, M. M., Dardis, F. E., Ott, H., & Bailey, E. (2017, August). *CSR, hybrid, or ability frames: Examining how story frames impact stakeholders' perceptions*. Public Relations Division, Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Dardis, F. E., Haigh, M. M., Ott, H., & Bailey, E. (2016, October). *Corporate ability or social conscience?: The impact of strategic emphasis and issue-framing type in corporate social responsibility messages*. Public Relations Society of America (PRSA) International Conference, Indianapolis, IN.

Aviles, J., Kumble, S., Schmierbach, M., Bailey, E., Waddell, F., Dardis, F., Huag, Y., Orme, S., Seeber, K., & Wu, M. (2016, August). *Effects of music pacing in a nutrition game on flow, and explicit and implicit attitudes*. Communication Technology Division, Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, MN.

Dardis, F. E., Schmierbach, M., Sherrick, B., Waddell, F., & Aviles, J. (2105, March) *Which way to go? The relative effectiveness of branded advergames, banner ads, and pre-roll ads on brand recall in video games*. American Academy of Advertising Annual Conference, Chicago, IL.

Dardis, F. E., Schmierbach, M., Sherrick, B., & Luckman, B. (2013, August). *The impact of videogame-induced affect and ad type on memory of in-game advertisements*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

Sherrick, B., Schmierbach, M., Waddell, T. F., Kim, K., & Dardis, F. E. (2013, August). *In control of enjoyment: Gameplay difficulty, performance feedback, and the mediating effect of presence on video game enjoyment*. Communication Technology Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

Dardis, F. E., & Schmierbach, M., Sherrick, B., & Fraustino, J. (2012, August). *Pre-roll advertising in video games: Effects on brand recall and attitudes*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Dardis, F. E., & Schmierbach, M., Ahern, L., Bellur, S., Fraustino, J., Brooks, S., & Johnson, J. (2012, March). *The effects of in-game product performance on recall of and attitudes toward the real-world brand*. American Academy of Advertising Annual Conference, Myrtle Beach, SC.

Dardis, F. E., & Schmierbach, M. (2010, August). *The impact of control mechanism and game customization on videogame advertising effects*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Denver, CO. [Awarded Top-Three Paper in Division.]

Dardis, F. E., & Schmierbach, M. (2009, August). *Effects of gaming system and interpersonal playing context on individuals' memory of in-game advertisements*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, Boston, MA.

Limperos, A. M., Schmierbach, M., Dardis, F. E., Tamul, D. J., & Kegerise, A. D. (2009, May). *Gaming across different consoles: Exploring the influence of control scheme on game player enjoyment*. Communication and Technology Division, 59th Annual Conference of the International Communication Association, Chicago, IL.

Dardis, F. E., & Haigh, M. M. (2008, May). *Prescribing versus describing: An original test of all image-restoration strategies within a single crisis situation*. Public Relations Division, 58th Annual Conference of the International Communication Association, Montreal, Canada.

Haigh, M. M., & Dardis, F. E. (2008, May). *Impact of crisis on corporate social responsibility and organization-public relationships*. Public Relations Division, 58th Annual Conference of the International Communication Association, Montreal, Canada.

Dardis, F. E. (2006, August). *Generating congruence: How repeated sponsorship messages enhance evaluations of incongruent sponsors*. Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

Dardis, F. E., Shen, F., & Edwards, H. H. (2006, August). *Negative political advertising, cynicism, and self-efficacy: The impact of ad type and message exposures*. Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.

De Boef, S., Baumgartner, F. R., Boydston, A. E., Dardis, F. E., & Shen, F. (2005, October). *Framing capital punishment: Morality, constitutionality, and innocence, 1960–2003*. Annual Meeting of the National Coalition to Abolish the Death Penalty, Austin, TX.

Dardis, F. E. (2005, August). *Military alliance, media difference: A comparison of framing devices implemented in UK versus US press coverage of Iraq War protest*. International Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX. [Awarded Ecquid Novi Second Runner-Up in Journalism]

Shen, F., Dardis, F. E., & Edwards, H. H. (2005, August). *Advertising exposures and message types: Exploring the perceived effects of soft-money political ads*. Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX.

Dardis, F. E., & Shen, F. (2005, March) *Message framing and brand evaluations: The role of evidence type and product involvement*. American Academy of Advertising Annual Conference, Houston, TX.

Dardis, F. E. (2004, August). *Antiwar framing devices and US media coverage of Iraq war protesters: A content analysis of the New York Times, Washington Post and USA Today*. Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, ON.

Dardis, F. E. (2004, May). *Persuasion effects of issue-framing functions: An experiment using an environmental social movement issue*. Mass Communications Division, 54th Annual Conference of the International Communication Association (ICA), New Orleans, LA.

Dardis, F. E. (2003, March). *Technological versus human communication in collegiate pedagogy: Graduate student perceptions of a distance education course*. Open Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, Little Rock, AR. (Awarded Top Student Paper in Division).

Dardis, F. E. (2002, October). *A cultural history of alcohol advertising in America: Sports Illustrated in the Super Bowl era, 1967-2001*. Popular Culture Association in the South/American Culture Association in the South Annual Conference, Charlotte, NC.

Dardis, F. E., & An, D. (2002, March). *A first investigation into the role of visuals in web banner advertising: A content analysis*. Open Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, Gulfport, MS.

Kenney, K., & Dardis, F. E. (2001, March). *(Visual) rhetoric at a virtual university*. William A. Kern Communication Conference, Rochester, NY.

OTHER PAPERS/PRESENTATIONS

Dardis, F. E. (2017, June). *Targeted marketing and ad effectiveness in video games*. American Marketing Association Annual Marketing and Public Policy Conference. Washington, DC.

Dardis, F. E. (2002, April). *A cultural history of alcohol advertising in America: Sports Illustrated in the Super Bowl era, 1967-2001*. Graduate Student Day, University of South Carolina, Columbia, SC.

TEACHING EXPERIENCE

Seminar in Strategic Communications. [Graduate course]. *COMM 520: Penn State University*. Theoretical, conceptual, and practical implications of strategic communication and mass-mediated persuasion.

Strategic Communications: Theory and Implementation. [Online graduate course; Original course author and developer]. *COMM 531: Penn State University*. Theoretical and conceptual knowledge of persuasive communications applied to industry-related problems and solutions.

Advertising Campaigns. *COMM 424: Penn State University*. Advertising campaign problems from the viewpoint of the national advertiser and advertising agency; production of a complete advertising campaign.

Advertising Media Planning. *COMM 422: Penn State University*. Analysis, selection, and scheduling of advertising media; examination of metrics, analytics, technologies, and software used in media and brand-contact planning.

Digital Campaigns. *COMM 450A: Penn State University*. Sponsored, advertising-based digital marketing campaigns; targeting and evaluation tools for optimizing efficient and effective performance.

Research Methods in Advertising and Public Relations. *COMM 420: Penn State University*. Primary and secondary research methods used in the development of solutions to advertising and public relations problems.

Introduction to Advertising. *COMM 320: Penn State University*. Advertising and brand management in business, including communication theory; common industry practices; basics of copy, media, and budget decisions; and environmental influences.

First-Year Seminar in Communications. *Penn State University*. Facilitate students' adjustment to the high expectations, demanding workload, increased academic liberties, and other aspects of the transition to college life.

Dissertation/Thesis Committees

Jason Freeman (chair), Ph.D.

Sonya Miller (chair), Ph.D.

Brett Sherrick (chair), Ph.D.

Dawn Behnken (chair), M.A.

Carolyn Donaldson (chair), M.A.

Curtis Johnson (chair), M.A.

Jacob Tomaszewski (chair), M.A.

Michelle Asmara (chair), M.A. and Schreyer Honors Thesis

Kristin Winiarski (chair), M.A. and Schreyer Honors Thesis

Marenah Dobin (chair), Schreyer Honors Thesis

Lauren Groff (chair), Schreyer Honors Thesis

Natalie Guarna (chair), Schreyer Honors Thesis

Kelsey Kretzer (chair), Schreyer Honors Thesis

Amy Major (chair), Schreyer Honors Thesis
Nicole Miao (chair), Schreyer Honors Thesis
Matt Orminski (chair), Schreyer Honors Thesis
Julianne Tarullo (chair), Schreyer Honors Thesis
Emily Ullmann (chair), Schreyer Honors Thesis
Kiersten Walker (chair), Schreyer Honors Thesis
Martina Yee (chair), Schreyer Honors Thesis
Lee Ahern, Ph.D.
Pamela Jo Brubaker, Ph.D.
Eugene Cho, Ph.D.
Adrienne Darrah, Ph.D.
Stefanie Davis, Ph.D.
Melanie Formentin, Ph.D.
Virginia Harrison, Ph.D.; M.A.
Jennifer Hoewe, Ph.D.
Yongnam Jung, Ph.D.
Ying Kong, Ph.D.
Holly Ott, Ph.D.
Wanda Reyes, Ph.D.
Carrie Sipes, Ph.D.
Michail Vafeiadis, Ph. D.
Anli Xiao, Ph.D.
Guolan Yang, Ph.D.
Gabe Gonzales, Ph.D. (Marketing)
Kunter Gunasti, Ph.D. (Marketing)
Han Joon Jung, Ph.D. (Economics)
Sara Maksi, Ph.D. (Nutritional Sciences)
Michael Penn, Ph.D. (Accounting)
Anne Dooley, M.A.
Julia Fraustino, M.A.
Julia Gessner, M.A.
Sharde Hardy, M.A.
Jack Neary, M. A.
Jessica Ruiz, M.A.
Ekaterina Tabachnikova, M.A.
Wren Then, M.A.

EXPERTISE/CONSULTING

- Grant Proposal Leader/Chair: Effective and Responsible use of Digital Analytics, Arthur W. Page Center for Integrity in Public Communication, 2022-present.
- Senior Research Fellow, Arthur W. Page Center for Integrity in Public Communication, 2020-present.
- Faculty Affiliate, Media Effects Research Laboratory, Pennsylvania State University, 2008-present.
- Evaluator, QS Global Academic and Employer Surveys, 2024-present.

- Delphi Study Panel Member – Online Education, 2020-2021.
- Associate Editor, *Journal of Promotion Management*, 2016-present.
- Member, Editorial Board: *Journal of Interactive Advertising*, 2015-present
Mass Communication & Society, 2010-present
Economic Sustainability and Business Practices 2024-present
Journal of Promotion Management, 2012-2016.
- Reviewer for other refereed journals
 - *Asian Journal of Communication*
 - *Communication Research*
 - *Communication Theory*
 - *Computers in Human Behavior*
 - *Corporate Communications: An International Journal*
 - *International Journal of Communication*
 - *International Journal of Strategic Communication*
 - *Journal of Advertising*
 - *Journal of Communication*
 - *Journal of Consumer Behavior*
 - *Journal of Consumer Marketing*
 - *Journal of Contingencies and Crisis Management*
 - *Journal of Health Communication*
 - *Journal of Marketing Communications*
 - *Journal of Media Psychology*
 - *Journal of Targeting, Measurement and Analysis for Marketing*
 - *Journalism & Mass Communication Quarterly*
 - *Management Research Review*
 - *Policy Studies Journal*
 - *Political Psychology*
 - *Psychology & Marketing*
 - *Social Behavior and Personality*
 - *Social Forces*
 - *Society & Natural Resources*
 - *The Social Science Journal*
 - *Voluntas: International Journal of Voluntary and Nonprofit Organizations*
- Invited Presenter: “Targeted marketing and ad effectiveness in video games.” American Marketing Association Annual Marketing and Public Policy Conference. Washington, DC, June 2017.
- Invited Presenter: Public Higher Education Legislative Advocacy Professionals (PHELAP) Annual Conference, University Park, PA, July, 2016.
- Reviewer, American Academy of Advertising Research Fellowship Competition, 2009.
- Invited Presenter: Penn State Directors Academy, Professional Personnel Development Center, March, 2008.
- Grant Proposal Reviewer
 - American Academy of Advertising, 2009-present.
 - Arthur W. Page Center for Integrity in Public Communication, 2005-present.
 - Israel Science Foundation (ISF), 2011

- Empower Mediamarketing Research Grant, 2009-2011.
- Invited Presenter: USDA Communications Workshop, State College, PA, April 2004.

PROFESSIONAL EXPERIENCE

Media Planner, 2000, *United Landmark Associates*, Tampa, FL

Marketing Manager, 1996-1999, *WCI Communities Inc.*, Sun City Center, FL

Marketing Director, 1995-1996, *Bernie Little Distributors, Inc. (Anheuser-Busch)*, Eaton Park, FL

Advertising/PR Intern, 1995, *Detroit Tigers Baseball Club*, Lakeland, FL

OTHER EXPERIENCE

Production Assistant/Proofreader, 2001-2003, *Journalism & Mass Communication Quarterly*, Columbia, SC

Editor/Researcher, 2001-2002, *IFRA Trend Report*, Columbia, SC

Communications Assistant, 2001-2002, *Center for Water Research and Policy, University of South Carolina*, Columbia, SC

GRANTS

Senior Research Fellow, Arthur W. Page Center for Integrity in Public Communication, 2020-present. (\$5,000 annual research grant)

PSU Undergraduate Research Initiative (Presidents Fund for Research):

Spring 2013, Britani Luckman

Fall 2008, Leslie Finlay

Fall 2005, Kathryn Sienkiewicz

Spring 2005, Stephanie Reese

HONORS & AWARDS

2021 Outstanding Reviewer Award, *Journal of Interactive Advertising*.

Donald P. Bellisario College of Communications Deans' Excellence Award for Service: 2012-2013; 2017-2018.

2018 Faculty Marshal, Department of Advertising and Public Relations. Student Marshal: Natalie Guarna.

2009 Panhellenic Faculty Appreciation Award, Penn State University.

Ecquid Novi Second Runner-Up in Journalism, International Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, TX, August 2005.

Bryce W. Rucker Excellence in Student Research Award, School of Journalism & Mass Communications, University of South Carolina, April 2004.

Kappa Tau Alpha National Honor Society in Journalism and Mass Communications, Inducted 2004.

Top Student Paper, Open Division, Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Little Rock, AR, March 2003.

SERVICE

Penn State University

University

- Faculty Governance Chair, 2013-present.
- Representative, Graduate Council, 2012-2013.
- Alternate Representative, Graduate Council, 2022-2025.
- Member, Graduate Council Committee on Programs and Courses, 2012-2013.
- Member, Graduate Council Subcommittee on New and Revised Programs and Courses, Fall 2007-present. [Alternate Chair]
- Member, Graduate Council Academic Standards Committee, Spring 2012.
- University Marshal, 2010-present.
- Application Reviewer, Schreyer Honors College, 2010-present.
- Alternate, Graduate Council Representative for the College of Communications, Fall 2008-Spring 2012.
- Member, *Daily Collegian* Board of Directors, 2005-2007. (Treasurer, 2006-2007).
- Judge
 - 2008 Undergraduate Exhibition, Penn State University, April 2008.
 - 2005 Graduate Exhibition, Penn State University, March 2005.
 - 2004 Graduate Exhibition, Penn State University, March 2004.

College

- Curriculum Committee, 2020-present.
- Chair, Sabbatical Leave Review Committee, 2018-2021.
- Lead Faculty, World Campus Strategic Communications major, 2014-2018.
- Member, Dean's Advisory Committee, 2014-2022.
- Member, AD-14 Committee (Dept. Head Review) Spring 2018.
- Member, Associate Dean Search Committee, 2015-2016; 2019-2020.
- Coordinator, Ben Bronstein Lecture in Ethics and Public Relations, 2015.
- Co-Chair, United Way Committee, 2006-present; Member, 2004-present.
 - College of Communications Award 2006: Highest Participation and Most Improved
- Designated IUG Advisor, 2010-present.
- Member, Student Learning Assessment Steering Committee, Fall 2012-present.
- Faculty Convener, 2012-present.

- Faculty Governance Chair, 2014-present.
- Committee Membership
 - College Promotion & Tenure Committee, 2021-2022.
 - Departments Promotion & Tenure Committee, Chair, 2012-2013; Member, 2010-2011, 2012-2014, 2019-2020, 2022-2023.
 - Alternate, Departments Promotion & Tenure Committee, 2009-2010.
 - Academic Integrity Committee, 2004-present; chair 2009-present.
 - Graduate Committee, 2005-2007; 2017-2019.
 - E-portfolio R&D Committee [ad hoc], Spring 2006.
 - Scholarship Committee, 2003-2005.
- College Representative
 - The State of Graduate Education in Journalism & Mass Communications (Research Panel), AEJMC Annual Conference, Chicago, IL, August 2008.
 - AEJMC Graduate Education Summit, San Francisco, CA, August 2006.
 - Research & Professional Ethics Workshop, PSU Office of Research Protections, April 2006.
 - Penn State University Office of Outreach Focus Group, October 2004.
 - College Marketing/Recruitment Planning Team Fall 2004.

Department

- Digital Analytics Faculty Search Committee, Fall 2023.
- Faculty Search Committee, Fall 2022.
- Coordinator/Reviewer, Student Learning Assessment for Advertising Major, 2010-2013.
- Committee Membership
 - Faculty Search Committee, 2007-2008.
 - Faculty Search Committee of the Whole, 2003-2007.
 - ADV/PR Graduate Curriculum Development & Design Committee, 2004.
- Department Representative, PSU “Spend a Summer Day” Program, 2004-2009, 2023.

University of South Carolina

College

- Member, Dean Search Committee, 2001-2002.
- Panelist, New Faculty and Graduate Teaching Assistant Workshop, 2001.
- Member, Graduate Council, 2001-2002.
- Vice President, Doctoral Student Association, 2000-2001.

Discipline/Profession

- Co-Chair of Teaching Standards, Mass Communication & Society Division, AEJMC, 2006-2010.
- Committee Membership
 - Advertising Virtual Library Task Force, AEJMC Advertising Division, 2008.
 - Chair, AAA Recruitment Subcommittee, 2008-present.
 - Research Committee, American Academy of Advertising, 2005-present.
 - Membership Committee, American Academy of Advertising, 2005-present.

Conference Participation

- Coordinator and Moderator, Promising Professors & Distinguished Educator Award Ceremony and Teaching Workshop; Mass Communication and Society Division; AEJMC Annual Conference, 2007-2010.
- Research Chair & Co-Chair of Programming; Mass Communication & Society Division; AEJMC Mid-Winter Conference, Bowling Green, OH; February 2006.
- Discussant
 - AEJMC Mass Communication and Society Division: 2007, 2008, 2010.
 - AEJMC Advertising Division: 2008, 2010, 2012-present.
- Paper Reviewer
 - American Academy of Advertising Annual Conference, 2006-2011.
 - AEJMC Annual Conference
 - Advertising Division 2004-present; Outstanding Graduate Student Paper Competition 2005-2009.
 - Mass Communication and Society Division 2006-present.
 - Graduate Education Interest Group 2006-2008.
 - Media Management and Economics Division 2005.
 - Communication Theory and Methodology, 2013.
 - AEJMC Mid-Winter Conference, 2006-2010: Mass Communication and Society Division; Graduate Education Interest Group.
 - International Communication Association (ICA) Annual Conference.
 - Political Communication Division 2006-2010.
 - Public Relations Division 2005-2009.
- Moderator, Open Division, AEJMC Southeast Colloquium, Columbia, SC, March 2001.
- Member, Professional Advisory Board, Webber College, Babson Park, FL, 1996.

MEMBERSHIP

American Academy of Advertising (AAA).

Association for Education in Journalism and Mass Communication (AEJMC).

- Advertising Division
- Mass Communication and Society Division

International Communication Association (ICA).

- Mass Communication Division
- Political Communication Division
- Public Relations Division

Kappa Tau Alpha National Honor Society in Journalism and Mass Communications.