

Rachelle L. Pavelko

Assistant Teaching Professor
Penn State University
Donald P. Bellisario College of Communications
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ACADEMIC EXPERIENCE

Pennsylvania State University

- *Assistant Teaching Professor*, Department of Advertising/Public Relations, Donald P. Bellisario College of Communications (August 2024-present)

Bradley University

- *Associate Professor with tenure*, Department of Communication, Slane College of Communications and Fine Arts (May 2023-August 2024)
- *Assistant Professor*, Department of Communication, Slane College of Communications and Fine Arts (August 2017-May 2023)

Indiana University

- *Graduate Assistant*, Ernie Pyle School of Journalism and The Media School (August 2013– May 2017)

EDUCATION

- *Indiana University*, Ph.D. in Mass Communication (2017)
 - Dissertation: “Beyond stigma: Developing and testing a scale of perceived trivialization of mental illness”
 - Advisor: Jessica Gall Myrick, Ph.D.
- *The University of Memphis*, M.A. in Journalism (2011)
- *Ohio Northern University*, B.A. in Journalism, Minor in Art with an option in Graphic Design (2009)

RESEARCH AREAS

- Health Communication
- Media Effects
- Entertainment Media
- Digital Media

TEACHING AREAS

- Strategic Communication Writing
- Public Relations
- Social Media
- Health Communication

AWARDS AND HONORS

- Bradley University Caterpillar Faculty Achievement Award for Scholarship (2022)
- Bradley University Faculty Scholarship Award, Office of Sponsored Research (2022)
- Panhellenic and Interfraternity Councils Spring 2022 Professor of the Semester (May 2022)
- Bradley University Sigma Tau Delta’s Professor Night Certificate of Appreciation (2018-2019)
- Association for Education in Journalism and Mass Communication (AEJMC) Communicating Science, Health, Environment and Risk (ComSHER) Division 3rd place Article of the Year (August 2018)

- Bradley University Faculty Development Grant, Online Course Design Institute (2018)
- Faculty Development Grant, Bradley University Center for Teaching Excellence and Learning Writing Intensive Workshop (2018)
- Indiana University Graduate Student Judge for the Peabody Awards in Electronic Journalism (Spring 2017)
- Indiana University College of Arts and Sciences Travel Award (Spring 2015)
- Indiana University Media School Graduate Assistantship (2013 – 2016)
- Indiana University Media School Fellowship (2013 – 2016)
- University of Memphis Journalism Department Outstanding Graduate Student of the Year (2011 – 2012)
- University of Memphis Kappa Tau Alpha Inductee (2011)
- University of Memphis Journalism Department Olin Morris Graduate Fellowship (2010 – 2011)
- Ohio Northern University Sigma Tau Delta Inductee (2008)
- Ohio Northern University Dean's Scholarship (2005)

PUBLICATIONS

Refereed Publications

- Wang, T., & **Pavelko, R. L.** (2024). Increasing social support for women via humanizing postpartum depression. *Health Communication*. Advanced online publication.
<https://doi.org/10.1080/10410236.2024.2361582>
- Wang T., **Pavelko, R. L.**, Ford, H., Barrows, S., Donohue, S., & Stapel, M. (2024). Humanizing cancer: The role of anthropomorphism and perceived efficacy in melanoma prevention. *Health Marketing Quarterly*, 41(4), 476-497. doi:10.1080/07359683.2024.2422197
- Wang, T., & **Pavelko, R.** (2023). Engaging audience on social media: The persuasive impact of fit between humor and regulatory focus in health messages. *Health Communication*, 39(8), 1479-1490. <https://doi.org/10.1080/10410236.2023.2218532>
- Wang, T., & **Pavelko, R.** (2023). Creating persuasive health messages on social media: Effects of humor and perceived efficacy on health attitudes and intentions. *Health Marketing Quarterly*, 40(3), 326-346. <https://doi.org/10.1080/07359683.2022.2109396>
- Pavelko, R. L.**, & Barker, C. (2022). It really works!: Qualitative content analysis of multi-level marketing organizations' online promotional messaging and recruitment strategies. *Women's Studies in Communication*, 45(3), 399-421. <https://doi.org/10.1080/07491409.2022.2053625>
- Pavelko, R. L.**, & Wang, T. (2021). Love and basketball: Audience response to a professional athlete's mental health proclamation. *Health Education Journal*, 80(6), 635-647.
<https://doi.org/10.1177/00178969211006161>
- Pavelko, R. L.**, & Myrick, J. G. (2019). Muderinos and media effects: How the *My Favorite Murder* podcast and its social media community may promote well-being in audiences with mental illness. *Journal of Radio & Audio Media*, 27(1), 151-169.
<https://doi.org/10.1080/19376529.2019.1638925>

- Pavelko, R. L., & Myrick, J. G.** (2019). Measuring trivialization of mental illness: Developing a scale of perceptions that mental illness symptoms are beneficial. *Health Communication*, 1-9. doi:10.1080/10410236.2019.1573296.
- van Driel, I. I., Myrick, J. G., **Pavelko, R. L.**, Grabe, M. E., Hendriks Vettehen, P. G. J., Kleemans, M., & Schaap, G. (2018). The role of media use in the genderization of disease: The interplay of sex, culture, and cultivation. *The International Journal of Communication and Health*, 13, 1-10.
- Myrick, J. G., & **Pavelko, R. L.** (2017). Examining difference in audience recall and reaction between mediated portrayals of mental illness as trivializing versus stigmatizing. *Journal of Health Communication*, 22(11), 876-884. doi: 10.1080/10810730.2017.1367338
- Pavelko, R. L.**, Myrick, J. G., Verghese, R. S., & Hester, J. B. (2017). Public reactions to celebrity cancer disclosures via social media: Implications for campaign message design and strategy. *Health Education Journal*, 76(4), 492-506. <https://doi.org/10.1177/0017896917696122>
- Read-Bullock, G., **Pavelko, R. L.**, Hwang, H. (2017). Social and evolutionary explanations for face-ism: Facial prominence in female academic profile pictures. *Communication Research Reports*, 34(2), 98-105. <http://dx.doi.org/10.1080/08824096.2016.1236331>
- Pavelko, R. L.**, & Myrick, J. G. (2015). That's so OCD: The effects of disease trivialization via social media on user perceptions and impression formation. *Computers in Human Behavior*, 49, 251-258. doi: 10.1016/j.chb.2015.02.061
- Pavelko, R. L.**, & Myrick, J. G. (2015). Tweeting and trivializing: How the trivialization of obsessive-compulsive disorder via social media impacts user perceptions, emotions, and behaviors. *Imagination, Cognition & Personality*, 36(1), 41-63. doi:10.1177/0276236615598957
- Yang, J., **Pavelko, R. L.**, & Utt, S. (2015). College students use videos more than photo slideshows. *Newspaper Research Journal*, 36(2). doi: 10.1177/0739532915587299

Invited Publications

- Pavelko, R. L.** (in press). The Effects of Reality Television on the Audience. In R. Bailey & G. L. Read (Eds.), *De Gruyter Handbook of Media Psychology*. Berlin, Germany: De Gruyter.
- Myrick, J. G., **Pavelko, R. L.**, & Cohen, O. (2023). Online emotional social support. In R. Nabi & J. Myrick (Eds.), *Our online emotional selves: The link between new media technologies and emotional experience*. Oxford University Press.
- Pavelko, R. L.**, & Grabe, M. E. (2018). Sampling, content analysis. In J. Matthes (Ed.), *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley Publishing.

FUNDED PROJECTS

- OSF Healthcare and Bradley University Innovation for Health Grant, Co-PI for May 2023-May 2024. "Humanizing Breast Cancer Prevention: A Community-Based Approach to Increase Health Literacy and Address Breast Cancer Health Disparities among Local Underserved Women." \$50,000.

REFEREED CONFERENCE PRESENTATIONS

Pavelko, R. L. & Barker, C. (2025, June). *Gossiping for our mental health: How the Normal Gossip podcast impacts perceptions of social biases, genderization, and social support*. Paper to be presented at the Annual Conference of the International Communication Association, Denver, Colorado.

Wang, T., & **Pavelko, R. L.** (2024, June). *The Role of Anthropomorphism and Perceived Efficacy in Melanoma Prevention*. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia.

Wang, T., & **Pavelko, R. L.** (2024, June). *Increasing social support for women via humanizing postpartum depression*. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia.

Pavelko, R. L. (2023, April). *Will you accept this mental health diagnosis? The impact of the Bachelor franchise on audiences' perceptions of mental illness and help-seeking behaviors*. Paper presented at the Annual Meeting of the Popular Culture Association, San Antonio, Texas.

Pavelko, R. L., & Barker, C. (2022, May). *It really works!/: Qualitative content analysis of multi-level marketing organizations' online promotional messaging and recruitment strategies*. Paper presented virtually at the Annual Meeting of the International Communication Association.

Pavelko, R. L. (2021, June). *Real Housewives and real mental illness: How reality television helps audiences confront social bias*. Paper presented at the Annual Meeting of the Popular Culture Association, virtual conference.

Wang, T., & **Pavelko, R. L.** (2021, May). *The role of humor and regulatory focus in promoting health behaviors: An evolutionary perspective*. Paper presented virtually at the Annual Meeting of the International Communication Association.

Pavelko, R. L., Wang, T., Xu, T., & Turner, T. (2019, May). *Love and Basketball: Audience response to a pro-athlete's mental health proclamation*. Paper presented to the Sports Communication Interest Group at the Annual Meeting of the International Communication Association, Washington, DC.

Pavelko, R. L. (2018, May). *Beyond stigma: Developing a scale of perceived trivialization of mental illness*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, Prague, Czech Republic.

Myrick, J. G., & **Pavelko, R. L.** (2016, August). *Acknowledging the silly alongside the severe: Mediated portrayals of mental illness as Trivializing Versus Stigmatizing*. Poster presented to the Mass Communication and Society Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.

Myrick, J. G., **Pavelko, R. L.,** Verghese, R., & Hester, J. B. (2015, August). *A study of audience reactions to a celebrity's announcement of cancer via social media: The interplay of audience involvement, emotion, and gender*. Poster presented to the Communication Technology Division

at the Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, California.

van Driel, I. I., Myrick, J. G., **Pavelko, R. L.**, Grabe, M. E., Hendriks Vettehen, P. G. J., Kleemans, M., & Schaap, G. (2015, August). *The entanglement of sex, culture, and media in genderizing disease*. Paper presented to the Communicating Science, Health, Environment, and Risk Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, California.

Pavelko, R. L., & Myrick, J. G. (2015, May). *Tweeting and trivializing: How the trivialization of obsessive-compulsive disorder via social media impacts user perceptions, emotions, and behaviors*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.

Pavelko, R. L., & Myrick, J. G. (2015, May). *That's so OCD: The effects of disease trivialization via social media on user perceptions and impression formation*. Paper presented to the Communication and Technology Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.

van Driel, I. I., Myrick, J. G., **Pavelko, R. L.**, & Grabe, M. E. (2015, May). *The role of media use in genderizing disease*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.

Pavelko, R. L., & Myrick, J. G. (2014, October). *OCD on Girls: The Impact of a Non-sanitized Portrayal of Mental Illness on Audience Perceptions*. Paper presented to the Health Division at the Annual Meeting of the Midwest Popular Culture Association, Indianapolis, Indiana.

Yang, J., **Pavelko, R. L.**, & Utt, S. (2012, August). *Multimedia use on news websites: A look at photo slideshows and videos through the uses and gratifications theory*. Poster presented to the Visual Communications Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

Pavelko, R. L. (2011, August). *Anorexia on the Internet: A look at the pro-ana community through feminist, social comparison, and uses and gratifications theories*. Paper presented to the Commission on the Status of Women Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri.

INVITED PRESENTATIONS

Pavelko, R. L. (2024, April). *Making social media strategic*. Presentation to the American Marketing Association at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2022, March). *Murderinos and media effects*. Presentation to Dr. Cory Barker's COM 391 Podcasting undergraduate class at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2022, March). *Emerging public relations trends in 2022*. Virtual presentation to the Public Relations Association of Central Illinois.

Pavelko, R. L. (2019, October). *Making public relations meaningful*. Presentation to the American Marketing Association at Bradley University, Peoria, Illinois.

- Pavelko, R. L. (2019, March). *Murderinos and media effects*. Presentation to Dr. Cory Barker's COM 491 New Media Industries undergraduate class at Bradley University, Peoria, Illinois.
- Pavelko, R. L. (2017, November). *The practice of public relations*. Presentation to Dr. Grace Wang's COM 220 Advertising as Communication undergraduate class at Bradley University, Peoria, Illinois.
- Pavelko, R. L. (2017, February). *Mental illness and media effects*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 315 Media Processes and Effects undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2017, February). *Gender differences in mental health*. Presentation to Ashley Kraus's MSCH-C 216 Social Science Perspectives of Gender and Media undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2016, November). *"That's so OCD": The trivialization of mental illness in media*. Presentation to the National Alliance on Mental Illness (NAMI) Greater Bloomington Area (GBA) Annual Board Meeting.
- Pavelko, R. L. (2016, November). *Mental health campaigns*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 414 Public Communication Campaigns undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2016, November). *Gender, mental illness, and the media*. Presentation to Ashley Kraus's MSCH-C 216 Social Science Perspectives of Gender and Media undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2015, October). *Mediated relationships and audience involvement*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 315 Media Processes and Effects undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2015, April). *That's So OCD: The effects of disease trivialization via social media on user perceptions and impression formation*. Presentation to IU Telecommunications Brown Bag Seminar at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, November). *Pop Culture and portrayals of mental health*. Presentation to Dr. Jessica Gall Myrick's JOUR-J 110 Foundations of Journalism and Mass Communication undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, September). *Photoshop basics and infographic creation*. Presentation to Rosemary Pennington's JOUR-J 303 Online Journalism undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, April). *OCD on Girls: The impact of a non-sanitized portrayal of mental illness on audience perceptions*. Presentation to the IU School of Journalism Research Colloquium at Indiana University, Bloomington, Indiana.

TEACHING

Penn State University

Instructor of Record

COMM 420: Research Methods for AD/PR

- 25 students, Fall 2024

COMM 531: Strategic Communication Theories

- 12 master's students, Fall 2024 online

COMM 473: PR Campaigns

- 20 students, Spring 2025

COMM 835: Social Media Communication

- 8 master's students, Spring 2025 online

Bradley University

Instructor of Record

COM 201: Journalism Writing

- 11 students, Fall 2017

COM 219: Public Relations

- 15 students, Fall 2017
- 15 students, Spring 2018
- 12 students, Fall 2018
- 16 students, Spring 2019
- 34 students, Fall 2020, online course
- 16 students, Spring 2021, online course
- 25 students, Fall 2023

COM 318: Health Communication

- 24 students, Spring 2020
- 3 students, J-Term 2021, online course
- 26 students, Fall 2021
- 19 students, Fall 2022
- 11 students, Fall 2023

COM 327: Public Relations Writing

- 14 students, Fall 2017
- 11 students, Spring 2018
- 10 students, Fall 2018
- 13 students, Spring 2019
- 12 students, Fall 2019
- 10 students, Spring 2020
- 27 students, Fall 2020, online course
- 25 students, Spring 2021, online course
- 20 students, Fall 2021
- 11 students, Spring 2022
- 18 students, Fall 2022
- 12 students, Spring 2023
- 26 students, Fall 2023

- 12 students, Spring 2024

COM 388: Social Media for Strategic Communication

- 18 students, Fall 2019, hybrid course
- 38 students, Spring 2022
- 32 students, Spring 2023
- 33 students, Spring 2024

COM 391: Celebrity in the Media

- 9 students, J-Term 2022, online course
- 9 students, J-Term 2023, online course
- 3 students, J-Term 2024, online course

COM 391: The PR Process

- 4 students, Summer 2018, online course

COM 480: Public Relations Case Studies and Campaigns

- 15 students, Spring 2018
- 10 students, Fall 2018
- 11 students, Spring 2019
- 8 students, Fall 2019
- 9 students, Spring 2020
- 4 students, Fall 2020, online course
- 13 students, Spring 2021, online course
- 12 students, Fall 2021
- 13 students, Spring 2022
- 6 students, Fall 2022
- 14 students, Spring 2023
- 20 students, Spring 2024

Osher Lifelong Learning Institute (OLLI): Health in the Media

- 9 students, Fall 2020, online course

Indiana University

Instructor of Record

MSCH-C 225: Writing, Reporting, and Editing

- 18 students, Spring 2016

JOUR-J 200: Writing, Reporting and Editing

- 18 students, Spring 2015

Associate Instructor

MSCH-C 101: Media

- 225 students, Fall 2015
- Three discussion sections with 25 students each

SERVICE

To the Department of Communication

- Social media coordinator (2020-present)
- Academic Advisor to Public Relations/Advertising Majors and Minors, (2018-present)
- Chicago Auto Show Internship Faculty Advisor (2018-present)
- Robison Committee (2018-2019)
- Scholarship Committee (2018-present)
- Diversity Committee (2019-present)
- Curriculum Committee (2022-present)

To the Slane College of Communication and Bradley University

- New Faculty and Peer Mentorship Committee (2022-present)
- Osher Lifelong Learning Institute (OLLI) Instructor (Fall 2020)
- OSF-Bradley Community Work Group (2020-2022)
- Slane College representative on the search committee for the Director of the Cullom-Davis Library (2022)

To the Field

PRSA Central Illinois Chapter Board Member (2018-2021)

Ad Hoc Manuscript Reviewer

- *Communication and Sport*
- *Mass Communication and Society*
- *Journal of Radio and Audio Media*
- *European Journal of Health Communication*
- *Journal of Computer-Mediated Communication*
- *New Media and Society*
- *Transactions on Systems, Man, and Cybernetics: Systems*

ICA Conference Paper Reviewer

- Health Communication Division

PROFESSIONAL EXPERIENCE

Communications

- Writer and Graphic Designer, Indiana University Media School Communications Office (May 2016 – August 2016)
- Social Media Instructor, Indiana University Youth Leadership Program with Burma, Bloomington, Ind. (April 2016)
- Marketing and Social Media Communications Manager, Donald P. Pipino Company, Youngstown, Ohio (2012-2013)
- Corporate Communications Intern, Sedgwick CMS, Memphis, Tenn. (2011-2012)
- Writer, *Meeman Matters Journalism Alumni Newsletter*, University of Memphis in Memphis, Tenn. (2011)

Writing and Reporting

- General Assignment Reporter, Intern, *The Lima News*, Lima, Ohio (2008)
- General Assignment Reporter, Intern, *The Ada Herald*, Ada, Ohio (2006-2007)
- Writer, Reporter, and Section Editor, *The Northern Review*, Ohio Northern University in Ada, Ohio (2005-2009)

Website and Graphic Design

- Program Designer, Charley Steiner School of Sports Communication Annual Symposium (2018)
- Contract Website Designer, Clarendale Cakes, Boardman, Ohio (2015)
- Contract Website Designer, The Surgical Hospital at Southwoods, Boardman, Ohio (2013)
- Contract Website Designer, Poland Presbyterian Church, Poland, Ohio (2013)
- Graphic Designer, *Meeman Matters Journalism Alumni Newsletter*, University of Memphis in Memphis, Tenn. (2011)
- Advertisement and Classifieds Graphic Designer, *The Daily Helmsman*, University of Memphis in Memphis, Tenn. (2010-2011)

Academic Publishing

- Assistant Editor, *Black Camera: An International Film Journal* (July 2016 – July 2017)

MEDIA COVERAGE OF RESEARCH

Allen, N. (2015, October 26). That's so OCD: Let's talk about how we talk about mental health problems. *Lifespan Development Group, Inc.* Retrieved from <http://lifespandevlopment.ca/?p=81>

Daniel, E. (2020, January 27). Bradley professor's study shows popular podcast may help those with mental illnesses. Retrieved from <https://www.centralillinoisproud.com/news/local-news/bradley-professors-study-shows-popular-podcast-may-help-those-with-mental-illnesses/?fbclid=IwAR1SarDeWSI9gIeKjekLOiggrhwaEFFab0ZHd1cbjeQ4SvRbCXzQKZI7qA>

Heart of Illinois ABC. (2020, January 16). My Favorite Murder podcast. Retrieved from <https://www.facebook.com/watch/?v=2472627059616759>

Hollimon, J. (2020, January 21). My Favorite Murder Podcast. Retrieved from <https://www.centralillinoisproud.com/good-day-central-illinois/my-favorite-murder-podcast/>

Jarrett, C. (2015, May 12). Give up the #OCD jokes on Twitter, they won't make you popular. *Research Digest: Blogging on Brain and Behaviour*. Retrieved from <http://digest.bps.org.uk/2015/05/give-up-ocd-jokes-on-twitter-they-wont.html>

McHugh, M. (2020, February 1). 'My Favorite Murder' changes the way people understand mental health. Retrieved from https://www.centralillinoisproud.com/digital-originals/my-favorite-murder-changes-the-way-people-understand-mental-health/?utm_medium=social&utm_source=facebook_WMBD&fbclid=IwAR3nsEpkoXxbj9DODIKTaTQXIDAgbeJ_sqMQIIA7agyQCy9uCwj9le9modY

Metz, N. (2020, October 7). Celebrity health disclosures: From 'The Real Housewives' to the death of Chadwick Boseman, experts are studying our reactions to news of serious health issues. *The Chicago Tribune*. Retrieved from <https://www.chicagotribune.com/entertainment/tv/ct-mov-real-housewives-chadwick-boseman-academic-studies-1009-20201007-4v43qe7pnnd6nnoacpyyk3sdzu-story.html>

Shoemaker, N. (2015, May 12). Joking About OCD on Twitter Won't Gain You Any Followers. *Big Think*. Retrieved from <http://bigthink.com/ideafeed/joking-about-ocd-on-twitter-wont-gain-you-any-followers>

Tatter, G., Siverston, A., & Johnson, B. B. (Co-hosts). (2024, June 27). This is Not a Pyramid Scheme. [Audio podcast episode]. In *Endless thread*. WBUR.

AFFILIATIONS

- Member, Association for Education in Journalism and Mass Communication
- Member, International Communication Association
- Member, National Alliance on Mental Illness
- Member, Public Relations Society of America
- Member, Central PA Chapter of PRSA