



Candace P. Parrish, Ph.D.

Director & Assistant Professor, Sacred Heart University

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Education

Ph.D., Media, Art, and Text Doctoral Program

Health Communication, August 2016

Virginia Commonwealth University, Richmond, Virginia

M.S., Richard T. Robertson School of Media and Culture

Strategic Public Relations Professional Emphasis, May 2013

Virginia Commonwealth University, Richmond, Virginia

B.S., Richard T. Robertson School of Media and Culture

Public Relations Emphasis, August 2011

Virginia Commonwealth University, Richmond, Virginia

Teaching Experience

Director, Strategic Communication & Public Relations

Master's Program - Online

Assistant Professor, August 2019

Sacred Heart University, Fairfield, CT

Graduate Courses Taught:

- CM 502: Strategic Communication in the Digital Age
- CM 597: The PR Agency in a Digital Age
- CM 649: Strategic Communication Research
- CM 640: Social Media and Strategic Communication - VR Enhanced

Undergraduate Courses Taught:

- CM 299: Social Media & Social Justice
- CM 299: Social Media & Social VR Exploration - VR Enhanced
- CM 258: Social Media Strategy
- CM 299: Crisis Communication

Assistant Professor, August 2018 - May 2019

Rollins College, Winter Park, Florida

Course Taught:

- COMM 295: Research Methods in Communication
- COMM 302: New Media & Public Relations

Teaching Experience

- COMM 325: Communication Campaigns

Instructor of Record, January 2018 - May 2019

Indiana University East, Richmond, Indiana

Course Taught:

- JOUR 219: Introduction to Public Relations (Online Course)

Assistant Professor, July 2016 - May 2018

North Carolina Central University, Durham, North Carolina

Courses Taught:

- MSCM 3595: Public Relations Writing
- MSCM 2590: Public Relations Theory & Practice (Service-Learning Designated Course)
- MSCM 2430: Mass Media & Society
- MSCM 4591: Public Relations Cases & Campaigns
- MSCM 4560: Independent Study - Public Relations & Health Communication Research

Instructor of Record, June 2015 – December 2015

Virginia Commonwealth University, Richmond, Virginia

Courses Taught:

- MASC 334: Public Relations Graphics I (Service-Learning Designated Course)
- MASC 335: Public Relations Graphics II (Service-Learning Designated Course)

Teaching Assistant, August 2014 – May 2015

Virginia Commonwealth University, Richmond, Virginia

Courses Taught:

- MASC 683: Strategic Public Relations in a Global Environment, Graduate Course
- MASC 425: Public Relations Research (Service-Learning Designated Course)
- MASC 488: Strategic Communication of Health and Medical Issues (Service-Learning Designated Course)
- MASC 336: Social Media in Public Relations

Publications

Parrish, C., Eaddy, L., & Jin, Y. (2020). Controversial Fashion and Corporate Crisis Learning: An Analysis of the Recent History of Diversity-Related Crises in the Global Fashion Industry [Manuscript submitted for publication]. School of Communication, Media, & the Arts, Sacred Heart University.

Parrish, C. & Austin, L. (2020). Status of Public Relations Curriculum at Historically Black Colleges and Universities [Manuscript submitted for publication]. School of Communication, Media, & the Arts, Sacred Heart University.

Parrish, C., Winkler, R., Seal, D., Benotsch, E., Pinkerton, S., Redmann, J., . . . Cejka, A. (2019). “No Strings Attached”: A Qualitative Exploration of Gay and Bisexual Men’s Motivations for and Attitudes Toward Engaging in Casual Sex While on Vacation. *Journal of Gay & Lesbian Social Services*. *Accepted*.

Briones, R. L., Shen, H., **Parrish, C.**, Toth, E. L., & Russell, M. (in press). More Than Just a Lack of Uniformity: Exploring the Evolution of Public Relations Master’s Programs. *Journalism & Mass Communication Educator*, 72(2), 154-167.

Guidry, J., Zhang, Y., Jin, Y., & **Parrish, C.** (2016). Portrayals of depression on Pinterest and why public relations practitioners should care. *Public Relations Review*, 42(1), 232-236.

Unpublished Manuscripts

Parrish, C., Raghavendra, K.C., & Garcia, M. (2020). “Evacuate. Hide Out. Take Action”: Exploring Infographic Creation for Active Shooter Prevention. Unpublished manuscript, Department of Communication Studies, Sacred Heart University, Fairfield, USA.

Parrish, C. (2019). Exploration of Infographics as Visual Cervical Cancer Prevention Communication for African-American Women. Unpublished manuscript, Department of Communication Studies, Sacred Heart University, Fairfield, USA.

Invited Book Chapters

Parrish, C. (2019). @MaraAkil: An Analysis of the Mara’s Balance of Life, Family and Production on Instagram. In *Being Mara Brock Akil*. Lanham, MD: Lexington Books.

Jin, Y., Austin, L., Guidry, J., and **Parrish, C.** (2017) Picture This and Take That: The Role of Visual Social Media (VSM) in Crisis and Risk Communication. *New Media & Public Relations (3rd Ed)*. New York: Peter Lang.

Book Chapters

Parrish, C., Wang, S., & Castonguay, J. (in press). Virtual Reality and the “Empathy Machine”: Immersive Media Literacy and Social Justice Activism. In *Media Literacy and Social Justice in Action*. Abingdon, United Kingdom: Routledge.

Parrish, C. & Asare, J. (2020). Cosmetic Diversity: The Void of Diversity Resistance Coverage toward African-American Practitioners in Extant PR Literature. In *Diversity Resistance in Organizations (Vol. 2)*. New York: Lawrence Erlbaum Associates.

Conference Panels

Sayers, E., Herbert, G., Anthony, K., **Parrish, C.**, & Lasslo, J. (2020) Navigating the Non-Academic Crossroads: Career Opportunities Outside of Traditional Academia for Advanced Communication Degree Holders. To be presented at the National Communication Association Conference. Virtual Conference.

Parrish, C. (2020) "Hood Girl Next Door." Presented in the Girl Next Door panel at the College of Arts & Sciences Conference, Sacred Heart University, Fairfield, Connecticut.

Parrish, C. (2019). "Exploration of Infographics as Visual Cervical Cancer Prevention Communication for African-American Women." Presented in the Media Can Affect Your Health? The Positive, Negative, and Complicated Impact of Media Messages on Health panel at the College of Arts & Sciences Conference, Sacred Heart University, Fairfield, Connecticut.

Parrish, C. P. (2017). "Effective Use of Infographics for Digital PR Strategy." Presented in the "Reality Isn't What It Used to Be: Social Scientific and Cultural Approaches to Understanding How Visuals Work in Public Relations" panel at the Association for Education in Journalism and Mass Communication. Chicago, Illinois.

Parrish, C. P. (2016). "Can You Really Use Theory to Create Infographics." Presented in the Making Visual Communication Tangible: A selection of Teaching Strategies to Engage Students at the National Communication Association Conference. Philadelphia, Pennsylvania.

Briones, R., Catona, D., **Parrish, C.**, Gassam, J. (2017). How to Deal with Controversial Topics in the Communication Classroom. Panel at Eastern Communication Association. Baltimore, Maryland.

Briones, R., Orr, C., **Parrish, C.**, Robertson, T., Gregory L., Glace, A. (2016). The Impact of Sexual and Relationship Violence on [R]evolutionizing College Campuses: How Academia Can Create Social Change. Eastern Communication Association. Baltimore, Maryland.

Refereed Conference Papers

Parrish, C., Eaddy, L., Jin, Y. (2020). Controversial Fashion and Corporate Crisis Learning: An Analysis of the Recent History of Diversity- Related Crisis Events in the Global Fashion Industry. Presented at the Corporate Communication International Conference. Milan, Italy.

Refereed Conference Papers

- Parrish, C.**, Wang, S. (2020). Using Social VR (Virtual Reality) in the Communication Course. Presented at International Communication Association Conference. Gold Coast, Australia.
- Parrish, C. P. (2020). Perceptions of African-American PR Professionals Regarding Race-related Communication Crises. Presented at the International Crisis and Risk Communication Conference. Orlando, Florida.
- Parrish, C. P. (2019). Status of Public Relations Curriculum at Historically Black Colleges and Universities. Presented at the International Communication Association Conference. Washington, D.C.
- Parrish, C.**, Coleman, C. (2019). Analysis of Instagram Use to Communicate Global Tourism Opportunities to African-Americans. Presented at the International Conference on Tourism and Leisure Studies. Miami, Florida.
- Parrish, C.**, Garcia, M., KC, R. (2019). “Evacuate. Hide Out. Take Action”: Exploring Infographic Creation for Active Shooter Prevention. Presented at the International Crisis and Risk Communication Conference. Orlando, Florida.
- Parrish, C. P.** (2017, May). “Mississippi Appendectomy: Exploration of Labor Control and the Black Female Body in American History” Presented at the North Carolina Central University Women and Gender Studies Symposium. Durham, North Carolina.
- Parrish, C.**, Briones, R., Ross, A., Robertson, T., Glace, A. (2016, June). “You Can Start a Movement with a Hashtag”: An Exploration of Student-led Social Media Activism. Presented at the International Communication Association Conference. Fukuoka, Japan.
- Gassam, J., Meganck, S., **Parrish, C.** (2016, June). Social Hiring: How Organizations are using Social Networking for Recruitment and Hiring Decisions. Presented at the International Communication Association Conference. Fukuoka, Japan.
- Jin, Y., Austin, L., Guidry, J. and **Parrish, C.** (2016, March). Picture This and Take That: The Role of Visual Social Media (VSM) in Crisis and Risk Communication. Presented at the International Crisis and Risk Communication Conference. Orlando, Florida.
- Briones, R., Shen, H., **Parrish, C.**, Toth, E., Russell, M. (2015, August). More Than Just a Lack of Uniformity: An Exploration of the Evolution of Public Relations Master’s Programs. Presented at the Association for Education in Journalism and Mass Communication. San Francisco, California. PR Division Third Place Poster Design Award.

Refereed Conference Papers

Martin Jr., E., **Parrish, C. P.**, and Medina-Messner, V. (2015, May). *Social Awareness Messages: Impact of Empathy and Social Media*. Presented at the Corporate Communication International Conference. New York, New York.

Parrish, C., Jones, A., Fuller, J. (2015, May). *Visual Press Release: A Qualitative Analysis of Public Relations Infographics as Brand, Reputation, and Crisis Management Tactics*. Presented at the Corporate Communication International Conference. New York, New York. *Best Applied Paper Award*.

Briones, R., **Parrish, C.**, Seal, D., Benotsch, E.... & Cejka, A. (2015, May). *No Strings Attached: A Qualitative Exploration of MSM Motivations and Risk Factors While on Vacation*. Presented at the International Communication Association Conference. San Juan, Puerto Rico.

Briones, R., **Parrish, C.**, Seal, D., Benotsch, E.... & Cejka, A. (2015, April). *MSM Voices While on Vacation: A Qualitative Study Toward More Effective Safer Sex Messaging*. Presented at DC Health Communication Conference. Fairfax, Virginia.

Parrish, C. P. (2015, April). *Visualizing Cervical Cancer Prevention: A Qualitative Exploration of Cervical Cancer Infographics as Innovative Health Communication*. Presented at the Eastern Communication Association Conference. Fairfax, Virginia.

Parrish, C. P. (2015, April). *Show Me The Way: A Qualitative Analysis of Depression Infographics as Health Communication Prevention*. Presented at the VCU Graduate Research Symposium. Richmond, VA.

Parrish, C. P. (2015, April). *Infographics and Health Communication: Exploratory Paper on the Use of Health Communication Theories in Infographic Design*. Presented at DC Health Communication Conference. Fairfax, Virginia.

Guidry, J., Zhang, Y., Jin, Y., **Parrish, C.** (2015, April). *Communicating Depression on Pinterest: Portrayals of Depression and Why Public Relations Practitioners Should Care*. Presented at Southern States Communication Association. Tampa, Florida.

Parrish, C., Desai, P., Olsen, K., Masho, S.... & Taggart, R. (2015, April). *Centering Pregnancy: An Analysis of Effective Recruitment Materials for Centering Pregnancy at VCU*. Presented at the VCU Institute for Women's Health 11th Annual Women's Health Research Day. Richmond, Virginia.

Johnson, C., Maghboeba, M., Burton, C., Jallo, C., Abrams, J., Hagiwara, N., & **Parrish, C.** (2015, April). *A proposed Allostatic Model of*

Refereed Conference Papers

Stress in African-American women: A mixed methods study of the Yogic Dance intervention. Poster presented at the VCU Institute for Women's Health 11th Annual Women's Health Research Day. Richmond, Virginia.

Briones, R., Carlyle, K., Slovinsky, T., Conley, A., Charles, R., Guidry, J..., & Lukacs, V. (2015, April). *Establishing the evidence base for a promising bystander intervention program: The Red Flag Campaign.* Poster presented at the VCU Institute for Women's Health 11th Annual Women's Health Research Day. Richmond, VA. *Building Interdisciplinary Bridges in Women's Health Research Award.*

Martin Jr., E., **Parrish, C. P.**, and Medina-Messner, V. (2015, February). *From confusion to clarity: Toward better measurement of discrete emotions evoked by media health messages.* Paper to be presented at the Center for Media + Health Symposium. Richmond, Virginia.

Parrish, C. P. (2014, October). *Infographics and Health Communication: Exploratory Paper on the Use of Health Communication Theories in Infographic Design.* Presented at 31st annual Daniel T. Watts Research Poster Symposium. Richmond, Virginia.

Parrish, C. P. (2014, June). *Social Media ROI: A Qualitative Study on Social Driver's Journey in Creating New Industry Standards for Social Media Measurement.* Paper to be presented at the Corporate Communication International annual conference. Hong Kong, China.

Briones, R., & **Parrish, C.** (2014, April). *Journeying Toward Recovery and Renewal: A Phenomenological Exploration of Rape Survival.* Presented at the VCU Institute for Women's Health annual Women's Health Research Day. Richmond, Virginia.

Briones, R., & **Parrish, C.** (2014, April). *Utilizing a social mediated intervention approach to address sexual health in South Africa: A community-based approach.* Presented at the VCU Global Health Showcase. Richmond, Virginia.

Parrish, C. P. (April 2015). *Show Me The Way: A Qualitative Analysis of Depression Infographics as Health Communication Prevention.* Paper to be presented at the Popular Culture Association/American Culture Association annual conference. New Orleans, Louisiana.

Gassam, J. & Parrish, C. P. (April 2015). *Perfection is a Disease of a Nation: A Qualitative Analysis Comparing and Contrasting reactions to Beyoncé and Blue Ivy's Hair on Social Media.* Paper

Refereed Conference Papers

to be presented at the Popular Culture Association/American Culture Association annual conference. New Orleans, Louisiana.

Parrish, C. P. (2014, April). *The Simpsons and Beyond: An Adaptation Analysis of Engagement Culture and Text Functions in The Simpsons, Simpsons' Comic Book, and Tapped Out*. Presented at the Popular Culture Association/American Culture Association annual conference. Chicago, Illinois.

Guest Lectures

Parrish, C. P. (2020, November). *Visual Communication: Theory & Practice*. Temple University, Undergraduate Communication Course.

Parrish, C. P. (2020, October). *Target Audience: Culture & Context*. Sacred Heart University, Graduate Health Communication Course.

Parrish, C. P. (2018, November). *Communication and New Media*. Rollins College, Undergraduate Introduction to Communication Studies Course.

Parrish, C. P. (2018, October). *Focus Groups*. Rollins College, Undergraduate Communication Campaigns Course.

Parrish, C. P. (2018, September). *Infographics*. Rollins College, Undergraduate New Media & Public Relations Course.

Parrish, C. P. (2018, September). *Discussing Race*. Rollins College, Undergraduate Pop Culture and Society Course.

Parrish, C. P. (2015, March). *Niche Audiences in Sports & Entertainment*. Virginia Commonwealth University, Undergraduate Sports & Entertainment Course.

Parrish, C. P. (2015, March). *Visualizing Health and Communication*. Virginia Commonwealth University, Undergraduate Social Media Course.

Parrish, C. P. (2015, March). *Visualizing Health*. Virginia Commonwealth University, Undergraduate Health Communication Course.

Parrish, C. P. (2015, March). *Infographics: History & Practice*. Virginia Commonwealth University, Graduate Multimedia Journalism Course.

Parrish, C. P. (2015, February). *Visualizing Health*. Virginia Commonwealth University, Community Health Undergraduate Nursing Course.

Guest Lectures

Parrish, C. P. (2014, September). *Visualizing Health*. Virginia Commonwealth University, Community Health Undergraduate Nursing Course.

Parrish, C. P. (2014, November). *Diversity*. Virginia Commonwealth University, Public Relations Student Society of America.

Professional Experience

Public Relations Consultant, Textured Eight, LLC,
June 2015 - Present

Providing consultation regarding various communication endeavors and strategies from emergency management to emerging recording artists.

- Conducting industry research on constituent perceptions and satisfaction (including large-scale surveys).
 - Crafting strategic communication plans (from social media to media relations) that well-define organization or entity and fulfill specific needs.
 - Creating design and promotional content (press releases, social media content and event flyers) using the Adobe Creative Suite (InDesign, Illustrator and Photoshop).
- Consulting Clients Include:* Central Virginia Emergency Management Alliance, Performing/Recording Artist T.O.P., the Fabrication Laboratory at North Carolina Central University, etc.

Research Assistant, Richard T. Robertson School of Media & Culture,
January, 2016-May 2016

Serve as a research assistant to two communication faculty members at the School of Media & Culture:

- Karen McIntyre, Ph.D. - Journalism (Research)
- Jay Adams- Advertising (Practice)

Social Media Coordinator, Red Flag Campaign,
August 2015-June 2016

Manage Social Media Accounts & Strategy for the VCU Community Engagement Grant funded sexual assault and domestic violence campaign-The Red Flag Campaign (RFC).

- Create RFC social media accounts (i.e., Twitter and Instagram)
- Enhance already existing accounts (Facebook)
- Use evidence-based recommendations to increase social media engagement.
- Collect analytics to determine whether exposure to the social media messages enhanced RFC's effectiveness

Laboratory Manager, Center for Media + Health,
August 2014 – May 2015

Managed laboratory upkeep for the Center for Media + Health and Meditrina Laboratory

- Maintained security measures for laboratory appliances
- Conducted laboratory tours and psychophysiological

Professional Experience

demonstrations

- Updated policies and protocol for psychophysiological experiments

Election Stringer, Associated Press, November 2012 – Present
Attended briefings at the State Board of Elections headquarters of Richmond, Virginia and reported vital information about both the 2012 Presidential Election and 2014 Election data to the Associated Press.

Undergraduate Advisor, Richard T. Robertson School of Media & Culture, June 2013 – May 2014
Responsible for advising students in Media & Culture majors and minors regarding course and university policies and procedures

- Created curriculum/sequence strategies
- Aided students in developing decision-making skills
- Created & implemented effective communication strategies

Public Relations Junior Associate, Social Driver, January 2013 – May 2013
Publicized Social Driver implementing communications, marketing, and social media strategies.

- Managed Social Driver's Online Communities
- Researched innovative tools and trends
- Created innovative and interesting content for their established blog site
- Planned effective, engaging Events
- Pitched stories and handled media relations
- Won the Communicator Award's 'Award of Distinction' for LearnDC.org website on behalf of Social Driver and Collaborative Communications.

Special Events Intern, American Heart Association, October 2012- January 2013
Supported the American Heart Association's Heart Ball team through special events planning and coordination

- Offered administrative support
- Involved in community outreach strategy creation & implementation
- Helped manage & recruit volunteers
- Implemented grassroots marketing strategy
- Designed campaign materials and messaging

Community Outreach Intern, American Diabetes Association, March 2012- September 2012
Assisted staff and volunteers at the Richmond, VA location of the ADA in reaching out to the surrounding communities

- Conducted effective communication research & event planning
- Promoted diabetes awareness through volunteer training sessions

Professional Experience

- Designed campaign materials and messaging

Public Relations & Graphic Design Intern, Keith Fabry

Reprographics, February 2011- April 2011

Shadowed company executive members while actively engaging and learning protocol for managing a graphic company

- Designed strategic sale signs (for numerous occasions) sold on the company's online Amazon.com store.
- Helped in creating effective communication tactics

WB W.O.M (Word of Mouth) Member,

August 2009 – December 2010

Promoting Warner Brothers related projects by posting videos/graphics, commenting or posting on blogs/fansites, digging & buzzing, as well as sharing news stories about the show.

WBTJ 106.5 FM Intern, September 2008 – January 2009

Responsible for promoting the image of the station while working with Promotions directors and fellow street team members, creating ideas and contest that satisfy the needs of our listeners. This includes transporting and setting up equipment, meeting and greeting listeners and facilitating off-site events.

Production Assistant, March 2008

Helped Fox Reality interviewer (Albert Lawrence) in organizing questions and ideas for interviews of the cast of Making the Band as well as P. Diddy's (Making the Band 4 Season 2 Finale). Assisted in taping of the interviews, insuring that proper lighting and positioning was ideal for web and television broadcasting.

Mtv's Big Ten Countdown Viewer Host, January 2007

Viewer hosted session that showcased ten of the biggest videos. Gained entertainment writing and production experience through the chance to script and film original introductions to five Big Ten Countdown videos.

Honors, Fellowships and Awards

- 2017 Plank Center for Leadership in Public Relations, 2017 Fellowship for Educators Program
- 2016 Eastern Communication Association Centennial Scholarship. (\$250 toward dissertation completion) Baltimore, MD
- 2015 Third Place Poster Design Award, PR Division, Association for Education in Journalism and Mass Communication. San Francisco, CA
- 2015 Inez Kaiser Graduate Students of Color Award Recipient, PR Division, Association for Education in Journalism and Mass Communication. (Travel funding and one year membership to **II**

AEJMC and PR Division) San Francisco, CA

- 2015 Best Applied Paper Award, Corporate Communication International Conference, Manhattan, NY
- 2015 Building Interdisciplinary Bridges in Women's Health Research Award, IWH Women's Health Day Poster Competition, Virginia Commonwealth University. Richmond, VA
- 2015 Full tuition waver and graduate assistantship, Virginia Commonwealth University. Richmond, VA
- 2014 Full tuition waver and graduate assistantship, Virginia Commonwealth University. Richmond, VA
- 2013 Full tuition waver and graduate assistantship, Virginia Commonwealth University. Richmond, VA

Grants

- Parrish, C.** Principle Investigator. Status of Visual Communication Efforts in Cervical Cancer Prevention Campaigns in Durban, SA. Cornell Grant from Rollins College. \$5,000 - AWARDED.
- Parrish, C., Park E, Copeland, V.** (2015) Lead Investigator. Public Relations Service-Learning Emergency Management Collaboration. Service-Learning Partnership Award: \$2,500 - AWARDED.

Community and University Service

Institute for Public Relations

2020 Board Member, Inaugural Center for DEI

Association for Education in Journalism and Mass Communication - Public Relations Division

2020 Chair, Inaugural DEI Committee

Sacred Heart University

2019-2020 Research Independent Study Instructor

2019 Member, Assistant Professor Search Committee

Rollins College

2019 Research Independent Study Instructor

North Carolina Central University

2017-2018 Research Independent Study Instructor

2016-2018 Curriculum Committee, Department of Mass Communication

2016-2018 Founding Public Relations Student Society of America Advisor, Department of Mass Communication

Association for Education in Journalism and Mass Communication - Public Relations Division

2016-2018 Chair, Inez Kaiser Students of Color Award
2015-2016 Co-Chair, Inez Kaiser Students of Color Award

Virginia Commonwealth University Service

2014-2016 Communication Chair, Black Graduate Student Association

2014-2016 School of Media & Culture Representative, Graduate Student Association

2013-2015 Communication Chair, Graduate Student Association

Virginia Commonwealth University Robertson School of Media & Culture Service

2013-2014 Member, Undergraduate Advising Search Committee

Conference Reviewer

2014 Graduate Student Research Symposium, Graduate Student Association

Community Health

2013-2014 Public Relations/Communications Chair, American Heart Association (Richmond, VA)

2012-2013 Media/Press Chair, American Diabetes Association (Richmond, VA)

Affiliations

- Member, **Association for Education in Journalism and Mass Communication**, April 2015-present
- Member, **National Communication Association**, April 2015-present
- Member, **International Communication Association**, February 2015-present
- Member, **Eastern Communication Association**, February 2015-present
- Member, **Virginia Commonwealth University Black Graduate Student Association**, 2014-2016
- Member, **Popular Culture Association**, November 2013-2015