

## **Holly Overton, Ph.D.**

Associate Professor

Donald P. Bellisario College of Communications

The Pennsylvania State University

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### **EDUCATION**

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#### **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**

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#### **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/service position. Assist with managing and directing efforts of the research center, including calls for grant proposals and research resources. Assist with facilitating research roundtables, outreach initiatives, and supporting senior research fellows. Co-direct Page Center Graduate Student Lab Group.

**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, 2020-2021**

Research position. Lead research projects related to the Page Center's mission. Managed annual call for grant proposals (2021).

**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

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

Choi, M., McKeever, B.W., & **Overton, H.K.** (2023). Holistic understanding of individuals' prosocial behaviors: A configurational approach. *Public Relations Review*, 49(3), 1-12. <https://doi.org/10.1016/j.pubrev.2023.102325>

Kim, J.K., **Overton, H.K.**, Carter, J.E., Alharbi, K., & Bhalla, N. (2023). Examining the determinants of consumer support for corporate social advocacy. *Corporate Communications: An International Journal*, 28(3), 451-468. <https://doi.org/10.1108/CCIJ-04-2022-0043>

Waddell, T.F., **Overton, H.K.**, & McKeever, R. (2022). Does sample source matter for theory? Testing model invariance with the influence of presumed influence model across Amazon Mechanical Turk and Qualtrics Panels. *Computers in Human Behavior*. Advance early publication. <https://doi.org/10.1016/j.chb.2022.107416>

Xiao, A., & **Overton, H.K.** (2022). Motivations for supporting Corporate Social Advocacy: Applying the SIMCA model. *Journal of Communication Management*, 26(4), 373-385. doi:10.1108/JCOM-08-2021-0093

**Overton, H.K.**, & Xiao, A. (2022). Conscience-driven Corporate Social Advocacy: Analyzing moral conviction and perceived motives as predictors of organization-public relationships. *Corporate Communications: An International Journal*, 27(4), 641-653. <https://doi.org/10.1108/CCIJ-12-2021-0138>

Mohammadi, E., Tahamtan, I., Mansourian, Y., & **Overton, H.K.** (2022). Identifying frames of the COVID-19 infodemic: Thematic analysis of misinformation stories across media. *Journal of Medical Internet Research Infodemiology*, 2(1), e33827 doi: 10.2196/3382

Wu, L., & **Overton, H.K.** (2022). Examining native CSR advertising as a post-crisis response strategy. *International Journal of Advertising*, 41(2), 354-381. <https://doi.org/10.1080/02650487.2021.1914445>

Heo, Y-J., Choi, C.W., **Overton, H.K.**, Kim, J.K., & Zhang, N. (2022). Feeling connected to the cause: The role of perceived social distance on cause involvement and consumer response to CSR communication. *Journalism & Mass Communication Quarterly*, 99(1), 213-236. <https://doi.org/10.1177/10776990211041546>

Yang, F., & **Overton, H.K.** (2022). What if unmotivated is more dangerous? The motivation-contingent effectiveness of misinformation correction on social media. *International Journal of Communication*, 16, 27-54. <https://ijoc.org/index.php/ijoc/article/view/17510>

Wu, L., & **Overton, H.K.** (2021). Is native advertising effective for corporate social responsibility messaging? How advertising recognition affects consumer responses to proactive versus reactive CSR. *Journal of Advertising Research*, 61(4), 382-396. doi:10.2501/JAR-2020-019

**Overton, H.K.**, Kim, J.K., Zhang, N., & Huang, S. (2021). Examining consumer attitudes toward CSR and CSA messages. *Public Relations Review*, 47(4), 1-8. <https://doi.org/10.1016/j.pubrev.2021.102095>

**Overton, H.K.**, & Yang, F. (2021). Examining the impact of information processing on CSR communication response. *Communication Quarterly*, 69(4), 454-477. <https://doi.org/10.1080/01463373.2021.1954678>

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>

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*, 46(5), 1-8. <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

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.jp-pic.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](http://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**

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

Kim, J.K., Jun, J., **Overton, H.K.**, Robertson, B., Bhalla, N., & Ciccarelli, C. (under review). *Journal of Media and Religion*.

**Overton, H.K.**, & Yang, F. (under review). *Journal of Communication Management*.

## **BOOKS**

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Christians, C. G., Fackler, M., Kreshel, P. J., Brown, B., Feng, Y., **Overton, H.K.**, & Richardson, K. (in progress). *Media ethics: Cases and moral reasoning* (12<sup>th</sup> ed.). Routledge.

*\*Note: Brown, Feng, and Overton (new contributors) are listed in alphabetical order. All authors have equal contributions.*

## **BOOK CHAPTERS (PEER-REVIEWED)**

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**Overton, H.K.** & Eng, N. (under review). Proving it With Action: Embracing a Responsibility to Advocate for Social Change. In B. McKeever (Ed.). *Public Relations for Public Health and Social Change*. New York, NY: Routledge.

**Overton, H.K.**, Harrison, V.S., & Eng, N. (2022). CSR communication and legitimacy creation. In A. O'Connor (Ed.), *Corporate Social Responsibility Communication (CSR) Handbook*. New York, NY: Routledge.

O'Connor, A.O., & **Overton, H.K.** (2022). A conversation about CSR communication research in organizational and public relations. In A. O'Connor (Ed.), *Corporate Social Responsibility Communication (CSR) Handbook*. New York, NY: Routledge.

*\*Note: Authors listed alphabetically. Both authors contributed equally.*

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**

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

**Overton, H.K.**, Vafeiadis, M., Diddi, P., Dardis, F., & Buckley, C.L. (under review). *Finding Levi's Perfect (Issue) Fit: Examining the Impact of Corporate Social Advocacy (CSA) Message Content on Individuals' Advocating Behavioral Intention*. Paper submitted to the Association for Education in Journalism and Mass Communication, Mass Communication & Society Division, Washington, D.C.

Kim, J.K., Jun, J., **Overton, H.K.**, & Ciccarelli, C. (under review). *Spirituality and Vaccines: The Role of Spiritual Health Locus of Control in COVID-19 Vaccine Intentions and Information Seeking*. Paper submitted to the Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division, Washington, D.C.

Troy C., Buckley, C.L., Al Rawi, A., Kim, N., Vafeiadis, M., & **Overton, H.K.** (under review). *Empowering Employees: Applying Organizational Identification Theory to Corporate Social Advocacy for LGBTQ+ Rights*. Paper submitted to the Association for Education in Journalism and Mass Communication, LGBTQ Interest Group, Washington, D.C.

Troy, C., Eng, N.J., & **Overton, H.K.** (under review). *Effects of Symbolic and Substantive Corporate Support for Vaccine Equity*. Paper submitted to the National Communication Association, Health Communication Division, National Harbor, MD.

**Overton, H.K.**, Vafeiadis, V., & Harrison, V.S. (2023, March). *In this Day in Age, You Have to Stand for Something": Examining Spokesperson Effects and Fan Reactions to the NBA's Corporate Social Advocacy (CSA) statements*. Paper presented at the International Public Relations Research Conference, Orlando, FL.

**Overton, H.K.**, Vafeiadis, V., Bhalla, N. & Buckley, C.L. (2023, March). *The Medium is the Message: Testing the Effect of Corporate Social Advocacy (CSA) Messages and Call-to-Action Statements on Advocating Behavioral Intentions*. Presented at the International Public Relations Research Conference, Orlando, FL.

Harrison, V.S., Overton, H.K., & Vafeiadis, M. (2022, August). *Should Athletes Take a Stand on Controversial Issues? Examining Athlete Activism, Parasocial Relationships, and Athlete-Cause Fit*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Sports Communication Interest Group, Detroit, MI.

Choi, M., McKeever, B.W., & **Overton, H.K.** (2022, May). *A Configurational Approach to Public Relations Research on Prosocial Behaviors*. Paper presented at the International Communication Association Annual Conference, Public Relations Division, Paris, FR.

Kim, J.K., Jun, J., **Overton, H.K.**, Robertson, B., Bhalla, N., & Ciccarelli, C. (2022, May). *Science, Faith, and Information Sources as Drivers of Individuals' Perceptions of COVID-19 Risk and Mask-Wearing Intentions*. Paper presented at the International Communication Association Annual Conference, Mass Communication Division, Paris, FR.

**Overton, H.K.**, Kim, J.K., & Sipes, C.A. (2022, March). *Is that CSA or CSR? Understanding Gen Z Consumer Expectations and Evaluations of Companies' Level of Engagement with Social-Political Issues*. Presented at the International Public Relations Research Conference, Orlando, FL.

**Overton, H.K.**, Harrison, V.S., Eng, N., & Kim, J.K. (2022, March). *Are We Legit? Measuring Perceptions of Organizational, Issue, and Actional Legitimacy Across CSR Partnership Types*. Paper presented at the International Public Relations Research Conference, Orlando, FL.  
**[\*Institute for Public Relations W. Ward White Awards for Top Two Papers of Practical Significance.]**

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 presented 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 presented 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 presented 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 presented 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 29<sup>th</sup> 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 12<sup>th</sup> 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

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**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

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**Invited Panelist**, Service in the Academy, Minorities and Communication Division (MAC) (April 2022)

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

## GRANTS/FUNDED PROJECTS

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### *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**

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**The Pennsylvania State University, University Park, PA**

*Graduate:*

- **COMM 835: Social Media Communications**
  - 1 course (Summer 2023)
- **COMM 830: Strategic Communications Industry**
  - 2 courses (Spring 2022; Spring 2023)
- **COMM 597: Public Relations Research (Special Topics)**
  - 1 course (Fall 2022)

*Undergraduate:*

- **COMM 473: Public Relations Campaigns**
  - 4 courses (Fall 2021, Spring 2022, Fall 2022; Spring 2023)

**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**

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**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 KEYNOTE SPEECHES**

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**Newhouse School Boston Immersion Program**

- Keynote speech on Corporate Social Responsibility and Corporate Social Advocacy. Summer 2022.

**INVITED LECTURES**

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**At the Bellisario College of Communications, The Pennsylvania State University**

- Guest lecture on Public Relations Research: *Public Relations Research and Trends*. COMM 515: Proseminar in Mass Communications (Graduate Course), [Instructor: Dr. Patrick Plaisance]. Fall 2021.
  - Guest lecture on Balancing Teaching, Research, and Service: *Balancing Teaching, Research, and Service*. COMM 502: Pedagogy in Communications (Graduate Course), [Instructor: Dr. Ford Risley]. Fall 2021.
  - 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 School of Journalism and Mass Communications, University of South Carolina**
- Guest lecture on Corporate Social Responsibility and Corporate Social Advocacy: *CSR and CSA*, JOUR 333: Public Relations for Nonprofit Organizations (Undergraduate Course), [Instructor: Dr. Brooke McKeever]. Fall 2021.
  - 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 S.I. Newhouse School of Public Communications, Syracuse University**

- Guest lecture on CSR and CSA: *CSR, CSA, and Social Media*. COMM 629: Advanced Social Media (Graduate Course). [Instructor: Dr. Adrienne Wallace]. Spring 2023.

**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 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**

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**Advising (Graduate) at Penn State University**

**Advisor**

- Yanan Wu, 2023-Present

**Dissertation Committee Member**

- Christen Buckley, 2021-2023
- Rachel Patterson, 2022-Present

**External Dissertation Committee Member**

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

- Teresa Tackett, 2021-2022

*School of Journalism and Mass Communications, University of South Carolina*

- Khalid Alharbi, 2021-2023
- Jackson Carter, 2021-Present
- Matthew Stilwell, 2021-Present

*College of Humanities and Social Sciences, NC State University*

- Leila Chelbi Vaughan, 2021-2023

**Master's Thesis Committee Member**

- Jacob Tomaszewski, 2023-Present

**Advising (Undergraduate) at Penn State University**

**Honors College Advisor/Senior Thesis Supervisor**

- Julia Feldman, 2021-2023
- Amy Hall, 2022-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/Professional Project 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 LEADERSHIP AND SERVICE**

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**Association for Education in Journalism and Mass Communications Public Relations Division**

- Head, 2022-Present [Elected Position]
  - Serve as presiding officer of the division (membership: 342) and executive committee (23 committees)
  - Direct all business and fiscal matters
  - Advise the vice head/programming chair about convention programming
  - Serve as Member of Council of Divisions
- Vice-Head, 2021-2022 [Elected Position]
  - Coordinated the call, review, and programming of panels for annual convention
  - Developed pre-conference program and coordinated all other programming sessions
  - Supported/facilitated committee initiatives
  - Assisted with division's annual report
  - Served as Member of Council of Divisions
- Vice-Head Elect, 2020-2021 [Elected Position]
- 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

**International Public Relations Research Conference**

- Advisory Committee Member, 2022-Present

**Guest Editor at Academic Journals**

- Co-Guest Editor, *Sustainability*. (2021-2022). Special issue on “Corporate Social Responsibility, Corporate Social Advocacy, and Societal Change”

**Editorial Board Member at Academic Journals**

- *The Journal of Public Relations Research*, 2022-Present
- *The Journal of Public Interest Communications*, 2017-Present
- *Journal of Communication Management*, 2023-Present
- *Case Studies in Strategic Communication*, 2023-Present

**Ad-Hoc Reviewer for Academic Journals**

- *Case Studies in Strategic Communication*, 2023-Present
- *Journal of Consumer Affairs*, 2022-Present
- *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 Current Issues & Research in Advertising*, 2022-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.

**Promotion and Tenure Reviewer**

- University of Tennessee-Knoxville
- Texas Tech University
- The University of Texas at Austin
- University of Miami
- University of Oklahoma
- University at Albany, SUNY (External Support Letter)

### **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, 2019, 2020, 2021; Sport Communication Interest Group and Public Relations Division, 2022, 2023
  - 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, 2021, 2022
  - 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**

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#### **Service to the Bellisario College of Communications, Penn State University**

- Member (Ex-Officio), Graduate Committee (Ph.D. & M.A. Admissions), 2022-Present
- Chair, Search Committee for Tenure-Track Assistant Professor in Advertising/Public Relations 2022-2023

#### **Service to Penn State University**

- Member (Elected), Graduate Council, 2022-Present
- Member, Standing Committee on Graduate Exhibition, 2022-2023
- Member, Standing Committee on Graduate Faculty and Student Issues, 2023-Present

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

- Director, Public Relations/Strategic Communications Research Group, 2018-2021
- 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**

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### **Research Awards**

- **Institute for Public Relations W. Ward White Awards for Top Three Papers of Practical Significance**
  - International Public Relations Research Conference, 2022
- **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**
  - Broadcast 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**

- **Faculty Marshal**
  - Bellisario College of Communications, Penn State University, 2023
- **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**

- **Deans' Excellence Award, Integrated Scholarship**
  - Bellisario College of Communications, Penn State University, 2023
- **Arthur W. Page Society (Page)**
  - Member, 2022-Present
- **Penn State Emerging Academic Leaders (PSEAL) Program**
  - Participant, 2023-2024
- **Institute for Diverse Leadership (IDL)**
  - Fellow, 2022-2023
- **Center for Socially Responsible Artificial Intelligence**
  - Faculty Affiliate, 2021-Present
- **Kopenhaver Center Fellow**
  - Lillian Lodge Center for the Advancement of Women in Communication, 2018

### **PROFESSIONAL EXPERIENCE**

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#### **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**

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

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

### **International Communication Association (2014-Present)**

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

### **National Communication Association (2021-Present)**

- Public Relations Division

### **Public Relations Society of America (2013-Present)**

- Educators Academy

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