

LaShonda L. Eaddy, Ph.D., APR

PERSONAL INFORMATION

Address: 1511 Catalina Drive
Lewisville, TX 75067
Mobile Phone: (407) 506-4334
Email Address: lashondaeady@icloud.com
Website: www.lashondaeady.com

EDUCATION

Ph.D. in Mass Communication – (Spring 2017) University of Georgia

Major: Crisis Communication/Public Relations

Dissertation: “Unearthing the Facets of Crisis History in Crisis Communication: Testing A Conceptual Framework”

Dissertation focused on crisis history’s impact on the public’s perceptions of organizations experiencing crises, crisis responsibility and crisis emotions. A crisis history salience scale was developed to better gauge crisis history’s impact.

Major Advisor: Yan Jin

M.A. in Communication – (Summer 2012) University of Central Florida

Major: Mass Communication

Thesis: “Johnson & Johnson’s Recall Debacle”

Major Advisor: Sherry Holladay

B.S. in Journalism with Concentration in Public Relations – (Spring 2005)

University of Tennessee

Senior Honors Project: “Measuring the Climate of Public Relations Majors” – Designed and administered survey to students in the Public Relations program to gauge their feelings regarding their professors’ perceptions of the profession as well as their family members’ understanding of Public Relations. (The project received an Award of Distinction at the 2005 University Honors Program Convocation)

Major Advisor: Bonnie Riechert

RESEARCH INTERESTS

As I've pondered my scholarly identity and the characteristics that set me and my research apart from others, the overwhelming theme that resonated with me was my passion for the public relations field. Public relations has been part of everything I have done, both as a professional and a scholar. Therefore, I decided to center "practitioner scholar" as my foremost scholarly identity.

As a "practitioner scholar," my primary objective is to conduct research that can help public relations professionals. I am particularly interested in crisis communications. My main research question is "What are the impacts of crisis history?" To understand this, I formulate queries with regard to perceptions, behaviors, emotions, or intentions regarding organizations that are currently experiencing crises. I also seek to uncover what makes crisis history more or less salient for people as they make evaluations of organizations that are currently experiencing crises. Extant literature has only examined crisis history as a superficial construct, examining the impacts of crisis history as either present or absent. The truth is more complicated. Therefore, I have found a literature gap where I can lead the scholarly endeavor as the leading crisis history expert and make significant contributions. The crisis communication field is ripe and in need of further crisis history exploration. My research fills an urgent gap in two related fields: public relations as a profession, and public relations as an academic discipline. My questions and scholarly insights provide actionable results to inform crisis communication strategy.

TEACHING INTERESTS

My goal is to use my professional experience to help students connect theory and practice and develop an appreciation for both. I want to teach students the importance of using critical thinking to develop sound public relations strategy. My courses help students develop critical-thinking skills that are essential to their professional success. My hope is that using a paired emphasis on theory and practice in the classroom will help bridge the gap between public relations scholars and professionals. I have taught public relations principles, public relations writing, public relations administration, crisis management, communication research and data analytics, interpersonal communication, and fundamentals of public speaking. I am interested in also teaching public relations campaigns and public relations theory.

TEACHING AND PROFESSIONAL CERTIFICATIONS

Online Teaching Faculty Training Certificate
Southern Methodist University – Dallas, TX

2018

Online Teaching Certificate

Valencia College – Orlando, FL

Spring 2013

Accreditation in Public Relations (APR)

Public Relations Society of America (PRSA)

2009 - Present

REFERREED JOURNAL PUBLICATIONS

Jin, Y., Austin, L., **Eaddy, L.L.**, Spector, S., Reber, B., & Espina, C. (2018). How financial crisis history informs ethical corporate communication: Insights from public relations leaders. *Public Relations Review*, 44(4), 574-584.

Eaddy, L.L. & Jin, Y. (2018). Crisis history tells matter: The effects of crisis history and crisis information source on publics' cognitive and affective responses to organizational crisis. *Corporate Communication: An International Journal*, 23(2), 226-241.

CHAPTERS

Eaddy, L.L. & Spector, S. (in press). The evolving complexity of crisis issues: The role of crisis history. In Y. Jin, B. H. Reber, & G.J. Nowak (Eds.), *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice*, (Abingdon, UK: Routledge).

MANUSCRIPTS UNDER REVIEW

Parish, C., **Eaddy, L.L.**, and Jin, Y. (2020). Controversial fashion and corporate crisis learning: An analysis of the recent history of diversity-related crisis events in the global fashion industry.

(Under review - *Corporate Communication: An International Journal*)

Eaddy, L.L. (2019). Unearthing the facets of crisis history in crisis communication: A conceptual framework and introduction of the Crisis History Salience Scale.

(Under review - *International Journal of Business Communication*)

Eaddy, L.L. (2019). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management.

(Under review - *Journalism & Mass Communication Quarterly*)

Dodd, M., & **Eaddy, L.L.** (2020). Advocate-mentorship for undergraduate students of color: A moral imperative for the public relations classroom and industry.

(To be submitted to *Journal of Communication Pedagogy*)

Dodd, M., & **Eaddy, L.L.** (2020). Implementing Advocate-mentorship for undergraduate students of color.
(To be submitted to *Journal of Public Relations Education*)

Eaddy, L.L., Austin, L., Jin, Y., Lu, X. (2020). "True or false: How parents decide to seek, vet, or share infectious disease outbreak information,"
(To be submitted to *Journal of International Crisis and Risk Communication Research*)

Eaddy, L.L., Brummette, J., & Jin, Y. (2020). Repeat crises: How crisis history affects stakeholder attributions and coping.
(To be submitted to *Journal of Marketing Communications for Higher Education*)

Eaddy, L. L. (2020). Determining the impact of crisis history salience: The initial testing of the Crisis History Salience Scale.
(To be submitted to *Corporate Communication: An International Journal*)

INVITED BOOK CHAPTERS

Eaddy, L.L. "Crisis History's Impacts." *The Handbook of Crisis Communication*, ed. W. Timothy Coombs and Sherry J. Holladay. (Wiley-Blackwell, expected publish date 2021).

Lu, X., Lee, Y., Jin, Y., Austin, L., and **Eaddy, L.L.** "Crisis Information Vetting: Extending the Social-Mediated Crisis Communication Model" *Social Media and Crisis Communication*, ed. Lucinda Austin and Yan Jin (Taylor & Francis, expected publish date 2021).

RESEARCH IN PROGRESS & UPCOMING PROJECTS

Eaddy, L.L. History's Impact on Crisis Preparing and Preventing: Exploring How Crisis History Shapes Current Crisis Management
Crisis history edited volume
Current Phase: Proposal under review at *Routledge* (Research Monograph Division)
Expected completion Summer 2022

Eaddy, L.L. No comment (for now): Corporations' decision making process regarding corporate social activism and crisis prevention.
Current Phase: Conceptualization
Expected completion Fall 2021

Eaddy, L.L. A macroanalysis of Pandemic Communication: From the Flu of 1918 to the Coronavirus Pandemic
Current Phase: Prepping for data gathering
Expected completion Summer 2021

Eaddy, L.L. Life after death: Examining students' and sports writers' perceptions during Southern Methodist University football's rise from the ashes
Current Phase: Data gathering
Expected completion Summer 2021

Eaddy, L.L. Show Me the Money! Repeat Crises' Impact on Stock Values
Current Phase: Prepping for data gathering
Expected completion Spring 2021

George, A. and **Eaddy, L.L.** A tale of two police killings: How Fort Worth and Dallas responded to killings that garnered international attention
Current Phase: Data gathering
Expected completion Spring 2021

Eaddy, L.L. and Russell, K.M. Fashioning a career in public relations: Gertrude Bailey and Monsanto, 1940s-1950s
Current Phase: Data gathering
Expected completion Spring/Summer 2021 (depending on COVID-19 restrictions)

Eaddy, L.L. and Jun, H. Does winner *really* take all? An examination of the how ongoing trade wars impact support for diplomacy among Koreans
Current Phase: Manuscript revising
Expected completion Spring 2021

Eaddy, L.L. and George, A. In pursuit of a better tomorrow: Tales of immigrant detainees' journeys from inception to completion
On hold due to COVID-19 restrictions

COMPETITIVELY-SELECTED CONFERENCE PAPERS

Dodd, M., & **Eaddy, L.L.** "Advocate-mentorship for undergraduate students of color: A moral imperative for the public relations classroom and industry," paper accepted for virtual presentation at the annual Public Relations Society of America Educators Academy Super "Saturday" conference, Virtual COVID-19.

Parish, C., **Eaddy, L.L.**, and Jin, Y. "Controversial fashion and corporate crisis learning: An analysis of the recent history of diversity-related crisis events in the global fashion industry," paper accepted for virtual presentation at the annual conference of Corporate Communications International (CCI), Virtual COVID-19.

- Jin, Y., Austin, L., **Eaddy, L.L.**, Spector, S., Reber, B., & Espina, C. (2018, May). How financial crisis history informs ethical corporate communication: Insights from public relations leaders. Paper accepted for presentation at the International Communication Association Conference, May 24-28, 2018, Prague, Czech Republic.
- Eaddy, L.L. (2018, March). Unearthing the facets of crisis history in crisis communication: A conceptual framework and introduction of the crisis history salience scale. Paper accepted for presentation at the Annual International Public Relations Research Conference, March 8-10, 2018, Orlando, FL.
- Eaddy, L. L. (2017, August) Unearthing the facets of crisis history in crisis communication: Testing A conceptual framework. Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Eaddy, L.L.**, Brummette, J., & Jin, Y. (2017, March). Repeat crises: How crisis history affects stakeholder attributions and coping. Paper accepted for presentation at the Annual International Public Relations Research Conference, March 8-12, 2017, Orlando, FL.
- Eaddy, L. L. (2016, August). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management. Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.
- Eaddy, L.L.** & Jin, Y. (2016, March). Crisis history tells matter: The effects of crisis history and crisis information source on publics' cognitive and affective responses to organizational crisis. Paper presented at the 2016 International Public Relations Research Conference (IPRRC), Miami, FL.
- Wojdyski, B.W., Bang, H., Choi, D., **Eaddy, L.L.**, & Lewis, W.A. (2016, March). Effects of article features on consumers' recognition and evaluation of sponsored content. Paper presented at the 2016 American Academy of Advertising Conference, Seattle, WA.
- Cacciatore, M. A. & **Eaddy, L.L.** (2015, August). The changing opinion dynamics around global climate change: Exploring shifts in framing effects on public attitudes. Poster presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
- Eaddy, L.L.** & Lee, Y. (2015, June). Surviving the scrutiny: An examination of organizational responses as collegiate athletes attempt to avoid falls from stardom. Paper presented at the annual conference of Corporate Communications International (CCI), New York, NY.

REFEREED ORAL PRESENTATIONS AND/OR ABSTRACTS

Pompper, D., Hill, D., Russell, K., & **Eaddy, L.L.** "Decolonizing the History Chapter: Teaching & Researching Inclusive PR History," panel accepted for presentation AEJMC Public Relations Division's 2021 Virtual Conference.

Spector, S., **Eaddy, L.L.**, Voges, T., & Jin, Y. "Ethical and effective multi-agency public crisis communications: Lessons learned from recent U.S. history and through the lens of practitioners who fought in the trench warfare against the COVID-19 pandemic," accepted for presentation at the Public Relations Society of America International Conference, Virtual, COVID-19.

George, A. and **Eaddy, L.L.** "A tale of two police killings: How Fort Worth and Dallas responded to killings that garnered international attention and lessons learned," accepted for presentation at the International Crisis and Risk Conference, March 9-11, 2020, Orlando, FL.

Eaddy, L.L., Austin, L., Jin, Y., Lu, X. "True or false: How parents decide to seek, vet, or share infectious disease outbreak information," accepted for presentation at the International Crisis and Risk Conference, March 9-11, 2020, Orlando, FL.

Lu, Xuerong, Jin, Yan, **Eaddy, L.L.**, Austin, L., Fisher Liu, B. (2019, March). "Crisis information vetting in social-mediated crisis and risk communication: A conceptual framework," accepted for poster presentation at the International Crisis and Risk Conference, March 11-13, 2019, Orlando, FL.

Eaddy, L.L., Spector, S., Austin, L., Jin, Y., Reber, B., Espina, C., Plascencia, R., & Morales, M. (2018, July). "Public relations during financial crises: How lessons from the Great Depression informed responses to the Great Recession" accepted for presentation at the International History of Public Relations Conference, July 11-12, 2018, Bournemouth, UK.

Eaddy, L.L. (2017, November). "When is enough, enough? Examining how crisis history impacts discussions of Uber's current crises and reputational impacts" accepted for presentation at the Annual National Communication Association conference, November 16-19, 2017, Dallas, TX.

AWARDED GRANT PROJECTS

"Ethical and effective multi-agency public crisis communications: Lessons learned from recent U.S. history and through the lens of practitioners who fought in the trench warfare against the COVID-19 pandemic." Page Center for Integrity in Public Communication (\$4,500), 2020 Co-Principal Investigators: Yan Jin and Shelley Spector

“Rumors and risk: An examination of publics’ response and behaviors to measles risk messages.” Sam Taylor Fellowship, General Board of Higher Education and Ministry Division of Higher Education, The United Methodist Church, (\$1,600), 2018. PI. Co-investigators: Lucinda Austin, Yan Jin, Brooke Fisher Liu, & Xuerong Lu

“Does winner *really* take all? An examination of the how ongoing trade wars impact support for diplomacy among Koreans.” Sam Taylor Fellowship, General Board of Higher Education and Ministry Division of Higher Education, The United Methodist Church, (\$1,500), 2018. PI. Co-investigator: Hyonii Hyoyeun Jun

University Research Council Grant for travel to the International Communication Association Conference and International Public Relations History Conference
Southern Methodist University
(\$9,149)

INVITED LECTURES, TALKS & MEDIA APPEARANCES

Historical Pandemics and Current Application to Health Crises **Dec. 2020**
Crisis Management
University of Georgia

Specialties in PR **Nov. 2020**
Public Relations Specialties
New York University

Crisis History’s Impacts
Crisis Communication Class for Freshmen
University of San Francisco **Oct. 2020**

Quoted in *SNL, Wells Fargo Act Quickly to Avert Crisis* **Oct. 2020**
By Seth Arenstein
PR News, *Crisis Insider*

The Art of Storytelling **Feb. 2019**
CitySquare University Training and Development
CitySquare
Dallas, TX

Quoted in *How the Digital Age Is Changing Information Flow* **Feb. 2019**
By Mark Henricks
The Holmes Report

Strategic Communication Planning
U.S. Small Business Administration, Region VI
Dallas, TX **Aug. 2018**

Public Relations and Integration at the University of Georgia
 “Look Forward: A Digital Exhibition on Civil Rights and The
 Pulitzer Prize in Georgia.”

Project funded by the Pulitzer Prize Centennial Campfires
 Initiative and sponsored by Georgia Humanities.

University of Georgia

Sept. 2016

Social Media and Crisis Communication

Advertising and Public Relations 5120 – Crisis Communication

University of Georgia

Sept. 2015

Public Speaking and Presentations

Advertising and Public Relations 5920 – Public Relations Communications

University of Georgia

Oct. 2015

HONORS, AWARDS & RECOGNITION

Highly Commended Paper Award

Emerald Publishing 2019 Emerald Literati Awards

Aug. 2019

*Institute for Public Relations W. Ward White Award for Top Paper of
 Practical Significance*

International Public Relations Research Conference

March 2018

Outstanding Teaching Assistant Award

Department of Advertising and Public Relations

Grady College of Journalism and Mass Communication

University of Georgia

May 2017

Image Award of Distinction

Florida Public Relations Association

April 2008

University Honors Convocation Award of Distinction

University Honors Program

University of Tennessee

May 2005

TEACHING AND PROFESSIONAL EXPERIENCE

08/17 – Current

Assistant Professor, Southern Methodist University – Dallas, TX

- Teach principles of public relations, helping students learn about the public relations profession as well as managing public relations.
- Teach crisis management, helping students learn about crisis prevention, recognition and communication. Facilitated discussion surrounding current organizational crises and appropriate response.
- Teach communication research and data analytics, exposing students to qualitative and quantitative research methods. Assisting students with planning, conducting, analyzing, and reporting primary research.
- Supervise student interns and help them navigate the challenges they face on their internships and learn how to use the skills in future employment.

01/17 – 05/17

Instructor of Record, University of Georgia – Athens, GA

- Taught public relations administration, helping students learn about management and leadership. Facilitated discussion surrounding public relations management challenges and best practices. Secured guest speakers to share real-world experiences from managing public relations.

08/14 – 05/17

Graduate Teaching Assistant, University of Georgia – Athens, GA

- Instructed students in the lab for public relations communication (PR Writing), teaching students how to write in various formats for different audiences and media. Evaluated students' writing exercises, AP exercises, client presentations and final media kit project.
- Served as research assistant for Michael Cacciatore. Co-authored risk communication paper.

08/13 – 07/14

Associate Faculty Member, Valencia College – Orlando, FL

- Taught the fundamentals of public speaking and supporting theories
- Instructed students in interpersonal communication
- Evaluated student speeches and assignments

08/12 – 07/13

Adjunct Instructor, Valencia College – Orlando, FL

- Instructed students in fundamentals of speech
- Taught the fundamentals of public speaking and supporting theories
- Evaluated student speeches and assignments

08/11 – 05/12

Graduate Teaching Associate, University of Central Florida - Orlando, FL

- Instructed students in the lab sections for introduction to oral communications. Students learned public speaking techniques and performed speeches in the lab session.
- Taught the fundamentals of public speaking and supporting theories
- Evaluated student speeches and assignments

01/11 – 05/11

Graduate Teaching Assistant, University of Central Florida - Orlando, FL

- Graded student assignments
- Assisted with research project involving content analysis
- Computed Scott's Pi to ensure interrater reliability for research coding
- Proctored exams

05/06 – 05/10

Internal Communications Coordinator, Florida Hospital - Orlando, FL

- Supervised the production of *The Times* employee publication and managed the redesign (including editing, layout, and story development)
- Escorted media during visits to Florida Hospital
- Collaborated with media team on crisis communication strategies
- Pitched stories to local news media
- Communicated with leadership regarding internal communications through e-newsletter
- Produced, edited, developed content *The Pulse* e-newsletter for Florida Hospital leaders

06/05 – 12/05

Public Affairs Advanced Intern, Walt Disney World, Co. - Orlando, FL

- Produced news releases for Conservation Initiatives
- Escorted media in parks and resorts
- Accompanied cast members at radio and television interviews
- Scheduled photographers and videographers for events
- Wrote stories for the Mouse Mail e-newsletter

08/04 – 12/04

Corporate Communications Intern, Scripps Networks - Knoxville, TN

- Pitched network experts to journalists and authors via ProfNet
- Assisted with event coordination during HGTV's 10th Anniversary Celebration
- Generated media lists using Bacon's Media Source
- Researched editorial calendars for various publications to assist in media relations
- Wrote stories for employee publication

05/04 – 08/04

Public Relations Intern, Maytag Corporation - Newton, IA

- Planned and executed event with editors from *Better Homes & Gardens*, *Midwest Living*, *Family Circle*, and *Country Home*
- Coordinated visits and media training for Maytag Men
- Produced news release for the Midwest Flood Disaster Rebate Program on behalf of Maytag and Amana brands

01/05 – 05/05

Airbag & Seat Belt Safety Campaign (ASBSC) Intern, GMMB, Inc. (Communications Agency) - Washington, DC

- Supported the planning and execution of National Kids in Back press event
- Produced national ASBSC PSAs to be broadcasted at universities across the nation
- Recruited 22 university athletic departments to endorse the ASBSC

PROFESSIONAL DEVELOPMENT

Teaching Effectiveness Symposium
Southern Methodist University – Dallas, TX

Summer 2017, 2019

International Crisis and Risk Communication Conference

University of Central Florida - Orlando, FL

March 2019

University of Central Florida - Orlando, FL

March 2012

University of Central Florida - Orlando, FL

June 2011

Twelve-week "Preparing Future Faculty" program

University of Central Florida - Orlando, FL

Summer 2011

One-day training - Graduate Teaching Assistant (GTA) class

University of Central Florida- Orlando, FL

Fall 2010

UNIVERSITY SERVICE

Faculty Athletic Admissions Subcommittee **Fall 2019 – Current**
Southern Methodist University

First Generation Advisory Committee **Fall 2019– Current**
Southern Methodist University

Guest Lecturer **Fall 2019**
RISE Class Simulation
Rotunda Scholars

Interview Panelist **Spring 2019**
Hunt Leadership Scholarship Interview Day

Music Therapy Lecturer Search Committee **Spring 2018**
Meadows School of the Arts
Southern Methodist University

Meadows Academic Policies Committee **Fall 2017 - Current**
Meadows School of the Arts
Southern Methodist University

EXTERNAL SERVICE

Research Committee Member **Fall 2020 – Fall 2021**
Public Relations Division
Assoc. for Education in Journalism and Mass Communication

Professional Freedoms & Responsibilities Committee Chair **Fall 2020 – Fall 2021**
Public Relations Division
Assoc. for Education in Journalism and Mass Communication

Associate Editor/Web Manager **Summer '20 - Current**
Journal of Public Relations Education

Outreach Committee Chair **Fall 2019 – Fall 2020**
Educators Academy
Public Relations Society of America (PRSA)

Professional Freedoms & Responsibilities Committee Vice Chair **Fall 2018 – 2019**
Public Relations Division
Assoc. for Education in Journalism and Mass Communication

<i>Sponsorships Committee</i> Educators Academy Public Relations Society of America (PRSA)	Spring 2019-Current
<i>Silver Spike Awards Judge</i> Sierra Nevada Chapter Public Relations Society of America (PRSA)	Fall 2019
<i>Secretary</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication	Fall 2019 – Fall 2021
<i>International Conference Submission Judge</i> Public Relations Society of America (PRSA)	Spring 2018-Current
<i>Outreach Committee</i> Educators Academy Public Relations Society of America (PRSA)	Spring 2018-2019
<i>APR Readiness Review Panelist</i> Dallas Chapter Public Relations Society of America (PRSA)	Fall 2018, Spring 2019
<i>Teaching Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2018 – 2019
<i>Pre-Conference Committee Member & Moderator</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2018
<i>Ad hoc Reviewer</i> Public Relations Review	Summer 2018
<i>Editorial Board Member</i> Journal of Public Relations Research	Fall 2017 - Current
<i>Ad hoc Reviewer</i> Corporate Communication: An International Journal	Fall 2017 - Current
<i>Communications Director & Newsletter Editor</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication	Fall 2017 – 2019

<i>Inez Kaiser Graduate Student of Color Award Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2017 – 2018
<i>Professional Freedom and Responsibility (PF&R) Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2016 - 2018
<i>Research Mentor</i> Creative Consultants, Student-Run Public Relations Firm University of Georgia	2015, 2016
<i>Graduate Caucus Co-President</i> Grady College of Journalism and Mass Communication University of Georgia	Fall 2015-SP 2016
<i>Graduate Student Association Member</i> University of Georgia	2015, 2016
<i>President elect</i> Orlando Regional Public Relations Society of America (PRSA) Board of Directors	Spring 2014
<i>Vice president of scholarship fund/ student outreach</i> Orlando Regional PRSA Board of Directors	2013
<i>Vice president of administration</i> Orlando Regional PRSA Board of Directors	2012
<i>Vice president of finance</i> Orlando Regional PRSA Board of Directors	2011
<i>Assistant vice president of finance</i> Orlando Regional PRSA Board of Directors	2010
<i>Co-vice president of programs</i> Orlando Regional PRSA Board of Directors	2009
<i>Vice president of membership retention</i> Orlando Regional PRSA Board of Directors	2008
<i>Vice president of membership recruitment</i> Orlando Regional PRSA Board of Directors	2007

Independent Studies, Theses and Dissertation Committees

Dissertation Committee Co-Chair Anna Skrivanek Doctor of Liberal Studies Student Southern Methodist University	Spring/Fall 2020
Comprehensive Examination Committee Member Anna Skrivanek Doctor of Liberal Studies Student Southern Methodist University	Fall 2019
Crisis Communication Scholarship Exploration Independent Study with Anna Skrivanek Doctor of Liberal Studies Student Southern Methodist University	Summer 2019

Courses Taught

Communication Research and Data Analytics Interpersonal Communication Public Relations Administration Public Relations Writing	Crisis Management Oral Communications Principles of Public Relations
---	--

COMPUTER SKILLS

Design Software: Adobe InDesign, QuarkXpress, & Adobe Photoshop
Statistical Software: SPSS

ENRICHMENT

<i>University Study Abroad Program – Madrid, Spain</i> University of Tennessee	2003
---	-------------

ACTIVE PROFESSIONAL MEMBERSHIPS

Member, ICA	2018 - present
Member, NCA	2017 - present
Member, AEJMC	2015 - present
Member, PRSA	2005 - present