

LaShonda L. Eaddy, Ph.D., APR**PERSONAL INFORMATION**

Mobile Phone: (407) 506-4334
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Website: www.lashondaeaddy.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 '05 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 overarching 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, public relations campaigns, interpersonal communication, and fundamentals of public speaking. I am interested in also teaching 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 ‘13

Accreditation in Public Relations (APR)
Public Relations Society of America (PRSA)

‘09 – Present

CURRENT PROJECT(S)

Eaddy, L.L. (Ed.), *"History's Impact on Crisis Preparing and Preventing,"* (Abingdon, UK: Routledge). Expected publication August 2024

Spector, S.S. & **Eaddy, L.L.** (Ed.), *"The Hidden History of Public Relations,"* (New York, NY: PRMuseum Press). Expected publication Fall 2024

Eaddy, L.L., George, A., & Parrish, C. (2024). *"Multicultural Crisis Communication,"* (Book proposal under review at Business Expert Press)

REFERREED JOURNAL PUBLICATIONS

Voges, T. S., Jin, Y., **Eaddy, L. L.**, & Spector, S. (2023). Effective communication management in a public health crisis: lessons learned about COVID-19 pandemic through the lens of health communication executives. *Journal of Communication Management*, 27(1), 64-83. <https://doi.org/10.1108/JCOM-12-2021-0137>

Voges, T., Jin, Y., **Eaddy, L.L.**, & Spector, S. (2023). Tracing the caring relationships found within three virus outbreaks: A public relations perspective. *Journal of Communication Management*. <https://doi.org/10.1108/JCOM-12-2021-0137>

Eaddy, L.L. (2023). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management. *Howard Journal of Communication*. <https://doi.org/10.1080/10646175.2023.2193945>

Eaddy, L. L. (2021). Unearthing the facets of crisis history in crisis communication: A conceptual framework and introduction of the Crisis History Salience Scale. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884'988769>

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. <https://doi.org/10.1016/j.pubrev.'18.06.003>

Eaddy, L.L. & Jin, Y. (2018). Crisis history tellers 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. <https://doi.org.10.1108/CCIJ-04-'17->

BOOK CHAPTERS

Parrish, C., Edrington, C. L., & **Eaddy, L. L.** (2023). Reclaiming Wholeness: The Future and Hope of Digital and Social Activism. In Adrienne Wallace and Regina Luttrell (Eds). *Strategic Social Media as Activism* (pp. 281-301). Routledge.

Eaddy, L. L. (2022). Crisis History's Impacts. In W. Timothy Coombs and Sherry J. Holladay (Eds.). *The Handbook of Crisis Communication* (pp. 459-470). (John Wiley & Sons).

Eaddy, L. L., Gower, K. K., & Reber, B. H. (2022). Organizational Purpose, Culture, Crisis Leadership, and Social Media. In Y. Jin & L. Austin (Eds.) *Social Media and Crisis Communication* (pp. 73-86). (Abingdon, UK: Routledge).
<https://doi.org/10.4324/9781003043409-10>

Lu, X., Lee, Y. I., Jin, Y., Austin, L., & **Eaddy, L. L.** (2022). Crisis Information Vetting: Extending the Social-Mediated Crisis Communication Model. In Y. Jin & L. Austin (Eds.) *Social Media and Crisis Communication* (pp. 142-154).
<https://doi.org/10.4324/9781003043409-16>

Eaddy, L. L., & Spector, S. (2020). The Evolving Complexity of Crisis Issues: The Role of Crisis History. In *Advancing Crisis Communication Effectiveness* (pp. 17-32). Routledge. (Abingdon, UK: Routledge).

MANUSCRIPTS UNDER REVIEW

Voges, T., **Eaddy, L. L.**, Jin, Y., Lu, X, and Buckley, C. A new framework for managing "Crisis Spillover": Initial insights from A crisis communication expert panel.
 (R&R, *Public Relations Review*)

Eaddy, L.L., Vijaykumar, S., Lu, X., Jin, Y., Raamkumar, A.S., & Sharma, S. Trust the shrouded threat: Conceptualization and application in public health risk and crisis communication.
 (To be submitted to *Journal of Communication Management*)

Eaddy, L.L., Raamkumar, A.S., Vijaykumar, S., Jin, Y., Lu, X., Buckley, C., & Sharma, S. The trust factor: Rethinking multinational companies' & health organizations' impact on public health and safety crises.
 (To be submitted to *Public Relations Review*)

Eaddy, L.L., Jin, Y., Lu, X, Buckley, C., Vijaykumar, S., Raamkumar, A.S., & Sharma, S. Capitalizing on restored trust for good: Multinational organizations' new role in public health and safety crises.
 (To be submitted to *Journal of Public Relations Research*)

Eaddy, L.L., Brown, K.A., & Dirks, E. Collegiate athletic cuts & the gender divide.
 (To be submitted to *Journal of Public Relations Research*)

Eaddy, L. L. Determining the impact of crisis history salience: The initial testing of the Crisis History Salience Scale.
 (To be submitted to *Public Relations Review*)

INVITED BOOK CHAPTERS

Eaddy, L.L. "Public Relations Education in The Academy." Teaching Communication: Volume 4, ed. Brandi Frisby and Renee Kaufmann (Cognella Publishing, expected publish date: Spring 2024)

Austin, L., **Eaddy, L.L.**, Lu, X., & Jin, Y. "Crisis Communication for Social Good." Public Relations for Public Health and Social Change. Ed. Brooke McKeever (Routledge, expected public date: Fall 2024)

Eaddy, L.L. "Public Relations Education in The Academy." Teaching Communication: Volume 3, ed. Susan Keith. (Cognella Publishing, expected publish date: Fall 2024)

INVITED BOOK REVIEWS

Eaddy, L.L. (2021). *Marilyn: A Woman In Charge*. [Review of the book *Marilyn: A Woman in Charge* by Dick Martin]. *Journal of Public Relations Education*.

POPULAR PRESS & TRADE PUBLICATIONS

Eaddy, L.L. (2022, January 3). *Perspective/ crises can turn into a positive for savvy businesses*. The Washington Post.
<https://www.washingtonpost.com/outlook/2022/01/03/crises-can-turn-into-positive-savvy-businesses/>

Ervin, S., Voges, T., **Eaddy, L.L.**, Kim, S., Lee, J., Reber, B., Jin, Y., & Arenstein, S. (Fall 2021). *Crisis Leadership in Organizational Preparedness for Complex and Challenging Crisis Issues*. PR News

Eaddy, L.L., Ervin, S., Lee, J., & Kim, S. (2021, April). *Survey Notes Diversity Issues, Importance of Leaders in 'Sticky' Crises*. Crisis Insider.

COMPETITELY-SELECTED CONFERENCE PAPERS

Voges, T., **Eaddy, L. L.**, Jin, Y., Lu, X, and Buckley, C. "Refining the Definition of Crisis Spillover: Reconceptualization and Insight Generation via an Expert Panel", in Research Symposium "The Spillover Effect of Crises: Understanding When and Why Crises Spread from One Organization to Another". Erasmus University, Rotterdam, the Netherlands. November 11, 2022. [virtual]

Voges, T., Kim, S., **Eaddy, L.L.**, Lee, J., Ervin, S., Jin, Y., Reber, B., & Arenstein, S. "Threat Assessments and Organization Resources for DEI and Ethics: Practitioner Insights on Sticky Crises," accepted for presentation at the 72nd Annual International Communication Association (ICA) Conference, held on 26-30 May 2022.

- Voges, T., **Eaddy, L.L.**, Jin, Y., & Spector, S. "Tracing the Caring Relationships Found Within Three Virus Outbreaks: A Public Health Communications Perspective," accepted for virtual presentation at the 71st Annual International Communication Association (ICA) Conference, held virtually on 27-31 May 2021.
- 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

Eaddy, L.L., Raamkumar, A.S., Vijaykumar, S., Jin, Y., Lu, X., Buckley, C., & Sharma, S. "The trust factor: Rethinking multinational companies' & health organizations' impact on public health and safety crises" abstract accepted for presentation at the 9th European Communication Conference to be held in Aarhus, Denmark, 19-22 October 2022.

Eaddy, L.L., Jin, Y., Lu, X., Buckley, C., Vijaykumar, S., Raamkumar, A.S., & Sharma, S. "Capitalizing on restored trust for good: Multinational organizations' new role in public health and safety crises," abstract submitted for presentation at the '22 European Public Relations Education and Research Association (EUPRERA)

Eaddy, L.L., Vijaykumar, S., Lu, X., Jin, Y., Raamkumar, A.S., & Sharma, S. (2022, March). "Trust: The Shrouded Public Health Threat," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

Farmer, M. & **Eaddy, L.L.** (2022, March). "Practice what you preach: The Dow Jones 30's DEI declarations & the regulatory, crisis management, and ethical implications of their (in)actions," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

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.

Eaddy, L.L. & Russell, K., (2021, June). "Fashioning a Career in Public Relations: Gertrude Bailey and Monsanto, 1940s - 1950s," accepted for virtual presentation at the International History of Public Relations Conference, June, '21.

George, A. and **Eaddy, L.L.** (2020, March). "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. (2020, March). True or false: How parents decide to seek, vet, or share infectious disease outbreak information," paper 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. ('17, 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 GRANTS

"Critical Literacies for the Digital Age." Dedman College Interdisciplinary Institute (\$2,500), 2020. Co-Conveners: Gizem Arslam, LaShonda L. Eaddy, and Megan Heuer.

"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

Quoted in <i>Norfolk Southern CEO faces Ohio derailment anger, promises change</i> By Kelly Yamanouchi & Michael E. Kanell The Atlanta Journal-Constitution	Mar. '23
Addressing Corporate Crisis Lecturer University of Liberal Arts Bangladesh	Dec. '22
DE&I: An Authentically Strategic Approach with E&C Panelist Ethics & Compliance Initiative TM	July '22
Crisis History's Impacts Risk and Crisis Communication graduate course James Madison University	Feb. '22
<i>The Importance of Black History in PR's History and Future</i> Panelist Race in the PR Classroom Webinar Series Institute of Public Relations & PRSA Educators Academy	Feb. '22
Quoted in Predictions: <i>PR Pros See '22 as 'Year of the Employee,' Yet Heavy Workloads, DEI and Social Issues Loom</i> By Seth Arenstein PR News	Dec. '21
<i>Crisis History's Impacts</i> Honors Crisis Communication Course University of San Francisco	Oct. '21
Quoted in <i>Back to School: Writing Still at the Top for PR Pros and Academics; Culture, WFH Issues Rising</i> By Seth Arenstein PR News	Aug. '21
Quoted in <i>Lots of Thinking and Perhaps a Committee are Required When Companies Decide to Take Stands</i> By Seth Arenstein PR News	June '21

*Contemporary Crisis Leadership: Social Media
Contemplations on Culture, Purpose, Mitigation, & Opportunities*
Public Relations and Communications Association (PRCA)
Americas Conference '21 – Keynote speaker

June '21

Quoted in *If Everyone Knows How to Respond to
Crisis, Why Are So Many Fumbled?*
By Seth Arenstein
PR News, *Crisis Insider*

May '21

Ethics Webinar – Expertise
Board of Ethics and Professional Standards
Public Relations Society of America

May '21

*PR Women Who Changed History: Using Public Relations for
the Public Good*
The Museum of Public Relations

Mar. '21

Quoted in *The Importance of Diversity in PR*
By Megan Blacher
PR Values student-run public relations blog

Mar. '21

*Internal and External Communication Challenges During a
Health Crisis*
Crisis Communication Think Tank
University of Georgia

Feb. '21

Developing Your Scholarly Identity & Preparing for the Job Market
Crisis Research Group
University of Georgia

Dec. '20

Historical Pandemics and Current Application to Health Crises
Crisis Management
University of Georgia

Dec. '20

Specialties in PR
Public Relations Specialties
New York University

Nov. '20

Crisis History's Impacts
Crisis Communication Class for Freshmen
University of San Francisco

Oct. '20

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

Oct. '20

The Art of Storytelling
 CitySquare University Training and Development
 CitySquare
 Dallas, TX

Feb. '19

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

Feb. '19

Strategic Communication Planning Seminar
 U.S. Small Business Administration, Region VI
 Dallas, TX

Aug. '18

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. '16

Social Media and Crisis Communication
 Advertising and Public Relations 51' – Crisis Communication
 University of Georgia

Sept. '15

Public Speaking and Presentations
 Advertising and Public Relations 59' – Public Relations Communications
 University of Georgia

Oct. '15

HONORS, AWARDS & RECOGNITION

Laureate
[PRO PR GLOBE Awards](#)

Aug. '23

Kopenhagen Center Fellow
 Lillian Lodge Kopenhagen Center for the Advancement of
 Women in Communication

Aug. '22

40 Under 40 2021 Honoree
 Dallas Public Relations Society of America (PRSA)

May '21

Highly Commended Paper Award
 Emerald Publishing '19 Emerald Literati Awards

Aug. '19

*Institute for Public Relations W. Ward White Ward for
 Top Paper of Practical Significance*
 International Public Relations Research Conference

Mar. '18

Outstanding Teaching Assistant Award
 Department of Advertising and Public Relations
 Grady College of Journalism and Mass Communication
 University of Georgia

May '17

Image Award of Distinction
 Florida Public Relations Association

Apr. '08

University Honors Convocation Award of Distinction
 University Honors Program
 University of Tennessee

May '05

TEACHING AND PROFESSIONAL EXPERIENCE

Assistant Professor, Penn State University – University Park, PA 08/21 - Current

- Teach communication research and data analytics, exposing students to qualitative and quantitative research methods. Assisting students with planning, conducting, analyzing, and reporting primary research.
- Teach public relations campaign capstone course for public relations majors.
- Teach the online research methods in strategic communications course
- Serve as senior researcher fellow at the Arthur W. Page Center
- Serve as Population Research Institute Associate

Assistant Professor, Southern Methodist University – Dallas, TX 08/17 – 06/21

- 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.

Instructor of Record, University of Georgia – Athens, GA, 01/17 – 05/17

- 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.

Graduate Teaching Assistant, University of Georgia – Athens, GA 08/14 – 05/17

- 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.

Associate Faculty Member, Valencia College – Orlando, FL 08/13 – 07/14

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

Adjunct Instructor, Valencia College – Orlando, FL 08/12 – 07/13

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

Graduate Teaching Assoc., University of Central Florida - Orlando, FL 08/11 – 05/12

- 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

Graduate Teaching Asst. , University of Central Florida - Orlando, FL 01/11 – 05/11

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

Internal Communications Coord., Florida Hospital - Orlando, FL 05/06 – 05/10

- 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

Public Affairs Advanced Intern, Walt Disney World, Co. - Orlando, FL 06/05 – 12/05

- 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

Corporate Communications Intern, Scripps Networks - Knoxville, TN 08/04 – 12/04

- 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

Public Relations Intern, Maytag Corporation - Newton, IA 05/04 – 08/04

- 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

Airbag & Seat Belt Safety Campaign (ASBSC) Intern, GMMB, Inc. (Communications Agency) - Washington, DC 01/05 – 05/05

- 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 '17, '19

Twelve-week "Preparing Future Faculty" program
University of Central Florida - Orlando, FL

Summer '11

One-day training - Graduate Teaching Assistant (GTA) class
University of Central Florida- Orlando, FL

Fall '10

UNIVERSITY SERVICE

News Literacy Post-Doc Search Committee Member
Penn State University

Spring '22

Faculty Athletic Admissions Subcommittee
Southern Methodist University

Fall '19 – SP. '21

First Generation Advisory Committee
Southern Methodist University

Fall '19 – SP. '21

Guest Lecturer
RISE Class Simulation
Rotunda Scholars
Southern Methodist University

Fall '19

Interview Panelist
Hunt Leadership Scholarship Interview Day
Southern Methodist University

Spring '19

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

Spring '18

Meadows Academic Policies Committee
Meadows School of the Arts
Southern Methodist University

Fall '17 - '20

EXTERNAL SERVICE

Founder
Color My Prof Conference

Present

Chair
Educators Academy
Public Relations Society of America (PRSA)

Present

Chair Elect
Educators Academy
Public Relations Society of America (PRSA)

2023

Secretary
Commission on the Status of Minorities
Assoc. for Education in Journalism and Mass Communication

Fall '22 - Fall '23

Queen City Public Relations Awards Evaluation
Sierra Nevada Chapter
Public Relations Society of America (PRSA)

Fall '22

<i>Vice Head Elect</i> <i>Public Relations Division</i> <i>Assoc. for Education in Journalism and Mass Communication</i>	2021 – 2022
<i>Research Chair</i> Educators Academy Public Relations Society of America (PRSA)	2021 – 2022
<i>Research Committee Assistant Chair</i> Educators Academy Public Relations Society of America (PRSA)	2020 – 2021
<i>Co-Founder & Co-Convener</i> <i>Black PR Profs Unite</i> Support Group	Fall '20 – Present
<i>Barrow Award for Distinguished Achievement</i> <i>in Diversity Research and Education – Selection Committee</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication	Spring '21
<i>Research Committee Member</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall '20 – Fall '21
<i>Professional Freedoms & Responsibilities Committee Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall '20 – Fall '21
<i>Associate Editor/Web Manager</i> <i>Journal of Public Relations Education</i>	SU '20 – Present
<i>Outreach Committee Chair</i> Educators Academy Public Relations Society of America (PRSA)	Fall '19 – Fall '20
<i>Professional Freedoms & Responsibilities Committee Vice Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall '18 – Fall '19
<i>Sponsorships Committee</i> Educators Academy Public Relations Society of America (PRSA)	Spring '19 – '21
<i>Silver Spike Awards Judge</i> Sierra Nevada Chapter	Fall '19

Public Relations Society of America (PRSA)

*Secretary***Fall '19 – Fall '21**

Commission on the Status of Minorities

Assoc. for Education in Journalism and Mass Communication

*International Conference Submission Judge***SP '18 – SP '21**

Public Relations Society of America (PRSA)

*Outreach Committee***SP '18 – SP '19**

Educators Academy

Public Relations Society of America (PRSA)

*APR Readiness Review Panelist***Fall '18, SP '19**

Dallas Chapter

Public Relations Society of America (PRSA)

*Teaching Committee***Fall '18 – Fall '19**

Public Relations Division

Assoc. for Education in Journalism and Mass Communication

*Pre-Conference Committee Member & Moderator***Fall '18**

Public Relations Division

Assoc. for Education in Journalism and Mass Communication

*Ad hoc Reviewer***Summer '18**

Public Relations Review

*Editorial Board Member***Fall '17 - Present**

Journal of Public Relations Research

*Ad hoc Reviewer***Fall '17 - Present**

Corporate Communication: An International Journal

*Communications Director & Newsletter Editor***Fall '17 – Fall '19**

Commission on the Status of Minorities

Assoc. for Education in Journalism and Mass Communication

*Inez Kaiser Graduate Student of Color Award Committee***Fall '17 – Fall '18**

Public Relations Division

Assoc. for Education in Journalism and Mass Communication

*Professional Freedom and Responsibility (PF&R) Committee***Fall '16 – Fall '18**

Public Relations Division

Assoc. for Education in Journalism and Mass Communication

<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 '16
<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	SP '20 – SP '22
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

Undergraduate

Ad/PR Research
 Crisis Management
 Interpersonal Communication
 Principles of Oral Communication
 Principles of Public Relations
 Public Relations Administration
 Public Relations Campaigns
 Public Relations Writing

Graduate

Independent Study/Directed Research
 Research Methods in Strategic Comm. (online)

COMPUTER SKILLS

Design/ General Software: Adobe InDesign, QuarkXpress, Microsoft Office, Canva, Adobe Express & Adobe Photoshop,
Statistical Software: Excel and SPSS

ENRICHMENT

University Study Abroad Program – Madrid, Spain
 University of Tennessee

Summer 2003

ACTIVE PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Associate
 Population Research Institute
 Penn State University

Fall '22 - Present

International Student Advisory Group
 Public Relations and Communications Association (PRCA)

2022 – Present

Member, Page Up
 Arthur W. Page Society

2022 – Present

Board Member
 Commission on Public Relations Education

2022 – Present

Senior Research Fellow
 Arthur W. Page Center for Integrity in Public Communication

2021 – Present

Researcher, UGA Grady College
 Crisis Research Group

2021 – Present

Member, UGA Grady College
 Crisis Communication Think Tank

2020 – Present

Member, UGA Grady College
 Crisis Communication Coalition

2020 – Present

Member, ICA

2018 – Present

Member, AEJMC

2015 – Present

Member, PRSA

2005 – Present