

LaShonda L. Eaddy, Ph.D., APR

PERSONAL INFORMATION

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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* **2018**
Southern Methodist University – Dallas, TX
- 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

- 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/10.1177/2329488420988769>
- 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. (2020). 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.
(To be submitted to - *Corporate Communication: An International Journal*)

Eaddy, L.L. (2019). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management. (To be submitted –*Journalism History*)

Eaddy, L.L., Brummette, J., & Jin, Y. (2019). Repeat crises: How crisis history affects stakeholder attributions and coping. (To be submitted to *Journal of Marketing Communications for Higher Education*)

Eaddy, L. L. (2019). 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. (Hoboken, NJ: Wiley-Blackwell, expected publish date 2021).

Eaddy, L.L., Gower, K.K., and Reber, B.H. “Organizational Purpose, Culture, Crisis Leadership, and Social Media.” *Social Media and Crisis Communication*, ed. Lucinda Austin and Yan Jin (Taylor & Francis, expected publish date Fall 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 Fall 2021).

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*.

TRADE PUBLICATIONS

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

COMPETITIVELY-SELECTED CONFERENCE PAPERS

- 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, to be 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 tellers 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," 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. (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

"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>Back to School: Writing Still at the Top for PR Pros and Academics; Culture, WFH Issues Rising</i> By Seth Arenstein PR News	August 2021
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 2021
<i>Contemporary Crisis Leadership: Social Media Contemplations on Culture, Purpose, Mitigation, & Opportunities</i> Public Relations and Communications Association (PRCA) Americas Conference 2021 – Keynote speaker	June 2021
Quoted in <i>If Everyone Knows How to Respond to Crisis, Why Are So Many Fumbled?</i> By Seth Arenstein PR News, <i>Crisis Insider</i>	May 2021
<i>Ethics Webinar – Expertise</i> Board of Ethics and Professional Standards Public Relations Society of America	May 2021
<i>PR Women Who Changed History: Using Public Relations for the Public Good</i> The Museum of Public Relations	March 2021
Quoted in <i>The Importance of Diversity in PR</i> By Megan Blacher PR Values student-run public relations blog	March 2021
<i>Internal and External Communication Challenges During a Health Crisis</i> Crisis Communication Think Tank University of Georgia	Feb. 2021
<i>Developing Your Scholarly Identity & Preparing for the Job Market</i> Crisis Research Group University of Georgia	Dec. 2020

<i>Historical Pandemics and Current Application to Health Crises</i> Crisis Management University of Georgia	Dec. 2020
<i>Specialties in PR</i> Public Relations Specialties New York University	Nov. 2020
<i>Crisis History's Impacts</i> Crisis Communication Class for Freshmen University of San Francisco	Oct. 2020
Quoted in <i>SNL, Wells Fargo Act Quickly to Avert Crisis</i> By Seth Arenstein PR News, <i>Crisis Insider</i>	Oct. 2020
<i>The Art of Storytelling</i> CitySquare University Training and Development CitySquare Dallas, TX	Feb. 2019
Quoted in <i>How the Digital Age Is Changing Information Flow</i> By Mark Henricks The Holmes Report	Feb. 2019
<i>Strategic Communication Planning Seminar</i> U.S. Small Business Administration, Region VI Dallas, TX	Aug. 2018
<i>Public Relations and Integration at the University of Georgia</i> "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
<i>Social Media and Crisis Communication</i> Advertising and Public Relations 5120 – Crisis Communication University of Georgia	Sept. 2015
<i>Public Speaking and Presentations</i> Advertising and Public Relations 5920 – Public Relations Communications University of Georgia	Oct. 2015

HONORS, AWARDS & RECOGNITION

<i>40 Under 40 2021 Honoree</i> Dallas Public Relations Society of America (PRSA)	May 2021
<i>Highly Commended Paper Award</i> Emerald Publishing 2019 Emerald Literati Awards	Aug. 2019
<i>Institute for Public Relations W. Ward White Award for Top Paper of Practical Significance</i> International Public Relations Research Conference	March 2018
<i>Outstanding Teaching Assistant Award</i> Department of Advertising and Public Relations Grady College of Journalism and Mass Communication University of Georgia	May 2017
<i>Image Award of Distinction</i> Florida Public Relations Association	Apr. 2008
<i>University Honors Convocation Award of Distinction</i> University Honors Program University of Tennessee	May 2005

TEACHING AND PROFESSIONAL EXPERIENCE

08/21 - Current

Assistant Professor, Penn State University – University Park, PA

- 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.

08/17 – 06/21

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

Summer 2017, 2019

Southern Methodist University – Dallas, TX

Twelve-week “Preparing Future Faculty” program

Summer 2011

University of Central Florida - Orlando, FL

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

Fall 2010

University of Central Florida- Orlando, FL

UNIVERSITY SERVICE

Faculty Athletic Admissions Subcommittee

Fall ‘19 – Spring ‘21

Southern Methodist University

First Generation Advisory Committee

Fall ‘19 – Spring ‘21

Southern Methodist University

Guest Lecturer

Fall 2019

RISE Class Simulation

Rotunda Scholars

Interview Panelist

Spring 2019

Hunt Leadership Scholarship Interview Day

<i>Music Therapy Lecturer Search Committee</i> Meadows School of the Arts Southern Methodist University	Spring 2018
<i>Meadows Academic Policies Committee</i> Meadows School of the Arts Southern Methodist University	Fall 2017 - 2020
EXTERNAL SERVICE	
<i>Vice Head Elect</i> <i>Public Relations Division</i> <i>Assoc. for Education in Journalism and Mass Communication</i>	Current
<i>Secretary</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication	Current
<i>Research Committee Assistant Chair</i> Educators Academy Public Relations Society of America (PRSA)	Current
<i>Co-Founder & Convener</i> <i>Black PR Profs Unite</i> Support Group	Fall 2020- Current
<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 2021
<i>Research Committee Member</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2020 – Fall 2021
<i>Professional Freedoms & Responsibilities Committee Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2020 – Fall 2021
<i>Associate Editor/Web Manager</i> <i>Journal of Public Relations Education</i>	Summer '20 - Current
<i>Outreach Committee Chair</i> Educators Academy Public Relations Society of America (PRSA)	Fall 2019 – Fall 2020

<i>Professional Freedoms & Responsibilities Committee Vice Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication	Fall 2018 – 2019
<i>Sponsorships Committee</i> Educators Academy Public Relations Society of America (PRSA)	Spring 2019-2021
<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>	Fall 2017 – 2019

Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication	
<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	2015- 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 2020 - Current
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
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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
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ACTIVE PROFESSIONAL MEMBERSHIPS

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