

Holly Overton, Ph.D., APR

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

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

Specialization: Strategic Communication/Public Relations

Master of Science in Communication Studies

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

Bachelor of Arts in Communication/Journalism,

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

Minor: Human Communication Studies / Professional Emphasis: Public Relations

PROFESSIONAL CERTIFICATIONS

Accreditation in Public Relations (APR)

Public Relations Society of America (Earned: November 2024)

ACADEMIC AND ADMINISTRATIVE/LEADERSHIP 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/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. Oversee graduate student assistants.

Selected accomplishments in role:

- Led the development of the Page Center's Annual Insights Report initiative to highlight key insights from grant-funded projects for the profession.
 - 2023 Insights Report on Corporate Social Advocacy
 - 2024 Insights Report on Sustainability Communication

- 2025 Insights Report on Prosocial Communication (in-progress)
- 2025 Insights Report on Digital Analytics (in-progress)
- Facilitated a cross-institutional partnership with the Crisis Communication Think Tank's Crisis Insights & Analytics Lab at the University of Georgia to advance student research in digital ethics and crisis communication.
- Led 2021 grant call on Corporate Social Advocacy; Co-Led 2022 call on Sustainability Communication; Led 2024 call on Scholar/Practitioner Collaborations

Master of Professional Studies in Strategic Communications Program Coordinator, 2024-Present

Leadership position. Manage and direct program and curriculum efforts, including curriculum development, program management, advising students, recruiting students, conducting assessment, and serving as chair of admissions.

Selected accomplishments in role:

- Enhanced curriculum development/oversaw course revisions for COMM 830*, 831, 530*, and 839 in line with curriculum mapping.
**Denotes courses Overton revised.*
- Collaborated with Penn State's World Campus to create a process that supports professionals to collaborate with faculty to develop and revise courses.
- Collaborated with Penn State's World Campus to enhance accessibility accommodations in courses.
- Created new onboarding resources and processes for students.
- Collaborated with Penn State's Fox Graduate School to enhance the program's alignment with graduate school policies.

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

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

Buckley, C.L., Norman, M., Troy, C.L., Yang, Y., Bao, J., **Overton, H.K.**, & Jung, Y. (in press). AI disclosure in strategic CSR communication: Examining the impact of narratives, source labels, message transparency, and organizational perceptions on behavioral intentions. *International Journal of Strategic Communication*.

Vafeiadis, M., Dardis, F.E., Diddi, P., **Overton, H.K.**, & Buckley C.L. (2025). Saying the right things to the right audience: The influence of message strategy and consumer demographics on reactions to corporate social advocacy (CSA) communications. *International Journal of Business Communication*, advance online publication. <https://doi.org/10.1177/23294884251336354>

Dardis, F.E., Haigh, M.M., **Overton, H.K.**, & Bailey, E.J. (2025). Optimizing brand perceptions by aligning corporate communication strategy with message framing strategy in CSR Messages. *Journal of Promotion Management*, 31(4), 620-652. doi:10.1080/10496491.2025.2484713

Moon, W., Wei, X., **Overton, H.K.**, & Kim, J.K. (2025). Between innovation and caution: How consumers' risk perception shapes AI product decisions. *Journal of Current Issues & Research in Advertising*, advance online publication. doi:10.1080/10641734.2025.2468474

- Troy, C., Buckley, C.L., Al Rawi, A., Kim, N., Vafeiadis, M., & Overton, H.K. (2025). When employers speak out: Examining effects of corporate social advocacy through belief match, organizational identification, and authenticity. *Management Communication Quarterly*, advance online publication. doi:10.1177/08933189251321506
- Troy, C.L., Eng, N., & Overton, H.K. (2025). Corporate support for the sustainable development goals: Effects of symbolic and substantive communication. *Public Relations Review*, 51. 1-10. <https://doi.org/10.1016/j.pubrev.2025.102545>
- Overton, H.K.,** Vafeiadis, M., Diddi, P., Buckley, C., & Dardis, F. (2025). Examining the impact of corporate social advocacy (CSA) issue ownership and message content on authenticity perceptions and behavioral intentions. *Corporate Communications: An International Journal*, 30(7), 21-43. doi:10.1108/CCIJ-05-2024-0080
- Kim, J.K., Overton, H.K., Carter, J.E., & Alharbi, K. (2024). Examining individual characteristics to predict public support for corporate social advocacy: the role of self-enhancement, collective efficacy, and subjective norm. *Public Relations Journal*, 17(2), 1-37. <https://instituteforpr.org/public-relations-journal/>
- Harrison, V.S., **Overton, H.K.,** & Vafeiadis, M. (2024). Perceptions of athlete activism and contentious issues: Parasocial relationships, involvement, and athlete-cause fit as motivation for cause support. *Journal of Public Relations Research*, 36(6). <https://doi.org/10.1080/1062726X.2024.2385318>
- Overton, H.K.,** & Yang, F. (2023). Do information disputes work? The effect of perceived risk, news disputes, and credibility on consumer attitudes and trust toward biotechnology companies. *Journal of Communication Management*, advance online publication. <https://doi.org/10.1108/JCOM-04-2023-0043>
- 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*, 137, 1-7. <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.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.

Overton, H.K., Vafeiadis, M., & Harrison, V.S. (revise and resubmit). *Journal of Communication Management*.

Overton, H.K., Kim, J.K., Sipes, C.A., & Wu, Y. (under review). *International Journal of Business Communication*.

Kim, J.K., **Overton, H.K.**, Noland, C., Wu, Y., & Moon, W. (under review). *Journal of Applied Communication Research*.

Kim, J.K., Jun, J., **Overton, H.K.**, & Noland, C. (under review). *Health Communication*.

BOOKS

Overton, H.K., & Browning, N. (in progress – publication date: Fall 2025). *Sociopolitical advocacy and the role of public relations: Theoretical developments and emerging perspectives on corporate social advocacy and related constructs*. Routledge.

Christians, C. G., Fackler, M., Kreshel, P. J., Brown, B., Feng, Y., **Overton, H.K.**, & Richardson, K. (2024). *Media ethics: Cases and moral reasoning* (12th ed.). Routledge.

**Note: Brown, Feng, and Overton (new contributors) are listed in alphabetical order. All new authors have equal contributions (25%). Christians, Fackler, and Richardson are previous edition authors who are listed on the cover of the 12th edition. Kreshel is a continuing author. New authors created original teaching materials for the textbook's companion website (25%).*

BOOK CHAPTERS (PEER-REVIEWED)

Overton, H.K. & Eng, N. (2024). 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 (50%).*

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.

OTHER PUBLICATIONS

Overton, H.K. & Troy, C.L. (in progress – to be published October 2025). Insights Report on Digital Analytics, Arthur W. Page Center for Integrity in Public Communication.

Overton, H.K. & Troy, C.L. (in progress – to be published August 2025). Insights Report on Prosocial Communication, Arthur W. Page Center for Integrity in Public Communication.

Overton, H.K. & Troy, C.L. (2024). Insights Report on Sustainability, Arthur W. Page Center for Integrity in Public Communication.
<https://pagecenter.psu.edu/insights-report>

Overton, H.K. & Troy, C.L. (2023). Insights Report on Corporate Social Advocacy, Arthur W. Page Center for Integrity in Public Communication.
<https://pagecenter.psu.edu/insights-report>

REFEREED CONFERENCE PAPERS

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

Wu, Y., & **Overton, H.K.** (2025, August). *Examining the Impact of Corporate Social Advocacy Argument Quality and Reputation on Activism Intention: An Elaboration Likelihood Model Approach*. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, San Francisco, CA.

Noland, C., Kim, J.K., Alharbi, K., **Overton, H.K.**, Carter, J.E., & Moon, W. (2025, August). *Celebrities and Prizes: How do Influencers and Inducements Affect Online Sports Betting Behavior?* Paper accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Sports Communication Interest Group, San Francisco, CA.

Kim, J. K., Jun, J., **Overton, H.K.**, & Noland, C. (2025, August). *Exploring Spiritual Health Locus of Control and Its Influence on Vaccine Intentions and Information Seeking*. Paper accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Religion and Media Interest Group, San Francisco, CA.

*[*First Place Faculty Paper in the Open Competition.]*

- Overton, H.K., Kim, J.K., Sipes, C.A., & Wu, Y.** (2025, June). *Gen Z and Social Change: Examining the Effect of CSA Expectancy Violations on Positive and Negative Behavioral Intentions*. Paper accepted for presentation at the International Communication Association Annual Conference, Public Relations Division, Denver, CO.
- Kim, J.K., Overton, H.K., & Wu, Y. (2025, March). *Go Woke, Go Broke? The Role of Company-Consumer-Influencer Fit in the Bud Light/Dylan Mulvaney Collaboration*. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Buckley, C., Norman, M., Troy, C.L., Yang, Y., Bao, J., Overton, H.K., & Jung, Y. (2024, August). *AI For Social Good? Examining Perceptions of AI-Generated CSR Messages*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, Philadelphia, PA.
- Eng, N., Troy, C.L., & Overton, H.K. (2024, August). *Corporate Support for Climate Action: How Legitimation Strategy and Message Type Influence Public Support for CSR/CSA Climate Action*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Communicating Science, Health, Environment, and Risk Division, Philadelphia, PA.
- Kim, J.K., & Overton, H.K. (2024, March). *An Extended Theory of Planned Behavior Model to Predict Corporate Social Advocacy Support*. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Buckley, C.L., Norman, M., Troy, C., Bao, J., Yang, Y., & Overton, H.K. (2024, March). *Storytelling, AI, and Transparency in Public Relations for Social Change*. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- Moon, W., Wei, X., Overton, H.K., & Kim, J.K. (2024, March). *Between Innovation and Caution: How Risk Perception Shapes Consumers' AI Product Decisions*. Paper presented at the American Academy of Advertising Annual Conference, Portland, OR.
- Troy, C., Eng, N.J., & Overton, H.K. (2023, November). *Effects of Symbolic and Substantive Corporate Support for Vaccine Equity*. Paper presented at the National Communication Association Annual Conference, Health Communication Division, National Harbor, MD.
- Troy, C., Buckley, C.L., Al Rawi, A., Kim, N., Vafeiadis, M., & Overton, H.K. (2023, August). *Empowering Employees: Applying Organizational Identification Theory to Corporate Social Advocacy for LGBTQ+ Rights*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, LGBTQ Interest Group, Washington, D.C.
- 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*. Paper 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*. Paper 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 Association 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. (2025, August). *Principled leadership in public relations: Turning barriers into opportunities for teaching, research, and practice—Challenges in research*. Panelist for preconference presented at the Association for Education in Journalism and Mass Communication Public Relations Division, San Francisco, CA.

Bortree, D.S., Fussell-Sisco, H., & **Overton, H.K.** (2025, April). *A strategic guide for ethical and responsible sustainability messaging*. Panel proposer/panelist for a session presented at the Institute for Public Relations Bridge Conference, Washington, D.C.

**Note: Authors listed in alphabetical order. Overton was panel organizer/submitter.*

Overton, H.K. (2024, August). *The role of public relations and organizational leadership in our global society—in scholarship*. Panelist for preconference presented at the Association for Education in Journalism and Mass Communication Public Relations Division, Philadelphia, PA.

Overton, H.K. (2020, August). *It's a marathon, not a sprint: Defining (and refining) a meaningful research agenda*. Panelist for session presented at the Association for Education in Journalism and Mass Communication Annual Conference, 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, From Zoom to in the Room: Demystifying the Academic Interview Process, Association for Education in Journalism and Mass Communication Public Relations Division (AEJMC PRD) (February 2024)

Invited Panelist, Service in the Academy, Association for Education in Journalism and Mass Communication Minorities and Communication Division (AEJMC MAC) (April 2022)

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

INVITED KEYNOTE SPEECHES

First Year Lecture (Penn State University Bellisario College of Communications)

- Speech on Ethical and Responsible Advocacy for Future Leaders. Fall 2024.

IMC Connect! Conference 2024 (School of Journalism and New Media, University of Mississippi)

- Speech on Corporate Social Advocacy. Spring 2024.
- Panel on AI in Modern PR Tactics. Spring 2024.

Newhouse School Boston Immersion Program (Syracuse University)

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

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

National Institutes of Health Advancing Health Research through Ethical, Multimodal AI Initiative Research Opportunity

Project Title: Co-Designing Ethical Multimodal AI Systems for Mapping T1D Progression

Principal Investigator: Liu, Jie.

Co-PIs: Loudon, J., & Yang, F.

AI Ethics Consultant: Overton, H.K.

Amount Requested: \$3,996,000.00

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

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

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

COURSES TAUGHT

The Pennsylvania State University, University Park, PA

Graduate:

- **COMM 835: Social Media Communications**
 - 2 courses (Summer 2023; Summer 2024; Summer 2025)
- **COMM 830: Strategic Communications Industry**
 - 2 courses (Spring 2022; Spring 2023)
- **COMM 597: Public Relations Research (Special Topics)**
 - 1 course (Fall 2022)
- **COMM 530: Research Methods in Strategic Communications**
 - 2 courses (Fall 2024; Spring 2025)

Undergraduate:

- **COMM 473: Public Relations Campaigns**
 - 8 courses (Fall 2021; Spring 2022; Fall 2022; Spring 2023; Fall 2023 (2); Spring 2024 (2))
- **COMM 417: Ethics and Regulation in Advertising and Public Relations**
 - 1 course (Fall 2024)

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 Bellisario College of Communications, The Pennsylvania State University

- Guest lecture on Public Relations Research: *Contemporary Issues in Strategic Communication: My Scholarly and Professional Approach*. COMM 590: Colloquium. (Graduate Course), [Instructor: Dr. Anthony Olorunnisola]. Fall 2024.
- Guest lecture on Public Relations Research: *Contemporary Issues in Strategic Communication: My Scholarly and Professional Approach*. COMM 590: Colloquium. (Graduate Course), [Instructor: Dr. Anthony Olorunnisola]. Fall 2023.

- Guest lecture on Public Relations Research: *Proving it with Action: Embracing a Responsibility to Advocate to Change*. COMM 300H: Bellisario Honors Colloquium (Undergraduate Course), [Instructors: Prof. Jo Dumas and Dr. Denise Bortree]. Fall 2022.
- 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 Zimmerman School of Advertising & Mass Communications, University of South Florida

- Guest lecture on CSA: *Beyond CSR – Corporate Social Purpose, Social Advocacy, and CEO Activism*. MMC 4936: Ethics and Social Responsibility in Public Relations and Advertising (Undergraduate Course). [Instructor: Dr. Kathy Fitzpatrick]. Summer 2024.

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

Advising (Graduate – Ph.D.) at Penn State University

Advisor/Dissertation Chair

- Yanan Wu, 2023-Present

Dissertation Committee Member

- Loredonna Fiore, 2025-Present
- Christen Buckley, 2021-2023
- Rachel Patterson, 2022-2023

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, 2021-2023
- Matthew Stilwell, 2021-2023

College of Humanities and Social Sciences, NC State University

- Leila Chelbi Vaughan, 2021-2023

Independent Studies Supervised (COMM 596)

- Yanan Wu, Summer 2025
- Loredonna Fiore, Summer 2025
- Yanan Wu, Summer 2024

Directed Studies Supervised (COMM 594)

- Rachel Patterson, Fall 2023

Advising (Graduate – M.A.) at Penn State University

Advisor/Thesis Committee Chair

- Jack Neary, 2025-Present

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, 2022-2024

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, 2018-2022

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

Association for Education in Journalism and Mass Communications

- Vice-Chair, Standing Committee on Professional Freedom & Responsibility, 2024-Present [Elected Position.]

Association for Education in Journalism and Mass Communications Public Relations Division

- Immediate Past Head, 2023-2024 [Elected Position]
 - Coordinate Vice-Head Elect election
 - Support Executive Officers and division initiatives
- Head, 2022-2023 [Elected Position]
 - Served as presiding officer of the division (membership: 342) and executive committee (23 committees)
 - Directed all business and fiscal matters
 - Advised the vice head/programming chair about convention programming
 - Served 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 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

Accrediting Council on Education in Journalism and Mass Communications

- Accreditation Site Team Member

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

Editor Positions

- Associate Editor, *International Journal of Strategic Communication*, 2025-Present

Guest Editor at Academic Journals

- Co-Guest Editor, *Public Relations Journal*. (2024, Volume 17, Issue 3). Special issue on “Sustainability Communication.”
- Co-Guest Editor, *Sustainability*. (2022). Special issue on “Corporate Social Responsibility, Corporate Social Advocacy, and Societal Change”

Editorial Board Member at Academic Journals

- *Journal of Media Ethics*, 2025-Present
- *The Journal of Public Relations Research*, 2022-Present
- *Journal of Communication Management*, 2023-Present
- *Case Studies in Strategic Communication*, 2023-2024
- *The Journal of Public Interest Communications*, 2017-2024

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.

Invited Textbook Proposal Reviewer

- Author. (2024). *Key issues in CSR Communication*. Routledge.

Indexer

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

Promotion and Tenure External Reviewer

- University of Kentucky
- The University of Tennessee, Knoxville
- Texas Tech University
- University of Oklahoma
- University at Albany, SUNY
- University of Miami
- The University of Texas at Austin
- Virginia Commonwealth University

Service to Peer-Reviewed Academic Conferences

- Association for Education in Journalism and Mass Communications (AEJMC)
 - Participant, Mentor Match Program, Public Relations Division, 2022-Present
 - Mentor to Cheng Hong, 2024-2025
 - Mentor to Chuqing Dong, 2023-2024
 - Mentor to Zifei Fay Chen, 2022-2023
 - Paper Reviewer, Public Relations Division (2017-Present), Advertising Division (2017-2021), Mass Communication and Society Division (2017-2021; 2024), Sport Communication Interest Group (2022-2023)
 - Discussant, Top Papers Session, Public Relations Division, 2019, 2020
 - Discussant, Refereed Paper Session, Public Relations Division, 2025
 - Panelist, Finding Your Niche Career Panel, Public Relations Division, 2019
 - Discussant, Advertising Division, 2017
- International Communication Association (ICA)
 - Paper Reviewer, Public Relations Division (2016-Present)
 - Moderator, Public Relations Division, 2019
- Public Relations Society of America (PRSA)
 - Paper Reviewer, Educators Academy Division (2017-2019)

- American Academy of Advertising (AAA)
 - Paper Reviewer, 2023
- 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 Bellisario College of Communications, Penn State University

- Chair, Graduate Faculty Nomination Evaluation Ad Hoc Committee, 2025-Present
- Member, Bellisario College Strategic Plan Diversity, Equity, and Inclusion Working Group, 2025-Present
- Member, Bellisario Diversity, Equity, and Inclusion Committee, 2024-Present
- Member (Ex-Officio), Graduate Committee (Ph.D. & M.A. Admissions), 2022-2024
- Member, Master of Professional Studies in Strategic Communications Admissions Committee, 2023-2024
- 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, 2021

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 (First Place) Faculty Research Paper Award**
 - Association for Education in Journalism and Mass Communication, Religion and Media Interest Group, 2025
- **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 – Earned Provost Endorsement for Leadership and Service**
 - Participant, 2023-2024 (Includes Mentoring a Cohort in New Faculty Network)
- **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

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
- 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)