

Holly Overton, Ph.D.

Associate Professor

Donald P. Bellisario College of Communications

The Pennsylvania State University

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EDUCATION

Doctor of Philosophy (Ph.D.) in Mass Communications, 2016

The Pennsylvania State University, College of Communications, University Park, PA

Specialization: Strategic Communication/Public Relations

Dissertation Title: Defining Publics Through CSR Communication: Testing an Integrated Theoretical Model for Examining the Impact of Companies' Environmental Responsibility Messaging Strategies on Attitudes and Behavioral Intentions

Dissertation Committee: Dr. Denise Bortree (chair), Dr. Frank Dardis, Dr. Lee Ahern, Dr. Kurt Johnson (sociology)

Master of Science in Communication Studies, 2008

Shippensburg University, Department of Communication/Journalism, Shippensburg, PA

Thesis Title: A Content Analysis of Tobacco Product Depictions in Disney's Non-Animated Films: A Social Cognitive Theory and Framing Theory Approach.

Thesis Committee: Dr. Michael Drager (chair), Dr. Carrie Sipes, Dr. William Pritchard

Bachelor of Arts in Communication/Journalism, 2006

Shippensburg University, Department of Communication/Journalism, Shippensburg, PA

Minor: Human Communication Studies / Professional Emphasis: Public Relations

ACADEMIC APPOINTMENTS

Donald P. Bellisario College of Communications

The Pennsylvania State University, University Park, PA

Associate Professor of Communications, 2021-Present

Tenured position in the department of Advertising/Public Relations. Responsible for teaching two courses per semester, advising graduate students, performing service duties, and conducting research.

Director of Research, Arthur W. Page Center, 2021-Present

Leadership position. Assist with managing and directing efforts of the research center, including calls for grant proposals and research resources.

School of Journalism and Mass Communications

University of South Carolina, Columbia, SC

Associate Professor of Public Relations, 2020-2021

Tenured position in Public Relations sequence. Responsible for teaching two courses per semester, advising graduate students, performing service duties, and conducting research.

Senior Research Fellow, Arthur W. Page Center, 2020-Present

Research position. Lead research projects related to the Page Center's mission. Manage annual calls for grant proposals.

Master of Mass Communication Program Coordinator, 2019-2020

Leadership position. Managed and directed program and curriculum efforts, including course scheduling, curriculum development, teaching the practicum course, advising students, recruiting students, conducting assessment, and serving as chair of admissions.

Assistant Professor of Public Relations, 2016-2020

Tenure-track position in Public Relations sequence. Responsible for teaching two courses per semester, advising graduate students, performing service duties, and conducting research.

Department of Communication/Journalism

Shippensburg University, Shippensburg, PA

Assistant Professor of Public Relations, 2015-2016

Tenure-track position in Public Relations emphasis. Responsible for teaching four courses per semester, advising graduate and undergraduate students, performing service duties, and conducting research.

Public Relations Instructor, 2012-2015

**Note: Two years of service converted to assistant professor rank (2013-2015)*

Full-time position in Public Relations emphasis. Responsible for teaching four courses per semester, advising graduate and undergraduate students, performing service duties, and conducting research.

Part-Time Adjunct Faculty, 2009

Responsible for teaching courses by appointment.

REFEREED JOURNAL ARTICLES

(Underlined co-author names: current or former mentored students)

Overton, H.K., Kim, J.K., Zhang, N., & Huang, S. (in press). Examining consumer attitudes toward CSR and CSA messages. *Public Relations Review*.

Overton, H.K., & Yang, F. (in press). Examining the impact of information processing on CSR communication response. *Communication Quarterly*.

Adair, C., & Overton, H. (2021). Better benefits for better business: Certified Benefit Corporations connected through internal communications. *Journal of Student Research*, 10(2). <https://doi.org/10.47611/jsr.v10i2.1209>

Wu, L., & **Overton, H.K.** (2021). Examining native CSR advertising as a post-crisis response strategy. *International Journal of Advertising*. Advance online publication. <https://doi.org/10.1080/02650487.2021.1914445>

- Austin, L., **Overton, H.K.**, Bortree, D.S., & McKeever, B.W. (2020). Examining the rage donation trend: Applying the Anger Activism Model to explore communication and donation behaviors. *Public Relations Review*. Advance online publication. <https://doi.org/10.1016/j.pubrev.2020.101981>
- Overton, H.K.**, Choi, M., Weatherred, J., & Zhang, N. (2020). Testing the viability of emotions and issue involvement as predictors of CSA response behaviors. *Journal of Applied Communication Research*, 48(6), 695-713. doi:10.1080/00909882.2020.1824074
- Wu, L., & **Overton, H.K.** (2020). Native CSR advertising: How does advertising recognition influence the public's response to proactive and reactive CSR? *Journal of Advertising Research*. Advance online publication. doi:10.2501/JAR-2020-019
- Li, J-Y., **Overton, H.K.**, & Bhalla, N. (2020). Communicative action and supportive behaviors for environmental CSR practices: An attitude-based segmentation approach. *Corporate Communications: An International Journal*, 25(2), 171-186. doi:10.1108/CCIJ-04-2019-0045
- Kim, J.K., **Overton, H.K.**, Bhalla, N., & Li, J-Y. (2020). Nike, Colin Kaepernick, and the politicization of sports: Examining perceived organizational motives and consumer responses. *Public Relations Review*, 46(2), 1-10. <https://doi.org/10.1016/j.pubrev.2019.101856>
- McKeever, B.W., McKeever, R., Pressgrove, G., & **Overton, H.K.** (2019). Predicting public support: Applying theory to prosocial behaviors. *Journal of Communication Management*, 23(4), 298-315. doi:10.1108/JCOM-02-2019-0030
- Bhalla, N., & **Overton, H.K.** (2019). Examining cultural impacts on consumers' environmental CSR perceptions. *Corporate Communications: An International Journal*, 24(3), 569-592. doi: <https://doi.org/10.1108/CCIJ-09-2018-0094>
- Li, J-Y., Kim, J.K., **Overton, H.K.**, Bhalla, N., Zhang, N., Choi, M., & Moon, W. (2019). What shapes environmental responsibility perceptions? Measuring value orientations as a predictor of situational motivations and communicative action. *International Journal of Strategic Communication*, 13(3), 214-232. doi:10.1080/1553118X.2019.1612407
- Kim, J.K., Pardun, C.J., & **Overton, H.K.** (2019). Electronic cigarette companies' Twitter messages: Public (Mis)communication. *The Journal of Public Interest Communications*, 3(1), 66-90. doi:10.32473.jplic.v3.i1.p66
- Xiao, A., **Overton, H.K.**, & Li, R. (2019). Communicating with nonprofit publics in China: Applying the RISP model to prosocial intentions. *Journal of Promotion Management*, 25(1), 82-107. <https://doi.org/10.1080/10496491.2018.1427653>

Kim, J.K., **Overton, H.K.**, Hull, K., & Choi, M. (2018). Examining public perceptions of CSR in sport. *Corporate Communications: An International Journal*, 23(4), 629-647. <https://doi.org/10.1108/CCIJ-05-2018-0060>

Choi, M., **Overton, H.K.**, & McKeever, R. (2018). When organizational advocacy and public advocacy intersect in CSR: Examining stage of partnership and activism in CSR partnerships. *The Journal of Public Interest Communications*. 2(2), 264-288. <http://journals.fcla.edu/jpic/article/view/105840/102292>

Overton, H.K. (2018). Examining the impact of message frames on information seeking and processing: A new integrated theoretical model. *Journal of Communication Management*, 22(3), 327-345. <https://doi.org/10.1108/JCOM-10-2017-0114>

Xiao, A., & **Overton, H.K.** (2018). Examining the impact of value orientations on CSR evaluations and expectations among U.S. and Chinese publics. *Public Relations Journal*, 11(4), 1-24. <https://prjournal.instituteforpr.org/wp-content/uploads/Anli-Ott-Final-.pdf>

Ott, H.K., & Xiao, A. (2017). Examining the role of culture in shaping public expectations of CSR communication in the United States and China. *Asian Journal of Public Relations*, 1(1), 57-83. Available at: www.kaspr.net

Kim, J.K., **Ott, H.K.**, Hull, K., & Choi, M. (2017). Double Play!: Examining the relationship between MLB's Corporate Social Responsibility and sport spectators' behavioral intentions. *International Journal of Sport Communication*, 10(4), 508-530. <https://doi.org/10.1123/ijsc.2017-0081>

Harrison, V., Xiao, A., **Ott, H.K.**, & Bortree, D.S. (2017). Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships. *Public Relations Review*, 43(4), 872-881. <http://dx.doi.org/10.1016/j.pubrev.2017.06.006>

Yang, F. & **Ott, H.K.** (2016). What motivates the public? The power of social norms in driving public participation with organizations. *Public Relations Review*, 42(5), 832-842. <http://dx.doi.org/10.1016/j.pubrev.2016.09.004>

Ott, H.K., Wang, R., & Bortree, D.S. (2016). Communicating sustainability online: An examination of corporate, nonprofit, and university websites. *Mass Communication and Society*, 19(5), 671-687. <https://doi.org/10.1080/15205436.2016.1204554>

Ott, H.K., Vafeiadis, M., Kumble, S., & Waddell, T.F. (2016). The effect of message interactivity on product attitudes and purchase intentions. *Journal of Promotion Management*, 22(1), 89-106. <http://dx.doi.org/10.1080/10496491.2015.1107011>

*Johnson, K.G., **Ott, H.K.**, & Drager, M.W. (2015). Writing tutoring boosts students' skills and confidence. *Academic Exchange Quarterly*, 19(1), 1-10. <http://rapidintellect.com/AEQweb/5554v5.pdf> [**Selected for Editors' Choice Award.*]

Waters, R.D., & **Ott, H.K.** (2014). Corporate social responsibility and the nonprofit sector: Assessing the thoughts and practices across three nonprofit subsectors. *Public Relations Journal*, 8(3), 1-18. <https://prjournal.instituteforpr.org/wp-content/uploads/2014WATERSOTT.pdf>

REFEREED JOURNAL ARTICLES UNDER REVIEW

*Manuscript titles omitted to preserve the integrity of blind peer review.

Heo, Y-J., Choi, C.W., **Overton, H.K.**, Kim, J.K., & Zhang, N. (revise and resubmit). *Journalism & Mass Communication Quarterly*.

Yang, F., & **Overton, H.K.** (revise and resubmit). *International Journal of Communication*.

Xiao, A., & **Overton, H.K.** (under review). *Management Communication Quarterly*.

Mohammadi, E., **Overton, H.K.**, Xiao, A., Salahirad, A., & Jamali, H. (under review). *Public Relations Review*.

Waddell, T.F., **Overton, H.K.**, & McKeever, R. (under review). *Communication Methods and Measures*.

Overton, H.K., & Yang, F. (under review). *Communication Studies*.

Overton, H.K., & Xiao, A. (under review). *Journal of Media Ethics*.

Kim, J.K., **Overton, H.K.**, Carter, J.E., Alharbi, K., & Bhalla, N. (under review). *Journal of Public Relations Research*.

Kim, J.K., **Overton, H.K.**, Alharbi, K., & Carter, J.E. (under review). *International Journal of Strategic Communication*.

BOOK CHAPTERS (PEER-REVIEWED)

Waters, R.D., & **Ott, H.K.** (2017). Communicating social responsibility efforts: A success strategy for nonprofits or a shift from stakeholders' priorities? In B.A. Brunner (Ed.), *The moral compass of public relations*. New York, NY: Routledge.

Johnson, K.G., **Ott, H.K.**, & Drager, M.W. (2015). Writing tutoring boosts students' skills and confidence. In K.A. Charron (Ed.), *Writing center theory and practice: Vol. 5*. Stuyvesant Falls, NY: Rapid Intellect.

REFEREED CONFERENCE PAPERS

(Underlined co-author names: current or former mentored students)

Kim, J.K., **Overton, H.K.**, Alharbi, K., & Carter, J.E. (2021, November). *Examining the Role of Self-Enhancement, Collective Efficacy, and Subjective Norm as Predictors of Corporate Social Advocacy Support*. Paper accepted for presentation at the National Communication Association Annual Conference, Public Relations Division, Seattle, WA.

Mohammadi, E., **Overton, H.K.**, Xiao, A., Salahirad, A., & Jamali, H. (2021, November). *Identifying Theories and Topics in Public Relations Research Over Time: A 50-Year Analysis*. Paper accepted for presentation at the National Communication Association Annual Conference, Public Relations Division, Seattle, WA.

Overton, H.K., & Xiao, A. (2021, August). *Always Let Your Conscience Be Your Guide: Analyzing Moral Conviction, Perceived Motives, and Organization-Public Relationships in Corporate Social Advocacy Efforts*. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Media Ethics Division, New Orleans, LA.
[*Second Place Faculty Paper in the Open Competition.]

Waddell, T.F., **Overton, H.K.**, & McKeever, R. (2021, August). *Does Sample Source Matter for Theory? Testing Model Invariance with the Influence of Presumed Influence Model across Amazon Mechanical Turk and Qualtrics Panels*. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Communication Theory and Methodology Division, New Orleans, LA.

Kim, J.K., **Overton, H.K.**, Carter, J.E., Alharbi, K., & Bhalla, N. (2021, May). *Examining the Psychological Determinants of Consumer Support for Corporate Social Advocacy*. Paper presented at the International Communication Division Annual Conference, Public Relations Division, Denver CO.

Yang, F., & **Overton, H.K.** (2021, April). *What if Unmotivated is More Dangerous? The Motivation-Contingent Effectiveness of Misinformation Correction on Social Media*. Paper presented at the Broadcast Education Association Annual Conference, Las Vegas, NV.
[*First Place Research Paper in the Debut Category.]

Xiao, A., & **Overton, H.K.** (2021, March). *Supporting Corporate Social Advocacy through Collective Action: The Role of Shared Group Anger, Efficacy, and Politicized Identity*. Paper presented at the International Public Relations Research Annual Conference, Orlando, FL.
[*Arthur W. Page Center Benchmarking Award.]

Overton, H. K., & Yang, F. (2020, August). *In the Media We Trust? Exploring the Effects of Perceived Risk, News Disputes, and Credibility on Consumer Attitudes Toward Biotechnology Companies*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Media Ethics Division, San Francisco, CA.

Overton, H.K., Kim, J.K., Zhang, N., & Huang, S. (2020, August). *Examining consumer attitudes toward CSR and CSA messages*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Mass Communication and Society Division, San Francisco, CA.

Heo, Y.J., Choi, C., **Overton, H.K.,** Kim, J.K., & Zhang, N. (2020, August). *In-group vs. out-group CSR messages and the effects of gender and cause involvement on brand attitudes and positive word-of-mouth intentions*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Mass Communication and Society Division, San Francisco, CA.

Yang, F., & **Overton, H.K.** (2020, May). *Information as self-construction: Motivations in (mis)information sharing on social media*. Paper presented at the International Communication Association Annual Conference, Mass Communication Division, Gold Coast, AUS.

Wu, L., & **Overton, H.K.** (2020, March). *Communicating ethical behaviors unethically? Using native CSR communication as a post-crisis response strategy*. Paper presented at the International Public Relations Research Annual Conference, Orlando, FL.

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

Overton, H.K., Choi, M., Weatherred, J., & Zhang, N. (2019, August). *Testing the viability of emotions and issue involvement as predictors of CSA response behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Mass Communication and Society Division, Toronto, CA.

Wu, L., & **Overton, H.K.** (2019, August). *Native CSR advertising: How does advertising recognition influence the public's response to proactive and reactive CSR?* Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Advertising Division, Toronto, CA.

Kim, J.K., **Overton, H.K.,** Bhalla, N., & Li, J-Y. (2019, August). *Nike, Colin Kaepernick, and the Politicization of Sports: Examining Perceived Organizational Motives and Consumer Responses*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Sports Communication Interest Group, Toronto, CA.

Wu, L., & **Overton, H.K.** (2019, May). *Credibility assessment of native CSR communication: The underlying mechanisms of persuasion knowledge and perceived manipulateness*. Paper presented at the International Communication Association, Public Relations Division, Washington, D.C.

Li, J-Y., **Overton, H.K.**, & Bhalla, N. (2019, May). *Communicative action and supportive behaviors for environmental CSR practices: An attitude-based segmentation approach*. Paper presented at the International Communication Association, Public Relations Division, Washington, D.C.

Overton, H.K., Choi, M., Weatherred, J., & Zhang, N. (2019, March). *Communicating with purpose: Testing the viability of emotions and issue involvement as predictors of CSA response behaviors*. Paper presented at the AEJMC Southeast Colloquium, Open Division, Columbia, S.C.

Choi, M., **Overton, H.K.**, & McKeever, R. (2018, August). *When organizational advocacy and public advocacy intersect in CSR: Examining stage of partnership and activism in CSR partnerships*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division Preconference, Washington, D.C.

Austin, L., **Overton, H.K.**, Bortree, D.S., & McKeever, B.W. (2018, August). *Examining the rage donation trend: Applying the Anger Activism Model to explore communication and donation behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Mass Communication & Society Division, Washington, D.C.

Li, J-Y., Kim, J.K., **Overton, H.K.**, Bhalla, N., Moon, W., Choi, M., & Zhang, N. (2018, August). *What shapes environmental responsibility perceptions? Measuring collectivistic orientations as a predictor of situational motivations and communicative action*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Washington, D.C.

McKeever, B.W., McKeever, R., Pressgrove, G., & **Overton, H.K.** (2018, August). *Predicting public support: Applying the Situational Theory of Problem Solving to prosocial behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Washington, D.C.

Kim, J.K., **Overton, H.K.**, Hull, K., & Choi, M. (2018, August). *Examining public perceptions of CSR in sport: The role of attributions, fit, and information source*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Sports Communication Interest Group, Washington, D.C.

Ott, H.K., & Xiao, A. (2017, August). *Examining the role of culture in shaping public expectations of CSR communication in the United States and China*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Chicago, IL.

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

Kim, J.K., Pardun, C.J., & **Ott, H.K.** (2017, August). *To vape or not to vape: How e-cigarette companies advertise via Twitter*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Advertising Division, Chicago, IL.

Kim, J.K., **Ott, H.K.**, Hull, K., & Choi, M. (2017, May). *Double Play!: Examining the relationship between MLB's Corporate Social Responsibility and sport spectators' behavioral intentions*. Paper presented at the International Communication Association Annual Conference, Sport Communication Interest Group, San Diego, CA.

Harrison, V., Xiao, A., **Ott, H.K.**, & Bortree, D.S. (2017, May). *Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships*. Paper presented at the International Communication Association Annual Conference, Public Relations Division, San Diego, CA.

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

Ott, H.K. (2016, August). *Defining Publics through CSR communication: Testing an integrated theoretical model for examining the impact of companies' environmental responsibility messaging strategies*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Minneapolis, MN.

Waters, R.D., & **Ott, H.K.** (2016, August). *Communicating social responsibility efforts: A success strategy for nonprofits or a shift from stakeholders' priorities?* Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Minneapolis, MN.

Xiao, A., **Ott, H.K.**, & Li, R. (2016, June). *Examining social risks and NPOs in China: Applying the RISP Model to assess publics' prosocial intentions*. Paper presented at the International Communications Association Annual Conference, Public Relations Division, Fukuoka, Japan.

[*Top Student Research Paper in Public Relations Division.]

- Ott, H.K., & Sorce, G.** (2016, March). *Puffing the magic of Disney: A content analysis of tobacco depictions in non-animated films*. Paper presented at the Eastern Communication Association, Media Communication Interest Group, Baltimore, MD.
[*Top Student Research Paper in Media Communication.]
- Ott, H.K., & Yang, F.** (2016, March). *How do publics process information? A Multi-theoretical approach to improving CSR communication effectiveness*. Paper presented at the International Public Relations Research Annual Conference, Miami, FL.
- Yang, F. & Ott, H.K.** (2015, November). *What motivates the public? The power of social norms in driving Public participation with organizations*. Paper presented at the Public Relations Society of America International Conference, Educators Academy, Atlanta, GA.
[*Top (First Place) Paper /Betsy Plank Student Research Award.]
- Ott, H.K., Wang, R., & Bortree, D.S.** (2015, August). *Communicating sustainability: An examination of corporate nonprofit, and university websites*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, San Francisco, CA.
- Drager, M.W., Ott, H.K., Sipes, C.A., & Johnson, K.G.** (2015, August). *Getting it “write”:* *Strengthening basic grammar skills through collaborative efforts*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Small Programs Interest Group, San Francisco, CA.
[*Top (Third Place) Faculty Research Paper in Small Programs Interest Group.]
- Ott, H.K., & Bortree, D.S.** (2015, March). *Are organizations talking the talk? A study of environmental communication practices and practitioner perceptions of organizational transparency*. Paper presented at the International Public Relations Research Annual Conference, Miami, FL.
- Waters, R.D., & Ott, H.K.** (2015, March). *Testing for-profit and nonprofit organizations’ Corporate Social Responsibility messaging with the public: Credibility, believability, and formality*. Paper presented at the International Public Relations Research Annual Conference, Miami, FL.
- Ott, H.K.** (2014, October). *Defining the “R” in CSR: A study of students’ perceptions of CSR communication in the classroom*. Paper presented at the Public Relations Society of America International Conference, Educators Academy, Washington, D.C.
- Sipes, C.A., Biswas, M.K., & Ott, H.K.** (2014, October). *Web usability and trends in nonprofit health organizations: Implications for engaging publics and ensuring accessibility for all*. Paper presented at the Public Relations Society of America International Conference, Educators Academy, Washington, D.C.

***Ott, H.K.**, Kumble, S., Vafeiadis, M., & Waddell, T.F. (2014, August). *The more informative, the better: The effect of message interactivity on product attitudes and purchase intentions*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Montreal, CAN.
[*Top (First Place) Student Research Paper in Public Relations Division.]

Ott, H.K., & Johnson, K.G. (2014, April). *Creating synergy through collaboration: How peer tutoring has empowered journalism students*. Paper presented at the Mid-Atlantic Writing Centers Association Conference, Salisbury, MD.

Ott, H.K., Kumble, S., & Vafeiadis, M. (2014, April). *How “social” should social media be? The effects of companies’ social-media responsiveness on consumers’ attitudes and purchase intentions*. Paper presented at The Pennsylvania State University’s 29th Annual Graduate Exhibition, State College, PA.

Ott, H.K., Kumble, S., & Vafeiadis, M. (2014, February). *Strategic marketing through social networks: The effects of interactivity on consumers’ attitudes and purchase intentions*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter Conference, Communication Technology Division, Norman, OK.

Ott, H.K., Sipes, C.A., & Bryson, R.B. (2014, January). *Learning together: A collaborative approach to using effective tutoring strategies in a Media Writing classroom*. Paper presented at the 12th Annual Faculty Conference on Teaching Excellence, Philadelphia, PA.

Ott, H.K., & Sipes, C.A. (2013, October). *Understanding public relations through practicum: A peer-to-peer and experiential learning model*. Paper presented at the Public Relations Society of America International Conference, Educators Academy, Philadelphia, PA.

SELECTED CONFERENCE PANEL PRESENTATIONS

Overton, H.K. (2020, August). *It’s a marathon, not a sprint: Defining (and refining) a meaningful research agenda*. Panelist for session presented to the Association for Education in Journalism and Mass Communication, San Francisco, CA (virtual conference).

Ott, H.K., & **Kim, J.K.** (2017, April). *Innovative mentoring practices*. Panelist for session presented to the Southern States Communication Association, Greenville, SC.

Ott, H.K. (2012, May). *Effective strategies for using CSO as a marketing tool*. Presented at the Career Services Online National Conference, Austin, TX.

Kalbach, H.K. (2011, April). *Brand yourself*. Presented at the Cooperative Education and Internship Association National Conference, San Antonio, TX.

INVITED PANEL PRESENTATIONS

Invited Panelist, Resource Tune-Up with UofSC's SJMC, International Association of Business Communicators (IABC) (January 2020)

GRANTS/FUNDED PROJECTS

Funded Projects

Glen M. Broom Center for Development in Public Relations, 2020

Grant Topic: Corporate Social Advocacy and OPR

Principal Investigator: **Overton, H.K.** (Co-PI: Xiao, A.)

Funded: \$500

College of Information and Communications Collaborative Research Grant, 2019

Grant title: *The Mosaic of Communication Science: An Analysis of 20 Years of Academic Publications*

Principal Investigator: Mohammadi, E.

Co-PIs: Kim, S-H., **Overton, H.K.**, Wu, L., Mortensen, T., & Wen, T.

Funded: \$10,000.

Arthur W. Page Center for Integrity in Public Communication Legacy Scholar Grant, 2018

Grant title: *Moment of Truth: Understanding Corporate Rumors and the Psychology of Rumor Spread on Environmental Issues via Social Media*

Principal Investigator: **Overton, H.K.** (Co-PI: Yang, F.)

Funded: \$5,000.

Arthur W. Page Center for Integrity in Public Communication Legacy Scholar Grant, 2018

Grant title: *Understanding Native Communication of Corporate Social Responsibility*

Principal Investigator: Wu, L.; Co-PI: **Overton, H.K.**

Funded: \$5,000.

School of Journalism and Mass Communications Online Teaching Grant, 2018

Grant to develop an online version of JOUR 533: Public Relations Management

Principal Investigator: **Overton, H.K.**

Funded: \$2,500

School of Journalism and Mass Communications Online Teaching Grant, 2017

Grant to develop an online version of JOUR 201: Principles of Public Relations

Principal Investigator: **Ott, H.K.**

Funded: \$2,500

Arthur W. Page Center for Integrity in Public Communication Legacy Scholar Grant, 2015

Grant title: *Communicating Social Responsibility: An Experimental Analysis of Message Strategies in Nonprofit and For-profit Sectors*

Principal Investigator: **Ott, H.K.**

Funded: \$2,500.

Arthur W. Page Center for Integrity in Public Communication Research Grant, 2014

Grant title: *Embracing the Opportunity: How Big Ten Schools Communicate Sustainability to Key Stakeholders*

Principal Investigator: **Ott, H.K.**

Funded: \$3,000.

Unfunded Grants

Arthur W. Page Center for Integrity in Public Communication Legacy Scholar Grant

Grant title: *Embracing OPR with AI? Using Bots to Facilitate Dialogic Engagement with Stakeholders*

Position: PI

Amount Requested: \$6,600

Status: Unfunded

Office of the Vice President for Research at USC (ASPIRE I)

Grant title: *Native Communication of Corporate Social Responsibility: Exploring the Factors that Influence Publics' Perceptions of Social Issues*

Position: Co-PI (with Wu, L.)

Amount Requested: \$15,000

Status: Unfunded

Association for Education in Journalism and Mass Communication (Emerging Scholars Program)

Grant title: *Toward Theory Building in CSR Communication Research: A Model for Examining the Impact of Environmental Responsibility Messaging Strategies on Stakeholder Actions*

Position: PI

Amount Requested: \$3,500

Status: Unfunded

Association for Education in Journalism and Mass Communication (Mass Communication & Society Division)

Grant title: *Native Communication of Corporate Social Responsibility: Exploring the Factors that Influence Publics' Perceptions of Social Issues*

Position: Co-PI (with Wu, L.)

Amount Requested: \$10,000

Status: Unfunded

COURSES TAUGHT

The Pennsylvania State University, University Park, PA

Undergraduate:

• **COMM 473: Public Relations Campaigns**

• 1 course (Assigned for Fall 2021)

University of South Carolina, Columbia, SC

Graduate:

- **JOUR 701: Research Methods in Mass Communication**
 - 1 course (Fall 2020)
- **JOUR 705: Strategic Communications Principles**
 - 3 courses (Fall 2016; Fall 2017; Fall 2020)
- **JOUR 790: Corporate Social Responsibility**
 - 1 course (Fall 2018)
- **JOUR 749: Literature of Mass Communication**
 - 1 course (Fall 2019)
- **JOUR 777: Practicum in Mass Communication**
 - 1 course (Spring 2020)

Undergraduate:

- **JOUR 201: Principles of Public Relations**
 - 7 courses (Spring 2017; Summer 2018; Winter 2019; Spring 2019; Summer 2019; Fall 2019; Summer 2021)
- **JOUR 531: Public Relations Campaigns**
 - 6 courses (Spring 2017; Spring 2018; Fall 2018; Spring 2019; Fall 2019; Spring 2020)

- **JOUR 533: Public Relations Management**
 - 5 courses (Summer 2018; Summer 2019; Summer 2020; Spring 2021)

Shippensburg University, Shippensburg, PA

Graduate:

- **COM 520: Applied Mass Communications Research**
 - 2 courses (Spring 2015; Spring 2016)

- **COM 506: Public Relations Strategies**
 - 1 course (Fall 2015)

Undergraduate:

- **COM 111: Introduction to Mass Communication**
 - 1 course (Fall 2009)
- **COM 112: Media Writing**
 - 16 courses (Fall 2012; Spring 2013; Fall 2013; Spring 2014; Fall 2014; Spring 2015; Fall 2015; Spring 2016)
- **COM 355: Practicum**
 - 3 courses (Fall 2012; Spring 2013; Fall 2013)
- **COM 410: Women & the Media***
 - 1 course (Fall 2013)

- **COM 432: Public Relations Research & Campaigns***
 - 7 courses (Fall 2012; Spring 2013; Fall 2014; Spring 2015; Fall 2015; Spring 2016)

- **COM 395, 396, 609 & 610: Professional Internships***
 - 33 supervisions (Fall 2013; Spring 2014; Summer 2014; Fall 2014; Spring 2015; Summer 2015; Fall 2015; Spring 2016; Summer 2016)
- **COM 491: Strategic Corporate Social Responsibility***
 - 1 course (Fall 2014)

*Graduate and undergraduate students enrolled in course.

COURSES CREATED

University of South Carolina, Columbia, SC

Graduate:

- **JOUR 790: Corporate Social Responsibility**
 - Approved starting Fall 2018
- **JOUR 701: Research Methods in Mass Communication (Online Version)**
 - Approved starting Fall 2020
- **JOUR 705: Strategic Communications Principles (Online Version)**
 - Approved starting Fall 2020

Undergraduate:

- **JOUR 533: Public Relations Management (Online Version)**
 - Approved starting Summer 2019

- **JOUR 201: Principles of Public Relations (Online Version)**
 - Approved starting Summer 2018
 - Recognized as an Office of the Provost Distributed Learning Quality Review (DLQR) course in Spring 2019

Shippensburg University, Shippensburg, PA

Undergraduate:

- **COM 355: Practicum**
 - Approved starting Fall 2012
- **COM 491: Strategic Corporate Social Responsibility**
 - Approved starting Fall 2014

INVITED LECTURES

At the School of Journalism and Mass Communications, University of South Carolina

- Guest lecture on Structural Equation Modeling: *SEM in AMOS*, JOUR 807: Advanced Communication Research (Graduate Course), [Instructor: Dr. Anli Xiao]. Fall 2020.

- Guest lecture on the Situational Theory of Problem Solving: *CSR and STOPS*, JOUR 774: Public Relations Theory (Graduate Course), [Instructor: Dr. Jungmi Jun]. Fall 2019.

- Guest lecture on CSR Communication: *Corporate Social Responsibility Communication*, JOUR 775: Strategic Communication for Behavior and Social Change (Graduate Course), [Instructor: Dr. Brooke McKeever]. Spring 2018.

- Guest lecture on Public Relations Theory: *Literature of Mass Communication: Public Relations Theory and Practice*, JOUR 749: Literature Review of Mass Communication (Graduate Course), [Instructor: Dr. Linwan Wu]. Fall 2017.

- Guest lecture on Social Media and Data: *Ethical Practices of Social Media and Big Data in Public Relations*, JOUR 499: Social Media and Big Data (Undergraduate Course), [Instructor: Dr. Mo Jang]. Spring 2017.

At the Nicholson School of Communication and Media, University of Central Florida

- Guest lecture as Expert in Residence on Corporate Social Advocacy: *Where We're Going: CSA and CSR*, PUR 6005: Theories of Public Relations (Graduate Course). [Instructor: Dr. Melissa Dodd]. Spring 2021.

At the Department of Journalism and Mass Communications, Washington and Lee University

- Guest lecture on Experimental Design: *Experimental Studies in Public Relations Research*, JOUR 332: Research Methods in Mass Communications (Undergraduate Course), [Instructor: Dr. Mark Coddington]. Spring 2019.

At the Bellisario College of Communications, The Pennsylvania State University

- Guest lecture on Public Relations Theory: *The Situational Theory of Publics/Problem Solving*. COMM 597: Public Relations Theory (Graduate Course), [Instructor: Dr. Denise Bortree]. Fall 2016.

At the Mays Business School, Texas A&M University

- Guest lecture on Public Relations Ethics: *Ethical Public Relations and Media Use*. MKTG 345: Social Media and PR (Undergraduate Course), [Instructor: Dr. Akshaya Sreenivasan]. Fall 2016.

At the Department of Communication/Journalism, Shippensburg University

- Guest lecture on Public Relations Writing: *Media Pitching*. COM 241: Public Relations Writing (Undergraduate Course), [Instructor: Dr. Carrie Sipes]. Fall 2015.

- Guest lecture on Public Relations Writing: *The Media as a Stakeholder*. COM 375: Public Affairs Reporting (Undergraduate Course), [Instructor: Dr. Michael Drager]. Fall 2015.

- Guest lecture on Public Relations Careers: *Brand Yourself*. COM 355: Practicum (Undergraduate Course), [Instructor: Ms. Rachael Bryson]. Spring 2015.

- Guest lecture on Public Relations Research: *Analyzing and Reporting Data*. COM 432: Public Relations Research and Campaigns (Undergraduate Course), [Instructor: Dr. June Kim]. Fall 2013.

STUDENT ADVISING

Advising (Graduate) at Penn State University

Dissertation Committee Member

- Christen Buckley, 2021-Present

External Dissertation Committee Member

Hussman School of Journalism and Media, The University of North Carolina at Chapel Hill

- Teresa Tackett, 2021-Present

School of Journalism and Mass Communications, University of South Carolina

- Khalid Alharbi, 2021-Present
- Jackson Carter, 2021-Present
- Matthew Stilwell, 2021-Present

College of Humanities and Social Sciences, NC State University

- Leila Chelbi, 2021-Present

Advising (Graduate) at University of South Carolina

Dissertation Committee Chair/Advisor

- Nandini Bhalla, Ph.D., 2017-2019 (Dissertation Defended in Summer 2019)
- Khalid Alharbi, 2020-2021 (Co-Advisor with Dr. Taylor Wen)

Dissertation Committee Member

- Minhee Choi, Ph.D., 2019-2020
- Branden Birmingham, Ph.D., 2019-2021
- Khalid Alharbi, 2019-2020
- Matthew Stilwell, 2020-2021
- Jackson Carter, 2020-2021

Directed Independent Studies (Ph.D.)

- Nandini Bhalla (Fall 2017)
- Matthew Stilwell (Spring 2020)

Doctoral Student Research

- Faculty Director/Mentor, Public Relations/Strategic Communications Research Group, 2018-Present

Advising (Undergraduate) at University of South Carolina

Honors College Senior Thesis Committee Member

- Abigail Meister, 2019 (Thesis Defended in Spring 2019)

Magellan Scholar Grant Award Faculty Mentor

- Carly Adair, 2019-2021

External Advising (High School)

Faculty Mentor/Supervisor, Regeneron Science Competition

- Jimin Lee, 2020-2021

Advising (Graduate) at Shippensburg University

Graduate Thesis Chair

- Carolyn Seibert-Drager, M.S., 2015-2016 (Defended in Spring 2016)
- Ethan Weidman, M.S., 2015-2016 (Defended in Spring 2016)
- Amy Gulino, M.S., 2014-2015 (Defended in Spring 2015)
- Lindsay McCauslin, M.S., 2014-2015 (Defended in Fall 2015)

NATIONAL SERVICE

Association for Education in Journalism and Mass Communications Public Relations

Division

- Vice-Head, 2021-Present
- Vice-Head Elect, 2020-2021
- Research Committee Chair, 2019-2020
- Research Committee Co-Chair, 2018-2019
- Social Event Committee Chair, 2017-2018
- Social Event Committee Vice Chair, 2016-2017
- Graduate Student Liaison Committee Chair, 2014-2016
- Social Event Committee Member, 2015-2016

Public Relations Society of America Educators Academy

- Super Saturday Conference Coordinator (At-Large Director), 2018-2020

Guest Editor at Academic Journals

- Co-Guest Editor, *Sustainability*. (In Progress). Special issue on “CSR in Light of Social Changes.”

Editorial Board Member at Academic Journals

- *The Journal of Public Interest Communications*, 2017-Present

Ad-Hoc Reviewer for Academic Journals

- *Communication Studies*, 2020-Present
- *Journal of Public Relations Research*, 2019-Present
- *Journal of Public Relations Education*, 2019-Present
- *Journalism & Mass Communication Quarterly*, 2016-Present
- *Public Relations Review*, 2017-Present
- *Public Relations Journal*, 2017-Present
- *International Journal of Strategic Communication*, 2018-Present
- *Management Communication Quarterly*, 2020-Present
- *Journal of Applied Communication Research*, 2018-Present
- *Journal of Communication Management*, 2018-Present
- *Corporate Communications: An International Journal*, 2019-Present
- *Journal of Promotion Management*, 2016-Present

Invited Textbook Reviewer

- Argenti, P.A. (2016). *Corporate Responsibility*. Thousand Oaks: SAGE Publications, Inc

Indexer

- DiStaso, M.W., & Bortree, D.S. (Eds.). (2014). *Social media ethics for public relations*. New York: Routledge.

Service to Peer-Reviewed Academic Conferences

- Association for Education in Journalism and Mass Communications (AEJMC)
 - Paper Reviewer, Public Relations Division, Advertising Division, and Mass Communication and Society Division, 2017, 2018
 - Discussant, Top Papers Session, Public Relations Division, 2019, 2020
 - Panelist, Finding Your Niche Career Panel, Public Relations Division, 2019
 - Discussant, Advertising Division, 2017
- International Communication Association (ICA)
 - Paper Reviewer, Public Relations Division, 2016, 2017, 2018, 2019, 2020
 - Moderator, Public Relations Division, 2019
- Public Relations Society of America (PRSA)
 - Paper Reviewer, Educators Academy Division, 2017, 2018, 2019
- Association for Education in Journalism and Mass Communications (AEJMC) Southeast Colloquium
 - Paper Reviewer, Open Division 2019
 - Moderator/Discussant, Open Division, 2019

UNIVERSITY SERVICE

Service to the School of Journalism and Mass Communications, University of South Carolina

- Director, Public Relations/Strategic Communications Research Group, 2018-Present
- Member, Faculty Development Committee, 2020-2021
- Member, Petitions Committee, 2020-2021
- Master of Mass Communication Program Coordinator, 2019-2020
- Member, Graduate Council, 2016-2020
- Member, Graduate (MMC) Admissions Committee, 2018-2020
- Member, Graduate (M.A. & Ph.D.) Admissions Committee, 2016-2018
- Member, Student Evaluations Committee, 2018-2020
- Member, Public Relations Assistant Professor Search Committee, 2018-2019
- Faculty Advisor, Public Relations Student Society of America, 2016-2017
- Member, Advertising Assistant Professor Search Committee, 2016-2017
- Comprehensive Exam Reviewer, Master of Mass Communication curriculum, 2016, 2017, 2018, 2019, 2020

Service to the College of Information and Communications, University of South Carolina

- Member, CIC Diversity, Equity and Inclusion Research Symposium Task Force, 2020-2021
- Member, CIC Equity and Inclusive Excellence Advisory Council, 2019-2021
- Member, COVID-19 Mitigation Protocols Committee, 2020-2021
- Member, Dean's Advisory Council, 2019-2021

- Member, Data, Media, and Society Joint Degree Program Advisory Group, 2020-2021

Service to the University of South Carolina

- Member, Academic Affairs Course Evaluation Faculty Review Committee, 2018-2019

Service to the Communication/Journalism Department, Shippensburg University

- Internship Coordinator, 2013-2016
- Internship Supervisor, 2013-2016
 - 33 interns (4 graduate students; 29 undergraduate students)
- Academic Advisor, Communication/Journalism Department, 2012-2016
 - 63 undergraduate students
- Chair, Curriculum Committee, 2014-2016
- Member, Academic Appeals Committee, 2015-2016
- Member, Campus Media Advisory Board, 2012-2016
- Member, Departmental Scholarships Committee, 2012-2016
- Workshop Leader, Career Development Workshops for C/J Students, 2012-2016
- Member, Grade Appeals Committee, 2012-2016
- Asst. Chair, Assessment Committee, 2013-2014
- Contributed to accreditation initiatives and preparation for Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) site visit, 2012
- Contributed to accreditation initiatives and preparation for Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) site visit by authoring Standard 4 assessment chapter, 2016
- Member, Communication/Journalism Department Secretary Search Committee, 2016
- Curriculum Development (new courses)
 - Practicum (Fall 2012)
 - Strategic Corporate Social Responsibility (Fall 2014)

Service to Shippensburg University

- Member, Advisory Council on Undergraduate Research, 2014-2016
- Reviewer, Keystone Journal for Undergraduate Research, 2016
- Grant Reviewer, College of Arts & Sciences Student/Faculty Research Experience Grants, 2014
- Member, Internship Task Force, 2013-2016
- Faculty Advisor, Summer Orientation, 2014-2016
- Faculty Presenter, Academic Day Conference, 2013-2016
- Workshop Leader, Shippensburg University Writing Studio, 2012-2015
- Departmental Representative, Academic Affairs Assessment Team, 2012-2013
- Participant, CFEST Service-Learning and Internship Teaching Team, 2012-2013

ACADEMIC AWARDS AND HONORS

Research Awards

- **Top (Second Place) Faculty Research Paper Award**
 - Association for Education in Journalism and Mass Communication, Media Ethics Division, 2021
- **Arthur W. Page Center Benchmarking Award**
 - International Public Relations Research Conference, 2021
- **Top (First Place) Faculty Research Paper Award**
 - Broadcasting Education Association, Debut Category, 2021
- **Senior Research Fellow (2020-2024)**
 - Arthur W. Page Center for Integrity in Public Communication
- **Top Student Research Paper Award**
 - International Communication Association, Public Relations Division, 2016
- **Top Student Paper in Media Communication**
 - Eastern Communication Association, 2015
- **Top (First Place) Paper/Betsy Plank Student Research Award**
 - Public Relations Society of America, Educators Academy Division, 2015
- **Top (Third Place) Faculty Research Paper Award**
 - Association for Education in Journalism and Mass Communication, Small Programs Interest Group, 2015
- **Top (First Place) Student Research Paper Award/Betsy Plank Center Award**
 - Association for Education in Journalism and Mass Communication, Public Relations Division, 2014
- **Kappa Tau Alpha Top Student Research Paper Award**
 - Association for Education in Journalism and Mass Communication, 2014

Teaching Awards

- **Outstanding School Supporter of Transitions and the Issue of Homelessness**
 - Transitions Homeless Center Board of Directors, 2020
- **Educator of the Year**
 - South Carolina Public Relations Society of America, 2019
- **Outstanding Teaching and Mentorship Award**
 - Shippensburg University Department of Athletics, 2016, 2015, 2014, 2013
- **Teaching Innovations in Pedagogy and Scholarship (TIPS) Teaching Award**
 - Shippensburg University, 2015

Other Awards/Honors

- **Kopenhaver Center Fellow**
 - Lillian Lodge Center for the Advancement of Women in Communication, 2018

PROFESSIONAL EXPERIENCE

Event Planner/Administrator, 2009-2013

Dickinson College, Carlisle, PA

Coordinated registration and site logistics for 9 regional conferences and over 30 continuing education workshops in the Mid-Atlantic region. Facilitated membership recruitment initiatives, elections, research initiatives, and giving programs. Conducted research on membership

satisfaction and outreach methods. Coordinated Disaster Relief Fund efforts and fundraising campaigns. Managed/redesigned website, social media, promotional materials, and edited quarterly Mid-Atlantic Archivist newsletter. Built and maintained membership database system.

Assistant Director, Office of Experiential Learning and Career Management, 2010-2012

Millersville University, Millersville, PA

Managed academic internship program for students in all academic majors/disciplines. Developed academic policies, procedures and long-range plans to provide experiential education opportunities for students. Provided services to students and alumni, including mock interviews, resume and cover letter critiques and assistance with job and internship searches. Coordinated and maintained social media and technology, including website and two relational databases.

Supervised graduate assistants and student workers. Facilitated job and internship fairs, workshops, events and presentations. Contributed to ongoing program evaluations, goal-setting and strategic planning. Secured sponsorships from employer partners for student scholarships. Coordinated scholarship application and review processes. Facilitated workshops in graduate and undergraduate classes and at new student orientation.

Health Educator (Tobacco Cessation Specialist), 2008-2009

Sadler Health Center Corporation, Carlisle, PA

Promoted and facilitated individual and group tobacco-free education and cessation programs to over 20 Cumberland County colleges, universities, middle/high schools and local businesses. Coordinated wellness health fairs, open houses and group seminars.

Public Relations and Marketing Assistant/Copywriter, 2008

StoneMor Partners L.P., Levittown, PA

Writer and editor of corporate monthly newsletter. Restructured Web site and updated copy. Facilitated direct mail programs and marketing campaigns

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (2013-Present)

- Public Relations Division
- Mass Communication and Society Division
- Sports Communication Interest Group

International Communication Association (2014-Present)

- Public Relations Division
- Mass Communication Division
- Activism, Communication, and Social Justice Interest Group

Public Relations Society of America (2013-Present)

- Educators Academy

South Carolina Public Relations Society of America (2016-2021)