

Renea Nichols

Curriculum Vitae

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The Pennsylvania State University
CM - Advertising/Public Relations
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Education

Ph D, Arizona State University, Department of Sociology, Tempe, Arizona.
Major: Doctorate of Philosophy (ABD)
Supporting Areas of Emphasis: Family Studies
Dissertation Title: Biracial Children

MSTR, Arizona State University, Walter Cronkite School of Communications, Tempe, Arizona, 1993.
Major: Mass Communications
Dissertation Title: Children's Advertising: Product Preference

BA, Central Michigan University, Journalism, Mt. Pleasant, Michigan, 1986.
Major: Journalism
Supporting Areas of Emphasis: Advertising

Professional Positions

Academic

Lecturer, Arizona State University. (August 15, 1995 - July 1, 2005).
Teach undergraduate courses in public relations writing and advanced principles/techniques used in public relations.

Professional

Public Information Officer, City of Phoenix. (January 1995 - July 1995).
Advise various government department leaders on effective communication strategies needed to maintain relationships with their external and internal publics, managed/wrote all communication tools, work with local and national news media organizations, plan and execute special events, and assist with crisis communications.

Professional Memberships

Association for Education in Journalism and Mass Communication (AEJMC). (August 5, 2017 - Present).
A nonprofit, educational association of journalism and mass communication educators, students and media professionals. The Association's mission is to advance education, foster scholarly research, cultivate better professional practice and promote the free flow of communication.

International Association of Business Communicators. (January 1, 2016 - Present).
The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through

strategic communication. Established in 1970, IABC serves members in more than 70 countries for networking, career development and personal growth.

Public Relations Society of America. (August 14, 2011 - Present).

Chartered in 1947, the Public Relations Society of America (PRSA) is the world's largest and foremost organization of public relations professionals. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession.

Awards and Honors

Gold Quill Merit, International Association of Business Communicators. (January 22, 2015 - April 28, 2016).

Teaching

Teaching Experience

Penn State

AAAS 003, Schol and Comm, 1 course

COMM 100, 9 courses

COMM 205, Gendr Dvrsty Media, 2 courses

COMM 471, Pub Rel Methods, 16 courses

COMM 473, Public Relations Campaigns, 4 courses

COMM 494, Research Project Courses, 1 course

COMM 497E, Pittsburgh Outreach: Rebranding an Urban Neighborhood, 1 course

COMM 498B, Diversity Communications, 1 course

PSU 009, Comm 1st-Yr Smnr, 2 courses

PSU 9, First-Year Seminar Communications, 3 courses

WMNST 205, Gender, Diversity and the Media, 2 courses

Non-Credit Instruction

Seminar, Co-Instructor, Classroom, Eberly School of Science, 65 participants, Internal to Penn State, Academic. Fall (August 2016 - December 2016).

Directed Student Learning

Sean Curran, Mentor.

Research

Consulting/Advising

Public Relations, Trinity Luthern Church, Ron Miller, 2221 N. Oak Lane, State College, PA, 16801, Pro Bono, approximately 10 hours spent per year. (October 2011 - Present).

Appointed to the Communication Team to assist church with strategic communication and marketing.

Public Relations, Public Relations, Jinger Gottschall, Jinger Gottschall, 29J Recreation Building,

University Park, PA, 16802, Department of Kinesiology, Penn State, Compensated, approximately 200 hours spent per year, Contract Period (wks): 32. (September 2011 - Present).

Conducted media interviews of research study participants, measuring and tracking success of study participants via photographs and video, developed social media site for study and other media relations duties. Worked with Les Mills International company to supply documentation of fitness study.

Presentations Given

Nichols, R. D. (Panel Member), (February 20, 2018). ""The Evolution of the Black Consumer: A panel discussion focused on the evolving image of African - Americans as consumers and their impact on business.," HEINEKEN USA's Black History Month luncheon panel, HEINEKEN, White Plains, New York, Invited. National.

Nichols, R. D., (September 12, 2017). ""What I learned in the School of Hard Knocks"," ED2010 Meeting, ED2010, Willard Building, Invited. Local.

Development Activities Attended

"Outward Mindset Mastermind," Gerry Watkins. Scottsdale, Arizona, USA. (August 5, 2017 - January 5, 2018). <http://http://www.gerrywatkins.com/>.

Service

Service to the University

Campus

Contribution to Programs to Enhance Equal Opportunity/Cultural Diversity

Commission on Racial and Ethnic Diversity (CORED), Committee Member. (January 22, 2016 - Present).

Department

Assistance to Student Organizations

International Association of Business Communicators, Advisor. (March 2015 - Present). Advise students in providing professional development opportunities for those students interested in public relations, marketing, advertising and communications campus wide.

Students for Organ Donation, Advisor. (August 15, 2010 - Present).

Serve as the adviser to students who organize events to promote organ donation in Centre County, especially on PSU campus.

University

Participation in Recruitment and Retention Activities

scholarship panel member, Diversity Initiatives, Judge. (May 15, 2011 - Present). Interviewed high school students competing in the Pennsylvania Junior Academy of Science Competition seeking scholarships to Penn State. Made recommendations to

College dean for awards.

Service to Society as a Representative of the University

Service to Governmental Agencies

Advisory Board, Centre County Children and Youth Services Advisory Board, Vice Chairperson, Local. Bellefonte, PA USA. (August 1, 2016 - Present).
Advise and raise money for CCCYS programs that furnish social services to children and youth and their families throughout Centre County.
Raise \$10,000 each year to fund Ethel Beaver Children's Fund. Raised \$2000 to renovate parent/child visitation room.

Service to Public and Private Organizations

Interfaith Human Services, Board Member. (April 2014 - Present).
Assist with fundraising that provides low-income families with financial assistance to pay utilities.
Raised over \$10K directing a talent competition, Centre Sings, and securing media coverage.