



DEB AIKAT
CURRICULUM VITAE
• REVISED JULY 28, 2021 •

Please Note: Some Curriculum Vitae sections (research, teaching and public service) are limited to accomplishments over the academic years, 2016-17 through 2020-21.



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA





THE UNIVERSITY
of **NORTH CAROLINA**
at **CHAPEL HILL**



A former journalist, **DEB AIKAT** (*pronounced EYE-cut*) has been a faculty member since 1995 in the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. An award-winning scholar, Dr. Aikat theorizes the role of digital media in the global sphere. His research ranges across the media.

Dr. Aikat was recently elected as the 2020-21 Vice-President of the Association for Education in Journalism and Mass Communication (AEJMC), one of the premier scholarly organizations in our field. He will serve as AEJMC President for the 2022-23-year culminating in the 2023 AEJMC conference in Washington, D.C.

Dr. Aikat co-authored the 2019 book, *Agendamelding: News, social media, audiences, and civic community*, with Dr. Don Shaw, Dr. Milad Minooie and Dr. Chris Vargo. *Agendamelding* theorizes how audiences meld messages of newspapers, television, and social media in our 21st century digital age. Authored by pioneers of agenda setting theory and digital media researchers, the book was recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. The *Agendamelding* book marks the 50th anniversary of the seminal 1968 agenda-setting study conducted at UNC-Chapel Hill.

Dr. Aikat's research has also been published in book chapters and refereed journals such as *First Amendment Studies*, *Health Communication*, *International Journal of Interactive Communication Systems and Technologies*, *Global Media and Communication*, *Popular Music and Society*, *Convergence: The Journal of Research into New Media Technologies*, and publications of the Association for Computing Machinery (ACM) and the Microsoft Corporation. His research has been funded by government agencies (e.g. *the North Carolina Policy Collaboratory*, *the US Department of State*, *US Department of Education's Title VI grants*), corporate foundations (e.g. *the Freedom Forum*, *the Scripps Howard Foundation*) and industry (e.g. *IBM*, *Knight Ridder*). He served as an elected member of the AEJMC Publications Committee.

The Scripps Howard Foundation recognized Dr. Aikat as the inaugural winner of the "National Journalism Teacher of the Year award" (2003) for his "distinguished service to journalism education." The International Radio and Television Society named him the Coltrin Communications Professor of the Year (1997).

Dr. Aikat served from 2007 through 2013 as an elected member of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which evaluates journalism and media programs in universities.

Dr. Aikat's research and teaching excellence awards (*see curriculum vitae for a full list*) include the Emerald Literati Award (2020), UNC Chapel Hill's Diversity Award for Faculty (2019) "for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness," AEJMC Senior Scholar Grant Award (2017-18), the AEJMC-Scripps Howard Researcher of the Year (2014-15), several AEJMC top research paper awards, UNC's Distinguished Teaching Award for Post-Baccalaureate Instruction (2003), UNC-Chapel Hill's highest honor for excellence in teaching graduate students, the David Brinkley Teaching Excellence Award (2000), the AEJMC's Baskett Mosse Award (1999), the Tanner Faculty Award for Excellence in Undergraduate Teaching (1999), UNC's topmost honor for teaching undergraduate students, the UNC-Chapel Hill Students' Undergraduate Teaching Award (1998), and an IBM Research Fund Award (1995). Several UNC-Chapel Hill senior classes honored him with the Edward Kidder Graham Favorite Faculty Awards for nine years (1997 through 2005).

With funding from the US Department of Education grant to Indiana University, Dr. Aikat visited Russia in May 2015 to research press freedom in the former Soviet Union. He founded in 2015 the South Asia Communication Association (SACA), which has brought together 2,086 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide.

In addition to teaching small (45 students) and large (310 students) classes on campus, Dr. Aikat has taught online courses for more than 23 years. In 1997, he conceptualized UNC's first online course in journalism. He developed in 2003 a graduate-level online certificate program in "Technology and Communication." He has won fellowships from renowned research institutions such as the United States Information Agency (1990), the Institute for the Arts and Humanities (2000 & 2003) and the Journalism Leadership Institute in Diversity (2004-05).

Dr. Aikat currently serves as an elected member of UNC Chapel Hill's Faculty Executive Committee, which advises UNC administrators on key issues, and UNC-Chapel Hill's Honorary Degrees and Special Awards Committee. He has served since 2014 on the UNC Honor Court's Faculty Hearings Board Panel that adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

Dr. Aikat earned a Ph.D. in Media and Journalism, in 1995, from the Ohio University's Scripps School of Journalism. He completed a Certificate in American Political Culture from New York University in 1990. He graduated with academic distinction at the top of his class in M.A. Journalism in 1990 from the University of Calcutta, India, where he also earned a B.A. with honors in English literature in 1984. As a journalist in India for the Ananda Bazar Patrika's *The Telegraph* newspaper from 1984 through 1992, he analyzed the impact of politics, education and culture. He also reported for the BBC World Service. He also reported for the BBC World Service. Born in India, Dr. Aikat became a naturalized U.S. citizen in 2003.



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D_{EB} **A**_{IKAT}, Ph.D.

UNC Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Campus Box 3365, Carroll Hall 374, Chapel Hill, NC 27599-3365.

☎ **Phone:** (919) 962 4090 (Work) 📠 **Fax (office):** (919) 962 0620 📧 **Email:** da@unc.edu

EDUCATION

OHIO UNIVERSITY, 1992 - 1995

Ph.D. in media and journalism (Aug. 1995)

- Emphasis: **Communication technology, mass communication research**
Minor areas: **Digital journalism, advertising, public relations**
- Chair of dissertation committee: **Dr. Guido H. Stempel, III**, Distinguished Professor,
E. W. Scripps School of Journalism, Ohio University.
- **Dissertation topic:** *Adventure in Cyberspace: Exploring the Information Content of World Wide Web Pages on the Internet.*

NEW YORK UNIVERSITY, 1990

Certificate Program in American Political Culture

- United States Information Agency fellowship. Lecture and research program in American political culture with various institutions in the US, UK, France, and Germany.

UNIVERSITY OF CALCUTTA, India, 1988 - 1990

M.A. in journalism (Aug. 1990)

University Valedictorian: Ranked First in Order of Merit

- Emphasis: **Broadcast Journalism, International Communication, Public Relations.**
- **Thesis:** *"Campaign Trends: A Critical Study of Media Campaigns in the 1989 Indian General Elections."*

UNIVERSITY OF CALCUTTA, India, 1981 - 1985

B.A. honors in English literature (July 1985)

- **Major:** English literature; **Minor:** Economics and political science

PROFESSIONAL EXPERIENCE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, July 1995 to Present

Associate Professor (July 2000 to the present)

- Awarded tenure on July 1, 2000 and promoted to the rank of Associate Professor.

Assistant Professor and Media Futurist (July 1995 to 2000)

- Teaching and research in communication technology, digital media, and the Internet.

PHILADELPHIA ONLINE, Philadelphia. <<http://www.phillynews.com/>>, Summer 1997

Editor-in-Residence

- Editing, layout and design at Philadelphia Online, Internet edition of the *Philadelphia Inquirer*, a Knight-Ridder publication. “One example of a newspaper that I think is doing a great job using interactive technology is Philly Online,” Microsoft chairman Bill Gates said in 1997 at the Newspaper Association luncheon in Chicago.

BBC WORLD SERVICE, England, 1990-1992

Stringer in Eastern India

- Covered eight states of eastern and north-eastern India for the BBC World Service.
- Coordinated news coverage of the Bengali service with BBC’s London bureau.
- Reported transborder crime along India’s border with Bangladesh and Burma (Myanmar).

THE TELEGRAPH, India, 1984 - 1992

Copy Editor and Senior Reporter

- Reported major political events, public affairs, race riots, AIDS in India, education, drug abuse, and covered politics, government, and the environment.
- Covered a number of well-known public figures including Nobel laureate **Mother Teresa**, South African President **Nelson Mandela**, Indian Prime Ministers **Indira Gandhi**, **Rajiv Gandhi** and **Chandra Shekhar**, French President **Francois Mitterand**, and **Pope John Paul II**.
- Worked on layout and design of newspaper pages as a sub-editor from 1984 to 1987.

THE NEW REPUBLIC, India, 1979 - 1981

News Reporter

- Feature writer on political, social, and economic issues in the local community.

HONORS AND AWARDS

2021 Anderson-Ashby Lecture: Media Platforms for Pride and Prejudice, 2021

- Featured as keynote speaker for the 2021 Anderson-Ashby Lectureship on Journalism & Public Affairs Lecture (February 4, 2021) titled, “Media Platforms for Pride and Prejudice: Triumphs, Trials and Tribulations for Journalism and Public Affairs in South Asia and Beyond” at the 7th South Asian Media & Cultural Studies (SAMCS) virtual conference, Feb. 4-6, 2021. The Anderson-Ashby Lectureship on Journalism & Public Affairs is an honor bestowed by Florida State University College of Social Sciences & Public Policy to distinguished public leaders.

2020-21 Investigative Reporters & Editors (IRE) Educator of Color scholarship, 2020-21

- IRE scholarship offers funds to participate in 2021 IRE’s Educator Bootcamp, which offers hands-on data journalism training on spreadsheet and database skills.

2020 Emerald Literati Award for high quality scholarly research, 2020

- Recognized with the 2020 Emerald Literati Award high quality scholarly research. Award recognized “Outstanding Author Contribution” to the body of knowledge for research article, “Millennials Usher a Post-Digital Era: Theorizing how Generation Y Engages with Digital Media.”

2019 UNC-Chapel Hill’s University Diversity Award for Faculty, 2019

- Considered the University’s highest recognition for diversity efforts, the 2019 UNC-Chapel Hill’s University Diversity Award for Faculty recognized Aikat “for exemplary scholarship in promoting diversity, equity, social justice, community engagement, and/or cultural awareness” and a champion of diversity, inclusion, and the disadvantaged. As in previous years, “the Diversity Awards

Committee employed a blind procedure (that is, all the nominees' names were removed) in the process of evaluating and selecting nominations," according to the award letter. The award citation stated: "*Throughout his time here at UNC, Deb Aikat has demonstrated his commitment to diversity by serving as a facilitator for important conversations surrounding Silent Sam, he has won various research and teaching awards for his excellence in diversity and intercultural communication, and is a graduate of the AEJMC-ASJMC Journalism Leadership Institute in Diversity.*"

Faculty Research Paper Award, World Journalism Education Congress, Paris, France, 2019

- Recognized with a Third-place faculty research award (with a cash prize of \$250) for refereed research paper: Aikat, D. (2019, July). "*Technology transforms India in a disruptive age: Key Trends in information and communication technology growth in the world's largest democracy, 2001-2016,*" special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France.

AEJMC Senior Scholar Award, 2017-19

- Named recipient for one of two nationally selected AEJMC senior scholar grant for 2017 and recognized at a special session of the 2017 AEJMC conference in Chicago. The AEJMC senior scholar grant funded research into "Friending Facebook and Trusting Twitter: News Agendamelding in India's Networked Public Sphere," for the 2019 book, *Agendamelding: News, social media, audiences, and civic community*.

AEJMC Certificate for Excellence for contributions to Presidential Task Force on Careers, 2019

- Awarded "certificate of excellence" 2019 for contributions as a member of the Careers Task Force, which recommended strategies for AEJMC to serve as a nexus for career advice for doctoral students and faculty (*tenure track, fixed term, mid-career and those considering retirement*).

AEJMC Certificate for Excellence for building "Bridges to the Professions," 2017 & 2018

- Awarded "certificate of excellence" in 2017 and 2018 for contributions to building "Bridges to the Professions" as co-chair of the 2016-2018 AEJMC Task Force on Bridges to the Professions, which developed ideas to bridge the gap between the media industry and academia.

AEJMC-Scripps Howard Foundation Award for Researcher of the Year, 2014-17

- Recognized as the AEJMC-Scripps Howard Foundation Researcher of the Year (2014-15), with related research leadership from 2014 through 2017 and presented with a plaque at the keynote session of the 2015 AEJMC conference in San Francisco.

AEJMC Certificates for Excellence in fostering equity and diversity, 2013 & 2014

- Awarded in 2013 and 2014 "certificate of excellence" for fostering equity and diversity as chair of the AEJMC Equity & Diversity Award, which recognizes journalism and mass communication academic units for measurable success, in increasing equity and diversity among their students, staff and faculty.

AEJMC Award for Outstanding Service, 2011

- Awarded a commemorative plaque at the AEJMC's St. Louis conference in Aug. 2011 for pioneering the AEJMC Teaching Workshop. The award also recognized Aikat for conceptualizing the AEJMC's "Magnanimous Mentor" (MM) program in 2010 and 2011.

Scripps Howard's "2003 National Journalism Teacher of the Year" Award, 2004

- Honored for "distinguished service to journalism education" and "demonstrated journalism teaching excellence on his campus and beyond." The award recognizes "teaching excellence and leadership in the core areas of print, broadcast and online journalism instruction at bachelor's degree-granting colleges and universities." The award was instituted in conjunction with four major journalism institutions, the Freedom Forum, the Knight Foundation, the Scripps Howard Foundation, and the AEJMC.

AEJMC Journalism Leadership Institute in Diversity Fellowship, 2004-5

- Awarded Journalism Leadership Institute in Diversity (JLID) Fellowship by the AEJMC and the Association of Schools of Journalism and Mass Communication (ASJMC). The JLID fellowship was a year-long program to identify, recruit, mentor and train future leaders and administrators. The fellowship program increased gender, racial and ethnic diversity in administrative and other senior-level positions in journalism and media education.

Outstanding Favorite Faculty Teaching Awards, UNC-Chapel Hill, 1997-2005

- Awarded UNC-Chapel Hill's Outstanding Favorite Faculty Teaching Awards for nine consecutive years (1997 through 2005). Recognized for "superlative contributions" as a faculty member whose "leadership, dedication, and innovation" was particularly noteworthy in advancing undergraduate education. Every UNC-Chapel Hill senior was invited to nominate faculty. The Senior Class, the General Alumni Association, and the Division of Student Affairs sponsor the awards.

Faculty Research Paper Award, Communication Technology and Policy Division, 2003

- Recognized with a Top Research Paper Award for refereed research paper: Frith, Cary Roberts & Debashis "Deb" Aikat. "*The Interplay of Old and New Media: How the Traditional News Agenda Affected Web Searches Before and After September 11, 2001*" presented to the Communication Technology and Policy Division, 86th annual convention of the AEJMC, Kansas City, Missouri, July 30-Aug. 2, 2003.

Distinguished Teaching Award for Post-Baccalaureate Instruction, 2003

- Named winner of a 2003 Distinguished Teaching Award for Post-Baccalaureate Instruction, the university's highest honor for excellence in graduate education. The award was first given by the University in 1995 to recognize the important role of post-baccalaureate teaching in Carolina. The UNC-Chapel Hill Chancellor, Dr. James Moeser, recognized award winners at half time of the UNC-Virginia men's basketball game February 12, 2003 at the Dean E. Smith Center. Each winner received \$5,000 and a framed citation. (February 12, 2003).

Honorable Mention, AEJMC Web Site Design Competition, 2002

- "Honorable Mention" for "Teaching web sites" category of the AEJMC Web Site Design Competition, an annual peer reviewed competition to recognize and reward the creative intellectual work in the design and development of web sites. 2002 AEJMC annual convention, Miami Beach, Florida. (August 8, 2002).

Institute for the Arts and Humanities Ethics Fellowship, 2002-2003

- Awarded Institute for the Arts and Humanities Ethics Fellowship for 2002-2003. Ethics fellows were selected for their expertise and scholarship. Fellows participated in research seminars and analyzed ethical decision-making.

Faculty Research Paper Award, MC&S Division, AEJMC's Phoenix Convention, 2000

- "Top Paper" award for refereed research paper "*An e-community of ideas and information: Media content characteristics of children's web sites,*" in the "Media and the Family" research competition of the Mass Communication & Society Division at the 83rd convention of the AEJMC, Phoenix, Arizona, Aug. 9-12, 2000.

David Brinkley Teaching Excellence Award, 2000

- Awarded the Hussman School of Journalism and Media's highest honor for teaching in recognition of "excellence in teaching graduate and undergraduate students." Each winner received a \$2,500 stipend. A \$30,000 gift from David Brinkley and matching funds of \$15,000 from Capital Cities/ABC, Inc. established the David Brinkley Teaching-Excellence Award in the School. (April 10, 2000).

Charter Member, UNC-Chapel Hill Academy of Distinguished Teaching Scholars, 2000 - present

- Inducted in 2000 as charter member of the UNC-Chapel Hill Academy of Distinguished Teaching Scholars. The academy aims to recognize outstanding teaching and improve Carolina's intellectual climate. The members of the academy are faculty and graduate teaching associates who have received campus-wide awards for excellence in teaching and mentoring during their tenure. The late Michael Hooker's Chancellor's Task Force on Intellectual Climate recommended the academy.

“Reconocimiento,” Instituto Tecnológico y de Estudios Superiores de Monterrey, 1999

- Awarded for “valuable support and collaboration” to the international collaboration project with Mexico's Instituto Tecnológico y de Estudios Superiores de Monterrey (Monterrey Institute of Technology) and the Hussman School of Journalism and Media, UNC-Chapel Hill (Nov. 18, 1999).

Baskett Mosse Award for Faculty Development, AEJMC-ACEJMC, 1999

- The award recognized “an outstanding faculty member” and funded a research enrichment activity. The AEJMC and the ACEJMC selected winners after a national competition. The award plaque and a cash prize were presented during the plenary session at the 1999 AEJMC convention in New Orleans, LA (Aug. 6, 1999).

Tanner Award for Excellence in Undergraduate Teaching, UNC-Chapel Hill, 1999

- Awarded “in recognition of demonstrated excellence and exceptional ability in the teaching of undergraduate students.” The Tanner award, established in 1952 to recognize “excellence in inspirational teaching of undergraduate students,” is based on nominations by faculty, staff, alumni and students, interviews with department chairs, review of teaching evaluations and random surveys of students. The UNC-CH Chancellor, Dr. Michael Hooker, reviewed final nominations to select winners (February 27, 1999).

Students' Undergraduate Teaching Award, UNC-Chapel Hill, 1998

- Recognized for “demonstrated excellence in teaching and dedication to the intellectual development of undergraduates.” Students submitted nominations to the student-run Undergraduate Teaching Awards Committee, which visited unannounced finalists' classes, asked random students for opinions and interviewed finalists to determine winners. Awarded a plaque and \$5,000 at the Chancellor's Awards Ceremony in the Great Hall (April 16, 1998).

Poynter Research Fellow, 1998-1999

- Selected as one of six Poynter Research Fellows for 1998-99 in the nation. Fellows participated in a research conference at the Poynter Institute for Media Studies in St. Petersburg among other projects with Poynter through the 1998-99 year. The winning project: “*Online courses @home and @work: Successful strategies for online education in journalism,*” identified proven models for online courses in journalism.

ASNE Institute for Journalism Excellence Fellowship, 1997

- Awarded American Society of Newspaper Editors (ASNE) Institute for Journalism Excellence Fellowship. Fellows participated in the American Press Institute seminar and newspaper residency at *Philadelphia Online* <<http://www.phillynews.com/>>, the Internet edition of the *Philadelphia Inquirer* and *Daily News*, Summer 1997.

Stephen H. Coltrin Communications Professor of the Year, 1997

- Awarded by the International Radio and Television Society Foundation for developing a case study in decision-making for new technologies in communication. Selected from 70 educators nationwide and awarded a plaque and \$1,500 prize in New York City's Waldorf-Astoria Hotel with radio and television legend Dick Clark; Mel Karmazin, chairman and chief executive officer of CBS Radio; Dan Rather, anchor for the CBS Evening News; and Jim Quello, senior commissioner at the Federal Communications Commission. (May 20, 1997).

ASNE Institute for Journalism Excellence Fellowship, 1997

- Recipient of American Society of Newspaper Editors (ASNE) Institute for Journalism Excellence Fellowship. Fellowship included participation at the American Press Institute seminar and newspaper residency at *Philadelphia Online* <<http://www.phillynews.com/>>, the Internet edition of the *Philadelphia Inquirer* and *Daily News*, Summer 1997.

1995 Ohio University, Graduate Associate Outstanding Teaching Award, 1995

- Awarded for “outstanding teaching abilities and service to the undergraduate students of Ohio University” for the 1994-95 academic year.

1995 Ohio University Dean’s Certificate of Honor

- Ohio University Award for “honoring the College of Communication by earning the Outstanding Graduate Assistant Award and for securing one of the best professorships offered in 1994-95.”

1994 Ohio University Scripps School of Journalism Outstanding Ph.D. Student Award, 1994

- Winner of the award honoring excellence in academic achievement, research, and teaching. Winners selected by the graduate committee of E. W. Scripps School of Journalism at Ohio University (April 28, 1994).

Kappa Tau Alpha, 1993 – present

- Inducted, in June 1993, to the National Journalism honor society, USA.

1990 Sitanu Munshi Prize for Journalism, University of Calcutta, 1991

- Awarded Sitanu Munshi Prize for Journalism for attaining the first place in the Master’s degree in Journalism and Mass Communication, University of Calcutta, India.

1990 Public Relations Society of India, Calcutta, Prize, 1991

- Medal for “excellence in public relations studies” awarded by the Public Relations Society of India, Calcutta, India.

1987 Nehru Journalism Award, 1987

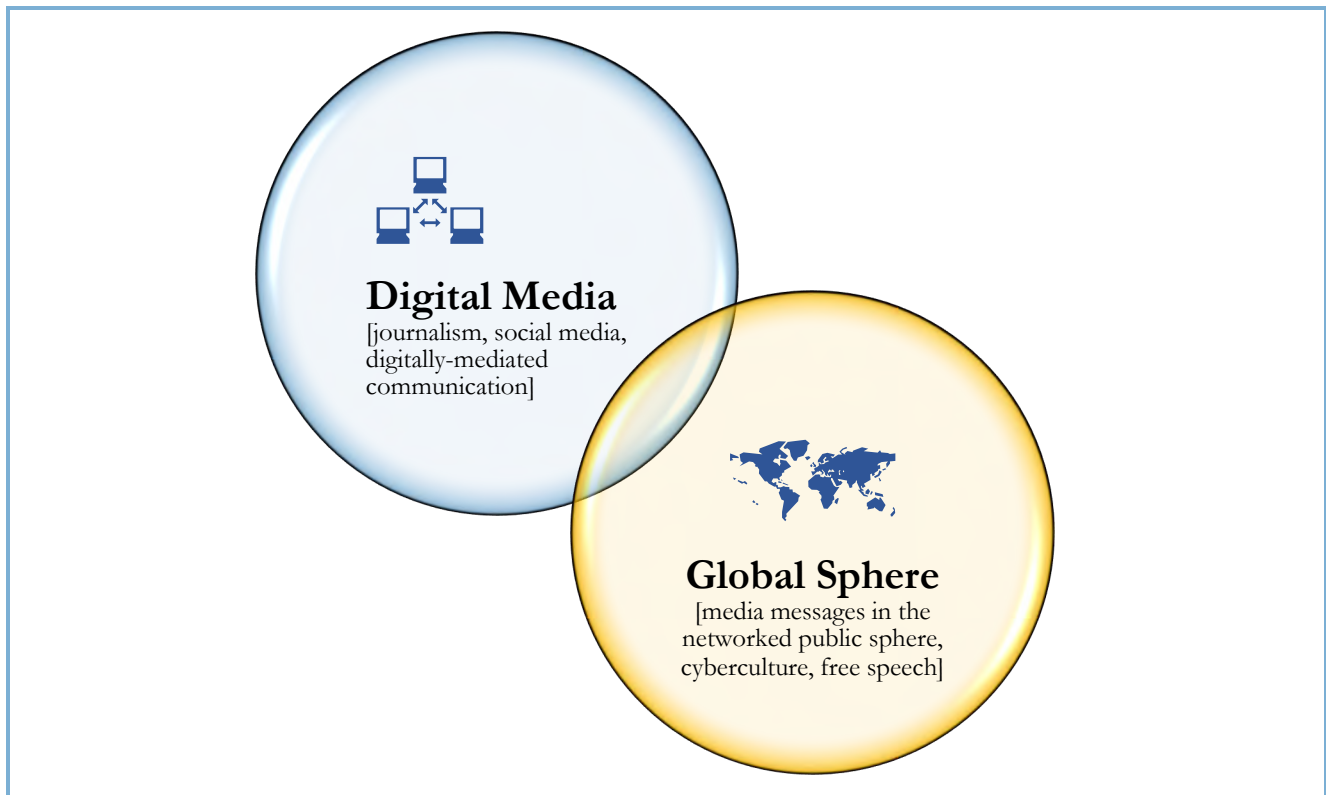
- Recognized with the 1987 Nehru Journalism Award for excellence in “promoting the cause of sports” by Awarded Nehru Children Museum, Calcutta, India.

RESEARCH

❖ **Research Interests:** Digital Media in the Global Sphere

Aikat's research theorizes digital media in the global public sphere and enunciates how the networked public sphere has spawned an influential space for public discourse and political debate in civil societies.

With the declining dominance of traditional media entities, the Internet-enabled networked public sphere is transforming democracies and dictatorships alike by fostering a wider public participation devoid of government control worldwide. The core of Aikat's research theorizes the intersection of digital media in the global sphere, as illustrated below:



With a deep commitment to exploring human knowledge that benefits society, Aikat has conducted research studies based on seminal questions, groundbreaking research methods, and theoretical paradigms on the role of digital media in the global sphere.

❖ **Research Publications**

By pursuing theory-based research that merges data-driven quantitative approaches with qualitative insights, Aikat has established a record of high-impact scholarship and interdisciplinary collaboration that has led to important research results published and cited in top-tier publications.

With a research breadth and depth that transcends the repertoire of digital media, Aikat's research has been published as research studies in peer-reviewed academic journals, as chapters in books edited by prominent scholars in our field, and as online resources with an international audience. He has won funding for research projects that explore the role of digital media in the global sphere.

❖ **Book**

Shaw, Don, Minooc, Milad, Aikat, Deb, & Vargo, Chris. (2019). *Agendamelding: News, social media, audiences, and civic community*. New York, NY: Peter Lang

About this book: Authored by pioneers of agenda setting theory and digital media researchers, *Agendamelding: News, social media, audiences, and civic community* theorizes agenda setting and agendamelding with data-driven perspectives from the 2008, 2012, and 2016 U.S. presidential elections to demonstrate how audiences meld the messages of newspapers, television, and social media to form a picture of the issues and candidates in our 21st century digital age. The authors' creative use of millions of tweets roots this original research firmly in the current digital age. The book explains how Agenda Community Attraction facilitates the formation of civic groups. The timely publication of *Agendamelding* book prior to the 2020 election illuminates how people in the global village meld their own beliefs with media messages.

This book marks the 50th anniversary of the seminal agenda-setting study that was conducted in UNC-Chapel Hill in 1968. In their foreword to this book, agenda-setting pioneers Dr. Maxwell E. McCombs and Dr. David H. Weaver acclaimed *Agendamelding* as “a milestone addition to the agenda-setting literature.” The book was nominated for the 2020 International Communication Association (ICA) Outstanding Book Award and the 2020 AEJMC Tankard Book Award for excellence in research, writing and creativity.

AEJMC's Scholarsourcing peer-reviewed book series: The *Agendamelding* book was selected as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition. Since 2015, AEJMC has partnered with Peter Lang Publishing to publish the Scholarsourcing book series, which re-imagines how scholarly books are peer-reviewed and published. The AEJMC-Peter Lang Scholarsourcing competition has emerged as an innovative peer-review process for scholars to anonymously pitch their book ideas for peer-review among the AEJMC community of media researchers, and to get their book published.

The 2016 AEJMC's Scholarsourcing competition peer-review was conducted in two rounds. In the first round, AEJMC invited its members to submit book ideas relevant to journalism and communication. The list of book ideas was then emailed to a peer group of 3,700 AEJMC members for double-blind-peer-review. Based on double-blind-peer-review ratings, the authors of top 12 book ideas were selected as finalists and asked to submit detailed book proposals. In the second round, the AEJMC Scholarsourcing Committee evaluated the top 12 book proposals to award publication contracts to two book proposals. In addition, the AEJMC-Peter Lang Scholarsourcing committee thoroughly vetted book manuscripts before publication. This has enabled authors to refine their book-length research for publication. Read more about AEJMC Scholarsourcing at http://bit.ly/aejmc_scholar

❖ **Refereed Book Chapters** (*published after double-blind peer review*)

- Aikat, Deb (2021, in press). Of insurrection, injustice and a racial reckoning. In G. Daniels and R. Blom (Eds.), *Struggles, strategies and scholarship of teaching race in mass communication* (in-press). Lanham, MD: Lexington Books.
- Aikat, Deb (2021). Mitigating misogyny in India: Theorizing digital-age feminist activism in the world's largest democracy. In M. B. Marron (Ed.), *Misogyny across global media* (pp. 153-172). Lanham, MD: Lexington Books.
- Aikat, Deb (2021). Key terms, trends, theories, and themes. In M. B. Marron (Ed.), *Misogyny across global media* (pp. 301-313). Lanham, MD: Lexington Books.
- Aikat, Deb (2019). An inexorable watchdog of democracy: Theorizing press censorship in India's 1975-7 as a watershed media moment in India. In S. Rao (Ed.), *Indian journalism in a new era: Changes, challenges, and perspectives* (pp. 35-54). New Delhi, India: Oxford University Press.

- Aikat, Deb (2017). Race matters: Verbal and visual news narratives of the exploited and the oppressed. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 154-177). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Deb (2017). India's digital media engage, entertain and empower: Theorizing the networked public sphere in the world's largest democracy. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 189-213). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Deb (2017). Post-digital dimensions: Theorizing science fiction prototypes to foster intercultural communication. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 139-152). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Deb (2016). Curbing corruption and cronyism: Social media transform free speech and journalism in India. In M. Bhattacharyya (Ed.) *Crony journalism: An overview* (pp. 1-34). Kolkata, India: Visva-Bharati University Press.
- Mazumdar, Abhijit & Aikat, Debashis "Deb." (2016). Media cronies for sale: Paid news in India has disrupted press freedom and violated ethical conduct. In M. Bhattacharyya (Ed.) *Crony journalism: An overview* (pp. 40-61). Kolkata, India: Visva-Bharati University Press.
- Aikat, Debashis "Deb." (2016). Empowering "pub-going, loose and forward women" to rebel: India's social media foster activism and exchange of ideas. In W. Jia (Ed.) *Intercultural communication: Adapting to emerging global realities* (pp. 157-178). San Diego, CA: Cognella.
- Aikat, Debashis "Deb." (2015). Friending Facebook, embracing YouTube and trusting Twitter: The intercultural influence of social media in India's networked public sphere. In D. Broudy, J. Klaehn, & J. Winter (Eds.) *News from somewhere: A reader in communication and challenges to globalization* (pp. 107-124). Eugene, OR: Wayzgoose Press.
- Aikat, Debashis "Deb." (2015). Big data dilemmas: The theory and practice of ethical big data mining for socio-economic development. In M. Khosrow-Pour (Ed.), *Human rights and ethics: Concepts, methodologies, tools, and applications* (pp. 10-34). Hershey, PA: Information Resources Management Association. <http://dx.doi.org/10.4018/978-1-4666-6433-3.ch002/> Access online: <http://www.igi-global.com/chapter/big-data-dilemmas/76259>
[An editorial board of the Information Resources Management Association reprinted this chapter in its premier four-volume scholarly compendium on ethics. This chapter was reprinted from the study published in the book, *Ethical data mining applications for socio-economic development*]
- Aikat, Debashis "Deb." (2014). When freedom tweets: Social media invigorate India's psyche of free speech. In C. Litang & M. H. Prosser (Eds.) *Social media in Asia* (pp. 433-497). Lake Oswego, OR: World Dignity University Press.
[The book, *Social media in Asia*, won the Outstanding Edited or Coedited Book Award from the International and Intercultural Communication Division (IICD) of the National Communication Association (NCA) at the NCA 101st Annual Convention, Las Vegas, Nevada, Nov. 19-22, 2015]
- Aikat, Debashis "Deb." (2013). Big data dilemmas: The theory and practice of ethical big data mining for socio-economic development. In H. Rahman & I. Ramos (Eds.), *Ethical data mining applications for socio-economic development* (pp. 106-130). Hershey, PA: IGI Global. <http://dx.doi.org/10.4018/978-1-4666-4078-8.ch006>
Access online: <http://www.igi-global.com/chapter/big-data-dilemmas/76259>
- Aikat, Debashis "Deb." & Remund, David (2012). Of *Time Magazine*, 24/7 media, and data deluge: The evolution of information overload theories and concepts." In J. B. Strother, J. M. Ulijn, & Z. Fazal (Eds.), *Information overload: An international challenge to professional engineers and technical communicators* (pp. 15-38). IEEE Professional Communication Society, Hoboken, NJ: John Wiley & Sons and IEEE Press.
<http://dx.doi.org/10.1002/9781118360491.ch2>

- Remund, David & Aikat, Deb (2012). Drowning in data: A review of information overload within organizations and the viability of strategic communication principles. In J. B. Strother, J. M. Ulijn, & Z. Fazal (Eds.), *Information overload: An international challenge to professional engineers and technical communicators* (pp. 231-246). IEEE Professional Communication Society, Hoboken, NJ: John Wiley & Sons and IEEE Press. <http://dx.doi.org/10.1002/9781118360491.ch11>

❖ **Book Chapters** (*published after editorial review*)

- Aikat, Debashis “Deb.” (2015). Theorizing India’s networked public sphere: The role of digital media and intercultural communication in the world’s largest democracy. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 168-191). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Debashis “Deb.” (2015). Post-racial pride and prejudice: Media depictions of racial conflict in the networked public sphere. In R. Williams-Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 137-159). Dubuque, IA: Kendall Hunt Publishing.
- Aikat, Debashis ‘Deb.’ (2000). Cyberspace of the people, by the people, for the people: Predominant use of the web in the public sector. In A. B. Albarran & D. H. Goff (Eds.) *Understanding the web: Social, political, and economic dimensions of the Internet* (pp. 23-48). Ames, IA: Iowa State Press.
- Aikat, Debashis ‘Deb.’ (2000). Of online news and “rogue” web sites: Impact of the web on the private sector. In A. B. Albarran & D. H. Goff (Eds.) *Understanding the web: Social, political, and economic dimensions of the Internet* (pp. 49-71). Ames, IA: Iowa State Press.

❖ **Refereed Articles in Peer-Reviewed Publications** (*published after double-blind peer review*)

- Robinson, Laura, Schulz, Jeremy, Khilnani, Aneka, Ono, Hiroshi, Cotten, Shelia R., McClain, Noah, Levine, Lloyd, Chen, Wenhong, Huang, Gejun, Casilli, Antonio A., Tubaro, Paola, Dodel, Matías, Quan-Haase, Anabel Maria, Ruiju, Laura, Ragnedda, Massimo, **Aikat, Deb**, Tolentino, Natalia. (2020). Digital inequalities in time of pandemic: COVID-19 exposure risk profiles and new forms of vulnerability. *First Monday*, 25(7). <https://doi.org/10.5210/fm.v25i7.10845>
- Aikat, Deb. (2020). Millennials usher a post-digital era: Theorizing how generation Y engages with digital media. *Communication and Information Technologies Annual, Studies in Media and Communications*, 19. (Mediated millennials), pp. 9-29. [Access online: <https://doi.org/10.1108/S2050-206020190000019002>] (Refereed serial monograph sponsored by the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association). [This publication was recognized with the 2020 Emerald Literati Award for high quality scholarly research. Award recognized “Outstanding Author Contribution” to the body of knowledge.]
- Gentilviso, Chris & Aikat, Deb. (2020). Embracing the visual, verbal and viral media: How post-millennial consumption habits are reshaping the news. *Communication and Information Technologies Annual, Studies in Media and Communications*, 19. (Mediated millennials), pp. 147-171. [Access online: <https://doi.org/10.1108/S2050-206020190000019009>] [Refereed serial publication sponsored by the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association].
- Aikat, Deb. (2018). Theorizing India’s anomalous tech trajectory: Key trends in information and communication technology growth in the world’s largest democracy, 2001-2016. *Global Media Journal* [India Edition], 10(2), (November 2018), pp. 486-504. [Access online: <http://gmj.manipal.edu/issues/november2018/theorizing-indias-anomalous-tech-trajectory.pdf>
- Ha, Jin Hong, Aikat, ‘Deb’ Debashis & Jung, Eun Hwa (2015). Theories and messages in South Korean antismoking advertising. *Health Communication*, 30(10), pp. 1022-1031. <http://dx.doi.org/10.1080/10410236.2014.915075>. [Access online: <http://www.tandfonline.com/doi/abs/10.1080/10410236.2014.915075>]

- Aikat, 'Deb' Debashis (2014). Hey kids, this is advertising: Metaphors and promotional appeals in online advertisements for children. *Communication and Information Technologies Annual, Studies in Media and Communications*, 8, (Doing and being digital: Mediated childhoods), pp. 159-194. [Access online: <http://dx.doi.org/10.1108/S2050-20602014000008022>] (Refereed serial monograph sponsored by the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association).
- Aikat, 'Deb' Debashis (2014). Imagine an app for that: Using science fiction prototypes to conceptualize media tools that empower people. "New media - a critical introspection" special issue of the *Global Media Journal* [India Edition], 5(1), (Summer, Jun. 2014), pp. 1-24. [Access online: http://www.caluniv.ac.in/global-media-journal/ARTICLE-JUNE-2014/A_1_new.pdf]
- Aikat, 'Deb' Debashis (2014). The rise of a networked public sphere: The role of social media in India's media landscape. "Social Media in Asia" special issue of the *International Journal of Interactive Communication Systems and Technologies*, 4(1), (Jan.-Jun. 2014). pp. 61-73. [DOI: 10.4018/ijicst.2014010105] [Access online: <http://www.igi-global.com/article/the-rise-of-a-networked-public-sphere/115161>]
- Aikat, 'Deb' Debashis (2013). Content cornucopia: The genesis and growth of information overload theories. "Culture, technology and globalization in the information age" special issue of *Electronic Journal of Communication/La Revue Electronique de Communication*, 23(4) [Access online: <http://www.cios.org/EJCPUBLIC/023/4/023043.html>]
Also published in French: • Aikat, 'Deb' Debashis (2013). Le contenu de corne d'abondance: la genèse et la croissance des informations théoriques surchargées. Special issue on "La culture, la technologie, et la globalisation dans l'âge de l'information" of *La Revue Electronique de Communication*, 23(4), 2013 [Access online: <http://www.cios.org/www/ejc/v23n4toc.htm#aikatfr>] > [The International Communication Association (ICA) supported the Communication Institute for Online Scholarship (CIOS) with discounted membership and access. Founded in 1986, the CIOS has published since 1990 the peer-reviewed research journals, the *Electronic Journal of Communication* (in English) and the *La Revue Electronique de Communication* (in French).
- Moro, Nikhil & Aikat, Deb (2013). Liberty v. libel: Disparity and reconciliation in freedom of expression theory. *First Amendment Studies*, 47(1), pp. 58-83. <http://dx.doi.org/10.1080/08997225.2012.732763> [Access online: <http://www.tandfonline.com/doi/pdf/10.1080/08997225.2012.732763>]
- Moro, Nikhil & Aikat, Deb (2010) Chindia's newspaper boom: Identifying sustainable business models. *Global Media and Communication*, 6(3), pp. 357-367. [<http://dx.doi.org/10.1177/1742766510384976>] [Access online: <http://gmc.sagepub.com/content/6/3/357>].
- _____ (2005) Communication scholars' narratives of IRB experience in the special issue on campus Institutional Review Boards. *Journal of Applied Communication Research*, 33 (3), pp. 204-230. [Due to the sensitive nature of this topic, this article was published anonymously. The general approach of this special issue was similar to the *Journal of Applied Communication Research* special issue on sexual harassment in 1992].
- Aikat, Deb (2004) Streaming violent genres online: Visual images in music videos on BET.com, Country.com, MTV.com, and VH1.com," special theme issue "Digital music delivery: Its past, present, and future." *Popular Music and Society*, 27(2), pp. 221-240.
- Aikat, 'Deb' Debashis (2001) Pioneers of the early digital era: Innovative ideas that shaped computing in 1833-1945," in special theme issue on the history of new media "Historical approach to understanding the future adoption and diffusion of new media technologies," *Convergence: The Journal of Research into New Media Technologies*, 7(4), pp. 52-81. doi.org/10.1177/135485650100700404
- Aikat, 'Deb' Debashis (2000) A new medium for organizational communication: Analyzing web content characteristics of Fortune 500 companies, in special issue on "Communication as a constitutive process in organizing and organizations" of *Electronic Journal of Communication/La Revue Electronique de Communication*, 10(1 & 2). [Access online: <http://www.cios.org/EJCPUBLIC/010/1/010111.html>]
Also published in French: • Aikat, Debashis "Deb." "Un nouveau support pour la communication organisationnelle: Analyse des proprietes du contenu du Web3 de 500 societes qui figurent sur la liste de la revue Fortune," in special issue on "La communication en tant que processus constitutif des diverses

methodes d'organisation au sein meme des organisations” of *La Revue Electronique de Communication* Vol. 10 (1 and 2), 2000 [Access online: <http://www.cios.org/www/ejc/v10n1200.htm#nouveau>]

- Aikat, Debashis ‘Deb.’ (1998) News on the web: Analyses of usage trends of an online newspaper. *Convergence, The Journal of Research into New Media Technologies*, 4(4) (Winter 1998) special issue on “Journalism and New Media Technologies.” pp. 94–110. <https://doi.org/10.1177/135485659800400409>
- Aikat, Debashis and Aikat, Shish, (1996) “Shared techniques between print and online documentation,” *Proceedings of the Association for Computing Machinery (ACM) Special Interest Group for Documentation (SIGDOC) Conference*, Research Triangle Park, North Carolina, pp. 125-129, October 1996.

❖ **Digital and Other Novel Forms of Scholarship** (with electronic links displayed, as applicable and available)

⊙ **Op-ed articles**

- Op-ed: An open letter from faculty to the UNC community (2020, December 2). *The Daily Tar Heel*. <https://www.dailytarheel.com/article/2020/12/opinion-faculty-reopening-oped-1202>
Aikat and 67 UNC-CH faculty called on the university to move to remote instruction this spring and open the campus to only those students who need it most.
- Op-ed: Secretary of the Faculty holds too much power. (2020, November 16). *The Daily Tar Heel*. <https://www.dailytarheel.com/article/2020/11/opinion-faculty-secretary-oped-1116>
Aikat and 11 UNC-Chapel Hill faculty signed onto a letter expressing concern that “every person to fill the office of Secretary of the Faculty since its genesis in 1823 has been a white man.” The Op-ed called for revising the Faculty Code to bring the role of the Secretary of the Faculty.
- Gentilviso, Chris & Aikat, Deb. (2019, August 17) Gen Z’s embrace of visual, verbal and viral media. *Richmond Times-Dispatch*. https://richmond.com/opinion/columnists/chris-gentilviso-and-deb-aikat-column-gen-z-s-embrace-of-visual-verbal-and-viral/article_c1b17802-7e23-5168-9b77-458b57396773.html

⊙ **Edited e-booklet**

- Aikat, Debashis ‘Deb.’ (Ed.) (2017). South Asia research microtalks (Columbia, SC: Association for Education in Journalism and Mass Communication). Published July 5, 2017, 129 pages. This edited conference proceeding is available online at: <http://www.aejmc.org/home/wp-content/uploads/2017/07/South-Asia-Research-Mircotalks-2017.pdf>
- Aikat, Debashis ‘Deb.’ (Ed.) (2011). *Effective strategies for teaching in the digital age* (Columbia, SC: AEJMC, published Aug. 9, 2011). 71 pages. This publication is also available online at: http://www.aejmc.org/home/wp-content/uploads/2015/03/teach_digital_aej11St_louis.pdf
- Aikat, Debashis ‘Deb.’ (Ed.) (2010). *Effective teaching strategies for junior faculty*. (Columbia, SC: AEJMC, published August 3, 2010). 34 pages. This publication is also available online at: http://www.aejmc.org/home/wp-content/uploads/2010/12/effective_teaching_denver.pdf
- Aikat, Debashis ‘Deb.’ (Ed.) (2010). *Doctors are in: Speed dating meets group therapy for effective teaching*. (Columbia, SC: AEJMC, published August 5, 2010). 37 pages. This publication is also available online at: http://www.aejmc.com/home/wp-content/uploads/2010/01/DrsAreIn_2010.pdf
- Aikat, Debashis ‘Deb.’ (Ed.) (2010). *Exploring the delay in promotion to full professor: Petty politics, mid-career crises or post-tenure inertia?* (Columbia, SC: AEJMC, published August 5, 2010). 23 pages. This publication is also available online at: http://www.aejmc.com/home/wp-content/uploads/2010/12/post_tenure_inertia.pdf

- Aikat, Debashis 'Deb.' (Ed.) (2010). *Best practices in teaching critical thinking*. (Columbia, SC: AEJMC, published August 4, 2010). 20 pages. This publication is also available online at: <http://www.aejmc.com/home/wp-content/uploads/2010/11/criticalthink10.pdf>
- Aikat, Debashis 'Deb.' (Ed.) (2009) *Best practices in teaching diversity*. (Columbia, SC: AEJMC, published August 5, 2009). 28 pages. This publication is also available online at: <http://www.aejmc.org/home/wp-content/uploads/2018/07/Best-Practices-in-Teaching-Diversity-in-JMC.pdf>
- Aikat, Debashis 'Deb.' (Ed.) (2008) *Best practices in teaching of information gathering* (2008) (Columbia, SC: AEJMC, published August 6, 2008). 24 pages. This publication is also available online at: http://www.aejmc.com/home/wp-content/uploads/2010/11/infogath_08.pdf

❖ Research Articles Published in Encyclopedia and Other Scholarly Publications

- Aikat, Debashis 'Deb.' (2009), Traditional and modern media. In R. Luthra (Ed.), *Journalism and mass communication: Encyclopedia of life support systems, Volume I* (pp. 211-227). Oxford, UK: EOLSS in partnership with the United Nations Educational, Scientific and Cultural Organization <<http://www.eolss.net>>.
- Aikat, Debashis 'Deb.' (2009). Interactive multimedia and digital technologies. In R. Luthra (Ed.), *Journalism and mass communication: Encyclopedia of life support systems, Volume II* (pp. 123-142). Oxford, UK: EOLSS in partnership with the United Nations Educational, Scientific and Cultural Organization. <<http://www.eolss.net>>.
- Aikat, Debashis 'Deb.' (2009) India. In C. H. Sterling & C. Whitney (Eds.), *Encyclopedia of journalism*, volume 2, (pp. 748-754). Thousand Oaks, CA: Sage Publications. <http://dx.doi.org/10.4135/9781412972048.n195>
- Aikat, Debashis 'Deb.' (2007) "Violence, extent of and responses to" In J. J. Arnett (Ed.), *Encyclopedia of Children, Adolescents, and the Media* (pp. 852-854). Thousand Oaks, CA: Sage Publications. <http://dx.doi.org/10.4135/9781412952606.n458>
- Aikat, Debashis 'Deb.' (2007) Virtual reality. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 868-870). Thousand Oaks, CA: Sage Publications. <http://dx.doi.org/10.4135/9781412952606.n466>
- Aikat, Debashis 'Deb.' (2007) Patterns of reading. In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media* (pp. 699-702). Thousand Oaks, CA: Sage Publications. <http://dx.doi.org/10.4135/9781412952606.n368>
- Aikat, Debashis 'Deb.' (2003) E-commerce. In J. McDonough, & K. Egolf (Eds.) *The Advertising Age encyclopedia of advertising* (pp. 513-517). New York, NY, & London, UK, Fitzroy Dearborn & Museum of Broadcast Communications.

❖ Competitively Selected Refereed Research Papers (partial list, 2011 to the present)

- Aikat, D., Alkazemi, M. F., Alamri, F. & Zimmer, C. (2021, August). The Influence of Personality on Motivations: Comparing Uses and Gratifications of Social Media Users in the US and Kuwait. Paper accepted for presentation to the International Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference (COVID-19), August 4-7, 2021.
- Aikat, D. (2021, May). Theorizing media platforms for pride and prejudice: Triumphs, trials and tribulations for journalism and public affairs in South Asia and beyond. Paper accepted for presentation to the South Asia Communication Association (SACA) colloquium, International Communication Association Conference, Virtual Conference (COVID-19), May 27-31, 2021.
- Aikat, D. (2021, May). Confronting misogyny on India's streets and screens: Theorizing digitally empowered protests and feminist activism in the world's largest democracy. Paper accepted for presentation to the Feminist Scholarship Division, 71st annual conference of the International Communication Association (ICA), 27-31 May 2021 virtual conference (COVID-19), May, 27-31, 2021.
- Aikat, D. & Shaw, D. L. (2020, August). Theorizing media agenda setting and agendamelding in the COVID-19 pandemic and the June 2020 protests for racial justice. Paper presented to the inaugural Journalism &

Communication Theory Colloquium of the 103rd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Virtual Conference (COVID-19), Aug. 6-9, 2020.

- Hossain, D., Mushtarin, N., Aikat, D. & (2020, August). *"We are in this together!" Use of social media for relationship maintenance among South Asian Diaspora in the U.S. during the COVID-19 pandemic.* Paper presented to the South Asia Communication Association (SACA)'s refereed-research session of the 103rd annual conference of the AEJMC, Aug. 6-9, 2020.
- Gentilviso, C. & Aikat, D. (2019, August). *Embracing the visual, verbal and viral media: How post-millennial consumption habits are reshaping the news.* Paper presented to the Newspaper and Online News Division of the 102nd annual conference of the AEJMC, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019, July). *Technology transforms India in a disruptive age: Key Trends in information and communication technology growth in the world's largest democracy, 2001-2016.* Paper presented to the special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France.
[This paper also was selected as third place faculty paper, with a cash prize of \$250.]
- Aikat, Deb. (2019, July). *Censorship as a catalyst to media growth in a disruptive age: Theorizing 1975-1977 press censorship as an accelerant to rise in India's media industry.* Paper presented to the special AEJMC-sponsored research session at the 5th World Journalism Education Congress July 8-11, Paris, France.
- Al-Kandari, A. J., Alkazemi, M. F. & Aikat, D. (2018, August). *Political and cultural forces on the uses and gratifications: Twitter, Facebook, Instagram and Snapchat in the U.S and Kuwait.* Paper presented to the International Communication Division of the AEJMC annual conference, Washington D.C.
- Aikat, Deb (2018, May). *Friending Facebook and trusting Twitter: News Agendamelding in India's networked society.* Paper presented at the Interactive Power Talks on Media and Communication in South Asia, South Asia Communication Association (SACA), International Communication Association (ICA) annual conference in Prague, Czech Republic, May 24-28, 2018.
- Aikat, D. (2017, August). *Archiving India's thriving news media: A case study of digitized historical and current news from India.* Paper presented to the History Division of the AEJMC annual conference, Chicago, IL.
- Aikat, Deb (2014, January). *Freedom from corruption, cronyism and meritocracy: Social media transform free speech and journalism in India.* Paper presented at the International Conference on "Crony journalism: Redefining journalistic practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, Jan. 18-19, 2014.
- Mazumdar, Abhijit & Aikat, Deb (2014, January). *Media cronies for sale: Paid news in India has disrupted press freedom and violated ethical conduct.* Paper presented at the International Conference on "Crony journalism: Redefining journalistic practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, Jan. 18-19, 2014.
- Aikat, Deb (2013, August). *The pursuit of privacy and common good: The theory and practice of ethical big data mining for socio-economic development.* Paper presented to Media Ethics Division of the 96th annual conference of the AEJMC in Washington, D.C., Aug. 8-11, 2013.
- Moro, Nikhil, & Aikat, Deb (2012, July). *Digital rights management and corporate hegemony: A legal analysis.* Paper presented to the Law Section of the International Association for Media and Communication Research (IAMCR), Durban, South Africa, July 15-20, 2012.
- Moro, Nikhil & Aikat, Deb (2012, August). *Protecting citizen journalists with actual malice.* Paper presented to the Law and Policy Division of the 95th annual conference of the AEJMC in Chicago, Aug. 10-13, 2012.
- Naser, Md. Abu & Aikat, Deb (2011, August). *Media of the people, by the people, for the people: Redefining public service broadcasting in emerging democracies.* Paper presented to the Mass Communication and Society Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.
- Naser, Md. Abu & Aikat, Deb (2011, August). *A watchdog of democracy: State of media ethics in Bangladesh.* Paper presented to the Media Ethics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.

- Moro, Nikhil & Aikat, Deb (2011, August). *The newspaper boom in India and China: Exploring media models in the world's largest newspaper markets*. Paper presented to the Media Management and Economics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.
- Aikat, Subhashis, Lewak, Susan E., & Aikat, Deb (2011, May). *The cultural impact of Wikipedia: How wiki-based collaboration is redefining Bollywood and regional Indian cinema*. Paper presented to the 61st annual conference “Communication @ the Center” of the International Communication Association (ICA), Boston, May 22-26, 2011.

RESEARCH GRANTS & INITIATIVES

☉ May 2020 to January 2021: I⁴ Boundary Spanners COVID-19 concerns in North Carolina

• Aikat, Deb. North Carolina Policy Collaboratory. I⁴ Boundary Spanner Scholars project COVID-19-related concerns [PI: UNC Graduate School Dean Suzanne E. Barbour]. May 2020 to January 2021. • *Details of grant funding*: \$ 120,000.

☉ *Grant details*: Collaborated with colleagues in the UNC Graduate School and the Southern Futures Initiative to work on the I⁴ Boundary Spanner Scholars project to engage the tools of humanistic and data analysis to support teams addressing COVID-19-related concerns in North Carolina communities. Funded by the North Carolina Policy Collaboratory, which was established in 2016 by the North Carolina General Assembly to utilize and disseminate the research expertise for practical use across the University of North Carolina System.

☉ March 2020 to July 2022: UNC Center for Faculty Excellence Large Course Redesign Grant

• Aikat, Deb. UNC Center for Faculty Excellence. 2020-21 Large Course Redesign Grant. March 2020 to July 2022 • *Details of funding*: \$ 5,000, which is the maximum award amount for this grant.

☉ *Grant details*: The UNC Center for Faculty Excellence (CFE) peer-selected *MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond* for a competitive 2020-21 Large Course Redesign Grant.

☉ April 2020 to July 2021: AEJMC Journalism & Communication Theory Colloquium

• Aikat, Deb. Association for Education in Journalism and Mass Communication (AEJMC). Inaugural Journalism & Communication Theory Colloquium “From Media Agenda Setting to Agendamelding Theory: How We Use Digital Media to Create Personal Communities.” April 2020 to July 2021. • *Details of funding*: \$ 2,000 to convene AEJMC 2020 Media Agenda Setting Theory Colloquium.

☉ *Grant details*: The AEJMC Standing Committee on Research has selected the *agendamelding* and media agenda setting research project for its inaugural Journalism & Communication Theory Colloquium. The interactive colloquium titled “From Media Agenda Setting to Agendamelding Theory: How We Use Digital Media to Create Personal Communities” was accepted in the keenly competitive peer-review process for the AEJMC Theory Colloquium.

☉ July 2019 to July 2022: Problem-based Carolina Seminar on Free Speech

• Aikat, Deb. UNC-Chapel Hill's Carolina Seminars Program. Campus conversation on free speech. July 2019 to July 2022. • *Details of grant funding*: \$ 9,750 over three academic years (2019-2020, 2020-2021 & 2021-2022).

☉ *Grant details*: Awarded campus-wide grant from the UNC-Chapel Hill's Carolina Seminars Program to lead a campus conversation on free speech for three academic years (2019-2020, 2020-2021 & 2021-2022). The Carolina Seminars on free speech has been an ideal space for UNC-Chapel

Hill faculty and others to collaborate and engage in scholarly discussions of free speech ideas and insights in our polarized society.

☉ **August 2018 to 2022: SPJ-Google News Lab Workshop on Media Storytelling**

• Aikat, Deb. Society of Professional Journalists and the Google News Initiative. SPJ/Google News Media Storytelling workshop for media researchers and educators. August 2018 to 2022. • *Details of research initiative:* Worked with Society of Professional Journalists trainers on cutting-edge newsgathering strategies for news storytelling.

☉ *Grant details:* Led AEJMC collaboration with the Society of Professional Journalists and the Google News Initiative to host SPJ/Google News Storytelling workshop for media researchers and educators. The workshop covered tools for trust and verification, immersive storytelling, data journalism and data visualization.

☉ **November 2018 to August 2020: AEJMC Senior Scholar Grant Award**

• Aikat, Deb. Association for Education in Journalism and Mass Communication (AEJMC). “Friending Facebook and Trusting Twitter: News Agendamelding in India’s Networked Public Sphere.” November 2018 to August 2021. • *Details of grant funding:* \$ 5,750, which is the maximum award amount for this grant.

☉ *Grant details:* Led The Association for Education in Journalism and Mass Communication (AEJMC) awarded a senior scholar grant that funded the research project titled “Friending Facebook and Trusting Twitter: News Agendamelding in India’s Networked Public Sphere” for the *Agendamelding* book.

☉ **Dec. 2016 to Nov. 2018: UNC Research Council Publication Grant Award**

• Aikat, Deb. UNC Research Council Publication Grant Award. “*Agendamelding: How We Use Digital Media to Create Personal Community.*” Dec. 2016 to Nov. 2018. • *Details of grant funding:* \$ 5,000, which is the maximum award amount for University Research Council Publication Grants.

☉ *Grant details:* Led The UNC-Chapel Office of the Vice Chancellor for Research’s University Research Council Publication Grant award for book project titled “*Agendamelding: How We Use Digital Media to Create Personal Community.*”

☉ **2017 to 2018: Pakistan’s Higher Education Commission**

• Aikat, Deb. Pakistan’s Higher Education Commission (HEC). “*The Impact of International Media Coverage on Palestine-Israel Conflict.*” was conducted under Aikat’s guidance and supervision. The Higher Education Commission of Pakistan. • *Details of grant funding:* \$ 17,456 funding support with travel funds for Pakistani journalist Mr. Musharaf Zahoor for 2017 research residency at the Hussman School of Journalism and Media.

☉ *Grant details:* Pakistan’s Higher Education Commission (HEC) selected Aikat as a doctoral research adviser (2017-2018) for Mr. Musharaf Zahoor, PhD student at the Center for International Peace and Stability, National University of Science and Technology, Islamabad, Pakistan. Zahoor’s doctoral research project, *The Impact of International Media Coverage on Palestine-Israel Conflict*, was conducted under Aikat’s guidance and supervision. The Higher Education Commission of Pakistan granted funds to the Ph. D. student to complete research at UNC-Chapel Hill for six months. Zahoor is a working journalist with PTV-World, the only English language news channel in Pakistan.

© **2017 to 2019: Egyptian Cultural & Educational Bureau**

- Aikat, Deb. Arab Republic of Egypt's Cultural & Educational Bureau. *"The effect of tactile components of Braille magazines on their readability and usability."* 2017 to 2019. • *Details of grant funding:* \$ 74,172 (\$ 37,086 for two years) funding support with travel funds for Egyptian scholar Ibrahim Helmy Mahmoud Emara for 2016-2018 research residency at the Hussman School of Journalism and Media
- © *Grant details:* The Arab Republic of Egypt's Cultural & Educational Bureau selected Aikat as a doctoral research adviser for Egyptian scholar Ibrahim Helmy Mahmoud Emara, faculty member in the mass communication department in Egypt's Tanta University Faculty of Arts. The Egyptian government also approved research funds for the doctoral research project, *The effect of tactile components of Braille magazines on their readability and usability*, conducted by Emara and Aikat. The study measured the difficulties blind people face with digital media.

© **Dec. 2015 to Nov. 2018: UNC Research Council Publication Grant Award**

- Aikat, Deb. The UNC-Chapel Office of the Vice Chancellor for Research's University Research Council (URC) Publication Grant award for project titled *"News in the Digital Age."*
- *Details of grant funding:* \$ 5,000, which is the maximum award amount for URC Publication Grants.

© **2014 to 2018: "AEJMC Research Works" Initiative**

- Aikat, Deb. Principal Investigator for "AEJMC Research Works" initiative research project funded by the 2014-15 Scripps Howard Foundation Research Grant with support from the AEJMC.
- *Details of grant funding:* This project comprised a \$ 3000 research stipend and in-kind data support from AEJMC.

© **2015-2017: FIU Benchmark study on "The Status of Women in Communication"**

- Aikat, Deb. Research study funded by the Florida International University's Kopenhaver Center for the Advancement of Women in Communication.
- *Details of grant funding:* Dollar amount not specified.

© **2015: Press freedom in Russia (US-Russia journalism teachers' exchange)**

- Aikat, Deb. Program funded by the US Department of State and a Title VI National Resource Center grant from the US Department of Education. • *Details of grant funding:* This project was part of a \$ 2 million grant (estimated) to Indiana University.
- © *Grant details:* Led Invited to Russia in May 2015 to research press freedom for a program funded by the US Department of State and a Title VI National Resource Center grant from the US Department of Education. During his visit to Russia, Aikat studied the intriguing contrasts in press freedom that distinguishes Russia and the US.

RESEARCH PRESENTATIONS

- Aikat, Deb. (2021) “The power of India’s television platforms” at the 2021 Journalism Education in India: Issues and Challenges., World Journalism Education Council- Indian Institute of Mass Communication- UNESCO Roundtable, August 10, 2021.
- Aikat, Deb. (2021) “Three great things about academe: May, June and July” at the 2021 Summer Writing Group Orientation Session. Center for Faculty Excellence, UNC-Chapel Hill, May 7, 2021.
- Aikat, Deb. (2021) “Mitigating misogyny: Theorizing digital age feminist activism” at the DOCSpeaks lecture series scholars Program featuring TEDTalk length cogent talks that intersect with cultural competence and healthcare. UNC-Chapel Hill Adams School of Dentistry, March 15, 2020.
- Aikat, Deb. (2021) “Media platforms for pride and prejudice: Triumphs, trials and tribulations for journalism and public affairs in South Asia and beyond.” Featured as the keynote speaker selected to deliver the 2021 Anderson-Ashby Lectureship on Journalism & Public Affairs (February 4, 2021) at the 7th South Asian Media & Cultural Studies (SAMCS) conference, Florida State University, Tallahassee, Florida, Feb. 4-6, 2021. The Anderson-Ashby Lectureship on Journalism & Public Affairs is an honor bestowed by Florida State University College of Social Sciences & Public Policy to distinguished public leaders.
- Aikat, Deb. (2021) “The promises, perils and pitfalls of media research, journalistic insights and theoretical applications” at the 2021 International Workshop on Research Methods - Insights and Applications Lecture Series of the Institute for International Journalism, Ohio University, & University of Calcutta, India, Lecture Series, Feb. 6-7, 2021.
- Aikat, Deb. (2020) “The good, the bad, and the ugly: ethical insights into social media influencer marketing” at the AEJMC Magazine Media and Media Ethics Divisions Panel Session on “Media Literacy in an Era of Sponsored Content, Native Advertising, and Content Marketing” at the 2020 AEJMC virtual conference, Aug. 6-9, 2020.
- Aikat, Deb. (2020) “The COVID-19 pandemic and protests for racial justice redefines media ethics education” at the AEJMC Media Ethics/International Communication Divisions Panel Session on “Running blindfolded? Challenges and opportunities for media ethics education in the Global South” at the 2020 AEJMC virtual conference, Aug. 6-9, 2020.
- Aikat, Deb. (2019) “Social media or anti-social media: An exploration of civility, culture and trust” at the DOCSpeaks lecture series scholars Program featuring TEDTalk length cogent talks that intersect with cultural competence and healthcare. UNC-Chapel Hill Adams School of Dentistry, Dec. 9, 2019.
- Aikat, Deb. (2019) “Lessons learned from true stories about mitigating unconscious bias” at the AEJMC Magazine Media and Media Ethics Divisions Panel Session on “Mitigating Unconscious Bias in the Classroom” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019) “Reimagining ways to restore media trust: Bridging the gap between professors and professionals” at the AEJMC Council of Affiliates and AEJMC Presidential Task Force on Bridges to the Profession Panel Session on “Rebuilding Trust in the News Media to Invest in Our Futures: Bridging the Gap between Professors and Professionals” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2019) “The visual, verbal and viral media: Things I used to teach that I no longer believe” at the AEJMC J-History Internet Group Panel Session on “Things I used to teach that I no longer believe” at the 2019 AEJMC annual conference, Toronto, Canada, Aug. 7-10, 2019.
- Aikat, Deb. (2017) “All the President’s media: who’s a journalist in the digital age?” at the “President Trump and the State of the World” seminar, University of Nebraska-Lincoln, Lincoln, NE, Nov. 10, 2017.

- Aikat, Deb. (2017) “Closing the gap: A candid conversation with journalism professors and professionals” at the Excellence in Journalism conference of the Society of Professional Journalists, the Radio Television Digital News Association and the National Association of Hispanic Journalists (NAHJ), Sept. 7-9, 2017, in Anaheim, CA.
- Aikat, Deb. (2017) “Reimagining interactive digital works to publish new modes of inquiry and establish a major publishing presence in our field” at the AEJMC Presidential Task Force Panel on “Closing the Gap: Media, Research and the Profession” at the 2017 AEJMC annual conference, Chicago, IL, Aug. 9-12, 2017.
- Aikat, Deb. (2016) “Innovate. Integrate. Engage: State of the media in our digital age,” AEJMC Plenary Session, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 5, 2016.
- Aikat, Deb. (2016) “Safe places for new faces: Attracting and retaining a diverse faculty and graduate students,” AEJMC Commission on the Status of Minorities panel, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 6, 2016.
- Aikat, Deb. (2016). “Theorizing media and communication in South Asia,” AEJMC South Asia Initiative, 99th annual conference of the AEJMC in Minneapolis, MN, Aug. 6, 2016.
- Aikat, Deb. (2015) “Freedom tweets: Social media crackdown in India” at the Colloquium for International Scholars, Feb. 15, 2013 and Apr. 10, 2015.
- Aikat, Deb. (2015) “Who is a Journalist? News in the digital age” at the UNC Office of Diversity and Multicultural Affairs Project Uplift program, June 12, 2015.
- Aikat, Deb. (2014) “Who is a journalist? Post-industrial journalism redefines the role, ethos and identity of journalists worldwide” at the Colloquium for International Scholars, Apr. 4, 2014.
- Aikat, Deb. (2012). “We the people: Digital media and participatory culture transform news” at the special colloquium on “Evolution of the news media: Creating a sustainable international dialogue” on Feb. 15, 2012. This one-day conference was a joint project between the University of Leeds in England and the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill.
- Aikat, Deb. (2011) “Top 10 teaching errors (I’ve made them all)” Scripps Howard Foundation and AEJMC Council of Affiliates session “How our teachers of the year make journalism education riveting and relevant” at the 94th annual convention of the AEJMC conference, Denver, Colorado, Aug. 12, 2011. E-version of tips available at http://www.aejmc.org/home/wp-content/uploads/2015/03/Aikat_Top10_TeachErrors.pdf
- Aikat, Deb. (2011). “The 24-7 news cycle: Information overload theories and concepts” at the Colloquium for International Scholars, Jan. 28, 2011 and Sept. 16, 2011, Nov. 9, 2012.

TEACHING ACTIVITIES

Since 1989, Aikat has taught 32 different courses at UNC-Chapel Hill, Ohio University, and the Institute of Modern Management, India. The courses comprise both undergraduate and graduate (master's and doctoral), large on-campus (up to 310 students) and a range of online courses.

In over three decades, Aikat's courses include research literacy, media research, journalism theories and practices, visual design, media history, media ethics, media theory, news writing and integrated media communication, strategic communication practices, emerging issues in political communication, digital media innovations, international communication and digital entrepreneurship.

Recent Courses Taught at UNC-Chapel Hill (2015-2020)

- ▶ ***MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond***
 - ⊙ *Number of students taught:* 150 students (enrolled for Fall 2021), 133 students (Spring 2021), 182 students (Fall 2020), 139 students (Spring 2020), 287 students (Fall 2019), 150 students (Spring 2019), 259 students (Fall 2018), 299 students (Fall 2017), 279 students (Fall 2016), 263 students (Fall 2015)
 - ⊙ **Course details:** *MEJO 101: The Media Revolution: From Gutenberg to Zuckerberg and Beyond* is a three-credit conceptual course on the ongoing media revolution. *MEJO 101* covers various facets of communication, from the objective world of news media to the persuasive realms of advertising, public relations and social media. Students in this class develop research skills, gain theoretical perspectives, and strengthen knowledge about media industries, media content, media effects on society and on us as individuals.
 - From Fall 2015, Aikat has co-taught *MEJO 101* with Dean Susan King, Kerr Distinguished Professor, UNC's Hussman School of Journalism and Media, and other Hussman School faculty.

- ▶ ***MEJO 141: Media Ethics***
 - ⊙ *Number of students taught:* 45 students (enrolled for Fall 2021), 40 students (Spring 2021), 45 students (Fall 2020), 25 students (Fall 2019).
 - ⊙ **Course details:** *MEJO 141: Media Ethics* (three course credits) explores what constitutes ethical practices, what interferes with ethical practices, and what emerging ethical issues may challenge the newest generation of professional communicators. Cases involve print, broadcast and Internet news media; photojournalism; graphic design; public relations; and advertising.

- ▶ ***MEJO 715 New Media and Society***
 - ⊙ *Number of students taught:* 19 students (Spring 2020), 15 students (Spring 2019).
 - ⊙ **Course details:** *MEJO 715 New Media and Society* (three graduate course credits) theorizes latest advancements in the information technology landscape. *MEJO 715* focus on theoretical models and conceptual frameworks that are relevant in digital environments as well as practical applications of those models and frameworks.

- ▶ ***MEJO 240: Current Issues in Media***
 - ⊙ *Number of students taught:* 30 students (Spring 2018), 28 students (Spring 2017), 25 students (Spring 2016), 25 students (Spring 2015).
 - ⊙ **Course details:** *MEJO 240: Current Issues in Media* is a three-credit conceptual course on the interrelationships between United States mass media and the society that they serve.

▶ **MEJO 349: Internet Issues and Concepts: Power Tools of the Mind**

- ⊙ Number of students taught: 29 students (Spring 2018), 23 students (Spring 2017), 12 students (Spring 2016), 25 students (Spring 2015).
- ⊙ **Course details:** MEJO 349: *Internet Issues and Concepts: Power Tools of the Mind* is a three-credit conceptual course on the social, legal, political, and other issues related to the use of the Internet. This online was developed in 1997 and has evolved over the years.

▶ **MEJO 446: Global Communication and Comparative Journalism:**

- ⊙ Number of students taught: 25 students (Fall 2018), 21 students (Fall 2017), 24 students (Fall 2016), 26 students (Fall 2015).
- ⊙ **Course details:** MEJO 446: *Global Communication and Comparative Journalism* is a three-credit conceptual course on theories explicating the workings of global and local communication systems, the transnational flow of news, and the opportunities and challenges that social media and other new platforms have posed to the production and distribution of news. MEJO 446 also covers media communication systems of key countries.

 **Academic Advising and Research Thesis/Dissertation Work (2011-2020)**



Doctoral Students

- Pakistan’s Higher Education Commission (HEC) selected Aikat as a doctoral research adviser (2017-2018) for **Musharaf Zahoor**, Ph.D. student at the Center for International Peace and Stability, National University of Science and Technology, Islamabad, Pakistan. Zahoor’s doctoral research project, *The Impact of international media coverage on Palestine-Israel conflict*, was conducted under Aikat’s guidance. Zahoor is a working journalist with PTV-World, the only English language news channel in Pakistan.
- The Arab Republic of Egypt’s Cultural & Educational Bureau selected Aikat as a doctoral research adviser (2015-2018) for Egyptian student, **Dr. Ibrahim Helmy Mahmoud Emara**, who also served as a faculty member in the mass communication department in Egypt’s Tanta University Faculty of Arts. The Egyptian government also approved research funds for the research project, “The effect of tactile components of Braille magazines on their readability and usability,” conducted by Emara and Aikat. The study measured the difficulties blind people face with digital media.
- Academic adviser and chair of **Dr. April Raphiou’s** 2015 Ph.D. dissertation, *The eagle vs. the dragon in Africa: A content analysis of economic news frames in Nigeria and Kenya on the U.S. and China’s economic pursuits*. Dr. Raphiou, 2015 Ph.D. graduate, is Communications Director, Duke Center for International Development, Duke University. She served as a Consultant in the United Nations Headquarters Office of the Special Adviser on Africa (OSAA), New York City, NY.
- Academic adviser and chair of **Dr. Kelly K. Davis’s** 2012 Ph.D. dissertation, *Public faces: A content analysis of gender, ethnic, and racial diversity on PBS*. Dr. Davis, 2013 Ph.D. graduate, is an Associate Professor of Electronic Media Broadcasting in the College of Fine and Applied Arts, Appalachian State University, Boone, NC.
- Served as member of **Dr. Jinhong Ha’s** 2013 Ph.D. committee for dissertation, *The role of relationships in crisis communication: The impact of agency-client relationships and perception of crisis strategies on crisis-related task conflict, performance, and satisfaction*. Dr. Ha, 2013 Ph.D. graduate, is a professor at Daegu University, Gyeongsan City, South Korea.



Honors Thesis for Bachelor of Arts Degree

- Honors thesis adviser for **Yueqin “Eugenie” Chen**, 2013 Bachelor of Arts graduate and her 2013 Honors thesis, *Walking across the wall of censorship: Changes in communicative behaviors of Chinese students in the United States*.
Chen lives and works in New York City as an Analytics Associate of W2O Group, a global marketing communications firm headquartered in San Francisco.



Master of Arts in Digital Communication (MADC) students

- MADC adviser for **Megan Robb**, 2021 MADC candidate, and committee chair of 2021 MADC thesis project, *“The effectiveness of a persuasive game in a social media campaign for commuter rail transit.”*
▲ Robb leads social media for the Charlotte Area Transit System in Charlotte, North Carolina.
- MADC adviser for **Laura Fernanda Morales**, 2021 MADC graduate, and committee chair of 2021 MADC thesis, *“Digital marketing communication plan for the eradication of disinformation disease in social media.”*
Morales is a faculty member at Tecnológico de Monterrey in Mexico City.
- MADC adviser for **Gillian Speace**, 2018 MADC graduate, and committee chair of 2018 MADC thesis, *“Over the transom: Identifying challenges and solutions in trade book publishing’s author-agent query process through novel systems analysis.”*
▲ Speace is NoveList Readers’ Advisory Librarian for EBSCO Information Services
- MADC adviser for **Kimberly Workman**, 2017 MADC graduate, and committee chair of 2016 MADC thesis, *“It’s our content now: Fan vidders’ identification with entertainment media in visual storytelling.”*
Workman is a Digital Content Designer for Clinical Tools, Inc.
- MADC adviser for **T. Quantá Holden**, 2016 MADC graduate, and committee chair of 2015 MADC thesis, *“And my father smiled” Social media campaign.*
▲ Holden works in the English department of the Trinity College of Arts & Sciences, Duke University.
- MADC adviser for **Ben Donnelly**, 2016 MADC graduate, and committee chair of 2015 MADC thesis, *Does choice matter? Survey-based comparison of user experience between Blackboard and Sakai online learning environments.*
▲ Donnelly is operations manager at the 90.5 WSNC-FM Station, an NPR affiliated public radio station broadcasting news and jazz from Winston-Salem State University in Winston-Salem, NC.
- MADC adviser for **Michelle Clark**, 2015 MADC graduate and committee chair of 2014 MADC thesis, *All about me: Creating a content strategy for a personal brand.* Clark works as a Digital Content Coordinator in VitalSource, a global leader in building, enhancing, and delivering e-learning content.
▲ Clark leads initiatives in education technology and digital solutions for academic publishers, educators and school administrators to develop brilliant learners.



Research Evaluation of International Students and Scholars

- Served as external evaluator for doctoral dissertations and Ph.D. research resulting in thesis for international students and scholars from Bangladesh, Cuba, Egypt, Finland, India, Pakistan, and the UK.
- Served as Carnegie Fellowship mentor (2017) for Virginia Commonwealth University’s Robertson School of Media and Culture faculty, **Dr. Mariam F. Alkazemi**, for Carnegie Fellowship in Support of Arab-Region Social Science at Carolina, UNC-Chapel Hill. Dr. Alkazemi served as a faculty member in Kuwait’s Gulf University for Science and Technology in the fellowship period.

PROFESSIONAL SERVICE TO THE DISCIPLINE

AEJMC, 1992-present

- **Elected AEJMC Vice President (2020-21) & AEJMC President (2022-23).**
Elected by peers to serve as 2020-21 AEJMC vice-president and 2022-23 AEJMC president culminating in the 2023 AEJMC conference in Washington, D.C.
- Member, AEJMC Board of Directors (2020 to 2024)
- Constituted and served as chair (2020 to 2021), AEJMC-ASJMC Human Resources Committee
- Co-chair (2016-2018) of the AEJMC Presidential Task Force on Bridges to the Professions, which developed ideas to bridge the gap between the media industry and academia.
- Member (2018 to 2019), AEJMC Presidential Task Force on Career Development
- Served as member of AEJMC Centennial Fund-Raising Committee (2011 to 2013).
- AEJMC Nominations Committee (2011 to 2014)

AEJMC Publications Committee, 2017-2020

- Served as elected member (2017-2020) of the AEJMC Publications Committee, which is responsible for the oversight of the three association-wide journals, *Journalism and Mass Communication Quarterly*, *Journalism and Mass Communication Educator* and *Journalism and Communication Monographs*.

AEJMC Elected Committee on Professional Freedom and Responsibility, 2011-2017

- Served as chair (2015-2016) and vice-chair (2014-2015) of the AEJMC Elected Committee on Professional Freedom and Responsibility.
- Chaired in 2013 and 2014 the AEJMC Equity & Diversity Award (EDA), which recognizes journalism and mass communication academic units that are working toward, and have attained measurable success, in increasing equity and diversity among their faculty. Served as EDA member (2011 to 2014).

AEJMC Elected Committee on Teaching, 2004-2011

- Served as chair (2009-2010) and vice-chair (2008-2009) of the AEJMC Elected Committee on Teaching.
- Chaired Best Practices Competition in Teaching for three years, *information gathering* (2008), *diversity* (2009), and *critical thinking* (2010).

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), 2007-2017

- Member, ACEJMC site visit team to Southern Illinois University-Carbondale, Feb. 2010 and Kent State University, 2008.
- Elected member from AEJMC to the ACEJMC Accrediting Council, 2007-2013. The ACEJMC Accrediting council which evaluates professional journalism and mass communications programs in colleges and universities.
- Served as accreditation consultant and reviewer for accrediting processes in media programs.
- Member (2015 to 2018), ACEJMC Accrediting Council's Appeals Board for adjudicating accreditation complaints.

Historically Black Colleges and Universities (HBCUs)

- Aikat frequently collaborates as adviser and academic consultant for faculty and students at North Carolina's Historically Black Colleges and Universities (HBCUs) including NC Central University, Winston-Salem State University, and NC A&T State University.

News Engagement Day

- Member (2016 to the present), News Engagement Day Committee, which has hosted since 2014, the News Engagement Day initiative that has contributed to an informed society by encouraging people of all ages to explore news and raise awareness about the importance of being informed.

Editorial Board Membership (current)

Journalism & Mass Communication Educator, 2004 – present

Web Journal of Mass Communication Research, 1997 – present

Advisory Board of the *Global Media Journal, Indian Edition*, 2010 – present

Advisory Board of the SVU Journal for Media and Communication Research, South Valley University, Qena, Egypt, 2020 – present

Editorial Board Membership (previous)

Journalism & Communication Monographs, 2004 – 2008

Research reviewer, 2009-2020

- Reviewer for research paper submissions to ICA and AEJMC
- AEJMC Emerging Scholars Program, 2011

Manuscript reviewer and software evaluator, 1997-present

- Evaluated scholarly papers, book proposals, journals, software, and journal submissions for:
 - Journals: *Journal of Magazine and New Media Research*, *Journalism and Communication Monographs*, *Journalism and Communication Quarterly*, *Journalism & Mass Communication Educator*, *Visual Communication Quarterly* and various research publications of ICA, NCA and AEJMC and other research journals
 - Publishers: Oxford University Press, Cambridge University Press, and big five academic publishers (Reed-Elsevier, Springer, Wiley-Blackwell, Taylor & Francis, Routledge, and Sage Publications), Peter Lang, SciELO, Rowman & Littlefield, among other publishers
 - Computer companies: Adobe, Microsoft, SPSS, Google and other computer companies.

Judge for media contests in journalism and mass communication, 1996-present

- Judge for the “Cooperative Information Fair,” National Council of Farmer Cooperatives, Washington D. C.

Senior Journalism Editor, 2019-present, *Communication and Information Technologies Annual*

- Evaluated and reviewed scholarly submissions for the American Sociological Association’s Communication and Information Technologies Section publishes the *Communication and Information Technologies Annual*, a peer-reviewed research volume published by the Emerald, the academic publisher based in Bingley, UK.

External Examiner for tenure and promotion, 2011-present

- Served as confidential evaluator for tenure and promotion dossiers of faculty members in American University, Washington, D.C.; University of Oklahoma, Norman, OK; Clemson University, Clemson, SC; Washington State University, Pullman, WA; Virginia Commonwealth University, Richmond, VA; and other institutions.

Other Professional Service Initiatives for the Discipline

- Advised and assisted Indiana University’s Russian and East European Institute (REEI)/Regional Press Institute with US-Russia Journalism Teacher Exchange: Cross-Cultural Enhancements to Journalism Programs at Regional Institutions of Higher Education.

Public Insight Network, American Public Media, 2008-present

- As a “public source” for American Public Media’s Public Insight Network, Aikat advised journalists and news organizations on what stories are important to our communities and helped them set coverage priorities. Aikat is often called on to help with national stories through American Public Media programs and partner newsrooms around the country.

ULC's Study Committee on State Governance During Public Health Emergencies, 2020 - present

- Appointed to the Uniform Law Commission (ULC)'s Study Committee on State Governance During Public Health Emergencies. The ULC study committee was formed in response to the COVID19 pandemic crisis that closed the United States economy and the need for clear and consistent guidance in key areas of large-scale crisis management.

International Examiner of Mass Communication Research, 1996-present

- External examiner for Ph.D. Dissertation, Cultural Anthropology at Visva-Bharati, Santiniketan, India (2006-18)
- External examiner for Ph.D. Dissertation, Department of Journalism, University of Calcutta, India (1996-2019)
- External examiner for Ph.D. Dissertation, in universities in India, Pakistan and Egypt (2015-present)

International Activities, (1996 to the present):

- **Adviser and consultant for the future of journalism** for the World Editors Forum, WAN-IFRA, the World Association of Newspapers and News Publishers. As the global organization of the world's press, WAN-IFRA derives its authority from its global network of 3,000 news publishing companies and technology entrepreneurs, and its legitimacy from its 80-member publisher associations representing 18,000 publications in 120 countries.
- **Ongoing research work on news models in India:** This research into the expanding role of the Internet in India has contributed to our understanding of communications within developing societies.
- **New media in developing nations:** The role of Internet communication in India. This research into the expanding role of technology has enhanced our understanding of communications within developing societies.
- **UNC Global in India:** Worked with UNC administration on plans for UNC Global Initiatives in India.

South Asia Communication Association (SACA)

- In our commitment to fostering global communication, Aikat conceptualized and founded in 2015 the South Asia Media Initiative that was later instituted as the South Asia Communication Association (SACA), which has brought together more than 1,625 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide. SACA constitutes member scholars worldwide and represents a joint effort of media and communication scholars, practitioners and brings together people with interest and expertise in Afghanistan, Bangladesh, Bhutan, India, Maldives, Myanmar (Burma), Nepal, Pakistan and Sri Lanka, and the South Asian diaspora worldwide.

SACA hosts research sessions at national conferences of the International Communication Association (ICA) and the Association for Education in Journalism and Mass Communication (AEJMC), which are among the leading research organizations in our field.

PROFESSIONAL SERVICE WITHIN UNC-CHAPEL HILL

Leadership in UNC Honor Court

- Faculty Liaison for the Hussman School of Journalism and Media (*from 2014 to the present*) to the UNC Office of Student Conduct Honor Court.
- Member (*from 2014 to the present*), UNC Office of Student Conduct Honor Court's Faculty Hearings Boards Panel. Selected by peers to serve on the UNC Honor Court's Faculty Hearings Board Panel, which adjudicates violations of academic honesty, personal integrity, and responsible citizenship.

Leadership in Faculty Governance

- Elected member, (*2019 to 2022*), UNC-Chapel Hill's Faculty Executive Committee, which represents the Faculty Council and General Faculty in advising the University administration on issues that are important to the University's mission.
- Elected member, (*2020 to 2023*), UNC-Chapel Hill's Honorary Degrees and Special Awards Committee, which considers nominations from the faculty for Distinguished Alumnus and Alumna Awards, the Thomas Jefferson Award and the O. Max Gardner Award.
- Elected member, (*2015 to 2021*), UNC-Chapel Hill's Faculty Hearings Committee, constituting nine faculty members with permanent tenure, which conducts hearings on the request of faculty members denied tenure, discharged from duty and not reappointed.
- Served as Tenured Faculty Delegate (*from 2014 to 2016*) and represented the Hussman School of Journalism and Media in the UNC-Chapel Hill's Faculty Council, which is UNC-Chapel Hill's significant faculty governance body advising the Chancellor and other administrators on the academic matters at the heart of the university's mission.
- Served (*from 2014 to 2015*) on the UNC-Chapel Hill's Fixed-Term Faculty Committee, which monitors implementation of policies and recommendations concerning fixed-term faculty; reviews school, college, and departmental policies governing fixed-term faculty members; and formulates and proposes new policies and procedures for consideration by the Faculty Council. Term expired 2015.
- Elected member, (*2005 to 2007*), UNC-Chapel Hill's Education Policy Committee, constituting nine faculty members, sets general policy and covers matters of educational policy and its implementation as to which the UNC Faculty Council possess legislative powers.

Professional Service Initiatives within UNC-Chapel Hill

- Member of leadership team (*2020 to the present*) of "Build Our Community Together," the first initiative of the *Carolina Next: Innovations for Public Good*, UNC-Chapel Hill's strategic plan for 2021 through 2026.
- Member (*from 1998 to the present*), UNC-Chapel Hill Chancellor's Awards for Excellence in Academics and Student Activities and Leadership, the campus-wide student recognition program that honors student accomplishments at Carolina. Coordinated selection of Ernest H. Abernethy Prize in Student Publication Work for the most distinctive work in student publications.
- Member, UNC-Chapel Hill Asian American Center (*from 2020 to the present*), which cultivates a critical understanding of Asian American peoples, cultures, and histories. Through education, organizing, and advocacy, the Asian American Center engages Asian American students, faculty, and staff and the greater Carolina community. It enhances UNC's commitment to excellence by expanding access to interdisciplinary learning and preparing the next generation of leaders for an increasingly multicultural society.
- Faculty Research Member (*from 2020 to the present*), UNC-Chapel Hill Modern Indian Studies Initiative to recognize and bring together a wide range of research initiatives focused on present-day India. Modern Indian Studies Initiative facilitates new partnerships, projects and opportunities focused on India for the Carolina community. It also showcases the work of faculty members and students.

- Member, Faculty of Color and Indigenous Faculty Group (*from 2019 to the present*), at the Institute of the Arts and Humanities provides support, community, and professional and leadership development for faculty of color and indigenous faculty in the College of Arts and Sciences and professional schools at UNC-Chapel Hill.
- Member, South Asia Faculty Working Group (*from 2000 to the present*), UNC-Chapel Hill. See South Asia faculty website at <https://carolinaasiacenter.unc.edu/faculty/faculty-working-groups/south-asia-faculty-working-group/>
- Associated Faculty (*from 2002 to the present*), Carolina Asia Center, UNC-Chapel Hill. See Associated Faculty list at <https://carolinaasiacenter.unc.edu/about/people/associated-faculty/>
- Member, UNC-Chapel Hill Scholarly Communication Working Group (*from 2000 to the present*).
- Member (*2000-present*), Games4Learning at UNC-Chapel Hill.
- Member (*from 2013 to the present*), Chancellor's Faculty Entrepreneurship Boot Camp Alumni Group.
- Member (*2000-present*), UNC-Chapel Hill Institute for the Arts and Humanities Faculty Fellows Group.

Professional Service in the Hussman School of Journalism and Media

- Member (*2020-21 to present*), Hussman School's Scholarship Selection Committee.
- Hussman School's Academic Deans have assigned (*from 2015 to the present*) Aikat to conduct teaching observation of instructors in the Hussman School of Journalism and Media.
- Member (*from 2014 to the present*), Dean's Diverse Faculty Roundtable, first held on Feb. 7, 2014, to discuss diversity issues in the Hussman School of Journalism and Media.
- Developed in 2019 a comprehensive resource for students to replicate the exam experience for the Usage and Grammar (U&G) exam and an assessment exercise for students of MEJO-153 Newswriting.
- Coordinated (*from 2009 to 2018*) poster project on freedom quotations for UNC First Amendment Day. Aikat worked with the Park Library team and law students.

PUBLIC SERVICE IN THE COMMUNITY

Mentor for Social Entrepreneurship

- Mentor for Zach Bijesse, for SlimmerMe, a digital app to help users make healthy choices. The digital app, SlimmerMe, functioned as a mobile weight loss guide with daily goals for the user to learn about and implement proven weight loss methods. SlimmerMe empowered people to make lifestyle changes to lose weight, keep it off, and become healthier.

Research Consultant and Coordinator for Service Learning

- **Chapel Hill Police Department:** Three students Deah Barakat, 23, Yusor Abu-Salha, 21, and Razan Abu-Salha, 19, were killed in an apartment near the UNC-Chapel Hill campus on Feb. 10, 2015. Nearly six weeks after the shooting, in response to our service-learning initiatives, Chapel Hill Police Chief Chris Blue, extended support for a community project. His letter stated: "In this time of great suspicion about government in general, and police departments, in particular, enhanced communication strategies and improved outreach efforts are essential."
- **The Chapel Hill-Carrboro City Schools:** Community partnership between students and the Chapel Hill-Carrboro City Schools system to accomplish reading, writing and learning initiatives. Worked with the Chapel Hill-Carrboro City Schools to embrace the Growth Mindset model to help students with successful learning and writing.
- **The Town of Chapel Hill.** Aikat led his students to work on community-based service-learning projects to enhance communication outreach efforts of The Town of Chapel Hill's department of Communications & Public Affairs. These projects included: Website Analysis, Communications Audit and Social Media Campaigns.
- **The Orange County (North Carolina)'s Department on Aging:** Aikat led his students to work with the Orange County Department on Aging, which operates two senior community centers that provide an array of wellness, therapeutic, intellectual, recreational, and social services to annually serve 5,000 seniors from diverse racial and socio-economic backgrounds regardless of financial eligibility.

RESEARCH ENRICHMENT

UNC's Tar Heel Bus Tour, 2019

Selected to participate with 90 UNC-Chapel Hill faculty members and senior administrators on a listening and learning tour to connect with the communities we serve. The 2019 UNC's Tar Heel Bus Tour fostered trust and accountability with the people of North Carolina and demonstrated how and why UNC-Chapel Hill is passionately public. Oct. 16-18, 2019. See more details at <https://tarheelbustour.unc.edu/>

Mental Health First Aid Training, 2019

Completed training course to acquire key skills to help students and colleagues with developing mental health problem or experiencing a mental health crisis. Mental Health First Aid covered the potential risk factors and warning signs for a range of mental health problems, including: depression, anxiety/trauma, psychosis and psychotic disorders, substance use disorders, and self-injury. See more details at www.mentalhealthfirstaid.org

Envisioning the Digital University, 2014

Participated in "Envisioning the Digital University" an open dialogue event to discuss, brainstorm and envision the role of technology in research, administration, teaching and learning at Carolina, Nov. 21, 2014. See more details at <http://its.unc.edu/envisioning-digital-university/>

Center for Faculty Excellence — Summer Writing Group, 2014 through 2020

Worked with faculty members in small interdisciplinary groups to support scholarly productivity in this highly successful three-month program of writing and research. Participants reported measurably greater productivity in their writing projects as well as a deepened sense of connection to the wonderful and vibrant scholarly community. Aikat was quoted in a *University Gazette* news feature about this program. See more details at <https://web.archive.org/web/20150801033526/http://gazette.unc.edu/2014/07/15/faculty-flock-to-summer-writing-groups-for-feedback-and-support/>

The Entrepreneurial Mindset—Maximizing Faculty Impact, 2013

Nominated by Dean Susan King and later invited by Chancellor Holden Thorp to participate in "The Entrepreneurial Mindset—Maximizing Faculty Impact," a workshop on entrepreneurship for faculty members of UNC System Schools, May 13-16, 2013. See more details at http://innovate.unc.edu/ic_resource/faculty-bootcamp/

MEMBERSHIP IN ACADEMIC ASSOCIATIONS

Association for Education in Journalism and Mass Communication (AEJMC), 1992-Present

- Member of AEJMC.
- Member, AEJMC Communication Technology and Policy Division, AEJMC Public Relations Division, AEJMC Newspaper & Online News Division, AEJMC Media Ethics Division, AEJMC Magazine Media Division and AEJMC Mass Communication and Society Division.

International Communication Association (ICA), 1994-present

- Member of the ICA. Member of Public Relations Interest Group. Research papers accepted by Popular Communication Interest Group, Communication & Technology Division, Feminist Scholarship Interest Group and Political Communication Division.
- Member, Communication and Technology Division of the ICA (ICA), (1995 - present).

National Communication Association (NCA), 1994-present

- Member, National Communication Association

Association of Internet Researchers (AoIR), 1999-present

- Member, Association of Internet Researchers

Investigative Reporters & Editors (IRE), 2020-2021

- Member, Investigative Reporters & Editors

COLOPHON



• **A note on the typeface:** This curriculum vitae is set in Garamond, a typeface designed by French type designer Claude Garamond (c. 1480-1561), who gave to his fonts an exquisite elegance and feeling of movement that contributed to easy reading. By the middle of the 16th century, a number of type foundries were in business for themselves. The greatest of them all was Claude Garamond, who attained renown for establishing the Roman-style letter as the standard in printing.

- Designed, typeset and composed by Deb Aikat.
- This curriculum vitae was last revised Wednesday, July 28, 2021.

CURRICULUM VITAE

Lucinda L. Austin, Ph.D.

Associate Professor
PhD Program Director
Hussman School of Journalism
and Media
University of North Carolina

Office Address:
375 Carroll Hall, CB 3365
Chapel Hill, NC 27599
Email: lucinda.austin@unc.edu

EDUCATION

Ph.D., Communication, (Specializations: Public Relations and Health), University of Maryland College Park

M.A., Communication, (Specialization: Public Relations), University of Maryland College Park

B.S., Communication and Media Studies, Marketing and International Studies (Minors), Radford University

Emerson College Summer Institute for Social Marketing & Health Communication, Boston, MA, July 2012
Social Marketing Certificate

PROFESSIONAL EXPERIENCE

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media July 2016-present

Associate Professor (2021-present)

PhD Program Director (2020-present)

Assistant Professor (2016-2021)

Elon University, School of Communications

Assistant Professor

Aug. 2011-May 2016

Associate Director of Honors Program

June 2015-May 2016

ICF International

Senior Communications Specialist/Communications Associate/

Jan. 2007-Sept. 2011

Research Associate

Expert Consultant

Sept. 2011 to Jan. 2014

University of Maryland (UMD) Graduate Assistant

Aug. 2006-Dec. 2010

Instructor of Public Relations/Communication

UMD, The Center for Communication, Health and Risk

Jan.-May 2011

Research and Grants Assistant

National Consortium for the Study of Terrorism and Responses to Terrorism

Dec. 2010-June 2011

Research Assistant

UMD Center for Risk Communication Research

Aug. 2007- May 2010

Public Relations Coordinator, Research Assistant

UMD CDC Teen Health Project Research Assistant

Jan.-May 2007

Radford University Office of Admissions Assistant Director

Aug. 2003-Aug. 2006

RU International Education Center Public Relations Coordinator

Aug. 2001-May 2003

Virginia Economic Bridge Public Relations Intern

Sept. 2002-May 2003

HONORS

Top Research Poster Award

August 2020

AEJMC, Communicating Science Health and Risk Division	
Top Paper, Arthur W. Page Center Benchmarking Award	March 2020
International Public Relations Research Conference	
Awarded \$1,000	
Public Relations Game Changer, University of Oregon	November 2019
Named PR Game Changer	
Featured speaker at Oregon in Fall 2019	
Mass Communication and Society Research Award, AEJMC	August 2019
Awarded \$10,000 for research	
Top Paper, Open Research Competition, Second Place Award	August 2019
AEJMC Religion & Media Interest Group	
Top Paper, Open Research Competition, Fourth Place Award	August 2019
AEJMC Communicating Science, Health, Environment & Risk Division	
Top Faculty Research Paper Award, First Place Award	August 2018
AEJMC Public Relations Division Preconference and Journal of Public Interest Communications	
Frank Prize for Research in Public Interest Communications, Second-Round Finalist	December 2017
Sponsored by the College of Journalism and Communications, University of Florida Winner receives a \$10,000 cash prize and recognition at the <i>Frank Gathering</i>	
Top Research Poster Award, First Place Award	August 2017
AEJMC, Public Relations Division	
Top Faculty Research Paper Award PRSA Educators Academy Conference	2016
Awarded to one faculty-authored research paper at the PRSA Educators Academy Conference, part of the PRSA International Conference	
"Best of Public Relations Journal" Award	2016
Awarded to the top 5 papers for the journal for 2015-2016	
Leadership Faculty Scholar Award Elon University	2015-2016
Competitively selected to serve as a faculty scholar on leadership Awarded a \$1,000 stipend	
Outstanding Research Poster, First Place Award	August 2015
AEJMC, Public Relations Division	
Top Paper Award, The Boston University Award for Public Relations and Social and Emerging Media	March 2015
International Public Relations Research Conference Awarded \$1,000	
Faculty Research and Development Summer Fellowships Elon University	2012, 2013, 2014, 2015
<ul style="list-style-type: none"> • Awarded an \$8,000 stipend in Fall 2012 to conduct research in Summer 2013 • Awarded an \$8,500 stipend in Fall 2013 to conduct research in Summer 2014 • Awarded an \$8,700 stipend in Fall 2014 to conduct research in Summer 2015 • Awarded an \$8,900 stipend + \$6,000 in research expenses in Fall 2015 to conduct research in Summer 2016 	
Faculty Research & Development Course Release Elon University	2011, 2012, 2013, 2014, 2015
<ul style="list-style-type: none"> • Awarded competitive course releases each year to conduct research 	
Promising Professors Award, First Place	August 2014
Association for Education in Journalism and Mass Communication, Mass Communication and Society Division	
<ul style="list-style-type: none"> • Recognized as "demonstrating excellence and innovation in teaching" 	

- Winners selected through peer-review of teaching portfolios and recommendations
 - Awarded \$250, honored at business meeting, and delivered special panel presentation at AEJMC Conference
- “SuPRstar” Award** Association for Education in Journalism and Mass Communication Public Relations Division August 2014
- Recognized for outstanding teaching contributions for 2013-2014
- Arthur W. Page Society Case Study Competition Grand Prize Winner, Mentor** April 2014
- Faculty mentor to winning student Heather Harder
 - Awarded \$1,500 as mentor; Student was awarded \$5,000
- “SuPRstar” Award** Association for Education in Journalism and Mass Communication Public Relations Division August 2013
- Recognized for outstanding teaching contributions for 2012-2013
- Outstanding Research Poster, First Place Award** August 2013
AEJMC, Public Relations Division
- PRIDE Award** National Communication Association, Public Relations Division Nov. 2012
- Presented national award for Outstanding Contribution to Public Relations Education for article published in the 2011 Special Issue on Pedagogy in *Public Relations Review*
- Service Learning Faculty Scholar Award** Elon University 2012-2013
- Competitively selected to serve as a faculty scholar; Awarded a \$1,000 stipend
- Faculty Research and Development Course Release** Elon University Nov. 2011
- Awarded a course release in Fall of 2011 to conduct research in the 2012-2013 academic year
- The Charles Richardson Most Outstanding Ph.D. Student Award** May 2011
Department of Communication, UMD
- Grunig Dissertation Research Award**, Department of Communication, UMD May 2011
- Awarded \$400 for dissertation research costs
- Jacob K. Goldhaber Travel Award** Graduate School, UMD April 2011
- Awarded \$250 to support conference travel and presentation
- Graduate Student Travel Award** Department of Communication, UMD April 2011
- Awarded \$400 to support conference travel and presentation
- Dissertation Research Support Fellowship** Department of Communication, UMD Dec. 2010
- Awarded \$1,500 for dissertation research costs
- Outstanding Teaching Award** Department of Communication, UMD May 2009
- New Professional Award** VA Association of Collegiate Registrars and Admissions Officers Dec. 2005
- Awarded to one new professional statewide for outstanding contributions to his/her office and to the state organization

BIBLIOGRAPHY

Books and Chapters

Books

Austin, L. L., & Jin, Y. (Eds.). (In press). *Social media and crisis communication* (2nd ed.). New York, NY: Routledge.

Austin, L. L., & Jin, Y. (Eds.). (2017). *Social media and crisis communication*. New York, NY: Routledge.

Chapters

- Austin, L.,** Vasquez, R., & Coman, I. (In press). Examining rumors in a climate of distrust: Applying the social-mediated crisis communication model to explore the "climate crisis." In W. Yusuf & B. St. John (Eds.), *Communicating about climate change: Making environmental messaging accessible*. New York, NY: Routledge.
- Jin, Y., & **Austin, L. L.** (2021, April). A cocreational approach to social mediated crisis communication: Communicating health crises strategically on social media. In C. Botan (Ed.), *Handbook of Strategic Communication* (pp. 61-75). Wiley Blackwell.
- Austin, L.,** van der Meer, T., Lee, Y-I., & Spangler, J. (2021, Feb.). Managing misinformation and conflicting information In Y. Jin, B. Reber, & G. Nowak (Eds.), *Advancing crisis communication effectiveness: Integrating public relations scholarship with practice* (pp. 113-129). New York, NY: Routledge.
- Liu, B.F., Jin, Y., **Austin, L.,** Kuligowski, E., & Espina, C. (2021, Feb.). Social-Mediated Crisis Communication (SMCC) Model: Identifying the next frontier. In Y. Jin, B. Reber, & G. Nowak (Eds.), *Advancing crisis communication effectiveness: Integrating public relations scholarship with practice* (pp. 214-230). New York, NY: Routledge.
- Sellnow, D., **Austin, L.,** Turner, C., & Dias Reis, C. (2021, Feb.). Social media and technology. In Y. Jin, B. Reber, & G. Nowak (Eds.), *Advancing crisis communication effectiveness: Integrating public relations scholarship with practice* (pp. 130-148). New York, NY: Routledge.
- Jin, Y., & **Austin, L. L.** (March 2020). Crisis communication and social media. In F. Frandsen & W. Johansen (Eds.), *Handbook of Crisis Communication*. Handbooks of Communication Science series, Volume 23. Berlin: De Gruyter. (**Award-winner Danish Communication Prize 2019**)
- Austin, L. L.,** Schulz, M., & Miller Gaither, B. (2018). A tale of two case studies: Comparing Coca-Cola's divergent corporate social responsibility initiatives and the resulting ethical implications. In B. Brunner & C. Hickerson (Eds.), *Cases in Public Relations: Translating Ethics into Action*. Oxford.
- Austin, L.,** Fraustino, J. D., Jin, Y., & Liu, B. F. (2017). Crisis communication in a changing media environment: A review of the theoretical landscape in crisis communication and research gaps. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 423-448). Routledge.
- Austin, L.,** & Jin, Y. (2017). Introduction. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 1-6). Routledge.
- Jin, Y., & **Austin, L.** (2017). Conclusion. In L. Austin & Y. Jin (Eds.), *Social media and crisis communication* (pp. 449-452). Routledge.
- Jin, Y., **Austin, L.,** Guidry, J., & Parrish, C. (2017). Picture this and take that: Strategic crisis visuals and visual social media (VSM) in crisis communication. In S. Duhé (Ed.), *New Media and Public Relations* (3rd edition, pp. 299-311). New York, NY: Peter Lang. (Open call, peer-reviewed)
- Austin, L. L.** (2016). Political espionage or politics as usual? The case of political campaign tactics. In L. Peck & G. Reel (Eds.), *Media Ethics at Work: True Stories from Young Professionals* (pp. 49-58). Sage. (Open call, peer-reviewed)
- Austin, L. L.,** & Jin, Y. (2016). Social media and crisis communication: Explicating the social-mediated crisis communication model. In A. Dudo and L.A. Kahlor (Eds.), *Strategic Communication: New Agendas in Communication*. New York, NY: Routledge. (Open call, blind/peer reviewed: 50% acceptance rate)
- Jin, Y., Liu, B. F., & **Austin, L. L.** (2014). Examining the role of social media in effective crisis management: The effects of crisis origin, information form, and source on publics' crisis responses. In T. Coombs (Ed.), *Crisis communication, benchmarks in communication* (Volume four: Crisis communication evolves: Digital channels, globalization and critiques). Thousand Oaks, CA: Sage.
- Austin, L. L.** (2014). Segmentation: Public relations. In T. Thompson (Ed.), *The Encyclopedia of Health Communication* (pp. 1225-1227). Thousand Oaks, CA: Sage.
- Austin, L. L.** (2014). Health communication, unintended effects. In T. Thompson (Ed.), *The Encyclopedia of Health Communication* (pp. 572-574). Thousand Oaks, CA: Sage.

- Austin, L. L.** (2014). Emergency preparedness and response. In T. Thompson (Ed.), *The Encyclopedia of Health Communication* (pp. 391-393). Thousand Oaks, CA: Sage.
- Austin, L. L.** (May 2012). Desensitization effect. In M. Kosut (Ed.), *The Encyclopedia of Gender in Media* (pp. 63-64). Thousand Oaks, CA: Sage.
- Austin, L. L.** (2012). Government's use of social media to frame health information: A review of the U.S. Centers for Disease Control and Prevention's social media practices. In S.C. Duhe (Ed.), *New Media and Public Relations* (2nd ed.), (pp. 209-217). New York, NY: Peter Lang.
- Liu, B. F., Jin, Y., **Austin, L. L.**, & Janoske, M. (2012). The Social-Mediated Crisis Communication Model: Guidelines for effective crisis management in a changing media landscape. In S.C. Duhe (Ed.), *New Media and Public Relations* (2nd ed.), (pp. 257-266). New York, NY: Peter Lang.
- Aldoory, L. & **Austin, L. L.** (2011). Relationship building and situational publics: Theoretical approaches guiding today's health public relations. In A.M. Dorsey, K.I. Miller, R. Parrott & T.L. Thompson (Eds.) *The Routledge Handbook of Health Communication* (2nd ed.), (pp. 132-145). New York, NY: Routledge.
- Austin, L. L.**, Mitchko, J., Holmes, W., Freeman, C. (2011). Ensuring individuals have the opportunity to live to their "full potential": Reframing injury and violence prevention and response. In M. Bran (Ed.) *Contemporary case studies in health communication: Theoretical and applied approaches*, (pp. 285-298). Dubuque, IA: Kendall Hunt.

Refereed Papers/Articles

- Zhu, Y., Yang, J., Stephens, K., & **Austin, L.** (In revision). Intercultural disaster communication and community resilience: Examining post-hurricane communication in communities with limited English-speaking proficiency. *Journal of Applied Communication Research*.
- Austin, L.**, Jin, Y., Liu, B. F., & Kim, S. (In revision). Coping with outbreaks: Towards an infectious disease threat (IDT) appraisal model for risk communication. *Health Communication*.
- Guidry, J. P. D., O'Donnell, N. H., **Austin, L. L.**, Coman, I. A., Adams, J., & Perrin, P. B. (2021). Stay socially distant and wash your hands: Using the health belief model to determine intent for COVID-19 preventive behaviors at the beginning of the pandemic. *Health Education & Behavior*. Online ahead of print: <https://doi.org/10.1177/109019812111019920>
- Qu, Y., Saffer, A., & **Austin, L.** (2021). What drives people away from COVID-19 information?: Uncovering the influences of personal networks on information avoidance. *Health Communication*. Online ahead of print: <https://doi.org/10.1080/10410236.2021.1944457>
- Jin, Y., Lee, Y.-I., Liu, B., **Austin, L.**, & Kim, S. (2021). How college students assess the threat of infectious diseases: Implications for university leaders and health communicators. *Journal of International Crisis and Risk Communication Research*, 4, 129–164. <https://doi.org/10.30658/jicrcr.4.1.5>
- Kim, S., & **Austin, L.** (2020). Employee mistreatment crises and company perceptions. *International Journal of Communication*, 14, 6133–6153. <https://ijoc.org/index.php/ijoc/article/view/12535/3293>
- Guidry, J., **Austin, L. L.**, O'Donnell, N. H., Coman, I., Lovari, A., & Messner, M. (2020.) Tweeting the #flushot: Beliefs, barriers, and perceived threats during different periods of the 2018-2019 flu season. *Journal of Primary Care and Community Health*, 11, 1-10. <https://doi.org/10.1177/2150132720932722>
- Noar, S. M., & **Austin, L.** (2020). (Mis)communicating about COVID-19: Insights from health and crisis communication. *Health Communication*, 35(14), 1735-1739. <https://doi.org/10.1080/10410236.2020.1838093>
- Austin, L.**, Overton, H., Bortree, D., & McKeever, B. W. (2020). Examining the rage donation trend: Applying the Anger Activism Model to explore communication and donation behaviors. *Public Relations Review*, 46, Article 101981. <https://doi.org/10.1016/j.pubrev.2020.101981>

- Jin, Y., Iles, I., **Austin, L.**, Liu, B., & Hancock, G. (2020). The infectious disease (IDT) appraisal model: How perceptions of IDT predictability and controllability predict individuals' responses to risks. *International Journal of Strategic Communication*. <https://doi.org/10.1080/1553118X.2020.1801691>
- Austin, L.**, Guidry, J., & Meyer, M. (2020). #GunViolence on Instagram and Twitter: Examining social media advocacy in the wake of the Parkland school shooting. *Journal of Public Interest Communications*, 4(1), <https://doi.org/10.32473/jpic.v4.i1.p4>
- Liu, B. F., **Austin, L.**, Lee, Y.-I., Jin, Y., & Kim, S. (2020). Telling the tale: The role of narratives in helping people respond to crises. *Journal of Applied Communication Research*. <https://doi.org/10.1080/00909882.2020.1756377>
- Kim, S., & **Austin, L.** (2019). Effects of CSR initiatives on company perceptions among Millennial and Gen Z consumers. *Corporate Communications: An International Journal*, 25(2), 299-317. <https://doi.org/10.1108/CCIJ-07-2018-0077>
- Austin, L.**, Gaither, B., & Gaither, K. (2019). Corporate social advocacy as public interest communication: Exploring perceptions of corporate involvement in controversial social-political issues. *Journal of Public Interest Communication*, 3(2). <https://doi.org/10.32473/jpic.v3.i2.p3>
- Jin, Y., **Austin, L.**, Vijaykumar, S., Jun, H., & Nowak, G. (2019). Communicating about infectious disease threats: Insights from public health information officers. *Public Relations Review*, 45, 167-177.
- Austin, L. L.**, & Gaither, B. M. (2019). Redefining fit: Examining CSR company-issue fit in stigmatized industries. *Journal of Brand Management*, 26(1), 9-20.
- Gaither, B. M., **Austin, L.**, & Collins, M. (2018). Examining the case of Dick's Sporting Goods: Realignment of stakeholders through corporate social advocacy. *Journal of Public Interest Communications*, 2(2). Available online at: <http://journals.fcla.edu/jpic/article/view/106119/102307> (**Top Faculty Paper Award**)
- Jin, Y., **Austin, L.**, Eaddy, L., Spector, S., Reber, B., & Espina, C. (2018). How financial crisis history informs ethical corporate communication: Insights from corporate communication leaders. *Public Relations Review*, 44, 574-584.
- Guidry, J., **Austin, L. L.**, Jin, Y., Orr, C., Cacciatore, M., Freberg, K., & Carlyle, K. (2018). Welcome or not: Comparing the visual #Refugees posts on Instagram and Pinterest. *American Behavioral Scientist*, 62(4), 512-531.
- Gaither, B. M., **Austin, L. L.**, & Schulz, M. (2018). Delineating CSR and social change: Querying corporations as actors for social good. *Public Relations Inquiry*, 7(1), 45-61.
- Austin, L. L.**, & Gaither, B. M. (2017). Perceived motivations for corporate social responsibility initiatives in socially stigmatized industries. *Public Relations Review*, 43, 840-849.
- Fair, C. D., Shangase, N., & **Austin, L.** (2017). Assessing pregnancy prevention and vocational needs of South African adolescents and young adults: A community-based participatory approach. *Journal of Adolescent Health*, 60, S39-S82.
- Austin, L. L.**, & Gaither, B. M. (2016). Examining public response to corporate social initiative types: A quantitative content analysis of Coca-Cola's social media. *Social Marketing Quarterly*, 22(4), 290-306. DOI: 10.1177/1524500416642441
- Gaither, B. M., & **Austin, L. L.** (2016). Campaign and corporate goals in conflict: Exploring company-issue congruence through a content analysis of Coca-Cola's Twitter feed. *Public Relations Review*, 42(4), 698-709.
- Austin, L. L.**, & Jin, Y. (2015). Approaching ethical crisis communication with accuracy and sensitivity: Exploring common ground and gaps between journalism and public relations. *Public Relations Journal*, 9(1). Available online: <http://www.prsa.org/Intelligence/PRJournal/Documents/2015v09no1AustinJin.pdf>
***Awarded "Best of Public Relations Journal" Award (Top 5 papers) for 2015-2016**
- Austin, L. L.**, Liu, B. F., & Jin, Y. (2014). Examining signs of recovery: How senior crisis communicators define organizational crisis recovery. *Public Relations Review*, 40, 844-846.

- Jin, Y., Liu, B. F., & **Austin, L. L.** (2014). Examining the role of social media in effective crisis management: The effects of crisis origin, information form, and source on publics' crisis responses. *Communication Research, 41*, 74-94.
- Turner, M. M., Skubisz, C., Patel Pandya, S., Lubran-Silverman, M., & **Austin, L. L.** (2014). Predicting visual attention to nutrition information on food products: The influence of motivation and ability. *Journal of Health Communication, 19*, 1017-1029. (Authors contributed equally to this work; listed in reverse alphabetical order.)
- Jin, Y., Liu, B. F., Anagondahalli, D., & **Austin, L.** (2014). Scale development for measuring publics' emotions in organizational crises. *Public Relations Review, 40*, 509-518.
- Liu, B. F., Jin, Y., & **Austin, L. L.** (2013). The tendency to tell: Understanding publics' communicative responses to crisis information form and source. *Journal of Public Relations Research, 25*(1), 51-67.
- Austin, L. L.**, Liu, B. F., & Jin, Y. (2012). How audiences seek out crisis information: Exploring the Social-Mediated Crisis Communication Model. *Journal of Applied Communication Research, 40*(2), 188-207.
- Liu, B. F., **Austin, L. L.**, & Jin, Y. (2011). How publics respond to crisis communication strategies: The interplay of information form and source. *Public Relations Review, 37*, 345-353.
- Austin, L. L.**, & Toth, E. L. (2011). Exploring ethics education in global public relations curricula: Analysis of international curricula descriptions and interviews with public relations educators. *Public Relations Review, 37*, 506-512.
- Austin, L. L.** (2010). Framing diversity: A qualitative content analysis of public relations industry publications. *Public Relations Review, 36*, 298-301.
- Austin, L. L.** (2010). When non-profit partnerships equal big profits: A closer look at an exemplar non-profit organization relationship. *PRism, 7*(2). Available online at: http://www.prismjournal.org/fileadmin/Praxis/Files/Journal_Files/Austin.pdf
- Austin, L. L.**, Mitchko, J., Freeman, C., Kirby, S., & Milne, J. (2009). Using framing theory to unite the field of injury and violence prevention and response: "Adding Power to Our Voices." *Social Marketing Quarterly, 15*(S1), 35-54.

Refereed Oral Presentations and/or Abstracts

- Tackett, T., & **Austin, L.** (2021, August). Examining prospective employees' reception of corporate social advocacy: Leadership communication, employee-organization relationships and engagement during the #CommitToChange Response. Association for Education in Journalism and Mass Communication (Advertising Division), Virtual Conference (COVID-19).
- Qu, Y., Saffer, A., & **Austin, L.** (2021, May). *What drives people away from COVID-19 information? Uncovering the influences of personal networks on information avoidance.* International Communication Association Conference (Health Communication Division), Virtual Conference (COVID-19).
- Austin, L.** & Morehouse, J. (2020, August). *Religion in crisis: Examining the impact of religiosity and religious rhetoric in organizational crises.* Association for Education in Journalism and Mass Communication Conference (Virtual Conference: COVID-19).
- Austin, L.**, Saffer, A., & Kim, S. (2020, August). *Threat appraisals and emotions in crisis: Examining information seeking and sharing in Hurricane Florence.* Association for Education in Journalism and Mass Communication Conference (Communicating Science, Health, Environment, & Risk Division) (Virtual Conference: COVID-19). (**Top Poster Award**)
- Guidry, J., O'Donnell, N.H., **Austin, L.**, & Coman, I. A. (2020, August). *Stay socially distant and wash your hands: Determining intent for COVID-19 preventive behaviors.* (Communicating Science, Health, Environment, & Risk Division) (Virtual Conference: COVID-19).

- Austin, L.,** Gaither, B. M., & Kim, S. (2020, May). *Values speak volumes: Examining corporate social advocacy and relational outcomes*. International Communication Association Conference, Gold Coast, Australia (Virtual Conference: COVID-19).
- Eaddy, L., **Austin, L.,** Lu, X., & Jin, Y. (2020, March). *True or false: How parents decide to seek, vet, or share infectious disease outbreak information*. International Crisis and Risk Communication Conference, Orlando, FL.
- Liu, B., Jin, Y., **Austin, L.,** Kuligowski, E., & Young, C. (2020, March). *Advancing crisis communication effectiveness: Integrating crisis communication and social media scholarship with practice*. International Crisis and Risk Communication Conference, Orlando, FL.
- Kim, S., **Austin, L.,** & Gaither, B. M. (2020, March). *Corporate social advocacy and perceived corporate hypocrisy*. International Public Relations Research Conference, Orlando, FL. (**Top Paper Award, Arthur W. Page Center Benchmarking Award**).
- Zhu, Y., Yang, J., Stephens, K., & **Austin, L.** (2019, November). *Intercultural disaster communication and community resilience: Examining post-hurricane communication in communities with limited English-speaking proficiency*. National Communication Association Conference, Baltimore, MD.
- Morehouse, J., & **Austin, L.** (2019, August). *The impact of religion in situational crisis communication theory: An examination of religious rhetoric and religiosity*. Association for Education in Journalism and Mass Communication Conference, Toronto. (**2nd place Open Competition Paper Award**).
- Guidry, J., **Austin, L.,** Coman, I., Lee, N., Lovari, A., & Messner, M. (2019, August). *Tweeting the #flushot: Beliefs, barriers, and perceived threat at different points of the flu season*. Association for Education in Journalism and Mass Communication Conference, Toronto. (**Top Paper Panel, 4th place Open Competition**)
- Austin, L.,** Gaither, B., & Gaither, K. (2019, May). *Corporate social advocacy as public interest communication: Exploring perceptions of corporate involvement in controversial social-political issues*. International Communication Association Conference (Preconference on Bridging Borders: Public Interest Communications in the Global Context), Washington, DC.
- Austin, L.,** Guidry, J. D., & Meyer, M. (2019, May). *#GunViolence on Instagram and Twitter: Examining social media advocacy in the wake of the Parkland school shooting*. International Communication Association Conference, Washington, DC.
- Iles, I., Jin, Y., **Austin, L.,** Liu, B., & Hancock, G. (2019, April). *Coping with outbreaks: Towards an infectious disease threat (IDT) appraisal model for risk communication*. DC Health Communication Conference, Fairfax, VA.
- Austin, L.,** Cameron, G., Harrigan, M., Jin, Y., Sellnow, T., & van der Meer, T. (2019, March). *A framework for understanding misinformation and rumor: Analysis of social media crises and misinformation characteristics*. International Crisis and Risk Communication Conference, Orlando, FL.
- Lu, X., Jin, Y., Eaddy, L., **Austin, L.,** Liu, B., & van der Meer, T. (2019, March). *Crisis information vetting in social-mediated crisis and risk communication: A conceptual framework*. International Crisis and Risk Communication Conference, Orlando, FL.
- Kim, S., & **Austin, L.** (2019, March). *Giving the good versus refraining from the bad: Understanding the effect of resource-donating and self-regulatory corporate social initiatives among stigmatized industries*. International Public Relations Research Conference, Orlando, FL.
- McKeever, B. W., McKeever, M. K., **Austin, L.** (2018, November). *Exploring activism: Testing the theory of situational support in diverse political contexts*. Midwest Association for Public Opinion Research Annual Conference, Chicago, IL.
- Austin, L.,** Jin, Y., Liu, B. F., & Kim, S. (2018, October). *Understanding public response to infectious disease threats: How emotional coping drives information seeking and protective action taking behaviors in public health crises*. 7th European Communication Conference, Lugano, Switzerland.

- Gaither, B. M., **Austin, L.**, & Collins, M. (2018, August). *Examining the case of Dick's Sporting Goods: Realignment of stakeholders through corporate social advocacy*. Association for Education in Journalism and Mass Communication Conference (Public Relations Division Advocacy Pre-conference), Washington, DC. (Top Faculty Paper Award).
- Austin, L.**, Liu, B. F., Kim, S., & Jin, Y. (2018, August). *Exploring differences in crisis literacy and efficacy on behavioral responses during infectious disease outbreaks*. Association for Education in Journalism and Mass Communication Conference (Communicating Science, Health, Environment, & Risk Division), Washington, DC.
- Kim, S., **Austin, L.**, & Guidry, J. (2018, August). *Checking in during Irma: Investigating motivations, emotions, and narratives on Facebook's Safety Check feature*. Association for Education in Journalism and Mass Communication Conference (Communication Technology Division), Washington, DC.
- Guidry, J.**, Austin, L., & Grove, L. (2018, August). *Hot or cold: #climatechange societal sentiment on Pinterest*. Association for Education in Journalism and Mass Communication Conference (Mass Communication and Society Division), Washington, DC.
- Austin, L.**, Overton, H., Bortree, D., & McKeever, B. W. (2018, August). *Examining the rage donation trend: Applying the Anger Activism Model to explore communication and donation behaviors*. Association for Education in Journalism and Mass Communication Conference (Mass Communication and Society Division), Washington, DC.
- Austin, L.**, Liu, B. F., Jin, Y., & Kim, S. (2018, July). *How publics respond during infectious disease outbreaks: Blame and information seeking*. 25th International Public Relations Symposium BledCom, Lake Bled, Slovenia.
- Guidry, J., **Austin, L.**, Kim, S., & Song, B. (2018, July). *Crisis narratives of #Harvey and #Irma: Conversations on Twitter and Instagram*. 25th International Public Relations Symposium BledCom, Lake Bled, Slovenia.
- Eaddy, L. L., Spector, S., **Austin, L.**, Jin, Y., Reber, B., Espina, C., Morales, M., & Plasencia, R. (2018, July). *Public relations during financial crises: How lessons from the Great Depression informed responses to the Great Recession*. International History of Public Relations Conference, Bournemouth, United Kingdom.
- Kim, S. & **Austin, L.** (2018, May). *Socially responsible business practices outperform philanthropy: Effects of corporate social initiative strategy on company perceptions*. International Communication Association Conference, Prague, Czech Republic.
- Austin, L.**, Jin, Y., Liu, B. F., & Kim, S. (2018, May). *Coping with outbreaks: Towards an infectious disease threat (IDT) appraisal model for risk communication*. International Communication Association Conference, Prague, Czech Republic.
- Jin, Y., **Austin, L.**, Vijaykumar, S., Jun, H., & Nowak, G. (2018, May). *Communicating about infectious disease threats (IDTs): Insights from public health information officers (PHIOs)*. International Communication Association Conference, Prague, Czech Republic.
- Jin, Y., **Austin, L.**, Eaddy, L. L., Spector, S., & Reber, B. (2018, May). *How financial crisis history informs ethical corporate communication: Insights from public relations leaders*. International Communication Association Conference, Prague, Czech Republic.
- Liu, B. F., **Austin, L.**, & Jin, Y. (March 2018). *Telling the tale: The role of narrative persuasion in helping people respond to crises*. International Crisis and Risk Communication Conference, Orlando, FL.
- Guidry, J.P.D., Carlyle, K., **Austin, L.**, Messner, M. & Jin, Y. (November 2017). *Hot or cold: #climatechange vs. #globalwarming societal sentiment portrayed in visuals on Instagram and Pinterest*. American Public Health Association (APHA) Annual Meeting, Atlanta, GA.
- Austin, L.**, Miller Gaither, B., & Kim, S. (2017 August). *What's the "right" thing to do? How ethical expectations for CSR influence company support*. Association for Education in Journalism and Mass Communication Conference (AEJMC), Chicago, IL.

- Miller Gaither, B., & Austin, L. (2017 August). *Risky business exploring differences in marketplace advocacy and high-fit CSR on public perceptions of companies*. Association for Education in Journalism and Mass Communication Conference (AEJMC), Chicago, IL. (**Top Research Poster Award**)
- Jin, Y., Spector, S., Reber, R., Austin, L., Eaddy, L., Espina, C. Morales, M., & Plasencia, R. (2017 June). *Treading troubled water: Lessons from public relations practice in the Great Depression*. Corporate Communication International Conference, New York, NY.
- Austin, L. (2017 April). *Examining rumors in a climate of distrust: Applying the social-mediated crisis communication model to explore health crises*. New Agendas in Strategic Communication Conference, Austin, TX.
- Miller Gaither, B., Austin, L. L., & Schulz, M. (2017 April). *Corporations as voices for social change: When "who you are" and "what you do" contribute to the problem*. Global Communication Association Conference, Greensboro, NC.
- Fair, C. D., Shangase, N., & Austin, L. (2017 March). *Assessing pregnancy prevention and vocational needs of South African adolescents and young adults: A community-based participatory approach*. Society of Adolescent Health and Medicine, New Orleans, LA.
- Austin, L. L., & Miller Gaither, B. (2017 March). *Perceived motivations for corporate CSR in socially stigmatized industries*. Paper presented to the International Public Relations Research Conference, Orlando, FL.
- Austin, L., & Miller Gaither, B. (2016 October). *Redefining fit: Examining CSR company-issue fit in stigmatized industries*. Public Relations Society of America International Conference, Educators Academy Conference, Indianapolis, IN. (**Top Faculty Research Paper Award**)
- Austin, L., & Jin, Y. (2016 October). *Best of Public Relations Journal presentation: Approaching ethical crisis communication with accuracy and sensitivity: Exploring common ground and gaps between journalism and public relations*. Public Relations Society of America International Conference, Indianapolis, IN. (**"Best of Public Relations Journal" Award**)
- Jin, Y., Austin, L., Guidry, J., & Parrish, C. (2016 March). *Picture this and take that: The role of visual social media (VSM) in crisis and risk communication*. International Crisis and Risk Communication Conference, Orlando, FL.
- Jin, Y., & Austin, L. (2015). *The role of influential social media creators in communicating public health crises*. Paper presented at the International Conference on Crisis Communication, CRISIS4, Helsingborg, Sweden.
- Austin, L., & Miller, B. (2015 August). *Campaign and corporate goals in conflict: Exploring corporate social initiative types and company issue congruence*. Association for Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, CA. (**First place award for "Outstanding Research Poster."**)
- Austin, L., & Jin, Y. (2015 May). *Media professionals' views of ethical social media engagement during crises*. Ethical Stakeholder Engagement: A Showcase of Projects from the Arthur W. Page Center. International Communication Association Conference, San Juan, PR.
- Austin, L., Jin, Y., & Liu, B. F. (2015 March). *Crisis information generation and spread: Examining the influence of traditional and social media in crisis response through the lens of media professionals*. International Public Relations Research Conference, Miami, FL. (**Top Paper Award, The Boston University Award for Public Relations and Social and Emerging Media**)
- Austin, L., & Lellis, J. (2014 October). *Enhancing pedagogical tools in the public relations writing course: Reflecting on the importance of writing enjoyment, confidence, and achievement*. Public Relations Society of America Educators Academy Conference, Washington, DC.
- Austin, L. (2014 August). *Fostering an engaged and reflective class environment*. Promising Professors and Distinguished Educator Awards, Association for Education in Journalism and Mass Communication Conference, Montreal, Canada. (First Place Promising Professors Award).

- Austin, L., & Jin, Y.** (2014 April). *Social media and crisis communication: Explicating the social-mediated crisis communication model*. New Agendas in Strategic Communication Conference, Austin, TX.
- Austin, L., Liu, B. F., & Jin, Y.** (2013 August). *Examining signs of recovery: How senior crisis communicators define organizational crisis recovery*. Association for Education in Journalism and Mass Communication Conference, Washington, D.C. (First place award for "Outstanding Research Poster.")
- Jin, Y., Liu, B. F., Anagondahalli, D., & **Austin, L.** (2013 May). *Scale development for measuring stakeholder emotions in organizational crises*. International Communication Association Conference, London.
- Austin, L. L.** (2012 August). *Individual and community empowerment through a "Higher Power": An exploration of rural Appalachian women's communication about health, religion, and empowerment*. Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
- Austin, L. L.** (2011 May). *Framing health through government's use of social media: U.S. Centers for Disease Control and Prevention*. International Communication Association Conference, Boston, MA.
- Liu, B. F., **Austin, L. L.**, & Jin, Y. (2011 May). *How audiences respond to crisis communication strategies: The interplay of information form and source*. International Communication Association Conference, Boston, MA.
- Jin, Y., Liu, B. F., & **Austin, L. L.** (2011 March). *The effects of crisis attribution, information form, and source on publics' crisis responses: Examining the role of social media in effective crisis management*. International Public Relations Research Conference, Miami, FL.
- Liu, B. F., **Austin, L. L.**, & Jin, Y. (2010 October). *How publics use social media to communicate during crises: Proposing the Social-mediated Crisis Communication Model*. International Public Relations Society of America Conference, Washington, DC. (**Published in conference proceedings.**)
- Austin, L. L.**, Freeman, C., Mitchko, J. (2010 August). *A multi-level approach to evaluating coordinated communication initiatives: Reframing injury and violence prevention and response*. National Conference for Health Communication, Marketing, and Media, Atlanta, GA.
- Liu, B. F., & **Austin, L. L.** (2010 August). *Social-Mediated Crisis Communication Model: Investigating the characteristics and effectiveness of social media in environmental health communications* National Conference for Health Communication, Marketing, and Media, Atlanta, GA.
- Austin, L. L.** & Toth, E. L. (2010 March). *An exploratory search for how ethics is developing in global curricula: Analysis of curricula descriptions and interviews with public relations educators*. International Public Relations Research Conference, Miami, FL.
- Cucchi, P. S., & **Austin, L. L.** (2010). *New tools for implementing CDC's injury framing initiative: "Adding Power to Our Voices."* Presented at joint annual meeting of Safe States Alliance and CDC Injury Grantees, *Injury and violence prevention at a crossroads: Turning challenges into opportunities*, Ann Arbor, MI.
- Austin, L. L.** (2009 October). *Framing diversity: A qualitative content analysis of public relations industry publications*. International Public Relations Society of America Conference, San Diego, CA.
- Austin, L. L.** (2009 November). *Exploring the disconnect between public relations and related professions: How college admissions professionals view their role as public representatives*. National Communication Association Conference, Chicago, IL.
- Austin, L. L.**, & Turner, M. M. (2009 August). *Young women's perceptions of indoor tanning and media's influence: Interviews with college students and a content analysis of pro-tanning messages*. Association for Education in Journalism and Mass Communication Conference, Boston, MA.
- Turner, M. M., **Austin, L. L.**, Lubran, M. B., Patel, S., & Skubisz, C. (2009). *Consumer use of nutrition symbols*. National Marketing and Public Policy Conference, Washington, DC.
- Turner, M. M., **Austin, L. L.**, Lubran, M. B., Patel, S., & Skubisz, C. (2009 May). *Visual attention to nutrition information on food products: The influence of motivation and ability*. International Communication Association Conference, Chicago, IL.

- Rubel, S. K., **Austin, L. L.**, Freeman, C., Marsh, K., & Snelling, J. (2008 November). *Testing the Personal Behavior Change Model for disaster preparedness: The Citizen Corps national household survey report*. National Communication Association, NCA-F/START Pre-Conference on Emergency Pre-Event Communication, San Diego, CA.
- Austin, L. L.**, York, S., Freeman, C., & Mitchko, J. (2008 August). *Pilot and process evaluation for CDC's "Preventing Falls: How to Develop Community-based Fall Prevention Programs for Older Adults."* National Conference on Health Communication, Marketing and Media, Atlanta, GA.
- Freeman, C., Kirby, S., Mitchko, J., & **Austin, L. L.** (2008 August). *"Adding Power to Our Voices": A framing guide for communicating about injury*. National Conference on Health Communication, Marketing and Media, Atlanta, GA.
- Austin, L. L.**, & Halvorson, E. (2008 May). *What drives political activity in college students? An application of the situational theory of publics*. International Communication Association Conference, Montreal, Canada.
- Turner, M. M., **Austin, L. L.**, Lubran, M. B., Patel, S., & Skubisz, C. (2008). *The effect of "At-a-glance" nutrition symbols and nutrition information on cognitive processing and purchase intent: An eye-tracking approach*. National Communication Association: Methods and Measures for Communication and Cognition Research Conference, College Park, MD.
- Austin, L. L.**, & Halvorson, E. (2008). *What drives political activity in college students? An application of the situational theory of publics*. Graduate Research Interaction Day, University of Maryland, College Park, MD.
- Austin, L. L.** (2007 November). *Exploring compassion and public relations: A case study of high-emotion conflict*. National Communication Association Conference, Chicago, IL.
- Austin L. L.** (2003). *An analysis of communication and culture: Understanding China*. Virginia Collegiate Honors Council Conference, Harrisonburg, VA.

Conference Panel Presentations

- Panelist.** Corporate engagement at the crossroads of profit and purpose: CSA, CSR, and critical perspectives on the evolving role of public relations in social issue discourse. National Communication Association. (Virtual Conference: COVID-19)
- Discussant.** *Crisis communication: Examining image repair and responsibility*. (2020, August). Public Relations Division. Association for Education in Journalism and Mass Communication Conference, San Francisco, CA. (Virtual Conference: COVID-19)
- Moderator/Presiding.** *Understanding consumer and fan reactions in CSR communication*. (2020, May). International Communication Association, Gold Coast, Australia (Virtual Conference: COVID-19)
- Moderator/Presiding.** Top paper session: Public Relations Division. (2019, August). Association for Education in Journalism and Mass Communication Conference, Toronto, CA.
- Moderator/Presiding.** *Top paper session: Public Relations Division*. (2018, August). Association for Education in Journalism and Mass Communication Conference, Washington, DC.
- Panelist.** *Natural disasters and publics: Strategic crisis communication in the wake of Hurricanes Harvey and Irma* (Public Relations Division and ComSHER Divisions). (2018, August). Association for Education in Journalism and Mass Communication Conference, Washington, DC.
- Discussant.** *Feelings and emotions in crisis communication* (Public Relations Division). (2018, May). International Communication Association, Prague, Czech Republic.
- Panelist.** *Incorporating ethics in the public relations classroom: Tips, tools and resources for communications educators*. (2017, Sept.). Public Relations Society of America, Educators Academy. Online Webinar.
- Moderator/Presiding.** *High density refereed paper research session: Teaching public relations - Top PRD teaching papers*. (2017, August). Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

- Discussant.** *High density refereed paper research session: Outstanding divisional papers* (Public Relations/Advertising). (2017, August). Association for Education in Journalism and Mass Communication Conference, Chicago, IL.
- Panelist.** *Academia at the crossroads: Integrating public relations teaching practices to scholarship and service.* (2016). Public Relations Society of America Educators Academy Conference, Indianapolis, IN.
- Moderator/Presiding.** *Public relations division offsite LinkedIn Tour.* (2015). Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.
- Discussant.** *Framing health* (ComSHER Division). (2015). Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.
- Discussant.** *Crisis communication* (Public Relations Division). (2015). Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.
- Panelist/Moderator.** *Teaching digital media writing: Challenges, opportunities, and examples for public relations education.* (2014). Public Relations Society Educators Academy Conference, Washington, DC.
- Discussant.** *Health communication issues and audiences* (ComSHER Division). (2014). Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
- Panelist.** *Promising Professors and Distinguished Educator Awards.* (2014). Association for Education in Journalism and Mass Communication Conference, Montreal, Canada. (First Place Promising Professors Award).
- Discussant.** *International public relations (social media and crisis communication).* (2014). Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
- Panelist.** *From quarks to quasars: Helping STEM professionals communicate with the rest of the world.* (2014). Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
- Chair/Moderator.** *Social media and crisis communication.* (2014). Corporate Communication International Conference, Hong Kong.
- Chair/Moderator.** *Teaching ethics in a changing, converged media climate.* (2013). Association for Education in Journalism and Mass Communication Conference, Washington, DC.
- Moderator.** *Perspectives on social media and religion.* (2013). Media and Religion Conference, Elon University, Elon, NC.
- Panelist.** *Enabling marginalized voices in public relations graduate education.* (2007). AEJMC Annual Convention, Washington, DC.
- Chair.** *Effective retention efforts: The link between theory & practice.* (2005). Virginia Association of Collegiate Registrars and Admissions Officers Annual Conference, Virginia Beach, VA.

Other Non-Refereed Works

- Austin, L. L., & Gaither, B. M.** (2019, Oct.). Research in progress: How and when should corporations engage in social issues? Available online at: <https://bellisario.psu.edu/page-center/article/research-how-corporations-social-issues>
- Austin, L.L., & Jin, Y.** (2017, Sept.). Rumor or rescue? The influence of social media during hurricane season. Institute for Public Relations Digital Media Research Center. Available online at: <http://www.instituteforpr.org/rumor-or-rescue>.
- Jin, Y., Spector, S., Reber, B., & **Austin, L.** (2016, Aug.). Standing on the shoulders of past communicators. The Arthur W. Page Center for Integrity in Public Communication. Available online at: <http://bellisario.psu.edu/page-center/article/standing-on-the-shoulders-of-past-communicators>
- Austin, L. L., & Jin, Y.** (2016). Improving communication with media in times of organizational crisis. *Continuity Magazine*, 4, 18-19. Available online at: http://www.bcifiles.com/Q42016_ONLINE.pdf

- Austin, L. L., & Jin, Y.** (2015, July). Improving media relationships in times of organizational crisis. The Arthur W. Page Center for Integrity in Public Communication. Available online at: <http://bellisario.psu.edu/page-center/article/improving-media-relationships-in-times-of-organizational-crisis>
- Austin, L. L.** (2013). *A literature review: Examining the effectiveness of message appeals on hazards preparedness*. Report for the Federal Emergency Management Agency, Washington, D.C.
- Austin, L. L., Liu, B. F., & Jin, Y.** (2012). How audiences navigate crisis information: Exploring the role of social media. *Communication Currents*, 7(3). Available online at: <https://www.natcom.org/communication-currents/how-audiences-use-social-media-navigate-crisis-information>
- Austin, L. L.** (2012). *A literature review: Evaluating preparedness and knowledge outcomes of hazard drills and exercises*. Report for the Federal Emergency Management Agency, Washington, D.C.
- Austin, L. L., & Briones, R.** (2010). *"Living to one's full potential": NCIPC coordinated communication evaluation report*. Report for the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, Atlanta.
- Austin, L. L.** (2009). *"Living to one's full potential": NCIPC coordinated communication message testing report*. Report for the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, Atlanta.
- Austin, L. L., & Briones, R.** (2009). *Environmental scan and literature review: USDA Be Food Safe campaign for retailers*. Report for the United States Department of Agriculture, Washington, D.C.
- Austin, L. L.** (2008). Book review: Everything is miscellaneous: The power of the new digital disorder, David Weinberger. *Resource Center for Cyberculture Studies*. Available at: <http://rccs.usfca.edu/bookinfo.asp?BookID=359&ReviewID=453>.
- Austin, L. L. & Yahr, E.** (2008). *Pilot and process evaluation for CDC's new publication "Preventing Falls: How to Develop Community-Based Fall Prevention Programs for Older Adults."* Report for the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control, Atlanta.
- Austin, L. L., & Castronovo, L.** (2007). *Focus group report on pandemic influenza preparedness influencer campaign: Creating a pandemic preparedness movement*. Report for Ogilvy Public Relations and the Department of Health and Human Services, Washington, D.C.
- Settle, S., & **Austin, L. L.** (2007). *Small business disaster preparedness survey: Research report*. Report for the American Red Cross, Washington, D.C.

TEACHING

University of North Carolina at Chapel Hill, Hussman School of Journalism and Media Courses **MEJO 801 Professional Seminar in Doctoral Studies**

Fall 2021
 (6 students)

Course description: Examines the role of doctoral studies in the academy; the components of scholarly writing, the expectations of someone studying for a Ph.D.; and the research, teaching, and service responsibilities of a university professor.

MEJO 830 Public Relations Theory and Research

Fall 2020
 (9 students)

Course description: Provides an opportunity to explore concepts and frameworks in public relations and strategic communication, how they are applied academically and professionally, and how to employ them in your research and practice. In addition to the basic theoretical foundations, students explore some areas of particular interest their work. Both Master's and PhD students participate in this class: Master's students work to prepare part of the thesis literature review (or proposal); PhD students produce a paper suitable for conference or journal submission.

MEJO 447 Media in the UK

Course description: Prepares students for a career in the dynamic international world of communication. Introduces students to the British media market, including a spring break trip to London. Students learn about the history of media and communication industries in the UK, exploring both similarities and differences with those in the US. Students consider how media industries interact with political, economic and cultural forces. Students travel to London to engage with and learn from communication and media professionals in news and strategic communication companies. During the course, students engage with their chosen area of specialization (journalism, public relations, advertising, graphic design, etc.) and with students who are specializing in other areas. Students will take part in field trips to agencies and media outlets in London, have daily debriefs while there, and complete a final project upon returning to North Carolina.

Spring 2020-2021
(2 sections)

MEJO 850 Qualitative Research Methods

Course description: This course provides students with an in-depth introduction to the theory and practice of qualitative communication research, with an emphasis on field methods. The course is designed both for students who plan on utilizing qualitative methods in their work and those who are seeking a deeper understanding of this approach to research. Students who are planning on utilizing qualitative methods in their work are encouraged to use this course as an opportunity to further their thesis, dissertation, or other research projects. Students who work primarily in other research traditions are encouraged to consider how qualitative methods can complement their research.

Spring 2020-2021
(2 sections)

MEJO 701 Mass/Strategic Communication Research Methods

Course description: Covers a broad range of research methods used in industry and academic research. Course content includes the process and organization of writing research; applying a variety of quantitative and qualitative research methods; evaluating research design; and ethical issues inherent in research. Required course for all graduate students.

Fall 2017 to Fall 2019
(3 sections)
(14-21 students)

MEJO 379 Advertising and Public Relations Research

Course description: The key to effective advertising and public relations is research. This course will teach students how to understand, evaluate, and conduct communication research. It will provide students with an understanding of the relationship between theory, data collection, analysis, and the communication of these results to clients. The course will also teach students how to design and execute various methodologies used for program assessment and evaluation in advertising and public relations.

Spring 2017 to Fall 2019
(8 sections)
(30-32 students)

Elon University, School of Communications Courses**COM 552 Corporate Communications Capstone**

Course description: As a management tool, communications impacts all organizational functions, from operations to sales, technology, human resources, legal and finance. In this course, students examine corporate communications as an executive management

Spring 2016
(1 section)

function and the alignment of communications strategy with business strategy. Students develop a case study or other research through a practicum experience that explores the vital role corporate communications plays in organizational success.

HNR 242 Cultural Approaches to Health Communication

Fall 2014 to Fall 2015
(2 sections)

Course description: Students will be introduced to a variety of interdisciplinary perspectives that inform the study of culture-based approaches to health communication, including applied anthropology, health communication theory, international public health, and biocultural anthropology. This course, which combines leading theories from health communications and critical theory from anthropology, will prepare students from many majors to navigate culturally complex issues within their own fields of study.

ELN 101 Elon 101 Honors

Fall 2015
(1 section)

Course description: The purpose of this class is to help first-year Honors students in their adjustment to becoming active participants in an undergraduate academic community. To fulfill this mission, Elon 101 uses a developmental model of advising to enculturate students into the intellectual life of the Honors Program; expand students' academic and interpersonal skills; encourage students to make informed decisions, exercise social responsibility and demonstrate personal integrity; and prepare students to develop a 4-year Honors plan.

COM 452 Strategic Campaigns

Spring 2013 to 2016
(2 sections)

Course description: Students apply strategies and techniques to create a communications campaign for real clients. In the process, students engage in audience analysis, budget preparation and development of a strategic plan for corporate, nonprofit, association and/or government clients. This culminating course in the strategic communications major also explores career opportunities.

COM 337 Health Communications*

Spring 2013 to 2016
(3 sections)

Course description: Examines interpersonal, mediated and public health communication, and the resulting influence on health beliefs and behaviors. Students examine topics such as health communication theory, research, campaigns, message design, media representations of health, health literacy and special timely topics in health communication.

**Developed new course including course syllabus, curriculum, and teaching modules.*

COM 312 Strategic Communications Writing

Fall 2011 to 2016
(8 sections)

Course description: Emphasizes the importance of writing in public relations, advertising and media relations. Informative and persuasive methods include news releases, backgrounders, speech writing, employee publications, annual reports, news conferences, multimedia, public service announcements, and oral presentations to a variety of audiences.

COM 362 Communications Research

Fall 2011 to 2016
(7 sections)

Course description: Both theoretical and methodological concepts for conducting applied research in communications. This course explores public opinion polling,

marketing research and qualitative methods, and highlights surveys, content analysis, focus groups and audience analysis.

University of Maryland, Department of Communication Courses

COMM 351 Public Relations Techniques

Course description: The techniques of public relations, including news releases, publications and printed materials, audio-visual techniques, speeches and special events. Application of these techniques in laboratory and field projects.

Fall 2008 to 2010
(9 sections)

COMM 107 Oral Communication: Principles and Practices

Course description: A study of and practice in oral communication, including principles of interviewing, group discussion, listening, informative briefings, and persuasive speeches.

Fall 2006 to 2007
(6 sections)

Radford University, General Education Courses

UNIV 100 Introduction to Higher Education

Role: Co-Instructor

Course description: Explores the meaning and value of a comprehensive liberal arts education, teaches problem solving and decision-making processes, and promotes academic success through selected readings, presentations, discussions, and experiential learning opportunities. Students learn and practice a variety of specific techniques for learning and self-management.

Fall 2001 to 2002
(2 sections)

GRADUATE AND UNDERGRADUATE ADVISING

***Dissertations, Hussman School of Journalism and Media, UNC
Committee Chair***

Seoyeon Kim

Graduation: August 2019

Dissertation Title: Effects of CSR initiative type on consumer responses in relation to company-cause fit and stigmatized industry

Funding/Awards:

- Mass Communication and Society, AEJMC, Dissertation Award
- Dissertation Completion Fellowship, UNC, 2018-2019
- Inez Kaiser Graduate Students of Color Awards, Public Relations Division, Association for Education in Journalism and Mass Communication
- Minnie S. & Eli A. Rubinstein Research Award, Hussman School of Journalism and Media, UNC

Position: Assistant Professor (tenure-track) of Public Relations in the College of Communication and Information Sciences at the University of Alabama

Pablo Miño (In progress)

Graduation: May 2022

Dissertation Title: TBD

Funding/Awards:

- 2020 AEJMC Presidential Diversity and Inclusion Career Development Fellowship for Graduate

Students

- Inducted into Frank Porter Graham Honor Society
- American Academy of Advertising, Dunn Research Award
- AEJMC Research Prize for Professional Relevance, 3rd Place
- Fulbright Fellowship

Position: TBD

Teresa Tackett (In progress)

Graduation: May 2022

Dissertation Title: TBD

Funding/Awards:

Position: TBD

Committee Member

Jennifer Harker

Graduation: May 2018

Dissertation Title: Crisis perceptions, fan behaviors, and sports discussion networks: An investigation into the impermeable nature of the NFL

Position: Assistant Professor (tenure-track) of strategic communication at the Reed College of Media at the West Virginia University

Jordan Morehouse

Graduation: May 2020

Dissertation Title: The networked devotional-promotional engagement model: An examination into congregant engagement and religious public relations

Position: Assistant Professor (tenure-track), Clemson University

Master's Theses, Hussman School of Journalism and Media, UNC

Committee Chair

Scott Thompson

Graduation: May 2018, M.A. in Digital Communication

Thesis title: University rebranding at the departmental level: A case study

Position: Assistant Director of Web Development, North Carolina State University, Raleigh, NC

Kat Maddux

Graduation: December 2018, M.A. in Digital Communication

Thesis title: The art of sharing: Emotional motivators, user-generated content, and the museum experience

Position: Digital Manager, Imagine Media Consulting, Atlanta, GA

Alexandra Grant

Graduation: August 2019, M.A. Strategic Communication

Thesis title: A content analysis of public responses to Nike's corporate social responsibility

Position: Deloitte, New York, NY

Sydney Nicolla

Graduation: May 2020, M.A., Theory and Research

Thesis title: Digital Feminist Activism and the Need for Male Allies: Assessing Barriers to Male Participation in the Modern-Day Women's Movement

Funding/Awards:

- Moeller Student Paper Competition Winner, AEJMC Mass Communication and Society
- Eli A. and Minnie S. Rubinstein Research Award
- William Francis Clingman Jr. Ethics Award

Position: UNC's PhD program; Park Fellow

Mengyu Qian

Graduation: May 2020, M.A. Strategic Communication

Thesis title: A Content Analysis of Chinese Weibo Posts about the Hong Kong Demonstrations

Anne Forman (In progress)

Graduation: December 2020, M.A in Digital Communication

Thesis title: TBD

Position: Wells Fargo, Charlotte, NC

Whitney Brothers (In progress)

Graduation: May 2021, M.A. Strategic Communication

Thesis title: TBD

Committee Member

Kerri Shook

Graduation: December 2019, M. A. in Digital Communication (online)

Thesis Title: How racially diverse students respond to higher education marketing and recruitment efforts: The role of diversity recruitment strategies

Branson Moore

Graduation: December 2019, M. A. in Digital Communication (online)

Thesis Title: PublicHealthConnect: Developing an online toolkit for improving websites of local health departments in North Carolina

Ilich Mejia

Graduation: May 2020, M.A. in Strategic Communication

Thesis Title: Lost in Translation: A Content Analysis of the Promotional Material of Foreign-Language Films in the United States

McGee Bosworth

Graduation: May 2021, M.A. in Strategic Communication

Thesis Title: TBA

DeAnna Williams

Graduation: December 2021, M. A. in Digital Communication (online)

Thesis Title: Developing a Guide for Creating an effective Cybersecurity Awareness Communications Plan for Communication Practitioners

Abigail Brewer (Temporary advisor)
Graduation: May 2019, M.A. in Strategic Communication

GRANTS RECEIVED

Collaborative Sciences Center for Road Safety , University of North Carolina at Chapel Hill	2019-2020
<ul style="list-style-type: none">• Team awarded \$110,000 internal grant for the research project: <i>Media portrayals of traffic injury: Factors and frames that shape public discourse around road user safety</i>• Role: Co-Principal Investigator (Lead PI: Seth LaJeunesse UNC HSRC)• Starting and Ending Dates: May 15, 2019 to Sept. 30, 2020	
Page/Johnson Legacy Scholar Award Arthur W. Page Center, Pennsylvania State University	2019-2020
<ul style="list-style-type: none">• Awarded a \$5,000 grant for the research project: <i>Tell me about the #fluvaccine: Using narratives to encourage vaccination</i>• Role: Co-Principal Investigator [PI: Dr. Jeanine Guidry]• Starting and Ending Dates: June 1, 2019 to June 30, 2020	
Page/Johnson Legacy Scholar Award Arthur W. Page Center, Pennsylvania State University	2019-2020
<ul style="list-style-type: none">• Awarded a \$6,000 grant for the research project: <i>How and when should corporations engage in social issues? Examining corporations' perceived responsibility for social advocacy</i>• Role: Principal Investigator [Co-PI: Dr. Barbara Gaither]• Starting and Ending Dates: June 1, 2019 to June 30, 2020	
MEJO Research Center Seed Grant University of North Carolina at Chapel Hill	2018-2019
<ul style="list-style-type: none">• Awarded a \$5,000 seed grant for the research project: <i>Examining Social Media Communication and Networks in Natural Disasters: An Ego-Network Approach to Disaster Response</i>• Role: Co-Principal Investigator• Starting and Ending Dates: May 11, 2018 to May 10, 2019	
University Research Council Grant University of North Carolina at Chapel Hill	2018-2020
<ul style="list-style-type: none">• Awarded a \$7,500 grant for the research project: <i>Examining Social Media Communication and Networks in Hurricanes Harvey and Irma: An Ego-Network Approach to Disaster Response</i>• Role: Principal Investigator• Starting and Ending Dates: July 1, 2018 to June 30, 2020	
MEJO Research Center Seed Grant University of North Carolina at Chapel Hill	2018-2019
<ul style="list-style-type: none">• Awarded a \$5,000 seed grant for the research project: <i>Building Better Relationships through Corporate Social Responsibility: Enhancing the Study of CSR Through a Public Relations Theory Perspective</i>• Role: Principal Investigator• Starting and Ending Dates: February 1, 2018 to February 1, 2019	
Owens Institute for Behavioral Research , University of Georgia	Spring 2017
<ul style="list-style-type: none">• Awarded a \$4,400 pilot fund grant for the research project: <i>Factors Affecting Production and Spread of Crisis Information during Infectious Disease Outbreaks: Insider Insights on the Risk Amplification through Media Spread Model</i>• Role: Lead Researcher [PI: Yan Jin. Co-Lead Researchers: Dr. Glen Nowak and Dr. Santosh Vijaykumar]• Starting and Ending Dates: January 1, 2017 to June 30, 2017	

<p>Junior Faculty Development Award, University of North Carolina at Chapel Hill</p> <ul style="list-style-type: none"> • Awarded a \$7,500 development grant for the research project: <i>Coping with Outbreaks: Towards an Infectious Disease Threat Appraisal Model for Risk Communication</i> • Role: Principal Investigator • Starting and Ending Dates: January 1, 2017 to December 31, 2017 	2017-2018
<p>MEJO Research Center Seed Grant University of North Carolina at Chapel Hill</p> <ul style="list-style-type: none"> • Awarded a \$5,000 seed grant for the research project: <i>Coping with Outbreaks: Towards an Infectious Disease Threat Appraisal Model for Risk Communication</i> • Role: Principal Investigator [Co-PIs: Dr. Yan Jin & Dr. Brooke Fisher Liu] • Starting and Ending Dates: January 1, 2017 to January 1, 2018 	2017-2018
<p>Page/Johnson Legacy Scholar Award Arthur W. Page Center, Pennsylvania State University</p> <ul style="list-style-type: none"> • Awarded a \$10,000 grant for the research project: <i>Yesterday is Tomorrow: How History Informs Ethical Crisis Communication.</i> • Role: Co-Principal Investigator [PI: Dr. Yan Jin, Co-PI: Dr. Bryan Reber] • Starting and Ending Dates: June 1, 2016 to Dec. 1, 2017 	2016-2017
<p>Page/Johnson Legacy Educator Award Arthur W. Page Center, Pennsylvania State University</p> <ul style="list-style-type: none"> • Awarded a \$2,000 grant to develop a teaching module: <i>Ethics for Public Relations Writers Teaching Module.</i> • Role: Principal Investigator • Named part of the Page Center Teaching Advisory Board • Starting and Ending Dates: June 1, 2016 to June 30, 2017 	Fall 2016
<p>Community Partnership Initiative Grant Elon University Kernodle Center for Service Learning and Community Engagement</p> <ul style="list-style-type: none"> • Awarded \$500 for community partnership activities • Role: Principal Investigator • Starting and Ending Dates: August 2015 to December 2015 	Fall 2015
<p>Center for Advancement of Teaching and Learning Grant Elon University</p> <ul style="list-style-type: none"> • Awarded \$1,000 travel grant to support travel to the Association of Education and Journalism and Mass Communication Conference • Role: Principal Investigator • Starting and Ending Dates: April 31, 2015 to August 31, 2015 	Summer 2015
<p>Community Partnership Initiative Grant Elon University Kernodle Center for Service Learning and Community Engagement</p> <ul style="list-style-type: none"> • Awarded \$475 for community research • Role: Principal Investigator • Starting and Ending Dates: December 2014 to May 2015 	2014-2015
<p>Page Legacy Scholar Award Arthur W. Page Center, Pennsylvania State University</p> <ul style="list-style-type: none"> • Awarded a \$4,200 grant for the research project: <i>Crisis Information Generation and Spread: Examining the Influence of Traditional and Social Media in Ethical and Effective Crisis Response and Recovery.</i> • Role: Principal Investigator [Co-PI: Dr. Yan Jin] • Starting and Ending Dates: November 5, 2013 to June 30, 2014 	2013-2014
<p>Winter Term Course Mini-Grant Elon University</p> <ul style="list-style-type: none"> • Awarded \$175 for class activities • Role: Principal Investigator • Starting and Ending Dates: January 1-31, 2013 	Dec. 2013

Sharply Focused Project Grant Writing Excellence Initiative, Elon University	2013-2014
<ul style="list-style-type: none"> • Awarded a \$2,000 grant to develop and pilot strategic communications writing assignments: <i>Strategic Assignments for Strategic Writing</i>. • Role: Co-Principal Investigator (PI: Dr. Julie Lellis) • Starting and Ending Dates: July 31, 2013 to May 31, 2014 	
Page Legacy Educator Award Arthur W. Page Center, Pennsylvania State University	Spring 2013
<ul style="list-style-type: none"> • Awarded a \$2,500 grant to develop a teaching module: <i>Examining Principles for Ethical Public Relations through Use of Social Media</i>. • Role: Principal Investigator • Starting and Ending Dates: February 18, 2013 to June 30, 2013 	
Curriculum Infusion Grant Elon University	Spring 2013
<ul style="list-style-type: none"> • Awarded \$250 for development of a substance-abuse teaching module • Role: Principal Investigator • Starting and Ending Dates: January 31, 2013 to May 31, 2013 	
Community Partnership Initiative Grant Elon University	2012-2013
Kernodle Center for Service Learning and Community Engagement	
<ul style="list-style-type: none"> • Awarded \$1,580 for community research • Role: Principal Investigator • Starting and Ending Dates: December 1, 2012 to May 31, 2013 	
Winter Term Course Mini-Grant Elon University	Jan. 2013
<ul style="list-style-type: none"> • Awarded \$300 for class activities • Role: Principal Investigator • Starting and Ending Dates: January 1-31, 2013 	
Center for Advancement of Teaching and Learning Elon University	Summer 2012
<ul style="list-style-type: none"> • Awarded \$1,250 to support travel to the Emerson College Summer Institute for Social Marketing and Health Communication to support development of a Health Communication Course • Role: Principal Investigator • Starting and Ending Dates: May 29, 2012 to July 31, 2012 	
Academic Technology and Computing Committee Software Grant Elon University	Spring 2012
<ul style="list-style-type: none"> • Awarded \$2,450 to purchase and investigate Provalis data-mining research software for classroom use • Role: Co-Principal Investigator (PI: Dr. Amanda Gallagher) • Starting and Ending Dates: March 29, 2012 to May 1, 2012 	
Community Partnership Initiative Grant Elon University	2011-2012
Kernodle Center for Service Learning and Community Engagement	
<ul style="list-style-type: none"> • Awarded \$1,200 for community research • Role: Principal Investigator • Starting and Ending Dates: December 1, 2011 to May 31, 2012 	
Winter Term Course Mini-Grant Elon University	Jan. 2012
<ul style="list-style-type: none"> • Awarded \$275 for class activities • Role: Principal Investigator • Starting and Ending Dates: January 1-31, 2012 	

PROFESSIONAL SERVICE

To Discipline

Association for Education in Journalism and Mass Communication

Vice Head, Public Relations Division	Aug. 2020-2021
Vice Head Elect, Public Relations Division	Aug. 2019-2020
Research Chair, Public Relations Division	Aug. 2018-2019
Research Vice-Chair, Public Relations Division	Aug. 2017-2018
Teaching and Student Research Competition Chair, Public Relations Division	Aug. 2016-2017
Teaching Vice-Chair, Public Relations Division	Aug. 2015-2016
Professional Freedom and Responsibility Chair, Public Relations Division	Aug. 2014-2015
Professional Freedom and Responsibility Co-chair, Public Relations Division	Aug. 2013-2014
Fundraising Committee Co-chair, Public Relations Division	Aug. 2012-2013
Graduate Student Liaison, Public Relations Division	Aug. 2009-2010

Associate Editor, Journal of Public Relations Education Jan. 2018-Jan. 2020

Advisory Board Member, Principal Investigator,
Crisis Communication Think Tank, University of Georgia Jan. 2018-present

Editorial Board Service

Journal of International Crisis and Risk Communication Research	2018-present
Journal of Public Interest Communications, Editorial Board Member	2017-present
Journal of Public Relations Research, Editorial Board Member	2015-present
Elon Journal of Undergraduate Research in Communications	2011-2016

Grant Reviewer

Ad Hoc Reviewer, Swiss National Science Foundation, Special Call for COVID-19 Research	Spring 2020
Ad Hoc Reviewer, National Science Foundation, Decision, Risk and Management Science Social, Behavioral and Economic Sciences Directorate	Fall 2017-present

Refereed Journal Reviewer

Journal of Public Interest Communications	2018-present
Corporate Communication: An International Journal	2018-present
Journal of Communication	2017-present
Communications and the Public	2017-present
Public Relations Inquiry	2016-present
Communication Research	2015-present
Journalism and Mass Communication Quarterly	2015-present
Mass Communication and Society	2015-present
Women and Health Journal	December 2013
Health Communication Journal	2013-present
Disasters Journal	2013-present
Journal of Applied Communication Research	2012-present
Elon Journal of Undergraduate Research in Communications, Editorial Board	2011-present
Public Relations Review	2011-present
Journal of Public Relations Research	2010-present
PRism Special Issue Journal Reviewer	2010-2011
Social Marketing Quarterly	2009-present

Conference Paper Reviewer

Association for Education in Journalism and Mass Communication, Public Relations Division	2012-present
Association for Education in Journalism and Mass Communication, ComSHER Division	2013-present
International Communication Association, Health Communication & PR Divisions	2011-present
National Communication Association, Student Division	Spring 2007

Textbook Reviewer

Routledge/Taylor and Francis	2016-present
Oxford Press	2015-present
Jones and Bartlett Publishers	October 2014
Sage Publications	2010-present
Electronic Publishing Services	2013-present

Virginia Association of Collegiate Registrars and Admissions Officers

Chair, School & College Relations Committee; Fair Coordinator	2003-2006
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Southern Association of Collegiate Registrars and Admissions Officers

Journal Editorial Board	2004-2006
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Within the University

University of North Carolina at Chapel Hill

Faculty Council Member	2017-2020
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UNC-CH, Hussman School of Journalism and Media

Ph.D. Program Director	2020-present
Ph.D. Advisory Council	2020-present
Fall 2020 Scenario Planning Committee	Summer 2020
Ph.D. Admissions Committee	2019-present
Ph.D. Funding Ad Hoc Committee	Summer 2020
Undergraduate Advisory Committee/Curriculum Committee	2019-2020
Dean's Executive Cabinet Member	2019-present
Ph.D. Program Research Workshop Organizer	2019-present
Graduate Admissions Committee Member	2017-2018
Advisor, Master of Arts in Digital Communication Program	2017-present
Advisor, Master of Arts Program (Professional and Theory and Research)	2018-present
Advisor, Honors Program	2020-present
Advisor, Ph.D. in Communication Program	2017-present

Elon University

Honors Advisory Committee Member	2015-2016
Program for Ethnographic Research and Community Studies Advisory Board	2015-2016
Center for the Advancement of Teaching and Learning Advisory Board Member	2014-2016
Public Health Major Advisory Board Member	2014-2016
Lumen Prize Advisory Committee Member	2012-2016
Leadership Prize Advisory Committee Member	2014-2015
University Search Committee Member for the Position of	2014-2015

Associate Director of the Center for Advancement of Teaching and Learning	
Academic Standing Committee Member	2012-2014
Honor Board Committee Member	2012-2014
Service Learning Faculty Scholar	2012-2013
University Search Committee Member for the Position of	2012-2013
Managing Director of the Center for Advancement of Teaching and Learning	

Elon University School of Communications

Awards and Competitions Committee	Fall 2015-present
Teacher-Scholar Committee, Chair (2014-2015)	2011 to 2015
Search Committee for Strategic Communications Faculty Member	Spring 2013
Admissions Open House Volunteer/Presenter	Oct. 2011, Oct. 2012

University of Maryland Department of Communication

Colloquium Panelist	Spring 2010
Graduate Admissions Ambassador	Sept. 2008-present
Undergraduate Studies Committee	May 2008-2009
Board Member COMMGrads Student Association	April 2007-Aug. 2009
NCA Convention Party Planning Committee	Fall 2006- Fall 2007

University of Maryland Center for Risk Communication Research

Research Team Member, Center Staff Member	Aug. 2007-May 2011
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University of Maryland Graduate Student Government

Departmental Assembly Representative	April 2007-May 2008
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Radford University

Office of Admissions Alumni Recruiter	2006-2009
Office of Admissions Search Committee Member	2004-2006
Kirk Scholar Selection Committee, Faculty Representative	2005-2006
International Issues Committee, Faculty Member	2004-2006
Campus Conduct Board, Faculty Representative	2004-2006
International Club, Faculty Advisor	2004-2005
Omicron Delta Kappa National Leadership Honor Society, Faculty Member	2003-2006
Search Committee Member for Media Studies Faculty	2003

Dr. Spencer Barnes

Associate Professor

School of Media and Journalism

Campus Box 3365

University of North Carolina at Chapel Hill

Chapel Hill, NC 27599

919-962-4650

srbarnes@email.unc.edu

Education

Doctorate of Education (Ed.D.), North Carolina State University, August 2011

Specialization: Engineering Education

Dissertation: The Effects of Worked Examples on CAD Performance and Learning Efficiency

Master of Industrial Design (terminal), North Carolina State University, May 2007

Thesis: The Efficacy of Blended Learning for Industrial Design Education

Bachelor of Graphic Design, Minor in Spanish, North Carolina State University, May 2004

Cum Laude

Professional Experience

Associate Professor (Tenured), Hussman School of Journalism and Media, UNC-Chapel Hill

2018-present

Director, Residential Master's Program, Hussman School of Journalism and Media, UNC-Chapel Hill

2020-2021

Assistant Professor, Hussman School of Journalism and Media, UNC-Chapel Hill

2012-2018

Lecturer, Hussman School of Journalism and Media, UNC-Chapel Hill

2011-2012

Adjunct Assistant Professor, College of Design, North Carolina State University

2007-2010

Instructor, College of Design, North Carolina State University

2006-2007

Honors

Chancellor's Teaching Award, University of North Carolina at Chapel Hill, 2020

Finalist for UNC Board of Governors' Award for Excellence in Teaching, University of North Carolina at Chapel Hill, 2018, 2019

Tanner Award for Excellence in Undergraduate Teaching, University of North Carolina at Chapel Hill, 2019

Edward Vick Prize for Innovation in Teaching, UNC School of Media and Journalism, University of North Carolina at Chapel Hill, 2019

Recognized as "Most Valuable Professor" by the UNC Women's Lacrosse Team and UNC Athletic Department, University of North Carolina at Chapel Hill, 2016
ACAAGS Teaching & Tutorial Award, North Carolina State University, 2007

ACAAGS Student of the Year Award, North Carolina State University, 2006

ACAAGS Student of the Year Award, North Carolina State University, 2005

Certifications

Leadership Advantage, Center for Faculty Excellence, University of North Carolina at Chapel Hill, 2021

Mentoring and Teaching Practicum (MATP), North Carolina State University, 2010
Mentor: Dr. Haywood Brown, Chair of Obstetrics and Gynecology, Duke University

Certificate of Accomplishment in Teaching (COAT), North Carolina State University, 2007

Bibliography

Refereed Journal Articles (published or in press)

Barnes, S. & Sontag, J. (2021). On the use of narrative structure and encapsulation for health-related stories contained within digital news packages. *Journalism Studies*. Under review.

Barnes, S. (2017). Studies in the efficacy of motion graphics: The relation between expository motion graphics and the presence of naïve realism. *Visual Communication*. <http://dx.doi.org/10.1177/1470357217739223>.

Barnes, S. (2017). Examining the processes involved in the design of journalistic information graphics. *Journal of Visual Literacy*. <http://dx.doi.org/10.1080/1051144X.2017.1372088>.

Sontag, J., & **Barnes, S.** (2017). Narrative structure as an infrastructure for the visual framing of graphics used in preventative health digital news packages. *Journal of Visual Communication in Medicine*. <http://dx.doi.org/10.1080/17453054.2017.1366824>.

Barnes, S. (2017). Studies in the efficacy of motion graphics: The impact of narrative structure on exposition. *Digital Journalism*. <http://dx.doi.org/10.1177/1746847716637823>.

Barnes, S. (2016). Appearance and explanation: Advancements in the evaluation of information graphics. *Journal of Visual Literacy*, 35(2), 167-186. <http://dx.doi.org/10.1080/1051144X.2016.1278109>.

McIntyre, K., **Barnes, S.**, & Ruel, L. (2016). The effects of online news package structure on attitude, attention, and comprehension. *Electronic News*, 10(3), 178-193. <http://dx.doi.org/10.1177/1931243116656718>.

Barnes, S. (2016). Studies in the efficacy of motion graphics: The effects of complex animation on the exposition offered by motion graphics. *Animation: An Interdisciplinary Journal*, 11(2), 146-168. <http://dx.doi.org/10.1080/21670811.2017.1279020>.

Barnes, S. (2016). Studies in the efficacy of motion graphics: How the presentation of complex animation implicates exposition. *Journal of Entertainment and Media Studies*, 2(1), 37-76.

Barnes, S. (2008). The context and experience of the critique: A qualitative study. *The International Journal of the Arts in Society*, 3(2), 1-6.

Refereed Book Chapters

Barnes, S. (2018). Towards the cumulative effect of expository motion graphics: How visual explanations resonate with audiences. In B. Stone & L. Wahlin (Eds.), *The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice* (pp. 30-47). New York City, NY 10017: Routledge.

Published Refereed Conference Proceedings

Barnes, S., & Sontag, J. (2017). Pathways to transition: How narrative structure enables the integration of visual explanations into broadcast news stories. In A. Murnieks & R. Tegtmeier (Eds.), *Motion Design Education Summit 2017 Edited Conference Proceedings*. New York City, NY 10017: Focal Press.

Sontag, J., & **Barnes, S.** (2017). The effects of motion graphics and strategic graphics placement in health-related digital news packages. In A. Murnieks & R. Tegtmeier (Eds.), *Motion Design Education Summit 2017 Edited Conference Proceedings*. New York City, NY 10017: Focal Press.

Refereed Conference Papers

Barnes, S. (2016). Towards an association between expository motion graphics and the presence of naïve realism. Paper published for the 99th Annual AEJMC Conference, Minneapolis, MN.

Ranney, L., Jarman, K., Huang, L., Ruel, L., **Barnes, S.**, Noar, S., & Goldstein, A. (2015). Eye tracking evaluation of a federal tobacco control communication campaign. Paper published for the 2015 National Conference on Health Communication, Marketing, & Media, Atlanta, GA.

Barnes, S. (2015). Appearance and explanation: Advancements in the evaluation of information graphics. Paper published for the 98th Annual AEJMC Conference, San Francisco, CA.

McIntyre, K., **Barnes, S.**, & Ruel, L. (2014). The effects of online news package structure on attitude, attention, and comprehension. Paper published for the 97th Annual AEJMC Conference, Montreal, Canada.

Rankin, T., Shaw, D., **Barnes, S.**, Terry, T., Kirk, K., Hayes, B., and Von Stein, P. (2011). A disappointed lion withdraws from a sheepfold: Turning points in history – was Gettysburg one?. Paper published for the Symposium on the 19th Century Press, the Civil War, and Free Expression, Chattanooga, TN.

Barnes, S., Wiebe, E., & Branoff, T. (2011). The effects of worked examples on CAD performance: An application of the Four-Component Instructional Design Model to CAD instruction. Paper published for the 118th ASEE Annual Conference & Exposition, Vancouver, Canada.

Barnes, S. (2010). Are designers investing in creativity? Applying the framework of the Investment Theory of Creativity to designers. Paper published for the 2010 IDSA International Conference and Education Symposium (DIY Design: Threat or Opportunity), Portland, OR. Retrieved from <http://www.idsa.org/sites/default/files/AreDesignersInvestinginCreativity.pdf>

Barnes, S. (2008). Being critical of the critique in Industrial Design education: A qualitative study. In L. H. Hoffer (Ed.), 2008 Eastman/IDSA National Education Symposium Proceedings (pp. 15-22). Phoenix, AZ: Industrial Design Society of America.

Barnes, S. (2007). The efficacy of learning in a blended learning environment for Industrial Design education. In C. Cullen (Ed.), 2007 Eastman/IDSA International Education Symposium Proceedings (pp. 33-40). San Francisco, CA: Industrial Design Society of America.

Conference Presentations

Barnes, S. (2020). Will things ever be the same again? Imagining the past in post-normal times. Presented at the National Communication Association 106th Annual Convention: Communication at the Crossroads.

Barnes, S. (2019). The state of scholarship on visual communication. Presented at the National Communication Association 105th Annual Convention: Communication for Survival, Baltimore, MD.

Other Publications

Barnes, S., & Straughan, D. (2013). UNC Women's Basketball Team media readiness handbook.

Barnes, S., & Ruel, L. (2012). A review of Alberto Cairo's "The Functional Art: An Introduction to Information Graphics and Visualization". *Visual Communication Quarterly*, 19(4), 257-259.

Teaching Activities

University of North Carolina at Chapel Hill

Summer 2021

MEJO 182-001, Introduction to Graphic Design, 15 students

Spring 2021

MEJO 596-063, Individual Study, 1 student

MEJO 182-004, Introduction to Graphic Design, 19 students

Fall 2020

MEJO 992-083, Non-thesis Option, 1 student

MEJO 585-001, 3-D Design Studio, 13 students

MEJO 182-001, Introduction to Graphic Design, 17 students

Summer 2020

MEJO 182-001, Introduction to Graphic Design, 18 students

Spring 2020

Chancellor's Teaching Award

MEJO 692H-083, Honor's Essay, 1 student

MEJO 596-083, Individual Study, 1 student

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Fall 2019

MEJO 704-001, Statistics for Social Science Research, 10 students

MEJO 585-001, 3-D Design Studio, 11 students

Summer 2019

MEJO 182-001, Introduction to Graphic Design, 17 students

Spring 2019

Tanner Award for Excellence in Undergraduate Teaching

Edward Vick Prize for Innovation in Teaching

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 18 students

Fall 2018

Finalist for UNC Board of Governors' Award for Excellence in Teaching

MEJO 704-001, Statistics for Social Science Research, 10 students

MEJO 585-001, 3-D Design Studio, 11 students

Summer 2018

MEJO 182-001, Introduction to Graphic Design, 5 students

Spring 2018

MEJO 596-083, Individual Study, 1 student

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Fall 2017

Finalist for UNC Board of Governors' Award for Excellence in Teaching

MEJO 585-001, 3-D Design Studio, 18 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Summer 2017

MEJO 182-001, Introduction to Graphic Design, 14 students

Spring 2017

MEJO 992-069, Non-thesis Option, 1 student

MEJO 182-004, Introduction to Graphic Design, 20 students

MEJO 182-001, Introduction to Graphic Design, 20 students

Fall 2016

MEJO 585-001, 3-D Design Studio, 13 students

MEJO 182-001, Introduction to Graphic Design, 21 students

Summer 2016

JOMC 182-001, Introduction to Graphic Design, 15 students

Spring 2016

Recognized as "Most Valuable Professor" by the UNC Women's Lacrosse Team and UNC Athletic Department

JOMC 992-083, Individual Study, 1 student

JOMC 692H-083, Honors Essay, 1 student

JOMC 182-004, Introduction to Graphic Design, 21 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2015

JOMC 992-083, Individual Study, 2 students

JOMC 585-001, 3-D Design Studio, 15 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2015

JOMC 182-001, Introduction to Graphic Design, 16 students

Spring 2015

JOMC 296-083, Individual Study, 1 student

JOMC 182-002, Introduction to Graphic Design, 22 students

JOMC 182-001, Introduction to Graphic Design, 19 students

Fall 2014

JOMC 585-001, 3-D Design Studio, 17 students

JOMC 296-069, Individual Study, 1 student

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2014

SPCL 395-317, Advanced Projects, 1 student

JOMC 182-001, Introduction to Graphic Design, 15 students

Spring 2014

JOMC 992-069, Non-thesis Option, 1 student

JOMC 182-002, Introduction to Graphic Design, 21 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2013

JOMC 992-069, Non-thesis Option, 1 student

JOMC 900-083, Reading & Research, 1 student

JOMC 585-001, 3-D Design Studio, 12 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2013

JOMC 182-001, Introduction to Graphic Design, 13 students

Spring 2013

JOMC 182-002, Introduction to Graphic Design, 21 students

JOMC 182-001, Introduction to Graphic Design, 20 students

Fall 2012

JOMC 585-001, 3-D Design Studio, 7 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Summer 2012

JOMC 182-001, Introduction to Graphic Design, 13 students

Spring 2012

JOMC 182-002, Introduction to Graphic Design, 20 students

JOMC 182-001, Introduction to Graphic Design, 21 students

Fall 2011

JOMC 585-001, 3-D Design Studio, 4 students

JOMC 182-003, Introduction to Graphic Design, 20 students

Spring 2011

JOMC 182-002, Introduction to Graphic Design, 17 students

JOMC 182-001, Introduction to Graphic Design, 17 students

Other

Instructor, Chuck Stone Program, July 2017-present

Developer and Presenter, Autodesk Maya & 3D Printing Seminar, Research Hub @ Kenan Science Library, UNC University Libraries, University of North Carolina at Chapel Hill, March 2015

Developer and Administrator, Media readiness seminars for the UNC Athletic Department coaching staff and players, University of North Carolina at Chapel Hill, 2012-present

Guest lecturer, JOMC 581 Multimedia Design, Fall 2013 and Spring 2014

Guest lecturer, JOMC 705 Theories of Mass Communication, Fall 2013

Instructor, CABJ High School Minority Workshop, February 2012

Grants

PI, The Application of Cloud Rendering for the Production of Visual Explanations (SEED Grant), UNC Hussman School of Journalism and Media, \$5000, 2021-present

PI, Cloud Rendering, Conductor Tech, \$1500, 2020-present

Co-PI, Tobacco Centers of Research Pilot Grant, UNC Lineberger Comprehensive Cancer Center, \$33,474 (funding originated from FDA/NIH grant entitled "Effective Communication on Tobacco Product Risk and FDA Authority" for \$19,522,148)

PI, Macromedia Breeze (Adobe Acrobat Connect Professional, non-monetary), Adobe, 2006-2007

Service

Community Service

Reviewer, 2019 AIGA Raleigh Annual Student Portfolio Review at RTI International, April 2019

Reviewer, 2018 AIGA Raleigh Annual Student Portfolio Review at PointSource, April 2018

Reviewer, 2017 AIGA Raleigh Annual Student Portfolio Review at Centerline Digital, April 2017

Reviewer, 2016 AIGA Raleigh Annual Student Portfolio Review at Citrix, April 2016

Reviewer, 2015 AIGA Raleigh Annual Student Portfolio Review at Red Hat, March 2015

Panelist and Reviewer, IDSA Portfolio Review + Networking Event, November 2012

Instructor, CABJ High School Minority Workshop, February 2012

Professional Service

Advisory Board Member (Editorial Board), Visual Communication Quarterly, 2016-present

Site Team Member (Visual Communication), ACEJMC, 2015-present

Ad-hoc Reviewer, Animation: An Interdisciplinary Journal

Ad-hoc Reviewer, Information Visualization

Ad-hoc Reviewer, Journalism and Mass Communication Quarterly

Ad-hoc Reviewer, Journalism and Mass Communication Educator

Ad-hoc Reviewer, Media Psychology

Reviewer, Research Papers, Visual Communication Division, Association for Education in Journalism and Mass Communication, 2014

University Service

Co-Chair, University Teaching Awards Committee, UNC Provost's Office, 2020-present

Member, Fixed-Term Faculty Committee, 2015-present

Member, UNC Promotion and Tenure Policies and Practices Implementation Team, UNC Provost's Office, 2019-present

Member, UNC Academic Support Program for Student Athletes Advisory Board (ASPSA), UNC Athletic Department, 2019-2021

Member, UNCTaskforce on Promotion and Tenure Policies and Practices, 2019
 Member, Search Committee for Track and Field/Cross Country Head Coach, UNC Athletic Department, 2019
 Member, Student-Athlete Academic Process Review Group (Provost-Appointed), 2015-2018
 Special Effects Designer and Engineering Graphics Designer, 2015 Chancellor's Innovation Summit, 2015
 Member, Selection Committee for the Carolina Family Scholarship, 2015
 Member, Search Committee for Project 3 Program Manager, Center for Regulatory Research on Tobacco Communication, 2013
 Member, Search Committee for Lead Digital Media Producer, Morehead Planetarium and Science Center, 2013
 Member, UNC Women's Basketball Team Fans in the Stands Committee, 2012-2019
 Member, Leadership Advantage Advisory Board, 2012

School and Department Service

Chair, MA Task Force (Residential Master's Program), 2021-present
 Member, Appointment, Promotion, and Tenure Committee, 2019-present
 Faculty Advisor, Kappa Tau Alpha, 2013-present
 Director, Residential Master's Program, 2020-2021
 Chair, Faculty Salary Committee, 2018-2019
 Member, Search Committee for Associate Teaching Professor of Broadcast Journalism, 2018-2019
 Member, Diversity Activities Committee, 2012-2016
 Member, Research Center Advisory Board, 2014-2017
 Member, Subcommittee on Assessment, 2014-2017
 Member, Search Committee for Assistant Professor of Advertising, 2013
 Member, Administrative Board, 2013-2017
 Member, Assessment Planning Committee, 2012-2017
 Member, Hearst Contest Advisers (Multimedia), 2012-2015
 Member, Local Review Committee on Research Using Human Subjects (IRB), 2012-2015
 Member, Scholarships Committee, 2012-2013

Invited Guest Speakers

Leslie Moreno, Reporter, WRAL News, 2021
 Paul Carlos, Advisory Board, Type Directors Club, 2020
 Elizabeth Carey Smith, President, Type Directors Club, 2020
 Tim O'Brien, President, Society of Illustrators, 2020
 Randi Ayala, Anchor and Reporter, CBS17 News, 2019, 2020
 Jackie Jones, Marketing and Communication Manager, BMW Group DesignWorksUSA, 2013
 Matthew Rhoades, Global Director for Athletic Training and Team Sports, NIKE, 2012
 Chris Rhoades, Chief Designer, Mercedes-Benz North America, 2011

Graduate and Undergraduate Student Committees

Committee Member, Deborah Dwyer, Expected Completion Date: May 2022
Chair, Andrew Tie, The Potential of Visual, Creative Social Media Apps in the Higher Education Student Recruitment Process (Master's Thesis), Completion Date: December 2020
Chair, Jillian Ngyuen, Promoting DJs in EDM: Examining Branding and Persona (Honor's Thesis), Completion Date: April 2020
Chair, Aleah Howell, Observing the Pain of Others: Using Visual Communication and Interactive Media to Educate and Activate Audiences (Master's thesis), Completion date: April 2017
Chair, Crystal George, Non-profit Digital Advocacy: Creating Non-profit Advocates by Building Relationships and Engagement with Digital Media (Master's thesis), Completion date: April 2016

Chair, Keely McKenzie, *The Right Type: An Examination of Typography and Gender Stereotypes in Sports Advertising* (Honor's thesis), Completion date: April 2016

Chair, Miranda Dotson, *Divematch: Connecting Scuba Divers to a Broader World* (Master's thesis), Completion date: November 2015

Committee Member, Karen McIntyre, *Constructive Journalism: The Effects of Positive Emotions and Solution Information in News Stories* (Doctoral dissertation), Completion date: April 2015

Chair, Priscilla Tsai, *Establishing a Graphic Design Company Through Branding and Website Creation* (Master's thesis), Completion date: May 2014

Professional Affiliations

Accrediting Council on Education in Journalism and Mass Communication

Association for Education in Journalism and Mass Communication

National Communication Association

Society of News Design

Epsilon Pi Tau Honorary Society

Phi Kappa Phi

ANDREW R. BECHTEL

UNC Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365
Email: abechtel@email.unc.edu

EDUCATION

M.A. in Journalism and Mass Communication. UNC Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, 1993.
Master's thesis: "Newspaper Distribution and the First Amendment."

B.A. in Journalism (news-editorial sequence). School of Journalism and Mass Communications, University of South Carolina, 1989.

PROFESSIONAL EXPERIENCE

Associate professor, UNC Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, summer 2011-present.

Assistant professor, UNC Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, fall 2005-spring 2011.

Adjunct instructor, UNC Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, spring 2005.

Nation & World editor, *The News & Observer* of Raleigh, North Carolina, January 2001-June 2005. Planned and directed coverage of national and international news. Led a four-person wire desk. Served occasionally as copy desk chief. Edited stories and wrote headlines and photo captions.

Part-time copy editor and writer, *The Advocate* newspaper of Baton Rouge, Louisiana, and *The Greater Baton Rouge Business Report*, July 1997-December 2000.

Assistant professor, Manship School of Mass Communication, Louisiana State University, August 1998-December 2000.

Copy editor, *The News & Observer*, May 1992-May 1997. Edited news copy

and wrote headlines. Worked as an assistant to the wire editor, selecting stories and designing inside pages. Served as copy editor for the newspaper's Chapel Hill bureau. Served as a representative on the newspaper's Diversity Committee.

Copy editor, *Greensboro News & Record*, Greensboro, North Carolina, May 1989-June 1991. Edited copy, wrote headlines, designed pages and served as assistant wire editor.

HONORS

Second place, Student News Project contest sponsored by Newspaper and Online News Division of AEJMC. Awarded with Jock Lauterer, senior lecturer, for work on the *Durham VOICE* website, August 2015.

Honorable mention, Teaching News Terrifically, a competition sponsored by the Newspaper Division and Online News Division of AEJMC. Awarded for assignment on using Twitter in editing classes, August 2010.

Winner, Edward Vick Prize for Teaching Innovation, School of Journalism and Mass Communication, UNC-Chapel Hill. Awarded for work with the *Carrboro Commons*, a student-run publication covering Carrboro, North Carolina, spring 2008.

BIBLIOGRAPHY

Book chapters

Bechtel, Andy. "Copyright," *North Carolina Media Law Handbook*: Raleigh, NC: North Carolina Press Foundation, pp. 164-171, 2007. Revised and expanded, 2012.

Refereed papers/articles

Bechtel, Andy. "Spot the Spam: How To Use Unwanted Email To Show How Grammar And Punctuation Affect Credibility," *The Community College Journalist*, Summer 2009 Special Issue, p. 7, August 2009. Published as part of the proceedings for a refereed session of the national AEJMC conference.

Bechtel, Andy, and Lauterer, Jock. "A Most Uncommon Commons: Transforming Two Classrooms Into Community Newspaper Newsrooms," *Grassroots Editor*, quarterly journal of the International Society of Weekly Newspaper Editors, pp. 1-5, Winter 2007.

Bechtel, Andy. "Set the Style: How to Teach Students How Accuracy, Fairness and Word Choice Intersect," *The Community College Journalist*, Summer 2007 Special Issue, pp. 9-10, August 2007. Published as part of the proceedings for a refereed session of the national AEJMC conference.

Sylvester, Judith; Daniels, LeAnne; and **Bechtel, Andy**. "Covering the Clinton-Lewinsky Story: Newsroom Decision-Makers Tell All," *Southwestern Mass Communication Journal*, Vol. 15, No. 1, pp. 47-59, fall 1999.

Bechtel, Andy; and Korwar, Arati. "Copyright and the Creative Use of Visual Artworks in the 1990s," *Communication Law and Policy*, Vol. 4, No. 4, pp. 431-461, fall 1999.

Other refereed products of scholarship

Bechtel, Andy, and Bullard, Sue. "Skimming the News: How To Engage Audiences With Curated Newsletter Content," presented at the Great Ideas for Teachers session at the national conference of AEJMC, Minneapolis, August 2016.

Bechtel, Andy. "Spot the Spam: How To Use Unwanted Email To Show How Grammar And Punctuation Affect Credibility," presented at the GIFT program at the national conference of AEJMC, Boston, August 2009.

Bechtel, Andy, and Lauterer, Jock. "A Most Uncommon Commons: Transforming the Classroom into a Community Newspaper Newsroom," presented to the National Newspaper Association annual conference, Norfolk, Virginia, September 2007.

Bechtel, Andy. "Set the Style: How to Teach Students How Accuracy, Fairness and Word Choice Intersect," presented at the Great Ideas For Teachers program at the national conference of AEJMC, Washington, D.C., August 2007.

Bechtel, Andy. "When the News Isn't Pretty: Aesthetic Regulation of Newspaper Newsracks," presented to the Law Division at the AEJMC Southeast Colloquium, Chapel Hill, North Carolina, March 2000.

Bechtel, Andy. "News or Nuisance: Regulation of Home Delivery of Free Newspapers," presented to the Law Division at the AEJMC national convention, New Orleans, Louisiana, August 1999.

Sylvester, Judith; Daniels, LeAnne; and **Bechtel, Andy.** "Covering the Clinton-Lewinsky Story: Newsroom Decision-Makers Tell All," presented to the Newspaper Division of the AEJMC Southeast Colloquium, Lexington, Kentucky., spring 1999.

Bechtel, Andy, and Korwar, Arati. "The Limits of Copyright Protection for the Use of Visual Works in Motion Pictures, Print Media and Pop Art in the 1990s," presented to the Visual Communication Division at the AEJMC national convention, Baltimore, August 1998.

Bechtel, Andy. "The Impact of Public Forum Analysis On Newsrack Regulation," presented to the Law Division of the Southeast Colloquium of AEJMC, Tuscaloosa, Alabama, March 1993.

Bechtel, Andy. "Ain't Too Proud To Beg: Panhandling and the First Amendment," presented to the Law Division of the Southeast Colloquium of AEJMC, Tuscaloosa, Alabama, March 1993.

Bechtel, Andy. "The Parody-Copyright Dilemma," presented to the Law Division of the Southeast Colloquium of AEJMC, Stone Mountain, Georgia, March 1992.

Other products of creative activity

Bechtel, Andy. "The Editor's Desk," a blog about writing and editing that averages about 3,000 visits per month. Named by Journalism.co.UK as one of 50 best blogs about journalism; cited by noted websites Romensko and Regret the Error. June 2006-present. <http://editdesk.wordpress.com>

Bechtel, Andy. Stylebook of the Hussman School of Journalism and Media,

<http://jschoolstylebook.web.unc.edu>, fall 2013-present.

Bechtel, Andy. "Style Guidelines as the New Administration Takes Office," guest post for the website of ACES: The Society for Editing, January 2021.

Bechtel, Andy. "What's In A Name: A North Carolina Town's Leaders Follow the Gender Neutral Trend By Changing Their Name," *Tracking Changes*, the newsletter of ACES: The Society for Editing, p. 5, Spring 2020.

Bechtel, Andy. "When Style Passes You By," *Tracking Changes*, p. 3, Summer 2019.

Bechtel, Andy. "Tempted To Put a Pun In That Headline? You May Have To Sign Something First," *Tracking Changes*, p. 21, Summer 2018.

Bechtel, Andy. "Old style from New York: Do the recommendations from a 54-year-old stylebook hold water today?" *Tracking Changes*, p. 7, Winter 2017.

Bechtel, Andy. "Let's Change How We Use Reform," Copyediting.com, December 2017.

Bechtel, Andy; and Bullard, Sue. "The Fundamentals of Editing," an online course for NewsU, the e-learning site of The Poynter Institute, September 2013. <https://www.newsu.org/courses/fundamentals-editing>

Bechtel, Andy. "Eight Things I Learned As A 40-Year-Old Intern," a column for the website of The Poynter Institute, August 2008.

Bechtel, Andy. "Beyond the Inverted Pyramid: Creating Alternative Story Forms," an online course for NewsU, June 2008. Revised and expanded, October 2015.

Bechtel, Andy. "Let's Say 'Nyet' To Any New Political Czar," op-ed column, *The (Raleigh) News & Observer*, December 2008.

Bechtel, Andy. "Mug Shots Tell A Story That Requires Careful Editing," *ACES*, p. 11, May-June 2008.

Bechtel, Andy. "Alternative Story Forms: 'Secondary Readings' Move From Being Extras To Being The Essence Of The Story," an article in *Communication: Journalism Education Today*, quarterly magazine of the Journalism Education Association, pp. 4-11, Winter 2007.

Bechtel, Andy. "Copy Editors: Keep Them ... and Keep Them Local," an opinion piece on the website of the Committee of Concerned Journalists, November 2007.

Bechtel, Andy. "Learning New Ways To Tell Stories: Copy Editors Take An Important Role In Drive To Use Alternative Story Forms," *ACES*, p. 5, September-October 2007.

Bechtel, Andy. "Effective Collaboration: Alternative Story Forms," *SND Update*, a publication of the Society for News Design, pp. 9-12, August 2007.

Bechtel, Andy. "Has 'Gone Wild' Been Tamed — In the Headline World, Pop Culture References Can Fade Fast," *ACES*, p. 8, November-December 2006.

Bechtel, Andy; Fortner, Matthew; Frederick, Eric; Kennedy, Ann; Kriegsman, Teresa; Ogburn, Thad; Shaffer, Josh. "Alt. Story Forms," a guide for the staff of *The News & Observer*, Raleigh, North Carolina. This 26-page handbook provides tips and training for journalists on how to use new story structures to present news and information, June 2006.

Bechtel, Andy; Daniels, LeAnne; and Sylvester, Judith. "A Tangled Web: News Executives Discuss Management of Their Employees' Off Time," *Quill*, pp. 9-14, July 2000.

Bechtel, Andy; Daniels, LeAnne; and Sylvester, Judith. "When Celebrities, Race and News Collide," *Quill*, pp. 9-15, November 1999.

Bechtel, Andy; Daniels, LeAnne; and Sylvester, Judith. "Death Goes Live: News Executives Give Their Rationale On Whether To Televisе Assisted Suicide," *Quill*, pp. 25-30, May 1999.

Sylvester, Judith; Daniels, LeAnne; and **Bechtel, Andy.** "Tough Times In Newsrooms," *Quill*, pp. 10-16, December 1998.

Book reviews and other works

Bechtel, Andy. Review of "Dreyer's English: An Utterly Correct Guide To Clarity and Style," *Journalism & Mass Communication Educator*, pp. 251-252, Summer 2019.

Bechtel, Andy. Review of "Founding Grammars: How Early America's War Over Words Shaped Today's Language," *Journalism & Mass Communication Quarterly*, pp. 1072-1074, Winter 2015.

Bechtel, Andy. Review of "Overcoming Bias: A Journalist's Guide to Culture and Context" and "Ethics for Public Communication," *Journalism & Mass Communication Educator*, pp. 69-71, Spring 2013.

Bechtel, Andy. Review of "Covering Violence: A Guide to Ethical Reporting About Victims of Trauma," *Journalism & Mass Communication Quarterly*, pp. 849-850, Winter 2007.

Bechtel, Andy. Review of "Media Cleansing: Dirty Reporting — Journalism and Tragedy in Yugoslavia," *Journalism & Mass Communication Quarterly*, pp. 186-187, Spring 2007.

Bechtel, Andy. Review of "The Ethics of the Story: Using Narrative Techniques Responsibly in Journalism," *Journalism & Mass Communication Quarterly*, pp. 179-180, Spring 2007.

Bechtel, Andy. Review of "The Subversive Copy Editor," *The (Raleigh) News & Observer*, July 2009.

Bechtel, Andy. Review of "Gather At The River: Notes From The Post-Millennial South," *Atlanta Journal-Constitution*, October 2005.

Bechtel, Andy. Review of "Watch IT: The Risks and Promises of Information Technologies," *Journalism & Mass Communication Educator*, Vol. 55, No. 2, pp. 92-93, summer 2000.

Bechtel, Andy. Review of "Religion in the News" and "Reporting News about Religion," *Journalism & Mass Communication Educator*, Vol. 54, No. 1, pp. 92-93, spring 1999.

TEACHING ACTIVITIES

Spring 2021

MEJO 153.8, Writing and Reporting (19 students)

MEJO 557.1, Advanced Editing (16 students)

Fall 2020

MEJO 557.1, Advanced Editing (12 students)

MEJO 711.1, Multiplatform Storytelling (16 students)

Spring 2020

MEJO 157.1, News Editing (16 students)

MEJO 557.2, Advanced Editing (15 students)

Fall 2019

MEJO 157.1, News Editing (18 students)

MEJO 157.2, News Editing (19 students)

MEJO 711.1, Writing and Editing for Digital Media (20 students)

Spring 2019

MEJO 157.1, News Editing (15 students)

MEJO 557.2, Advanced Editing (20 students)

Fall 2018

MEJO 157.1, News Editing (20 students)

MEJO 157.2, News Editing (20 students)

MEJO 711.1, Writing and Editing for Digital Media (20 students)

Spring 2018

MEJO 157.1, News Editing (20 students)

MEJO 557.2, Advanced Editing (14 students)

Fall 2017

MEJO 157.1, News Editing (18 students)

MEJO 157.2, News Editing (17 students)

MEJO 711.1, Writing and Editing for Digital Media (14 students)

Graduate students advised

"Giving It All Away: Are The Ways In Which Journalists Reveal Personal Information on Twitter Affecting Perceptions of Their Work," master's thesis by Meg Kinnard

"The Future of the University: Commonalities Between Research 1 Institutions With Significant Graduate-Level Online Enrollments," master's thesis by Jack Rodenfels, fall 2019.

"Robot, Do No Harm: Ethics, Credibility and the Legal Future of AI Journalism," master's thesis by Chris Rogers, fall 2018.

"Work-Life Balance for Female Media Professionals," master's thesis by Tatiana Quiroga, spring 2017.

GRANTS

Summer Leave Grant, School of Journalism and Mass Communication. Awarded \$10,000 for projects related to alternative story forms, summer 2007. Produced several articles for trade publications and an online course for Poynter's NewsU.

PROFESSIONAL SERVICE

Member, Board of Directors of the ACES Education Fund. One of eight people overseeing a scholarship program and mid-career training and related fundraising for ACES: the Society for Editing, April 2016-present.

Member, Board of Directors of The Daily Tar Heel. One of 12 members who oversaw the news organization's budget, selection of editor and other duties. Fall 2013-spring 2014.

Member, Executive Committee of ACES: the Society for Editing. Elected to consecutive two-year terms on a 10-member board that leads this national organization, June 2009-April 2013. Related duties:

- Director of research, spring 2010-fall 2012. Worked with Newspaper And Online News Division of AEJMC to create ACES Award for Research in Editing.
- Contributor to Board Notes, official blog of the committee, fall 2009-spring 2012.

- Member, ACES social media committee, fall 2009-spring 2013. Helped guide organization's presence on Twitter, Facebook and LinkedIn.
- Coordinator, national ACES headline contest, spring 2010.

Invited talks

"Exploring Alternative Story Forms," a presentation at the quarterly meeting of the Triangle Association of Freelancers, Raleigh, North Carolina, October 2019.

"Writing and Editing for Digital Media," a presentation for staff members at TV station WTVD, Raleigh, North Carolina, September 2017.

"Exploring Alternative Story Forms," a presentation for students in the Chuck Stone Program for Diversity in Education and Media, Chapel Hill, North Carolina, July 2017 and July 2018.

"Getting Your Facts Straight," a webinar on fact checking and verification sponsored by Copyediting.com, September 2016.

"What College Students Want In Their News and How to Deliver It To Them," North Carolina Press Association Winter Institute, Chapel Hill, North Carolina, February 2016.

"Writing for Digital Media," a presentation for staff members at TV station WTVD, Chapel Hill, North Carolina, August 2015.

"The Changing Role of Copy Editing: The Basics and Beyond," North Carolina Newspaper Academy, Chapel Hill, North Carolina, May 2015.

"Exploring Alternative Story Forms In Print And Online" and "Writing Headlines For Digital Media," presentations to staff of the *Star-News*, Wilmington, North Carolina, April 2015.

"Twitter Basics," presentation to UNC staff members, Chapel Hill, North Carolina, October 2014, October 2015, February 2016 and October 2016.

"Writing Headlines for Digital and Mobile Media," a webinar sponsored by NewsU, December 2013.

"Writing Effective Headlines," presentation to staff at WRAL.com, Raleigh, North Carolina, June 2013.

"Writing Effective Headlines," presentation to staff at Gibbs & Soell Business Communications, Raleigh, North Carolina, May 2013.

"Alternative Approaches To Storytelling," presentation to staff of *Raleigh Public Record* website, Raleigh, North Carolina, July 2012.

"Writing Headlines for Online Media and Twitter," North Carolina Newspaper Academy, Chapel Hill, North Carolina, April 2011, April 2012.

"Alternative Story Forms," ACES national conference, Phoenix, Arizona, March 2011.

"Roles, Rights and Responsibilities of a Free Media," Raleigh Charter High School, Raleigh, North Carolina, February 2011.

"Is That Clear? Untangling Cluttered Prose," ACES national conference, Philadelphia, April 2010.

"Going Alternative: Exploring New Story Forms in Print and Online," Statewide Editors Association Institute, Asheville, North Carolina, August 2009.

"Using Alternative Storytelling in Print and Online," North Carolina Newspaper Academy, Chapel Hill, North Carolina, May 2009.

"Going Alternative: Do Copy Editors Make the Best Story Forms?" ACES national conference, Minneapolis, May 2009.

"Exploring Alternative Story Forms in Print and Online," HBCU Student Media Conference, Durham, North Carolina, February 2009.

"Writing Hard-Hitting Headlines," the staff of *The Daily Tar Heel* student newspaper, Chapel Hill, North Carolina, January 2009.

"It's Not Just a Newspaper Anymore: 360-Degree Storytelling," editors and reporters at the *Los Angeles Times*, Los Angeles, California, June 2008.

"Alternative Story Forms," North Carolina Newspaper Academy, Chapel Hill, North Carolina, May 2008.

"Tighten Up Your Writing: Trimming the Fat, Trimming to Fit," with Lisa McLendon of *The Wichita Eagle*, ACES national conference, Denver, April 2008.

"Going Beyond the Copy — Alternative Story Forms," staff of *Technician*, the student newspaper at North Carolina State University, Raleigh, North Carolina, March 2008 and September 2010.

"Alternative Story Forms for Print and Online," webinar for University of Florida journalism students enrolled in "Reporting and Writing for the Web," Gainesville, Florida, October 2007.

"Beyond the Inverted Pyramid: Creating Alternative Story Forms," EyeTrack '07: Insights into Action, a four-day workshop at The Poynter Institute, St. Petersburg, Florida, September 2007.

"Alternative Story Forms," North Carolina Scholastic Media Institute, Chapel Hill, North Carolina, June 2007.

"The Kindest Cut: Trimming Stories," with Lisa McLendon of *The Wichita Eagle*, ACES national conference, April 2007.

"Introduction to Alternative Story Forms," ACES national conference, Miami, April 2007.

"Sticky Style: How Accuracy, Fairness and Style Intersect," ACES regional conference, Chapel Hill, North Carolina, January 2007.

"Writing and Editing Alternatively: New Ways To Tell Familiar Stories," SAS Institute, Cary, North Carolina, December 2006.

"Creating and Editing Alternative Story Forms," ACES regional conference, Greensboro, North Carolina, July 2006.

"The Art of Storytelling: Thinking Outside the Inverted Pyramid," South Carolina Press Association Workshop, Columbia, South Carolina, May 2006.

"Editing Alternative Story Forms," ACES national conference, Cleveland, Ohio, April 2006.

"Everything But the Inverted Pyramid: How to Keep Your Readers Interested," North Carolina Press Association Winter Institute, Durham, North Carolina, February 2006.

"Exploring Alternative Story Forms," staff of *The News & Observer*, Raleigh, North Carolina, August 2005.

"Exploring Alternative Story Forms," Midcareer Copy Editors Institute, Chapel Hill, North Carolina, July 2005, July 2006, July 2008.

"A Behind-the-Scenes Look at a Page 1 Budget Meeting," High School Journalism Day, Chapel Hill, North Carolina, October 2004.

Contest judging

ACES: The Society for Editing. Judged entries for Robinson Prize honoring the copy editor of the year, February 2018 and February 2019.

Robert F. Kennedy Awards for Excellence in Journalism. Reviewed entries in the New Media category, February 2018, February 2019, February 2020.

N.C. Scholastic Media Association. Reviewed nominations for Journalist of the Year, February 2018.

National Federation of Press Women. Evaluated entries in the "Writing for the Web" category, May 2014.

Tankard Book Award. Evaluated entries for annual competition that honors the best book written by an AEJMC member, March 2009, March 2013, March 2014, March 2015, March 2016.

N.C. Scholastic Media Association. Evaluated entries from high school

newspapers in news, features and editorial categories, May 2013.

Society for American Travel Writers. Judged entries in several writing categories, summers 2010, 2012.

Roanoke Times newspaper, Roanoke, Virginia. Judged staff entries in headline writing, April 2012.

Best of the West contest. Evaluated headlines for competition among newspapers in the western United States, March 2010.

Lowell Thomas Travel Journalism Competition. Judged entries in the Article On Adventure category, May 2009 and May 2010.

AEJMC Best of the Web competition. Evaluated websites and projects produced by students and faculty, April 2009 and April 2010.

ACES: the Society for Editing headline contest. Evaluated entries in the student category, April 2008 and April 2009; digital category, March 2011; 200,000+ circulation category, March 2016; regional category, March 2020.

Landmark Awards. Evaluated entries in the editing category for annual competition for newspapers owned by Landmark Communications, April 2008 and March 2009.

Frank Luther Mott/Kappa Tau Alpha Book Award. Evaluated entries for contest honoring best research-based mass communication book of the year, December 2008.

New York Newspaper Publishers Association. Judged entries in the Best Headline category, February 2007.

Florida Magazine Association. Evaluated contest entries in the In-Depth Reporting category, June 2006 and June 2007.

Air Force Air Combat Command's Print Media Contest. Judged entries in the Newsletter and Magazine categories, January 2006.

National Council of Farm Cooperatives contest. Judged entries in the

Newsletter and Magazine categories, November 2005.

Sigma Delta Chi Awards, spring 1998. Reviewed entries for the Society of Professional Journalists in the "Research about Journalism" category.

Manuscript reviewing

Southeast Colloquium of AEJMC. Reviewed papers submitted to the Newspaper/Online News Division for the virtual conference, March 2020.

Manuscript reviewer, *Journalism and Mass Communication Educator*. Reviewed research on teaching of *The Associated Press Stylebook*, summer 2017; reviewed research on peer editing in writing courses, fall 2017.

Manuscript reviewer. Reviewed textbook *Editing Essentials for the Digital Era* by Thomas Lieb for publisher CQ Press, fall 2012.

AEJMC national conference. Reviewed papers submitted to the Newspaper/Online News Division for conferences held in San Francisco, 2006, Washington, D.C., 2007; Denver, 2010; St. Louis, 2011; Chicago, 2012; Washington, D.C., 2013.

Writing and editing

Consultant, Industry Dive. Led a one-day workshop on headline writing, caption writing and story editing for business journalists, Washington, D.C., June 2019.

Consultant, *Raleigh Public Record*. Helped plan coverage of state and municipal elections, fall 2012 and fall 2013.

Consultant, *The Columbus Dispatch*, Columbus, Ohio. Led workshops on story editing and headline writing, February 2011.

Editing coach, News21. Guided students on creation of award-winning Powering A Nation website, part of the Carnegie-Knight Initiative's News 21 project on the future of journalism education, summers 2009-2012.

Consultant, *The Morning Call*, Allentown, Pennsylvania. Led workshops and

assisted editors and writers on alternative story forms, June 2007.

Co-editor, *The CONNector*, the PTA newsletter at Conn Elementary School, Raleigh, North Carolina, fall 2006-spring 2007.

Consultant, *The News & Observer*, Raleigh, North Carolina, August 2005-June 2006. Helped train staff with this daily newspaper on innovative ways to structure stories and present information. Co-authored a staff handbook on the topic.

Conference activities

Panelist, "Headline Hoopla," national conference of ACES: the Society for Editing, Providence, Rhode Island, March 2019.

Panelist, "Sharpening Your Skills: A Headline Workshop," national conference of ACES, Chicago, Illinois, April 2018.

Panelist, "What's Taught in Editing Courses and What Should Be," ACES national conference, St. Petersburg, Florida, March 2017.

Moderator, "We'll Show Real Headlines to Real People. Will You Believe What Happens Next?" A panel discussion at the ACES national conference, Portland, Oregon, April 2016.

Panelist, "The Future of Copy Editing," ACES national conference, Portland, Oregon, April 2016.

Moderator, "Inside Readers' Heads: Click-Worthy Headlines," a panel discussion at the ACES national conference, Las Vegas, Nevada, March 2014.

Panelist, "Getting Into Teaching," ACES national conference, Las Vegas, Nevada, March 2014.

Moderator and organizer, "Breakfast of Editing Champions" session at the national conference of AEJMC, St. Louis, August 2011; Chicago, 2012. Washington, D.C., 2013; Montreal, 2014; San Francisco, 2015.

Moderator, "What Is News and What Is Journalism," research paper session, AEJMC national conference, Chicago, August 2012.

Panelist, "Integration of Online and In-Person Teaching," national conference of AEJMC, Denver, August 2010.

Panelist, "What's Taught In Editing Courses — And What Should Be," ACES national conference, Philadelphia, April 2010.

Panelist, "After Magazines," Statewide Editors Association Institute, Asheville, North Carolina, August 2009.

Panelist, "The Future of Editing Instruction," AEJMC national conference, Boston, August 2009.

Panelist, "From Newsroom to Classroom: Getting Into Teaching," ACES national conference, Minneapolis, Minnesota, May 2009.

Panelist, "Using Your Skills Outside the Newsroom," ACES regional conference, Charleston, South Carolina, January 2009.

Panelist, "Checking Facts and Avoiding Errors," national conference of Capitolbeat, the national organization of state government reporters and editors, Raleigh, North Carolina, November 2008.

Panelist, "Working Together: Alternative Story Forms, Designers and the Copy Desk," ACES national conference, Denver, Colorado, April 2008.

Moderator, "Covering the Fall 2008 Elections: The Planning Process," North Carolina College Media Association conference, Chapel Hill, North Carolina, April 2008.

Moderator, "J-School and B-School: Journalism Education and Blogging," ConvergeSouth conference, Greensboro, North Carolina, October 2007.

Discussant, "Life in the Contemporary Newsroom," a research paper session, AEJMC national conference, Washington, D.C., August 2007.

Panelist, "Working with Alternative Story Forms," ACES national conference, Miami, April 2007.

Panelist, "Old Media/New Media," Southern Journalists Roundtable conference, Chapel Hill, North Carolina, December 2006.

Moderator, "New Ways to Cover the News," High School Journalism Day, Chapel Hill, North Carolina, October 2006.

Moderator, "Making the News: The Way We See It," research paper session, AEJMC national convention, San Francisco, August 2006.

LOIS A. BOYNTON

Personal

Hussman School of Journalism and Media
237 Carroll Hall | CB# 3365
University of North Carolina
Chapel Hill, NC 27599-3365
919/843-8342

114 Berry Patch Lane
Chapel Hill, NC 27514
919/960-6093
lboynton@email.unc.edu

Associate Professor, Hussman School of Journalism and Media, UNC-Chapel Hill

- **Public Relations Sequence Head** (2008 to 2017)
- **James H. Shumaker Term Professor** (2008-2010)
- **MA Adviser** (2005-2009)
- **Assistant Professor** (July 2001-2007)

Education

Ph.D. in Mass Communication, University of North Carolina at Chapel Hill, 2001.

Park Doctoral Fellow. Dissertation: *Navigating rocky shoals in a leaky boat: A qualitative analysis of the ethical decision-making process of public relations practitioners*. Adviser: Dr. Patricia A. Curtin

Master of Arts in Mass Communication, UNC-Chapel Hill, 1997.

Thesis: *Communities convene for change: The role of sources in the Charlotte Observer's neighborhood initiative*.
Adviser: Dr. Dulcie M. Straughan

Bachelor of Arts in History, Lenoir-Rhyne College, Hickory, NC, 1981. Magna Cum Laude with honors

Professional Experience

Teaching

Associate Professor, Hussman School of Journalism and Media, UNC-Chapel Hill, July 2007-present.

Assistant Professor, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 2001-June 2007.

Instructor, College of Journalism and Mass Communications, University of South Carolina at Columbia,
Fall 2000-Spring 2001.

Instructor of Record/Graduate Teaching Assistant, School of Journalism and Mass Communication, UNC-Chapel Hill,
Spring 1999-Fall 1999.

Teaching Associate, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 1998.

Adjunct Instructor, Lenoir-Rhyne College, Hickory, NC, Fall 1990-Spring 1994.

Adjunct Instructor, Catawba Valley Community College, Hickory, NC, Fall 1989-Spring 1990.

Professional Presentations

Session leader, Media Ethics and Unconscious Bias – 2021 Bloomberg-UNC-Berkeley Business Journalism Diversity Program for UK students. June 23, 2021

Session leader, Media Ethics and Unconscious Bias, 2021 Bloomberg-UNC-Berkeley Business Journalism Diversity Program, 19 May 2021

Panelist, Using case studies to make course content relevant. Center for Faculty Excellence Showcase, 22 April 2021

Session discussant. (2020, July 23). Ethics in journalism. Podcast participant, University of Arkansas at Little Rock, Chris Etheridge, editor.

Session leader, Media Ethics, 2019 Bloomberg-UNC-Berkeley Business Journalism Diversity Program, 15 May 2019.

Presenter, Value of open classrooms. Spring 2018. One of 5 faculty selected by the Center for Faculty Excellence to present about pedagogical advantages of teaching in Greenlaw 101 to Provost Bob Blouin and Vice Provost Carol Tresolini.

Workshop co-leader. UNC-TV. *Conversations: Creating the ultimate editorial playbook*. 12 December 2017. Approximately 50 employees attended.

Speaker, North Carolina Association of Government Information Officers. *How ethics can save you in tough times*. 30 November 2017. Friday Center, UNC-Chapel Hill. About 100 attendees.

Panelist, Ethics and public relations. North Carolina Chapter of PRSA, 27 September 2017. About 30 attendees (largest turnout at that point in the year).

Presenter, Public Relations Society of America webinar, *From community to classroom*. 29 Sept. 2016.

Co-leader, North Carolina Press Association ethics panel. 25 February 2016.

Guest speaker, Interdisciplinary Studies Course, Modes of Inquiry. Topic "Analyzing qualitatively." February 4, 2016.

Crisis communication trainer, Social Work class, 22 February 2016.

Guest speaker, Public Relations Writing, UNC-Chapel Hill. "Can photos influence your opinions? Action?" 21 September 2015.

Moderator, NC Scholastic Media Institute opening panel discussion, *Race Against Time*. UNC-Chapel Hill School of Journalism and Mass Communication. June 17, 2013.

Presenter, *Ethical and Legal Issues Surrounding Wikileaks*, Parr Center for Ethics, Jan. 26, 2011, UNC-Chapel Hill. Record attendance for this series.

Presenter, *Ethics in American Journalism*. Edward R. Murrow Program for Journalists, Oct. 6, 2009.

Leader, *Risk and crisis communication*. Professional workshop for Orange County Health Department. UNC-Chapel Hill. June 11, 2008.

Presenter, *Ethics in copy editing*. Summer Institute for Midcareer Copy Editors. UNC-Chapel Hill, July 13, 2008.

Presenter, Ethics in media writing. The Chuck Stone Program for Diversity and Education in Media's 2007 High School Diversity Workshop. UNC-Chapel Hill. June 28, 2007.

Co-leader, Working well with the media. Professional workshop for Orange County Health Department. UNC-Chapel Hill. June 11, 2007.

Presenter, Principles of the profession: Ethics in journalism. Edward R. Murrow Program for Journalists: A Project of the Near East, for the U.S. Department of State's International Visitor Leadership Program. UNC-Chapel Hill. April 14, 2007; Oct. 13, 2008.

Co-leader. Crisis communication for public health professionals. Special workshop for individuals in the School of Public Health's Executive Master's program. December 13-14, 2006

Co-presenter. Mass communication ethics and crises. Avian flu: Media response and responsibility. UNC-Chapel Hill High School Admissions Program. October 13, 2006

Presenter, The joys and oys of ethics. Knight Summer Institute for Midcareer Copy Editors, UNC-Chapel Hill. July 14, 2006.

Presenter, Quick! Circle the wagons! How to hang onto your ethics when it all hits the fan. Effective Crisis Communication for Public Health Professionals conference, May 2, 2006

Co-leader, Strategic PR: Making your messages work. UNC-Chapel Hill Executive Education. October 28, 2005.

Co-leader, Interviewing customers for case studies. Presented at SAS, Cary, NC, May 5, 2005.

Professional Experience in Public Relations

Communication consultant, freelance – clients include Meals on Wheels-Durham, *College Roadmap* book launch, Cornucopia Cancer Support Center, Guardian Prime LLC, St. Paul's Lutheran Church, United Way of Catawba County, 1985-present.

Co-instructor, UNC Libraries media training, 22 May 2017

Co-leader – Effective Crisis Communication workshop for the N.C. Department of Cultural Resources, Raleigh, NC, 5 January 2015.

Executive Producer, That Cancer Show™, a service of Cornucopia Cancer Support Center in Durham, NC. Weekly talk radio program airing live on WPTF 680 AM. August 2012 to 2016.

Editor, Journeys alumni magazine, School of Public Health, UNC-Chapel Hill, Summer, 1997. Editor, writer, and project leader of new alumni magazine.

Editor, IPRC News, Injury Prevention Research Center, UNC-Chapel Hill, April 1996-January 1997. Editor, writer, desktop publisher of quarterly newsletter, special projects writer

Supervisor, Public Relations/Advertising; Internal Communication Coordinator, Public Relations Coordinator, Siecor Corporation (now Corning Cable Systems), Hickory, NC, February 1985-June 1995.

Professional Experience in Journalism

Lifestyles/Assistant Editor, General Assignment Reporter, Observer-News-Enterprise, Newton, NC, August 1981-February 1985. Section editor for 9,300-circulation daily, news and features reporter, photographer, darkroom supervisor, columnist, assistant to editor.

Professional Experience in Advertising

Data Analyst, Morgan-Anderson Agency, New York, Summer, 1996. Content analysis of annual reports for 'Top 100' companies.

Assistant Copy Writer, Johnston & Associates Marketing Communications, Hickory, NC, May-August 1981. Print and radio copy writer for promotional, editorial, and advertising materials. Clients included Broyhill Furniture Co., Pauline Lavitt boutique.

Awards and Honors

Richard Cole Service Award, UNC-Chapel Hill School of Media and Journalism, 2018.

Led student team that won first place nationally for Public Relations Student Society of America Bateman case study competition, 10 May 2017.

Guest speaker, Phi Mu and Alpha Delta Pi Academic Banquet, 1 Nov. 2016.

Selected by 2014 senior marshals to give The Last Lecture, UNC-Chapel Hill, 24 April 2014.

Ed Vick Prize in Teaching Innovation, School of Journalism and Mass Communication, UNC-Chapel Hill, May 2014.

Nancy Dotson and Karen Binder Service Award (2013). Cornucopia Cancer Support Center, Durham, NC

Volunteer Woman of the Year (2011) Cornucopia Cancer Support Center, Durham, NC.

North Carolina Distinguished Service Award for Women (April 8, 2009), presented by the Epsilon Beta Chapter of Chi Omega to recognize a long and distinguished career or achievement by a North Carolina Woman.

Guest Coach for Women's Volleyball Team (2009, 2007).

Finalist for Class of 2008 Faculty Award, UNC-Chapel Hill, Spring 2008.

Recipient, David Brinkley Teaching Award, School of Journalism and Mass Communication, UNC-Chapel Hill, April 23, 2007.

Fellow, The Parr Center for Ethics, UNC-Chapel Hill, 2005.

Third Place, Faculty-Student Paper Competition, Public Relations Division, Association for Education in Journalism and Mass Communication, Toronto, FL, 2004.

Second Place, Teaching Paper Competition, Public Relations Division, AEJMC, Miami, FL, 2002.

Academy of Distinguished Teaching Scholars, UNC-Chapel Hill, 2000.

University-wide Tanner Teaching Assistants' Award for Excellence in Undergraduate Teaching, UNC-Chapel Hill, 2000.

Outstanding Graduating Ph.D. Student (co-recipient), School of Journalism and Mass Communication, UNC-Chapel Hill, 2000.

Minnie S. and Eli A. Rubinstein Research Award, School of Journalism and Mass Communication, UNC-Chapel Hill, 2000.

Most Promising Future Teacher Award, Mass Communication and Society Division, AEJMC, 1999.

William Francis Clingman Jr. Ethics Award, School of Journalism and Mass Communication, UNC-Chapel Hill, April 1998.

Arthur W. Page Society Award, Third Place, Public Relations Division, Research Paper Competition, AEJMC, August 1997.

Outstanding Graduating Master's Student, School of Journalism and Mass Communication, UNC-Chapel Hill, April 1997.

Kappa Tau Alpha National Honor Society, School of Journalism and Mass Communication, UNC-Chapel Hill, inducted April 1997.

Bibliography

Book Chapters (Refereed)

Boynton, L. A., and Rhew, A. (2021). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from Young Professionals*, 3rd ed. L. A. Peck, G. S. Reel, N. Frederick, and W. Schulte. Great River Learning. * Extensive chapter rewrite for this all-digital edition.

Boynton, L. A., and Rhew, A. (2016). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from New Professionals*, 2nd ed. L. A. Peck and G. S. Reel, eds. (pp. 227-239). Thousand Oaks, Calif.: CQ Press.

Boynton, L. A. (2015). Ethical social media: The professional and personal you. Ed. Kishor Vaidya (ch. 17) *Public Relations and Social Media for the Curious*. [e-book]. Curious Academic Publishing.

Boynton, L. A., and Knott, D. M. (2015). Teaching the fundamentals of public relations: Ideas for the introductory course. In B. Neff and T. L. Johnson (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (4th ed.) (pp. 315-326). New York: Public Relations Society of America Educators Academy.

Boynton, L. A. (2013). Objectivity – Ideal or unreal? In *Media Studies: Point/Counterpoint*. Eds. J. D. Greer and W. D. Sloan (pp. 159-174). Northport, Ala.: Vision Press.

Boynton, L. A. and Rhew, A. (2013). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from New Professionals*. Eds: L. A. Peck and G. S. Reel. (pp. 215-224). Thousand Oaks, Calif.: CQ Press.

Knott, D., & **Boynton, L. A.** (2004). Teaching the fundamentals of public relations: Ideas for the introductory course. In L. Sallot (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3rd ed.). Educators Academy and Public Relations Society of America.

Boynton, L. A. (2002). Professionalism and social responsibility: Foundations of public relations ethics (pp. 230-265). *Communications Yearbook 26*, Sage.

Curtin, P. A., & **Boynton, L. A.** (2001). Ethics in public relations theory and practice. In R. Heath (Ed.), *Handbook of public relations* (pp. 411-421). Thousand Oaks, CA: Sage.

Refereed Articles

Boynton, L. A., and Carter, M. (pending/2021). The pandemic pivot: How teachable moments in a service-learning course provided an opportunity for student growth. *Journal of Public Relations Education*.

Mahan, S. L., and **Boynton, L. A.** (revise and resubmit). Woman's Era as literary change agent for Black womanhood and enfranchisement at the close of the nineteenth century. Submitted to *Journal of Women's History*.

Lee, T. H., and **Boynton, L. A.** (2017). Conceptualizing transparency: Propositions for the integration of situational factors and stakeholders' perspectives. *Public Relations Inquiry* 6(3), 233-251. DOI <https://doi.org/10.1177/2046147X17694937>.

Mishra, K., **Boynton, L. A.**, and Mishra, A. (2014). Driving employee engagement: The expanded role of international communication. *International Journal of Business Communication*, 51(2), 183-202. Available online at <http://job.sagepub.com/content/51/2/183>.

Ha, J. H., and **Boynton, L. A.** (2014). Has crisis communication been studied using an interdisciplinary approach? A 20-year content analysis of communication journals. *International Journal of Strategic Communication* 8(1), 29-44.

Boynton, L. A. (Winter 2006). What we value in PR: A Delphi study to identify key values that guide ethical decision-making in public relations. *Public Relations Review* 32(4), 325-330.

Boynton, L. A., & Dougall, E. K. (2006). The methodical avoidance of experiments in public relations research. *PRism* 4(1). http://praxis.massey.ac.nz/prisim_on-line_journ.html.

Dougall, E., Curtin, P. A., **Boynton, L. A.**, & Mersey, R. D. (2006). Can serving the public interest also interest the public? A content analysis of the Yahoo! News portal. *Proceedings*, International Association of Business and Society conference, Mexico, pp. 93-97.

Dougall, E., & **Boynton, L. A.** (2005). The showcase as a learning strategy. *The Successful Professor* 4(3), 3-5.

Martin, R., & **Boynton, L. A.** (2005) From liftoff to landing: How NASA's crisis communications affected media coverage following the Challenger and Columbia disasters. *Public Relations Review* 31(2), 253-261.

Boynton, L. A., & Imfeld, C. (2004). Virtual issues in traditional texts: How introductory public relations textbooks address Internet technology issues. *Journalism and Mass Communication Educator*, 58(4), 330-342.

Wu, H. D., & **Boynton, L. A.** (2002). An alternative to the impasse: The grassroots approach to coping with media violence. *Journal of Promotion Management* 8(2), 47-61.

D'Aprix, A. S., **Boynton, L. A.**, Carver, B., & Urso, C. (2001). When the ideal meets the real: Resolving ethical dilemmas in the real world. *The New Social Worker* 8(2), 20-23.

Refereed Conference Papers

Ha, J-H., & **Boynton, L.** (2012, November). *The status of crisis communication research in communication journals: A twenty-year content analysis with an interdisciplinary approach*. Paper presented at the 98th Annual Convention of the National Communication Association, Orlando, FL.

Mishra, K. A., & **Boynton, L. A.** (2009, March). *Talk-the-talk: Using internal communication to build trust with employees*. International Public Relations Research Conference, Miami, FL.

Boynton, L. A. (2007, March). *Assessing the ethical motivations of public relations practitioners. Adding the ethic of care*. Presented to International Public Relations Research Conference, Miami, FL.

Boynton, L. A. (2006, March). *What we value in PR: A Delphi study to prioritize key values that guide ethical decision-making in public relations*. Presented to International Public Relations Research Conference, Miami, FL.

Folmar, J. R., & **Boynton, L. A.** (2005, August). *Why are more women than men attracted to the field of public relations? Analyzing students' reasons for studying PR*. Public Relations Division, AEJMC, San Antonio, TX.

Martin, R., & **Boynton, L. A.** (2004, August). *From liftoff to landing: How NASA's crisis communications affected media coverage following the Challenger and Columbia tragedies*. Public Relations Division, AEJMC, Toronto, Ontario, Canada. Third-place award, faculty-student competition.

Boynton, L. A. (2003, September). *More than just good intentions: Incorporating needs fulfillment in discussions of the ethical decision-making process*. Moral Education in a Diverse Society Conference, Kenan Institute for Ethics, Duke University, Durham, NC.

Boynton, L. A. (2003, August). *The gray areas of ethical decision-making: The emergence of an ethical action continuum among public relations practitioners*. Public Relations Division, AEJMC, Kansas City, MO.

Boynton, L. A. & Straughan, D. M. (2003, August). *Appalling sin or despicable crime: An exploration of media frames surrounding the Catholic priest sexual abuse scandal*. Religion and Media Interest Group, AEJMC, Kansas City, MO.

Boynton, L. A. & Imfeld, C. (2002, August). *Virtual issues in traditional texts: How introductory public relations textbooks address Internet technology issues*. Public Relations Division, AEJMC, Miami, FL. Second-place award, teaching competition.

Boynton, L. A. (2000, March). *Who gives a dime? Why publics' attitudes should matter to nonprofit organizations*. Open Division, Southeast Colloquium, Chapel Hill, NC.

Boynton, L. A. (2000, March). *Professional and socially responsible communicators: An analysis of ethics codes of public relations and journalism associations*. Ethics Division, Southeast Colloquium, Chapel Hill, NC.

Boynton, L. A. & Wu, H. D. (1999, August). *Don't look at me! Third-person effects and media violence*. AEJMC, New Orleans, LA.

Boynton, L. A. (1999, March). *Poison ivy or gilded leaf: Management publicity efforts and popular magazine coverage surrounding the 1914 Ludlow Massacre*. Southeast Colloquium, Lexington, KY.

Boynton, L. A. (1999, March). *The dark side of press gallery accreditation: Does the Standing Committee of Correspondents license its press peers?* Southeast Colloquium, Lexington, KY.

Wu, H. D. & **Boynton, L. A.** (1998, August). *An alternate to the impasse: The grassroots approach for coping with media violence*. AEJMC, Baltimore, MD.

Boynton, L. A. (1998, March). *He said, she said, and who wanted to know? The role of gender in source selection at a public journalism newspaper*. Southeast Colloquium, New Orleans, LA.

Boynton, L. A. (1997, August). *Wired to the world: A preliminary study of news release wire services as conduits for international communication*. Public Relations Division, AEJMC, Chicago, IL. Third place, Research Paper Competition.

Boynton, L. A. (1997, March). *Wired to the world: News release wire services as conduits for international communication*. Southeast Colloquium, Knoxville, TN.

Campbell, J. D. & **Boynton, L. A.** (1996, August). *Does it matter who asks? A study of regional affiliation and gender in the interviewer-respondent interaction in public opinion telephone surveys*. AEJMC, Anaheim, CA.

Conference Panel Presentations (unrefereed)

Instructor, *Case Studies: Ethics for Editors* (May 2013). NC Press Association Newspaper Academy. Hosted by the University of North Carolina at Chapel Hill.

Presenter, *Professional problems and ethics in journalism*. (8 May 2009). 8th Annual Newspaper Academy. Hosted by the University of North Carolina at Chapel Hill.

Presenter, *Challenges in ethical decision-making in public relations*. (May 2005). Third annual International Symposium, Communications in the Millennium: A Dialogue between Communication Scholars. Elon, NC.

Co-organizer and panelist, *Business and public relations*. (7 Aug. 2005). Pre-conference session, Public Relations Division, AEJMC, San Antonio, TX.

Panelist, *Successful service learning*. (May 2005). Faculty Development Institute. UNC-Chapel Hill.

Panelist, *People, not profits: Crisis communication in the public sector*. (8 April 2005). International Academy of Business Disciplines Conference, Pittsburgh, PA.

Panelist, *Creating and sustaining community partnerships: Service learning in the curriculum*. (14 Feb. 2005). Sponsored by APPLES Service-Learning Program and Center for Teaching and Learning, UNC-Chapel Hill.

Panelist, *Successful service learning*. (6 May 2004). Faculty Development Institute. UNC-Chapel Hill.

Invited attendee. *Ethics in community-based education*. (2 April 2004). UNC-Chapel Hill.

Coordinator and moderator, *Evaluating the individual, teaching the group: Educating students using team reporting and collaborative projects*. (5 March 2004). Southeast Colloquium, Tampa, FL.

Co-developer and panelist, *ABCs of AEJMC*. (August 2003). Mini-plenary session of Public Relations Division and Graduate Student Interest Group, AEJMC, Kansas City, MO.

Discussion co-leader, (July 2003). Today's ethics training for tomorrow's practitioners, Public Relations Division Pre-conference Session. *Bridging the gap: Public relations professionals and professors working together*, AEJMC, Kansas City, MO.

Panelist, *Integrating service learning into professional skills courses*. (February 2002). Fourth annual Service Learning Institute, Elon University.

Panelist, *Voice and representation in public relations*. (March 2001). Southeast Colloquium. Panel sponsored by the Public Relations Division of AEJMC, Columbia, SC.

Panel coordinator and panelist. *What is the ethical role of public relations within an organization?* (October 2000). Presentation Title: *When behavior defies intent: The role of needs in ethical decision making*, presented at Twisted Words/Straight Talk: The Ethics of Persuasion in the Open Marketplace, Park City, UT. Co-sponsored by *Journal of Mass Media Ethics* and Brigham Young University.

Co-organizer and moderator, *Service learning: Integrating research, theory, and applications*. (August 2000). Mass Communication and Society and Communication Theory and Methodology divisions, AEJMC, Phoenix, AZ.

Presenter, *Promising professors workshop*. (August 1999). Mass Communication and Society Division, AEJMC, New Orleans, LA.

Panelist, *The role of history in mass communication instruction*, (March 1999). Southeast Colloquium, Lexington, KY.

Panelist, *Getting the most out of conferences*. (March 1999). Southeast Colloquium, Lexington, KY.

Invited Works

Boynton, L. A. (2020, December 22). A practical guide to ethics in public relations by R. Luttrell and J. Ward. [book review]. *Journal of Public Relations Education* 6(3), Special issue on public relations ethics education, 105-110. <https://aejmc.us/jpre/2020/12/22/a-practical-guide-to-ethics-in-public-relations/>

Boynton, L. (2021, January). Filling the dry well through DEI. *PR Update* 55(2), 7.

Boynton, L. (2020, March). Prepare your paper now for AEJMC 2020. *PR Update* 55(1), 7-8.

Boynton, L. (2020, March). PRD paper award opportunities. *PR Update* 55(1), 8.

Boynton, L. (2020, March). Call for paper reviewers. *PR Update* 55(1), 10.

Boynton, L. (2019, November). Congratulations to paper award winners, *PR Update* 54(3), 9-10.

Boynton, L. (2018, November). Researchers shine at AEJMC 2018. *PR Update* 53(3), 7-8.

Boynton, L. (2018, May). Spring semester of service... 2018 success stories. *PR Update* 53(2), 12-13.

Boynton, L. (2018, February). Ethical responsibilities in crisis communication. *PR Update* 53(1), 12-13. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2018/02/PR-Update-53-1-Feb-18.pdf>

Boynton, L. (2017, November). Trudging through difficult conversations. *PR Update* 52(4), 15-16. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2018/04/PR-Update-52-4-Nov17-1.pdf>

Boynton, L. (2017, July). Where to go and what to see in Chicago (when you're not soaking up all of that knowledge). *PR Update* 52(3), 20-22. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2018/04/PR-Update-JULY-2017.pdf>

Boynton, L. (2017, April 25). *Semester of service: Wrapping up with National Volunteer Week*. For AEJMC Public Relations Division blog. Accessible at <http://aejmc.us/prd/2017/04/25/semester-of-service-wrapping-up-with-national-volunteer-week/>

Boynton, L. (2017, February). Don't divide communicators: Spotlight on PF&R. *PR Update* 52(1),10-11. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2014/11/PR-Update-Winter-Issue.pdf>

Boynton, L. (2016, October). Trickle down ethics? Leadership's role in setting a tone. *PR Update* 51(4), 14-15. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2014/11/PR-Update-51-4-Oct-16.pdf> . Also featured in the AEJMC Public Relations Division blog (12 October 2016) at <http://aejmc.us/prd/2016/10/12/pr-update-lois-boynton-on-public-relations-ethics/>.

Boynton, L. A. (2013 Summer). *The AMA handbook of public relations: Leveraging PR in the digital world*, by Robert L. Dilenschneider. (book review). *Journalism and Mass Communication Quarterly* 90(2), 392-393.

Boynton, L. A. (2011). *The opinions of mankind: Racial issues, press, and propaganda in the Cold War*, by Richard Lentz and Karla K. Gower (book review). *Journalism History*.

Boynton, L. A. (2009, Autumn). *The handbook of mass media ethics*, edited by Lee Wilkins and Clifford D. Christians (book review). *Journalism and Mass Communication Quarterly* 86(3): 708-709.

Boynton, L. A. (2008, Autumn). *The public relations handbook*, 3rd ed., by Alison Theaker (book review). *Journalism and Mass Communication Quarterly* 85(3), 707-709.

Boynton, L. A. (2008). Online journalism ethics: Traditions and transitions by Cecilia Friend and Jane B. Singer (book review). *Journalism and Mass Communication Quarterly* 85(1), 219-220.

Boynton, L. A. (2007). Cases and commentaries: This PR firm should have known better. *Journal of Mass Media Ethics* 22(2&3), 218-221.

Boynton, L. (2006). ABCs. *PR Update* 41(2), 1.

Boynton, L. A. (2005). *Journalism: Critical issues* by S. Allan, ed. (book review). *Journalism and Mass Communication Quarterly* 82(4), 997-998.

Boynton, L. A. (2004). *Ethics in public relations: A guide to best practice* by Patricia J. Parsons (book review). *Journalism and Mass Communication Quarterly* 81(4), 937-939.

Boynton, L. A. (2004). Ethical texts for the new millennium, *Journalism and Mass Communication Quarterly* 81(1), 187-190. Book reviews of four texts: Groping for ethics in journalism, R. F. Smith; Mixed media: Moral distinctions in advertising, public relations, and journalism, T. Bivins; Moral engagement in public life: Theorists for contemporary ethics, S. L. Bracci & C. G. Christians (eds.); and Desperately seeking ethics: A guide to media conduct, H. Good (ed.).

Boynton, L. (2001). Media self-examination of presidential coverage, *MC&S News* 34(2), 2-4.

Sample case statement. (1997). In R. L. Edwards & E. A. S. Benefield, *Building a strong foundation: Fundraising for nonprofits* (pp. 47-48). Washington, DC: NASW Press.

News Source ~ Media and Journalism Ethics

Flood, B. (2021, June 16). CNN faces conflict of interest concerns after Biden selects exec's spouse for ambassador to Israel. *Fox News*. <https://www.foxnews.com/media/biden-conflict-of-interest-cnn>

Flood, B. (2021, June 11). Toobin, Cuomo scandals prove liberals can get away with anything at CNN, experts say. *Fox News*. <https://www.foxnews.com/media/toobin-cuomo-liberals-cnn>

Flood, B. (2021, March 16). Washington Post's 'find the fraud' correction points to larger issue with agenda-driven anonymous sources. *Fox News*. <https://www.foxnews.com/media/washington-posts-find-the-fraud-correction-anonymous>

Flood, B. (2021, Feb. 9). Axios political reporter's relationship with top Biden staffer raises ethics concerns: Alexi McCammond reassigned, but still covers VP Kamala Harris. *Fox News*. <https://www.foxnews.com/media/axios-reporter-relationship-biden-staffer-ducklo-ethics-concerns-kamala-harris>

Flood, B. (2021, Feb. 2). White House seeking press briefing questions in advance could 'crush' trust in media, ethics guru says. *Fox News*. <https://www.foxnews.com/media/white-house-seeking-questions-trust-media-ethics-guru>

Flood, B. (2020, Oct. 14). Chase to stop using NBC News' Stephanie Ruhle in promos amid conflict of interest concerns 'Perception is everything -- it's an issue all reporters must be mindful of,' professor Lois A. Boynton says. *Fox News*. <https://www.foxnews.com/media/nbc-news-stephanie-ruhle-chase>

Flood, B., & Wulfsohn, J. A. (2020, June 25). CNN's latest Cuomo brothers lovefest slammed: 'Sham of journalistic principles,' 'clear conflict of interest.'" *Fox News*. <https://www.foxnews.com/media/cnn-cuomo-brothers-lovefest-slammed-sham-journalistic-principles>

Flood, B. (2019, May 23). Jim Acosta's CNN role further muddled by upcoming book: 'You can't tell the difference between him and a paid pundit.'" *Fox News*. <https://www.foxnews.com/entertainment/cnn-jim-acosta-book-reporter-paid-pundit>

Flood, B. (2018, Oct. 2). NBC News, mainstream media's Kavanaugh stories blur lines of journalism ethics, critics say. *Fox News*. <https://www.foxnews.com/entertainment/nbc-news-mainstream-medias-kavanaugh-stories-blur-lines-of-journalism-ethics-critics-say>

Athey, A. (2018, June 27). CNN chief medical correspondent appearing in Dem campaign ads. *The Daily Caller*. <http://dailycaller.com/2018/06/26/cnn-sanjay-gupta-democratic-campaign-ads/>

Flood, B. (2018, May 1). NBC News boss Andy Lack slammed for keeping sex misconduct review in-house as watchdogs await results. *Fox News*. <http://www.foxnews.com/entertainment/2018/05/01/nbc-news-boss-andy-lack-slammed-for-keeping-sex-misconduct-review-in-house-as-watchdogs-await-results.html>

Flood, B. (2018, April 20). The New York Times' lead 2016 Clinton campaign reporter admits crying after Trump's victory. *Fox News*. <http://www.foxnews.com/entertainment/2018/04/20/new-york-times-lead-2016-clinton-campaign-reporter-admits-crying-after-trumps-victory.html>

Ellenburg, E. (2018, March 5). How the #MeToo movement is affecting university awards. *The Daily Tar Heel*. <http://www.dailytarheel.com/article/2018/03/charlie-rose-0301>

Athey, A., & Simonson, J. (2018, Feb. 19). Accusations of self-dealing at the 'Today Show' after network exec's wife promotes book on air. *The Daily Caller*. <http://dailycaller.com/2018/02/18/today-show-wife-book/>

Flood, B. (2018, Feb. 7). CNN raises eyebrows by signing James Comey crony after misleading New York Times op-ed. *Fox News*. <http://www.foxnews.com/entertainment/2018/02/07/cnn-raises-eyebrows-by-signing-james-comey-crony-after-misleading-new-york-times-op-ed.html>

Flood, B. (2018, Jan. 8). NBC retracts 'stunningly unprofessional' tweet declaring Oprah Winfrey 'our' next president. *Fox News*. <http://www.foxnews.com/entertainment/2018/01/08/nbc-slammed-for-stunningly-unprofessional-tweet-declaring-oprah-winfrey-our-next-president.html>

- Flood, B. (2017, Dec. 4). NBC News raises eyebrows for keeping Lauer investigation in-house. *Fox News*. <http://www.foxnews.com/entertainment/2017/12/04/nbc-news-raises-eyebrows-for-keeping-lauer-investigation-in-house.html>
- Flood, B. (2017, Dec. 1). NBC execs under fire for silence on Lauer; could they be fired for protecting pervy anchor? *Fox News*. <http://www.foxnews.com/entertainment/2017/12/01/nbc-execs-under-fire-for-silence-on-lauer-could-be-fired-for-protecting-pervy-anchor.html>
- Flood, B. (2017, Oct. 19). Pressure on NBC exec to resign after revelation he dined with sex creep Harvey Weinstein before spiking expose. *Fox News*. <http://www.foxnews.com/entertainment/2017/10/19/new-calls-for-nbc-exec-to-resign-after-revelation-dined-with-sex-creep-harvey-weinstein-before-spiking-expose.html>
- Young, W. (2017, March 29). Two on Winston-Salem City Council part of group buying Chronicle newspaper. *Winston-Salem Journal*. http://www.journalnow.com/news/local/two-on-winston-salem-city-council-part-of-group-buying/article_a82b6b5a-e1df-562b-90f1-51a32208cbac.html
- Metzler, C. (2017, January 25). When false news goes mainstream: Strategies to analyze and identify it. *The Daily Tar Heel*. <http://www.dailytarheel.com/article/2017/01/when-false-news-goes-mainstream-strategies-to-analyze-and-identify-it>
- Barton, E. (2015, October 29). China, Russia pay Washington Post to publish their propaganda. *The Daily Caller*. <http://dailycaller.com/2015/10/29/china-russia-pay-washington-post-to-publish-their-propaganda/>
- Kredo, A. (2013, July 10). New Yorker Magazine writer critical of Koch brothers lashes out. *The Washington Free Beacon*. <http://freebeacon.com/issues/new-yorker-magazine-writer-critical-of-koch-brothers-lashes-out/>
- Johnson, B. (2012, March 28). Washington Post caught fronting Chinese propaganda as news articles, says watchdog group. *LifeSite News*. <https://www.lifesitenews.com/news/the-washington-post-lends-its-logo-to-chinese-propaganda>
- Kredo, A. (2012, March 15). Beijing on the Potomac: Paper that broke Watergate partners with Chinese Communist Party. *The Washington Free Beacon*. <http://freebeacon.com/issues/beijing-on-the-potomac/>

Teaching Record

Associate Professor, School of Journalism and Mass Communication, UNC-Chapel Hill, July 2007 to present

- *Courses:*
 - Media Ethics –undergraduate survey course, with up to 100 students, sophomores, juniors and seniors
 - Public Relations Foundations – MA-level campaign/case study class for 10+ students.
 - Public Relations and Strategic Writing – created this MA-level class for 10+ first-year students. **Updated in spring 2017 to focus more substantially on digital comm.**
 - PRSSA Campaigns – Public relations campaigns class for the annual PRSSA Bateman competition. Up to 10 students.
 - Public Relations Writing – writing lab with about 20 juniors and seniors
 - Public Relations Case Studies – conceptual course for 20-30 juniors and seniors
 - Principles of Public Relations – introductory survey class for up to 100 undergraduates
 - Public Relations Seminar – graduate theory seminar for about 12 students. Expanded to address needs of strategic communication students interested in advertising topics as well as public relations.
 - Introduction to Mass Communication – introductory class for approximately 300 undergraduates (primarily first years and sophomores). Co-instructor

Assistant Professor, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 2001-present.

- *Courses:*
 - Public Relations Writing – writing lab with about 20 juniors and seniors
 - Media ethics (formerly Professional Problems and Ethics) – required undergraduate survey course, with up to 100 students
 - Public Relations Case Studies – conceptual course for 20-30 juniors and seniors
 - Principles of Public Relations – introductory survey class for up to 100 undergraduates
 - Public Relations Seminar – graduate theory seminar for about 12 students.

Committee activity

- PhD students – committee chair (13), committee member (14). Also invited to serve on the PhD committee for a political science student in 2008 and Communication Studies student in 2011.
- Master's students – committee chair (33), committee member (19)
- MATC/MADC students – committee chair (2), committee member (1)
- Undergraduate honors students – committee chair (8), committee member (5)

Instructor, College of Journalism and Mass Communications, University of South Carolina at Columbia, Fall 2000-Spring 2001.

- *Courses:*
 - Principles of Public Relations - introductory survey class for up to 150 students
 - Public Relations Writing - writing lab with up to 20 juniors and seniors

Instructor of Record/Graduate Teaching Assistant, School of Journalism and Mass Communication, UNC-Chapel Hill, Spring 1999-Fall 1999.

- *Course:*
 - Public Relations Writing - writing lab with up to 20 juniors and seniors

Teaching Associate, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 1998.

- *Course:*
 - World of Mass Communication – introductory survey class for up to 100 students; discussion leader for three sections with up to 15 students per section.

Adjunct Instructor, Lenoir-Rhyne College, Hickory, NC, Fall 1990-Spring 1994.

- *Courses:*
 - Journalism News Writing – introductory writing class for up to 20 undergraduate students
 - Introduction to Public Relations – introductory survey class for up to 20 undergraduate students

Adjunct Instructor, Catawba Valley Community College, Hickory, NC, Fall 1989-Spring 1990.

- *Course:*
 - Introduction to Advertising – survey class for up to 30 students

Grants and Awards

Grant recipient (2019-2020). Large Course Redesign Grants Program, Center for Faculty Excellence, UNC-Chapel Hill. (\$4,500).

Pilot Study Participant, Center for Faculty Excellence Interactive Lecture Hall Project (Fall 2015).

Summer Grant for Research (2009). School of Journalism and Mass Communication, UNC-Chapel Hill. To pursue research about ethics in introductory public relations courses through content analysis and online survey.

Faculty Development Grant. (2006) School of Journalism and Mass Communication, UNC-Chapel Hill. Yahoo! News project. Collaboration with Drs. Patricia A. Curtin and Elizabeth K. Dougall.

Arthur W. Page Center Page Legacy Scholar grant (2005). *Applied ethics in public communication: An online, collaborative course to reach out globally to the practice*. In conjunction with Columbia University.

Course Enhancement Grant (2004). APPLS Service-Learning Program, UNC-Chapel Hill. Used to develop and implement first Public Relations Writing Showcase for students and nonprofit clients.

Summer Grants for Research and Graduate Program-related Activities (2003). School of Journalism and Mass Communication, UNC-Chapel Hill.

Summer Grants for Research and Graduate Program-related Activities (2002). School of Journalism and Mass Communication, UNC-Chapel Hill.

Co-recipient, Mini-grant Program for Curriculum Development (2002). Center for Teaching and Learning, UNC-Chapel Hill.

Professional Service

To Discipline

Tenure and promotion external reviewer, candidate from University of San Francisco School of Management, 2013

Tenure and promotion external reviewer, candidate from Marquette University, Diederich College of Communication, 2013

Tenure and promotion external reviewer, candidate from York College, CUNY, Department of English, 2013.

Tenure and promotion external reviewer, candidate from University of Florida, 2008; University of South Carolina, 2010.

Grant application reviewer, Leadership studies, Plank Center for Leadership in Public Relations, University of Alabama. July 2008.

Hitesman speaker, Manship School of Mass Communication, Louisiana State University. Nov. 3-6, 2004. Presentations and discussions with public relations and ethics classes, interaction with faculty and graduate students regarding teaching and research.

Manuscript Reviewer

Editorial board member, *Journal of Public Relations*, appointed January 2021 for two-year, renewable term through 2023

Editorial review board member, *Journal of Public Relations Education*, May 2019-2021. Reappointed 2021

Manuscript reviewer, *Public Relations Journal*, June 2018-present

Editorial Board, *Journal of Public Relations Research*, original appointment April 2002; subsequent reappointments.

Editorial Board reviewer, *Journal of Public Interest Communications*, 2019-present

Manuscript reviewer, *Mass Communication & Society* journal, 2002-present

Manuscript reviewer, Electronic News journal, 2008-present

Proposal Reviewer, Baker Fund Awards, Ohio University, February 2003

Paper judge, Public Relations Division, AEJMC, Spring 2001-present

Paper judge, Mass Communication and Society Division, AEJMC, Spring 2001-present

Paper judge, Southeast Colloquium, AEJMC, 2001 to 2015.

Book Prospectus Reviewer

Clifford G. Christians, Mark Fackler, Kathy Brittain Richardson, Peggy Kreshel, Robert H. Woods. *Media Ethics: Cases and Moral Reasoning*. Review of the 10th Edition as the authors prepare the subsequent 11th edition. 2019.

Karen Freberg (2018). *Discovering public relations*. Thousand Oaks, Sage Publishing.

Janis T. Page and Lawrence Parnell (2017). *Introduction to public relations*. Thousand Oaks, CA: Sage Publishing.

Black, J., and Roberts, C. (2011). *Doing ethics in media: Theories and practical applications*. New York: Routledge.

Hendrix, J. A., and Hayes, D. C. (2007). *Public relations cases*. Belmont, CA: Thomson Wadsworth. Review in preparation for next edition.

Fitzpatrick, K., & Bronstein, C. (Eds.). (2006). *Ethics in public relations: Responsible advocacy*. Thousand Oaks, CA: Sage.

Conference Activity

Discussant, Public Relations Division, AEJMC, "Examining issues and controversies in CSR communication" scholar-to-scholar session, Aug. 6, 2020.

Member, Professional Freedom and Responsibility Committee, Public Relations Division, AEJMC, 2016-2019.

Associate Editor, Public Relations Update, newsletter of the Public Relations Division of AEJMC, 2016-present.

Co-chair, Research Committee, Public Relations Division, AEJMC, 2007-08.

Co-chair, Graduate Student Liaison Committee, Public Relations Division, AEJMC, 2002-2006

Co-chair, Graduate Student Liaison Committee, Mass Communication and Society Division, AEJMC, 2002-2004

Chair, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2001-2002

Discussant, moderator, AEJMC, August 2003 to present.

Discussant, moderator, Southeast Colloquium, 2001-2005

- *Panel co-developer, Where the girls are: Pedagogical issues surrounding the female majority in journalism and mass communication classrooms, Little Rock, AR, March 2003.*
- *Attracting and retaining minorities: A graduate student-faculty perspective, Public Relations Division, Gulfport, MS, March 2002*

- *Panel coordinator*, Incorporating active learning techniques into mass communications courses, Mass Communication and Society, Columbia, SC, March 2001.

Chair, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2001-2002

Co-chair, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2000-2001

Other

Judge coordinator and judge. Spotlight on Excellence national competition of the North Carolina Electric Cooperatives, 2005-2006.

Presenter, *What the judges are really looking for: How you can use your yearbook critique to get better*, Southern Interscholastic Press Association, University of South Carolina, March 2001.

To UNC-Chapel Hill

Member, University Diversity Equity & Inclusion Council. May – June 2020 appointment by interim Chief Diversity Officer.

Member, Faculty Advisory Board, Parr Center for Ethics. Appointed May 2010 to 2015. Reappointed spring 2020 for three-year term.

Member, Classrooms Modernization Advisory Group, appointed by Provost Robert Blouin, November 2018 to present.

Guest Emcee, Carolina For the Kids Dance Marathon, 24 March 2017.

Guest Emcee, Carolina For the Kids Dance Marathon, March 2016.

Adviser, Be The Match On-Campus, UNC-Chapel Hill chapter, 2015-present.

Adviser, Star Heels Dance Team, May 2003-present

Program developer and presenter, Ethical challenges in mass media, for Parr Center for Ethics Lunch and Learn Series, 2009.

Guest speaker, Alpha Delta Pi sorority Scholarship Banquet. Oct. 29, 2008; April 22, 2014

Guest panelist, Phi Mu sorority. 2016

Appointed to Carolina Engagement Council, a university-level advisory group to the Vice Chancellor for Public Service and Engagement, Spring 2007.

Advisory Board, APPLES Service-Learning Program, April 2003-May 2007.

Adviser, NewSlang student-published magazine, 2005.

Advisory Board of Directors, *Blue & White* magazine, appointed August 2003

Adviser, Norval Neil Luxon chapter, Kappa Tau Alpha, May 2002 to June 2005.

Adviser, Carolina's FUEL (Females United and Emerge as Leaders), January 2003-2005.

Presenter, Carolina Concepts, 2002, 2003

To Hussman School of Journalism and Media

Created DEI Digest – collection of articles and resources associated with DEI, distributed twice monthly

MA orientation – incoming strategic communication students, Hussman School of Journalism and Media, 5 Aug. 2020

Leader, Minority hire search, Hussman School of Journalism and Media, Spring 2020.

Member, Hussman School of Journalism and Media's Diversity and Inclusion Committee, Fall 2019 to present.

- *Member, Communication subcommittee, 2020 to present*

Chair, School of Media and Journalism's Diversity and Inclusion Committee, Fall 2015-Spring 2019.

Member, Scholarship Committee, School of Media and Journalism, UNC-Chapel Hill, 2015-present.

Adviser, PRSSA Bateman competition teams, including a 2015 honorable mention winner and 2017 national champion team, 2015-present.

Adviser, Crash Campaign, 24-hour competition in which student teams conduct research, develop strategy, recommend marketing solutions for local businesses and nonprofits, and pitch their ideas to the client and an expert panel of judges. 2015-present.

Member, Board of Directors, Heelprint Communications, student-run creative agency, 2015-present

Informal mentor: Assist adjuncts and graduate students who teach Media Ethics and Public Relations Writing, 2007-present.

Co-Adviser, Carolina PRSSA, School of Media and Journalism, UNC-Chapel Hill, 2013 to present.

Member, curriculum working group, 2016-2017.

Website administrator, Carolina Showcase (www.carolinashowcase.org) to highlight public relations and advertising students' achievements. School of Journalism and Mass Communication, UNC-Chapel Hill, 2013-2017.

Member, Curriculum Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2014 to 2016.

Member, Tenure and Promotion Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2013-2016. Reappointed 2020.

Member, Salary Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2014-2016.

Member, Graduate Admissions Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2005 To present.

Administrative Board, School of Journalism and Mass Communication, UNC-Chapel Hill, appointed Fall 2010-June 30, 2013.

Public Relations Sequence Head, School of Journalism and Mass Communication, January 2008 to 2017.

Master's Program Adviser, School of Journalism and Mass Communication, June 2005-May 2009.

Elected representative, Advisory Committee on Faculty Salaries for School of Journalism and Mass Communication, elected 2003, re-elected 2005.

Member, faculty search committees: Public Relations research track (2014, 2015), Public Relations professional track (2015, 2017), Stembler Lecturer in broadcast and electronic journalism (2015).

Judge, Digital Advertising and Marketing campaigns. Fall 2015, Spring 2016.

In Community

Board member, Cornucopia Cancer Support Center, Durham, NC, 2011 to 2020.

- *Interim executive director*, 2017-June 2018
- *Board Secretary* – 2012-2013
- *Board Chair* – 2014 to 2017, June 2018-2020

Discussion leader, *Truth, sensationalism, and the ethics of journalism*. UNC Humanities Program about the fall 2005 Playmakers Production of *The Front Page*. Oct. 14-15, 2005.

Discussion leader, *Ethics in journalism: yesterday, today and tomorrow*. For the Michigan Triangle Alumni Club about the fall 2005 Playmakers Production of *The Front Page*. Oct. 30, 2005.

Board member and secretary, KEY Players, Catawba, NC, nonprofit theatre company, 1991-2005

Memberships

Association for Education in Journalism and Mass Communication (AEJMC)

- Public Relations Division
- Media Ethics Division
- Mass Communication and Society Division (1998-2005)

International Communication Association (ICA)

Public Relations Society of America (PRSA)

Association for Practical and Professional Ethics (APPE)

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 2001-2007.

International Academy of Business Disciplines (IABD)

MARIA LEONORA (NORI) G. COMELLO

Hussman School of Media and Journalism
University of North Carolina at Chapel Hill | Chapel Hill, NC 27599 USA
Mobile: (919) 928-2440 | Email: comello@email.unc.edu

EDUCATION

- Ph.D.** The Ohio State University, School of Communication, 2010
Specialization: Health Communication, Media Effects, Identity
- M.S.** Colorado State University, 2000
Specialization: Health Communication, Public Relations
- B.A.** University of Pennsylvania, 1989

EXPERIENCE

Associate Professor, 2016 – present; **Assistant Professor**, 2010 – 2016. Hussman School of Journalism and Media, University of North Carolina at Chapel Hill (UNC-CH)

Graduate Associate, 2007 – 2010. School of Communication, The Ohio State University

Research Associate, 2001 – 2006. Department of Marketing, College of Business, Colorado State University

Public Relations/Health Communication Writer, 1999 – 2001. Department of Journalism & Technical Communication, Colorado State University

Graduate Teaching Assistant, 1994 – 1995. Department of Journalism & Technical Communication, Colorado State University

RELEVANT PROFESSIONAL EXPERIENCE

PR Specialist/Writer, 1993 – 1994, Scott Design, Fort Collins, Colorado

PR Director & Assistant Manager, 1990 – 1993, American Red Cross, Fort Ord, California

ACADEMIC HONORS

Top Theory Paper (sole author), 2012. Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication (AEJMC).

“Conceptualizing the intervening roles of identity in communication effects: The Prism Model.” Inaugural award.

Top-Three Student Paper (sole author), 2009. Communication Theory & Methodology Division, AEJMC. “Framing groups as distinctive: Implications of Optimal Distinctiveness Theory for persuasive communication.”

Doris Gildea Morgan Scholarship Award (sole recipient), 2009. Top senior graduate student research award. School of Communication, The Ohio State University.

Top-Three Paper in Health Communication Division, International Communication Association (ICA), 2007. “Issue concern and risk judgments as mediators of news influence on support for alcohol control policies,” Michael Slater, Andrew Hayes, and Maria Leonora Comello (co-authors).

Best Paper Award in Business & Policy/Strategy track, Western Decision Sciences Institute, 2004. “An exploratory study of acculturation, language, and media preferences among bicultural Mexican-American youth,” Kathleen Kelly, Gabriel Gonzalez, Linda Stanley, Maria Leonora Comello, and Randall Swaim (co-authors).

Award for Minority Excellence in Science, Department of Psychology, University of Pennsylvania, 1989.

ACADEMIC WORK

*indicates graduate student co-author at time of submission

#indicates untenured junior faculty co-author at the time of submission

Refereed book chapters

Comello, M. L. G. (2013). Conceptualizing the intervening roles of identity in communication effects: The prism model. In D. Lasorsa & A. Rodriguez (Eds.), *Identity and communication: New agendas in communication* (pp. 168-188). New York: Routledge.

Refereed journal articles

- Hursting, L.*, & **Comello**, M. L. G. (in press). Creating narrative entertainment for health communication: Perspectives from practice. *Journal of Creative Communication*. Online ahead of print: <https://journals.sagepub.com/doi/pdf/10.1177/0973258621992847>
- Vargas, L., **Comello**, M. L. G., & Porter, J.# (in press). The Web's potential to provide depression literacy resources to Latinx teens: A missed opportunity? *Howard Journal of Communications*. Online ahead of print: <https://www.tandfonline.com/doi/full/10.1080/10646175.2020.1819480>
- Kelly, K., Berry, C., **Comello**, M. L. G., & Bowen Ray, H. (2020). The Regulatory and Marketing Environment Surrounding the Legalization of Retail Marijuana and the Impact on Youth. *Journal of Public Policy & Marketing*, 40, 62-82.
- Farman, L. M.*, **Comello**, M. L. G., & Edwards, J. (2020). Are consumers put off by retargeted ads on social media? Evidence for perceptions of marketing surveillance and decreased ad effectiveness. *Journal of Broadcasting & Electronic Media*, 64(2), 298-319.
- Xu, Xiaohan*, **Comello**, M. L. G., Lee, S., & Clancy, R. (2020). Exploring Country-of-Origin Perceptions and Ethnocentrism: The Case of US Dairy Marketing in China. *Journal of Food Products Marketing*, 26(2), 79-102.
- Comello**, M. L. G., Francis, D.#, Hursting, L.*, Swarner, E.*, & Marshall, L.# (2019). Values of cancer survivors and the supportive role of recreational video games. *Journal of Health Psychology*. Published online: <https://doi.org/10.1177%2F1359105319871663>
- Marshall, L. H.*, & **Comello**, M. L. (2019). Stymied by a wealth of health information: how viewing conflicting information online diminishes efficacy. *Journal of Communication in Healthcare*, 12(1), 4-12.
- Lee, T.*, & **Comello**, M. L. G. (2019). Strategic CSR communication: The role of transparency and industry stigmatization. *Management Communication Quarterly*, 33(1), 68-85.
- Comello**, M. L. G., & Porter, J.* (2018). Concept Test of a Smoking Cessation Smart Case. *Telemedicine and e-Health*, 24(12), 1036-1040.
- Comello**, M. L. G., Qian, X.*, Deal, A., Ribisl, K., Linnan, L., & Tate, D. (2016). Impact of Game-Inspired Infographics on User Engagement and Information Processing in an eHealth Program. *Journal of Medical Internet Research*, 18(9):e237. doi: 10.2196/jmir.5976
- Comello**, M. L. G., Francis, D.*, Marshall, L. H.*, & Puglia, D.* (2016). Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes. *Games for Health Journal (special issue on mental health)*. 5(4), 286-292. doi:10.1089/g4h.2016.0003

- Comello, M. L. G., Myrick, J. G.*, & Raphiou, A.*** (2016). A health fundraising experiment using the “foot-in-the-door” technique. *Health Marketing Quarterly*, 33(3), 206-220. doi: 10.1080/07359683.2016.1199209
- Comello, M. L. G., & Farman, L.*** (2016). Identity as a moderator and mediator of communication effects: Evidence and implications for message design. *The Journal of Psychology: Interdisciplinary and Applied*, 150(7), 822-836. doi: 10.1080/00223980.2016.1196160.
- Francis, D.*, **Comello, M. L. G., & Marshall, L.*** (2016). How does game playing support values and psychological well-being among cancer survivors? *Games for Health Journal*, 5(2), 128-134, doi:10.1089/g4h.2015.0044.
- Comello, M. L. G.** (2015). How does a risk-oriented “future self” influence behavior? A structural-equation-modeling approach with marijuana-related outcomes. *Journal of Health Psychology*. 20(1), 37-47.
- Slater, M. D., Johnson, B. K., Cohen, J., **Comello, M. L. G., & Ewoldsen, D.** (2014). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. *Journal of Communication*, 64, 439–455.
- Comello, M. L. G.** (2013). Activated self-concept as a mechanism underlying prevention message effects. *Media Psychology*, 16(2), 177-198.
- Comello, M. L. G.** (2013). Comparing effects of “My Anti-Drug” and “Above the Influence” on campaign evaluations and marijuana-related perceptions. *Health Marketing Quarterly*, 30(1), 35-46.
- Comello, M. L. G., & Kelly, K. J.** (2012). Picturing biculturalism of Mexican-American youth: Implications for prevention message design. *Hispanic Health Care International*, 10(3), 118-126.
- Henry, K. L., Shtivelband, A., **Comello, M. L. G., & Slater, M. D.** (2011). The belief that alcohol use is inconsistent with personal autonomy: A promotive factor for younger adolescents. *Journal of Alcohol and Drug Education*, 55(2), 37-54.
- Comello, M. L. G.** (2011). Characterizing drug non-users as distinctive in prevention messages: Implications of Optimal Distinctiveness Theory. *Health Communication*, 26, 313–322.
- Comello, M. L. G., & Slater, M. D.** (2011). The effects of drug-prevention messages on the accessibility of identity-related constructs. *Journal of Health Communication*, 16(5), 458 – 469.

- Comello, M. L. G., & Slater, M. D.** (2011). Effects of adverts from a drug and alcohol prevention campaign on willingness to engage in alcohol-related risky behaviors. *Journal of Health Psychology, 16*(8), 1268-1276.
- Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & **Comello, M. L. G.** (2011). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: "Be Under Your Own Influence" and ONDCP's "Above the Influence." *Prevention Science, 12*(1), 12-22.
- Comello, M. L. G.,** Kelly, K. J., Swaim, R. C., & Henry, K. L. (2011). Smoking correlates among Hispanic and non-Hispanic White adolescents in the U.S. southwest (Research Note). *Substance Use and Misuse, 46*(6), 843-848.
- Comello, M. L. G., & Slater, M. D.** (2010). Examining marijuana user and non-user prototypes in formative research for prevention campaigns. *Journal of Drug Education, 40*(4), 315-330.
- Kelly, K. J., **Comello, M. L. G.,** Stanley, L. R., & Gonzalez, G. R. (2010). The power of theme and language in multi-cultural communities: Which tobacco prevention messages are most persuasive to Mexican-American youth? *Journal of Advertising Research, 50*(3), 265-278.
- Manning, K., Kelly, K. J., & **Comello, M. L. G.** (2009). Flavoured cigarettes, sensation seeking, and adolescents' perceptions of cigarette brands. *Tobacco Control, 18*, 459-465.
- Comello, M. L. G.** (2009). William James on "possible selves": Implications for studying identity in communication contexts. *Communication Theory, 19*(3), 337-350.
- Slater, M. D., Lawrence, F., & **Comello, M. L. G.** (2009). Media influence on alcohol control policy support in the U.S. adult population: The intervening role of risk judgments and issue concern. *Journal of Health Communication, 14*(3), 262-275.
- Comello, M. L. G.,** Slater, M. D., & Kelly, K. J. (2007). Process evaluation in a randomized community trial of a youth-aimed, substance-use prevention media campaign. *Cases in Public Health Communication and Social Marketing, 1*. Available from: <https://tinyurl.com/45trkkkm>
- Kelly, K. J., **Comello, M. L. G.,** & Slater, M. D. (2006). Development of an aspirational campaign to prevent youth substance use: "Be Under Your Own Influence." *Social Marketing Quarterly, 12*, 14-27.
- Kelly, K. J., Stanley, L. R., **Comello, M. L. G.,** & Gonzalez, G. R. (2006). Tobacco counteradvertisements aimed at bicultural Mexican-American youth: The impact of language and theme. *Journal of Health Communication, 11*, 455-476.

- Slater, M. D., Edwards, R. W., Plested, B. A., Thurman, P. J., Kelly, K. J., **Comello, M. L. G.**, & Keefe, T. J. (2005). Using community readiness key informant assessments in a randomized group prevention trial: Impact of a participatory community media intervention. *Journal of Community Health, 30*(1), 39-53.
- Kelly, K. J., **Comello, M. L. G.**, & Edwards, R. W. (2004). Attitudes of rural middle-school youth toward alcohol, tobacco, drugs, and violence. *The Rural Educator, 25*(3), 19-24.
- Kelly, K. J., Edwards, R. W., **Comello, M. L. G.**, Plested, B. A., Thurman, P. J., & Slater, M. D. (2003). The Community Readiness Model: A complementary approach to social marketing. *Marketing Theory, 3*(4), 411-425.
- Kelly, K. J., **Comello, M. L. G.**, & Hunn, L. (2002). Parent-child communication, perceived sanctions against drug use, and youth drug involvement. *Adolescence, 37*(148), 775-778.

Manuscripts in revision, under review, and in progress:

- Comello, M. L. G.**, Kresovich, A.*, & Kelly, K. J. (R&R). Mixed-Media Approaches to Social Marketing. *Social Marketing Encyclopedia*. Palgrave.
- Comello, M. L. G.**, Gray, J.,* & Francis, D.# (under review). Immersion in recreational video games and associations with well-being among cancer survivors.
- To, S.*, **Comello, M. L. G.**, Jain, P., Porter, J.#, & Gray, J.* (in progress). 'Full representation and not just white representation': Perceptions of media among BIPOC young adults with mental health concerns.
- Gray, J.*, Collins, M.*, & **Comello, M. L. G.** (in progress). Help or hindrance: Examining disability media exposure, stigmatization, and support.

Refereed conference pieces:

- Comello, M. L. G.**, To, S.*, Jain, P., Sen, M., & Thompson, J.* (2021, April). Exploring the effects of multiple-categorization and race cues in stories about mental illness. DC Health Communication Conference (Virtual due to COVID-19).
- To, S.*, **Comello, M. L. G.**, Jain, P., Porter, J.#, & Gray, J.* (2021, April). 'Full representation and not just white representation': Perceptions of media among BIPOC young adults with mental health concerns. DC Health Communication Conference (Virtual due to COVID-19).

- Gray, J.*, Collins, M.*, & **Comello**, M. L. G. (2020, August). Help or hindrance: Examining disability media exposure, stigmatization, and support. AEJMC, Entertainment Studies Interest Group, San Francisco, CA (Virtual due to COVID-19).
- Comello**, M. L. G., Gray, J.*, & Francis, D.# (2020, May). Immersion in game worlds and associations with well-being among cancer survivors. ICA Conference, Health Communication Division, Gold Coast, Australia (Virtual due to COVID-19).
- Comello**, M. L. G. (2020, May). GIFTS: Using persuasion techniques to develop engaging presentations for classroom and conference environments. ICA Conference, Instructional and Developmental Communication Division, Gold Coast, Australia (Virtual due to COVID-19).
- Kelley, D.E.*, Noar, S.M., Ivanov, B., Dillman Carpentier, F., **Comello**, M., Southwell, B.G. (2019, May). Countering Misinformation: An Experiment of One- and Two-sided Messages for Skin Cancer Prevention. ICA Conference, Health Communication Division, Washington DC.
- Adams, E. A.*, Kavlie, J.*, Hursting, L.*, & **Comello**, M. L. G. (2019, April). Patient catharsis or health care brand capital? Authenticity, voice, and control in branded health care narratives. DC Health Communication Conference, Fairfax, VA.
- Hursting, L.*, & **Comello**, M. L. G. (2019, April). How to tell a story: Health narrative constructs and entertainment industry guidance. DC Health Communication Conference, Fairfax, VA.
- Gurbani, A.*, **Comello**, M. L. G., Fulton, D., Southwell, B., & Farmer, K.* (2018, September). An application of the co-orientation model to improve relationships between public housing residents and managers. National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Comello**, M. L. G., Francis, D.#, Hursting, L.*, Breaux, E.*, & Marshall, L. H.# (2018, August). Recreational video games as a value-supporting activity for cancer survivors. AEJMC, Entertainment Studies Interest Group, Washington DC.
- Xu, X.*, **Comello**, M. L. G., Lee, S., & Clancy, R. (2018, August). Exploring country-of-origin perceptions and ethnocentrism: Implications for PR efforts to introduce U.S. dairy products to China. AEJMC, PR Division, Washington DC.
- Marshall, L.#, & **Comello**, M. L. G. (2018, May). How online groups redefine frames. ICA Pre-Conference, 'The Participatory Turn' Ten Years Later: Trust/Distrust and Engagement/Disengagement. Prague, Czech Republic.

- Lee, T.*, & **Comello**, M. L. G. (2018, May). Exploring the effect of transparent CSR communication in stigmatized industries. ICA Conference, Public Relations Division, Prague, Czech Republic.
- Kelley, D.E.*, Noar, S.M., Ivanov, B., Dillman Carpentier, F., **Comello**, M., Southwell, B.G. (2018, April). Countering indoor tanning arguments: An experiment using skin cancer prevention messages. Paper presented at the 39th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana.
- Comello**, M. L. G. (2017, May). GIFTS: Using a survey-embedded online experiment (and cookies) to teach undergraduates about experimental design. ICA Conference, Instructional and Developmental Communication Division, San Diego, CA.
- Comello**, M. L. G., Porter, J.*, Puglia, D.*, & Linton, K. (2017, April). Exploring the feasibility of a smoking cessation “smart” case and app duo. DC Health Communication Conference, Fairfax, VA.
- Comello**, M. L. G., & El-Toukhy, S.# (2017, April). Effects of drug-prevention messages on behavioral willingness to engage in risky behaviors through self-concept activation. DC Health Communication Conference, Fairfax, VA.
- Jones, H.*, & **Comello**, M. L. G. (2017, April). Engaging a professional online medical community through a gamified community management tool. DC Health Communication Conference, Fairfax, VA.
- Vargas, L., **Comello**, M. L. G., & Barker, J.* (2017, April). Do web searches support help-seeking for depression among Latino teens? DC Health Communication Conference, Fairfax, VA.
- Marshall, L.*, & **Comello**, M. L. G. (2016). Stymied by a wealth of health information: How viewing conflicting online information diminishes efficacy. AEJMC, ComSHER Division, Minneapolis, MN.
- Comello**, M. L. G. (2016). GIFTS: Learning to Respond to Critiques of Communication Campaigns: A “Speed Dating” Approach. ICA Conference, Instructional and Developmental Communication Division, Fukuoka, Japan.
- Comello**, M. L. G., Francis, D.*, Marshall, L. H.*, & Puglia, D.* (2016). Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes. ICA Conference, Health Communication Division, Fukuoka, Japan.

- Barnard, L. M.*, **Comello**, M. L. G., & Edwards, J. (2015, May). The cost of creepiness: How online behavioral advertising affects consumer purchase intention. Presented at ICA Conference, Information Systems Division, San Juan, Puerto Rico.
- Comello**, M. L. G., Qian, X.*, Deal, A., Ribisl, K., Linnan, L., & Tate, D. (2015, May). Pretesting game-inspired infographics for an online health assessment tool. Presented at ICA Conference, Health Communication Division, San Juan, Puerto Rico.
- Macie, J.*, & **Comello**, M. L. G. (2015, May). Use of social media during disaster response: A case study of the American Red Cross. Presented at ICA Conference, Public Relations Division, San Juan, Puerto Rico.
- Comello**, M. L. G., & El-Toukhy, S.# (2015, April). Testing a reaction-time measure of behavioral willingness. Presented at DC Health Communication Conference, Fairfax, VA.
- Qian, X.*, Southwell, B., **Comello**, M. L. G., & Slater, J. (2015, April). Comparing the effectiveness of "individual-loss" and "family-loss" messages in promoting mammography. Presented at DC Health Communication Conference, Fairfax, VA.
- Comello**, M. L. G., & Barnard, L.* (2014, May). Can identity serve simultaneously as a moderator and mediator of communication effects? Evidence for the prism model. Presented at ICA Conference, Information Systems Division, Seattle, WA.
- Comello**, M. L. G., Francis, D.*, Marshall, L.*, McClintock, C., & Rogers, R.* (2014, April). Game-play experiences of cancer survivors and implications for health. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Comello**, M. L. G., Myrick, J. G.*, & Raphiou, A.* (2013, June). The "foot-in-the-door" compliance-gaining effect and psychological moderators. Presented at ICA Conference, Information Systems Division, London, UK.
- Comello**, M. L. G. (2012, August). Conceptualizing the intervening roles of identity in communication effects: The prism model. Presented at AEJMC Convention, Communication Theory & Methodology Division, Chicago, IL. *Winner of inaugural top theory paper award.*
- Comello**, M. L. G. (2012, May). Comparing effects of "My Anti-Drug" and "Above the Influence" on campaign evaluations and marijuana-related perceptions. Presented at ICA Conference, Health Communication Division, Phoenix, AZ.
- Comello**, M. L. G., and Myrick, J. G.* (2012, April). Testing the self-perception explanation for the "foot-in-the-door" compliance-gaining strategy: Implications for cancer awareness

and health communication. Presented at Kentucky Conference on Health Communication, Lexington, KY.

Comello, M. L. G. (2011, May). Activated self-concept as a mechanism underlying prevention message effects. Presented at ICA Conference, Health Communication Division, Boston, MA.

Chung, A., Slater, M. D., & **Comello, M. L. G.** (2011, May). Reducing outgroup perceptions through emotionally-arousing musical performance entertainment programming. Presented at ICA Conference, Mass Communication Division, Boston, MA.

Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & **Comello, M. L. G.** (2011, May). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: "Be Under Your Own Influence" and ONDCP's "Above the Influence." Presented at ICA Conference, Health Communication Division, Boston, MA.

Slater, M. D., Cohen, J., & **Comello, M. L. G.** (2010, November). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. Presented at National Communication Association (NCA) Conference, Mass Communication Division, San Francisco, CA.

Comello, M. L. G., & Slater, M. D. (2009, November). Effects of a substance-abuse prevention campaign on the accessibility of alcohol-related constructs. Poster presented at NCA Conference, Health Communication Division, Chicago, IL.

Comello, M. L. G. (2009, August). Framing groups as distinctive: Implications of Optimal Distinctiveness Theory for persuasive communication. Presented at AEJMC Convention, Communication Theory & Methodology Division, Boston, MA. *Top Three Student Paper.*

Comello, M. L. G., & Slater, M. D. (2009, May). The effects of drug-prevention messages on the accessibility of identity-related constructs. Presented at ICA Conference, Health Communication Division, Chicago, IL.

Comello, M. L. G. (2009, May). William James on "possible selves": Implications for studying identity in communication contexts. Poster presented at ICA Conference, Philosophy of Communication Division, Chicago, IL.

Comello, M. L. G., & Slater, M. D. (2008, May). Examining self-concepts and prototypes in formative research for marijuana prevention campaigns. Presented at ICA Conference, Health Communication Division, Montreal, Quebec, Canada.

- Slater, M. D., Hayes, A. F., & **Comello, M. L. G.** (2007, May). Issue concern and risk judgments as mediators of news influence on support for alcohol control policies. Presented at ICA Conference, Health Communication Division, San Francisco, CA. *Top Three Paper.*
- Kelly, K. J., Manning, K., & **Comello, M. L. G.** (2006, June). The effects of flavored and natural cigarette claims on adolescents' perceptions and behavioral intentions. Presented at American Marketing Association (AMA) Marketing & Public Policy Conference, Long Beach, CA.
- Kelly, K. J., **Comello, M. L. G.**, Stanley, L. R., Gonzalez, G. R., Ramirez, A., & Slater, M. D. (2006, May). Tobacco counteradvertisements aimed at Mexican-American youth: The effects of language, theme, and cultural congruence. Presented at Society for Prevention Research Annual Meeting, San Antonio, TX.
- Comello, M. L. G.** & Kelly, K. J. (2005, May). Cultural frames of tobacco and prevention among bicultural Mexican-American youth. Presented at American Marketing Association Marketing & Public Policy Conference, May 19-21, 2005, Washington, DC.
- Kelly, K. J., **Comello, M. L. G.**, Stanley, L. R., & Gonzalez, G. R. (2004, May). Tobacco counteradvertisements aimed at bicultural Mexican-American youth: The impact of language and theme. Presented at AMA Marketing & Public Policy Conference, Salt Lake City, UT.
- Kelly, K. J., Gonzalez, G. R., Stanley, L. R., **Comello, M. L. G.**, & Swaim, R. C. (2004, April). An exploratory study of acculturation, language, and media preferences among bicultural Mexican-American youth. Presented at Western Decision Sciences Annual Meeting, Manzanilla, Mexico. *Best Paper in Business & Policy/Strategy track.*
- Edwards, R. W., Thurman, P. J., Plested, B. A., & **Comello, M. L. G.** (2003, June). A cross-cultural look at intimate partner violence: Implications for prevention. Poster presented at Society for Prevention Research Annual Meeting, Washington, DC.
- Kelly, K. J., **Comello, M. L. G.**, & Edwards, R. W. (2002, August). Five years of focus-group research for social marketing campaigns aimed at non-urban youth: A synthesis of findings. Presented at AMA Summer Educator's Conference, San Diego, CA.
- Kelly, K. J., **Comello, M. L. G.**, & Hunn, L. (2002). Parent-child communication, perceived sanctions against drug use, and youth drug involvement. Presented at International Conference on Adolescence, Islington, London, UK.

Invited academic talks:

- Comello, M. L. G. (2020, April; 2019, February). Identity, fun, & games in health communication. Presented to Visiting International Scholars colloquium, UNC-CH.
- Comello, M. L. G. (2019, September). Use of theory in communication research. Presented to graduate communication theory seminar, University of Kentucky.
- Comello, M. L. G. (2019, September). Formative research in health campaign development. Presented to graduate health communication seminar, High Point University.
- Comello, M. L. G. (2018, December; 2016, April; 2014, December; 2014, April). Panelist on work/life and teaching/research/service balance for Proseminar/Pedagogy graduate students, UNC-CH.
- Comello, M. L. G. (2018, November). Research Roundtable - Psychology v. sociology: Do media scholars have to choose? Panelist along with Dr. Suman Lee. UNC-CH.
- Comello, M. L. G. IRB demystified! Presented in MEJO 701 Graduate Research Methods Seminar (2018, November; 2017, August) and MATC summer residency session (2017, May), UNC-CH.
- Comello, M. L. G. (2018, September; 2015, November; 2014, November; 2013, November; 2012, November). Identity and health: An interdisciplinary journey. Presented in IHC Colloquium, UNC-CH.
- Comello, M. L. G. (2016, April). Games, behavior tracking, and health. Presented in JOMC 795.1 eHealth, UNC-CH.
- Comello, M. L. G. (2014, November). Using theory in communication research & conceptualizing the roles of identity in communication. Presented in JOMC 705.1 Theories of Mass Communication, UNC-CH.
- Comello, M. L. G. (2014, April). Data cleaning and analysis techniques. Presented in JOMC 890.1 Experimental Design, UNC-CH.
- Comello, M. L. G. (2014, April). Opportunities to engage in research. Presented to NC Native Leadership Institute as part of Healthy Partnerships Panel. UNC-CH Friday Center.
- Comello, M. L. G. (2013, April). Media effects on healthy choices. Presented in NUTR 812 Obesity: Cell to Society, UNC-CH.
- Comello, M. L. G. (2012, October; 2012, July). Ethics in public relations. Presented in JOMC 141 Professional Problems & Ethics, UNC-CH.

Comello, M. L. G. (2012, April). The role of identity in persuasion: Examples from health and nonprofit communication. Presented in Visiting International Scholars colloquium series, School of Journalism & Mass Communication, UNC-CH.

Comello, M. L. G. (2011, February). Activated self-concept in strategic communication. Presented in Mary Junck Colloquium Series, School of Journalism & Mass Communication, UNC-CH.

Comello, M. L. G. (2010, September). Process evaluation in health communication campaigns. Presented in JOMC 847 Seminar in Communication for Social Change, UNC-CH.

Media:

Guest on Measure of Everyday Life, radio show featuring social science research (2016, October). Discussed research on identity and implications for health promotion. <http://measureradio.libsyn.com/identity>

TEACHING ACTIVITIES

Hussman School of Journalism and Media, UNC-CH:

Spring 2021	PR Campaigns (28 enrolled) Persuasion & Social Influence (graduate-level; 5 enrolled) Supervised research practicum for public health PhD student
Fall 2020	Supervised research practicum for public health PhD student (No MEJO teaching while on Research and Study Leave)
Spring 2020	PR Campaigns (19 enrolled) Persuasion & Social Influence (graduate-level; 10 enrolled) Supervised two independent studies (narrative/health and social identity/persuasion) for PhD students
Fall 2019	Health Communication Seminar (graduate-level; 7 enrolled) Research Methods & Applications (graduate-level online; 20 enrolled)
Spring 2019	Advertising & PR Research (30 enrolled) Persuasion & Social Influence (graduate-level; 16 enrolled) Supervised independent study on health/identity for PhD student

Fall 2018 Advertising & PR Research (30 enrolled)
 Research Methods & Applications (graduate-level online; 15 enrolled)
 Supervised independent studies on narrative/health for 1 PhD & 1 MA student)

Spring 2018 PR Campaigns (16 enrolled)
 Persuasion & Social Influence (graduate-level; 9 enrolled)

Fall 2017 Advertising & PR Research (33 enrolled)
 Public Relations Theory & Research (graduate-level; 5 enrolled)

Spring 2017 PR Campaigns (16 enrolled)
 Persuasion & Social Influence (graduate-level; 4 enrolled)

Fall 2016 Advertising & PR Research (39 enrolled)
 Interdisciplinary Health Communication Seminar (graduate-level; 9 enrolled)

Spring 2016 PR Campaigns (15 enrolled)
 Persuasion & Social Influence (graduate-level; 6 enrolled)
 Supervised independent study on identity and CSR for PhD student

Fall 2015 PR Seminar (graduate-level; 8 enrolled)
 Interdisciplinary Health Communication Seminar (graduate-level; 11 enrolled)

Spring 2015 PR Campaigns (22 enrolled)
 Persuasion & Social Influence (graduate-level; 10 enrolled)

Fall 2014 PR Campaigns (8 enrolled)
 PR Seminar (graduate-level; 5 enrolled)
 Supervised independent study on framing/theory-building for PhD student

Spring 2014 Advertising & PR Research (64 enrolled)
 Persuasion & Social Influence (graduate-level; 8 enrolled); **(Developed course; approved as regular offering in 2018 MEJO 811)**

Fall 2013 PR Campaigns (15 enrolled)
 PR Seminar (graduate-level; 11 enrolled)
 Supervised independent study on identity for PhD student

Spring 2013	PR Campaigns (9 a.m.: 20 enrolled; 11 a.m.: 21 enrolled)
Fall 2012	PR Campaigns (16 enrolled) PR Case Studies (20 enrolled)
Spring 2012	PR Campaigns (9 a.m.: 24 enrolled; 11 a.m.: 25 enrolled)
Fall 2011	PR Campaigns (8 a.m.: 8 enrolled; 11 a.m.: 17 enrolled) Supervised independent study of statistical analysis for two PhD students
Spring 2011	PR Campaigns (24 enrolled) PR Case Studies (17 enrolled)
Fall 2010	PR Campaigns (18 enrolled)

Awards & competitive opportunities received by students:

UNC Dissertation Completion Fellowship and P.E.O. Scholar Award received by PhD advisee Jaz Gray to fund additional year of study (both awards declined due to acceptance of tenure-track job offer).

North Carolina Public Relations Society of America (NC PRSA) InSpire Award in 2018 to student team in PR campaigns class for research conducted on behalf of client. Students received Award of Excellence and recognition as Best in Research/Evaluation Category against industry professionals.

Competitive opportunity with funding to attend 2016 NCA Doctoral Honors Seminar awarded to PhD advisee Laura Marshall.

UNC Dissertation Completion Fellowship in 2016 to PhD advisee Laura Marshall.

School of Media and Journalism graduate student awards in 2016 to PhD advisee Laura Marshall: Margaret Blanchard Dissertation Support Fund and Minnie S. & Eli A. Rubinstein Research Award.

UNC Summer Research Fellowship in 2015 to PhD advisee Laura Marshall for research on the framing and counter-framing of issues in the polarized public debate about health care reform on social media platforms.

School of Journalism & Mass Communication Outstanding PhD Student award in 2014 to PhD advisee Lisa Barnard.

NC PRSA InSpire Award in 2014 to team in student campaign category (best in category/best in show) for campaign plan produced in PR Campaigns class for UNC Office of Fraternity & Sorority Life and Community Involvement.

NC PRSA InSpire Award in in 2013 to team in student campaign category (best in category) for campaign plan produced in PR Campaigns class for Orange County Partnership to Prevent Homelessness.

Zenith Award (national PR student competition) in 2010 to graduating senior Dan Byrne in social media category (2nd place) for work produced in PR Campaigns class for American Red Cross Central North Carolina Chapter.

Previously taught at other institutions:

Communication Research Methods (Autumn 2008, Winter 2009, Autumn 2009; The Ohio State University). TA for recitation sections with approximately 25 students each.

Organizational Communication (Spring 2009; The Ohio State University). TA responsible for class of 150 students. Lectured on identity and difference in the workplace.

Social Marketing (Spring 2004; Colorado State University). TA for undergraduate social marketing course.

Principles of Marketing (Spring 2002; Colorado State University). TA for large undergraduate lecture.

Business Communication (Fall 1994, Spring 1995; Colorado State University). TA responsible for two recitation sections of approximately 25 students each per semester.

ADVISING

PhD

- Chair, dissertation committee, Jacob Thompson, anticipated graduation Spring 2022.
- Chair, dissertation committee, Jasmine Gray, Summer 2021. "A 'disruption of how we tell our stories': The feasibility of life plotting with a 'double burdened' vulnerable population." Tenure-track assistant professor at Pepperdine University.
- Chair, dissertation committee, Laura Marshall, Summer 2017. "Understanding health care reform in comments sections of online news sites." Tenure-track assistant professor at High Point University.

- Chair, dissertation committee, Lisa Barnard (Farman), Spring 2014. “The cost of creepiness: How online behavioral advertising affects consumer purchase intention.” Received award for Outstanding PhD Student. Tenured associate professor at Ithaca College.
- Member, dissertation committee, Alex Kresovich, anticipated graduation Spring 2022.
- Member, dissertation committee, Fernanda Mediano-Stoltze, anticipated graduation Fall 2021.
- Member, dissertation committee, Elizabeth Adams, Fall 2020.
- Member, dissertation committee, Shannon Zenner, Spring 2020.
- Member, dissertation committee, Seoyeon Kim, Summer 2019.
- Member, dissertation committee, Jeannette Porter, Spring 2018.
- Member, dissertation committee, Taeho Lee, Summer 2017.
- Member, dissertation committee, Jennah Sontag, Summer 2017.
- Member, dissertation committee, Dannielle Kelley, Spring 2017.
- Member, dissertation committee, Elise Stevens, Spring 2016.
- Member, dissertation committee, Ryan Rogers, Summer 2013.

Residential MA and Online MATC/MADC

- Chair, MADC thesis project committee, Elizabeth Snively, anticipated graduation Fall 2021.
- Chair, MADC thesis project committee, Aolani Donegan, anticipated graduation Fall 2021.
- Chair, MADC thesis project committee, Branson Moore, Fall 2019, “PublicHealthConnect: Developing an online toolkit for improving websites of local health departments in North Carolina.”
- Chair, MA thesis committee, Laurie Hursting, Spring 2019, “Creating entertainment narratives for health communication: Perspectives from practice.”
- Chair, MA thesis committee, Katria Farmer, Spring 2018. “Empowering public housing residents through open communication channels.”
- Chair, MA thesis committee, Arshya Gurbani, Spring 2018. “An application of the Co-Orientation Model to assess communication gaps between public housing tenants and housing management.”
- Chair, MA thesis committee, Xiaohan Xu, Spring 2018. “Managing country-of-origin effect in international public relations practice: Communication guidelines for introducing U.S. dairy products to China.”
- Chair, MATC thesis project committee, Eva Bland, Fall 2017. “OverdoseFreeNC: Using research to inform the development of an online hub for preventing opioid use and overdose in North Carolina.”
- Chair, MATC thesis project committee, Hillary Jones (Roberts), Fall 2016. “Engaging a professional online medical community through a gamified community management tool.”

- Chair, MATC thesis project committee, Derek Hillenbrand, Spring 2015. “Creating the second screen experience: A content producer’s guide to new audience expectations.”
- Chair, MATC thesis project committee, Julianne Macie, Fall 2013. “Use of social media by the American Red Cross and its publics during disaster response.”
- Member, MATC thesis project committee, Jennifer Bailey, Spring 2016.
- Member, MA thesis committee, Sophia Noor, Spring 2016.
- Member, MA thesis committee, John FitzGerald, Spring 2015.
- Member, MA thesis committee, Xiaokun Qian, Summer 2014.
- Member, MA thesis committee, G. Ligaiya Romero, Spring 2014.
- Member, MATC thesis project committee, Lisa Mauriello, Fall 2013.
- Member, MA thesis committee, Laura Marshall, Spring 2013.
- Member, MA thesis committee, Amanda Komar, 2011.

Undergraduate honors

- Member, undergraduate honors thesis committee, Alex Pare’, Spring 2017

FUNDING

Co-investigator. NIMHD 1R01MD016834-01, National Institute on Minority Health and Health Disparities (NIMHD). A Multidimensional Digital Approach to Address Vaccine Hesitancy and Increase COVID-19 Vaccine Uptake among African American Young Adults in the South (PIs: Lisa Hightow-Weidman and Henna Budhwani): \$746,768 (2021). April 2021 – January 2025.

(Submitted, not funded) Co-investigator on SBIR proposal submitted September 2020 to National Institutes of Health for Tough Talks COVID-19, a digital health intervention aimed at adolescents and young adults who identify as BIPOC. Intervention uses interactive narratives to allow users to experience making decisions about COVID testing and prevention in a non-stigmatizing setting. (PIs: Lisa Hightow-Weidman and Margo Adams Larsen).

Recipient of competitive Senior Faculty Research and Scholarly Leave from Office of the Executive Vice Chancellor and Provost to conduct research on use of media to address mental health stigma (\$40,000), UNC-CH. Leave taken Fall 2020.

(Submitted, not funded) Co-investigator on proposal submitted April 2020. Life Plotting on the Frontline: Healthcare workers, narrative innovation, and COVID-19. Gillings Innovation Laboratory (COVID-19). Project to pilot test a narrative intervention (life plotting) as a coping

tool for health professionals on the front lines of COVID. (PI: Alexandra Lightfoot). Total amount sought \$78,000.

(Submitted, not funded) Collaborator on proposal submitted July 2015 to establish a Clinical and Translational Science Award Network Recruitment Innovation Center (CTSA-RIC). Proposal represents a multidisciplinary partnership to develop the Duke/UNC Recruitment Innovation Center to improve trial recruitment, knowledge generation, and public health. (UNC PI: John Buse)

Principal Investigator, School of Media & Journalism Research Seed Grant, “Formative research to pretest tailored messages delivered by an online cessation tool (Nicotrax)” (\$5,000), UNC-CH, 2016.

Principal Investigator, “Development and assessment of visual elements of online health assessment tool - CHART pilot study” (\$12,545). Lineberger Cancer Center, UNC-CH, August 2013 – August 2014.

Principal Investigator, Junior Faculty Development Award, “Online Social Games for Health and Potential to Support Cancer Survivorship” (\$7,500), UNC-CH, 2013.

Principal Investigator, University Research Council Award, “Developing Reaction-Time Measures of Behavioral Willingness to Engage in Risky Behaviors for Use in Health-Communication Research” (\$4,864), UNC-CH, 2011.

Graduate Enrichment Fellowship Recipient, The Ohio State University, 2006-2007.

Principal Investigator, “Cultural Frames of Tobacco and Prevention among Bicultural Mexican-American Youth” (\$35,000). Diversity supplement grant from the Robert Wood Johnson Foundation, Substance Abuse Policy Research Program, 2005-2006. Supplement to “Effective Strategies in Tobacco Counteradvertising Aimed at Bicultural Mexican-American Youth” (PI: Kathleen Kelly).

Travel and housing grant to attend workshop and doctoral seminar, “Researching Risk: Public Policy and Social Dimensions,” Salt Lake City, UT, May 2004. Funded by AMA Education Foundation.

Travel grant to attend Society for Prevention Research Annual Meeting, Washington, DC, June 2003. Funded by Early Career Preventionists Network.

PROFESSIONAL SERVICE

For the discipline

Editorial board member of *Journal of Health Communication: International Perspectives* (Jan 2015 to present) and *Games for Health* (appointed March 2021)

Reviewer for peer-reviewed journals. Completed at least one review for each year listed for the following publications:

Journal of Health Communication: International Perspectives (2010-present)

Games for Health (2017-present)

Journal of Behavioral Medicine (2021)

Journal of Communication in Healthcare (2020)

Media Psychology (2011-2017, 2019)

Journal of Applied Communication Research (2018, 2019)

Human Communication Research (2013-2016)

Health Communication (2010, 2011, 2015, 2017)

Communication Research (2011, 2013, 2016, 2018)

Journal of Communication (2011, 2012, 2014, 2019)

Nicotine and Tobacco Research (2016)

Communication Theory (2010, 2011)

Journalism & Mass Communication Quarterly (2011, 2012)

Case Studies in Strategic Communication (2012)

Cases in Public Health Communication and Social Marketing (2006)

Journal of Health Psychology (2011)

Research in Consumer Behavior (2004)

Reviewer of papers submitted to academic conferences:

ICA, Ethnicity and Race in Communication Division (2020)

ICA, Health Communication Division (2012-2019)

ICA, Public Relations Division (2012)

AEJMC, Communication Theory & Methodology Division (2013, 2015, 2016)

AEJMC, Mass Communication & Society Division (2011-2013)

NCA, Health Communication Division (2009)

Society for Prevention Research (2002, 2004, 2005)

Marketing & Public Policy Conference, American Marketing Association (2004)

Committee to select Innovation Award recipient for Method from the Mass Communication Division at ICA (2019)

Moderator, ICA Health Communication Division, session on mental health (2016)

Discussant at AEJMC Communication Theory & Methodology Division, Theory Development and Revision session (2012)

Graduate liaison coordinator/theory paper adviser for AEJMC Communication Theory & Methodology Division, 2012-2013

For industry and off-campus community

Advisory Board (September 2017 – present), Eyes Ears Nose and Paws (nonprofit that provides mobility-assistance and diabetic-alert service dogs). **External committee member** (2020-present; **convener**, 2021).

Consultant on research and evaluation methods, US High Speed Rail Association (2012 – 2015)

Judge, National Council of Farmer Cooperatives Information Fair (2010-2012). Evaluated entries in categories of identity/campaign, news releases, and annual conference materials.

In context of PR Campaigns class, consulted with the following service organizations:

- American Red Cross Central North Carolina Chapter
- Eyes Ears Nose and Paws
- NC Prevention Partners
- Orange County Affordable Housing Advisory Board
- US High Speed Rail Association, Director of Public Outreach
- Real Change/Orange County Partnership to End Homelessness: Campaign from this class was recognized by NC PRSA with an Award of Excellence and as Best in Category in the student division, May 2013
- The Bottom Line financial literacy program for UNC-CH
- Diversity Activities Committee, School of Media and Journalism, UNC-CH
- Job Partners work group
- Stigma Free Carolina
- Office of Fraternity/Sorority Life & Community Involvement: Campaign from this class was recognized by NC PRSA with an Award of Excellence and as Best in Category/Best in Show in the student division, May 2014
- Refugee Wellness: Research report developed in campaigns class received recognition at NC PRSA InSpire ceremony with Award of Excellence and Best in Category,
- Late Night Carolina
- American Board of Pediatrics
- CrimeStoppers
- Chamber for a Greater Chapel Hill-Carrboro

- On Stage Dance Studio
- CFK (Carolina for Kibera)

For UNC and the School of Media & Journalism:

- Diversity and Inclusion committee, 2010-2018; **Chair**, Fall 2019-present (except while on research leave Fall 2020)
- Graduate admissions committee (residential MA and/or PhD applicant reviews), 2011-present
- PhD program advisory committee, 2014-2016, 2021-present
- IRB internal reviewer for School, 2016-2019
- Promotion and Tenure committee, 2017-2018
- Chair, search committee for global PR senior scholar, 2016-2017
- Moderator, panel on health communication research; Spring Research Colloquium 2016
- Administrative board, 2014-2017
- Search committee for research- and professional-track faculty positions (3 total), 2013-2014
- Search committee for research-track faculty position in new media and strategic communication, 2011-2012
- Board member, Latino Journalism & Media at Carolina (Latijam), Fall 2010 – 2016
- Project Uplift speaker, Summer 2011, 2012
- Health communication writing group, Fall 2010 – 2011. Met with health communication doctoral students and faculty to provide feedback on research and manuscripts in progress.

PROFESSIONAL DEVELOPMENT

Women ADVANCE Leadership Workshop Series sponsored by Center for Faculty Excellence. Member of 2020-2021 cohort.

Writing Group for women faculty of color. Member (Fall 2020 – present), **Facilitator** (Spring 2021).

National Conference on Race and Ethnicity in Higher Education. Week-long conference sponsored by University of Oklahoma. Virtual due to COVID, June 2021. Equivalent of 5 CEUs.

The Effects of Police Brutality and Racism on Black Students & Professionals in Education sponsored by University of Minnesota – Mankato, African American Affairs. Virtual webinar, attended June 2020.

A Groundwater Approach to Racial Equity. Three-hour workshop sponsored by the Racial Equity Institute. Virtual webinar, attended June 2020.

Safe Zone training sponsored by LGBTQ Center, UNC-CH, attended April 2019.

Summer Writing Program sponsored by Center for Faculty Excellence, UNC-CH, Summers 2014, 2015, 2017. Provided and received feedback on writing projects from colleagues across the university.

Diversity Supplement Grantee Training sponsored by the Robert Wood Johnson Foundation, Substance Abuse Policy Research Program. Workshops focused on obtaining funding, disseminating research, writing for publication, cultural issues, and academic life. Three workshops attended: December 16, 2005 (Tucson, AZ), April 27-28, 2005 (Princeton, NJ), May 10-11, 2006 (Charlotte, NC).

Researching Risk: Public Policy and Social Dimensions Workshop and Doctoral Seminar (4-day workshop). Sponsored by American Marketing Association. Hosted by business schools at University of Utah and Oklahoma State University, Salt Lake City, UT, May 17-20, 2004. Received grant to cover travel and housing.

Administration for Native Americans Application Development Workshop for Experienced Grant Writers (2-day workshop). Organized by Native American Management Services, Inc., Anchorage, AK, April 2003.

CURRICULUM VITAE

Paul F. Cuadros

Associate Professor

School of Journalism & Mass Communication

216 Carroll Hall

University of North Carolina at Chapel Hill

Chapel Hill, NC 27599-3365

Voice: 919-971-3081

cuadros@email.unc.edu

Education

Northwestern University, Medill School of Journalism, Master of Science in Journalism, June 1991.

University of Michigan, Bachelor of Arts, Communication Studies, June 1985.

Professional Experience: Academic

Associate Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, July 2013-present.

Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, July 2007- July 2013.

Faculty Associate, UNC Carolina Latinx Center, University of North Carolina at Chapel Hill, July 2019-present. Chair, Board of Advisors to the Carolina Latinx Center.

Chairman, faculty advisor, co-founder, The Scholars' Latino Initiative, University of North Carolina at Chapel Hill, July 2007-2018. The Initiative is a college-mentoring, college preparatory program between UNC-Chapel Hill and seven local high schools.

Professional Experience: Newspapers, Magazines, Books, Radio and Online Publications

Freelance reporter, *The New York Times*, January 2004-present.

Columnist, *The Chapel Hill News*. Write a bimonthly column on the Latino community and issues. July 2007-present.

Author, *A Home on the Field, How One Championship Team Inspires Hope for the Revival of Small Town America* (HarperCollins 2006). September 2005-September 2006.

Freelance reporter, WUNC-FM. Reported and produced news features for public radio. July 2005-September 2007.

Freelance reporter, *Time* magazine, Southern bureau. Covered news in North and South Carolina. Reported on the Latino community and immigration, including border issues in Mexico and Guatemala, January 2000-July 2007.

Reporter, The Alicia Patterson Foundation. Fellowship reporter for *The APF Reporter* magazine. Wrote and reported on emerging Latino communities in the rural South in poultry processing towns. January 1999-January 2000.

Reporter/writer, The Center for Public Integrity, Washington, D.C. Reported and wrote for the Center's book projects, special investigative reports, newsletters and online news investigations. January 1997-January 1999.

Freelance reporter, *People Weekly*, June 1996-January 1997.

Freelance reporter, *People en Espanol*, June 1996-January 1997.

Reporter, *The Chicago Reporter*, Chicago, IL. Reported and wrote for an investigative monthly magazine that focuses on issues of race and poverty. January 1992-December 1996.

Awards and Honors

David Brinkley Teaching Award, Hussman School of Journalism and Media, 2020.

Presented to faculty member for outstanding teaching abilities and creating an excellent classroom experience.

Key to City, Siler City, North Carolina, 2017. Presented Key to the City from the Siler City Board of Commissioners for my service to the community in designing and helping to construct Paul Braxton Soccer Park in downtown Siler City for the Parks and Recreation Department. I raised \$65,000 for the park and oversaw its construction. Also, in recognition for *Los Jets, Playing for the American Dream*, television series.

Hispanics in Philanthropy Giver Award 2016. Award presented for philanthropic contributions for the UNC Scholars' Latino Initiative. Award is recognized as one of the most prestigious in philanthropy for the Latinx community. Sonoma County, CA. March 2016.

Finalist, 2014 Robert E. Bryan Public Service Award, Carolina Center for Public Service. The Robert E. Bryan Award is given to a faculty member for a specific effort exemplifying outstanding engagement and service to the state of North Carolina.

Diversity Award, Faculty, UNC Office of Diversity and Multicultural Affairs, 2013. Recognized for work with diverse groups and students at UNC Chapel Hill.

“Top 50 Journalism Professors in 2012.” JournalismDegree.org Selected as one of the best journalism professors in the country. The list was created to recognize the accomplishments of top-tier journalism and communications professors across the country. [The Journalism Journeyman](#) is an online website that follows the journalism industry and

provides tips on careers, schools, and networking. The list was created using independent research with the sole purpose of being a resource for the site's readers. June 2012.

Alfred I. DuPont-Columbia Journalism Award, Team Award, for the radio series: *North Carolina Voices, Understanding Poverty*, WUNC-FM. *Dreamland* was my radio story in the series and told the story of undocumented students' attempts at higher education. These awards are recognized as the most prestigious broadcast news awards, the equivalent of the Pulitzer Prizes. Received from the Columbia University Graduate School of Journalism, 2006.

First Place, National Association of Hispanic Journalists Online News Award, *Ramon's Journey*, a special series that appeared on Time.com. The awards are recognized as the most prestigious for Latino reporters in the U.S. Received 2002.

Casey Journalism Center Fellowship, Children and Trauma, University of Maryland. One of a dozen journalists selected nationwide as a fellow to participate on news issues involving children and traumatic events. Received 2002.

Alicia Patterson Foundation Fellowship, *Impact of Immigrant Poultry Processing Workers in the Rural South*. The fellowship is one of the most prestigious in journalism with hundreds of reporters applying each year and only 14 selected to participate. Received 1999.

Primary Care Journalism Award, Pew Charitable Trust, "The Pulse of Reform" series in *The Chicago Reporter*. 1995.

Finalist, Peter Lisagor Award, Chicago Headline Club, the largest Society of Professional Journalists chapter in the country. 1995.

Sigma Delta Chi Award, Society of Professional Journalists, Team Award, for "Beyond Chicago," *The Chicago Reporter*. 1994.

Inland Press Association Award, Investigative Reporting, University of Wisconsin, Madison, for "Beyond Chicago," *The Chicago Reporter*. The association includes more than 1,200 newspapers from all 50 states, Canada, and Bermuda. 1994.

Finalist, Peter Lisagor Award, Chicago Headline Club, the largest Society of Professional Journalists chapter in the country. 1993.

Bibliography Professional Publications

Books:

A Home on the Field: How One Championship Team Inspires Hope for the Revival of Small Town America, Harpers. September 2006. *A Home on the Field* tells the story of a small rural poultry-processing town in the American South and its struggles with immigration and demographic and racial change through the lives of a team of Latino high school soccer players. The book has been recognized as a prescient and seminal work on the Great Latino Migration of the 21st Century.

Expanded and revised edition published in 2007 of the first printing to include new chapters, a new epilogue, photography, and classroom questions for schools to lead discussions on the themes in the book. This edition has been selected as recommended and required summer reading at three leading universities in North Carolina and more than a dozen high school classrooms in the American South. Universities include: Appalachian State University, 2007; Methodist University, Fayetteville, N.C., 2009; and the University of North Carolina at Chapel Hill, 2009; Moravian College, PA, 2011.

A Home on the Field is the only book written by a standing UNC-Chapel Hill faculty member as summer reading in the history of the school.

Un Juego Sin Fronteras: Como un Equipo de Futbol Crea Una Nueva Esperanza en los Estados Unidos. Rayo. Wrote and edited the translation of the original book and expanded the book to include a new section on Latina girls and an updated epilogue, HarperCollins, 2008.

Book Chapters:

“Fútbol Femenino Comes to the South,” Contributing author in *Latinos & Latinas in American Sport, Stories Beyond Peloteros*, book anthology. Texas Tech University Press, expected release date Fall 2019.

“Pollo a la Brasa Keeps Turning,” Contributing author. Chapter in *Carolina Table, North Carolina Writers on Food*. Eno Publishers. July 2016.

27 Views of Chapel Hill: A Southern University Town in Prose and Poetry, Contributing author. Wrote the chapter, “Los Cocineros de Franklin Street.” Eno Publishers. August 2011.

The Cheating of America: How Tax Avoidance and Evasion by the Super Rich Are Costing the Country Billions—And What You Can Do About it. Contributing author working with a team of investigative reporters and writers; wrote several chapters for the book for The Center for Public Integrity. Chapters are, “Special Effects,” “Shore Leave,” “Sweet Charity” and “Hide-and-Seek.” HarperCollins, 2001.

The Buying of the Congress: How Special Interests Have Stolen Your Right to Life, Liberty and the Pursuit of Happiness. Contributing author, working with a team of investigative reporters and writers; wrote several chapters for the book for The Center for Public Integrity. Chapters are, “The Killing Fields,” “The Tainted Table,” “The Grim Reapers,” “The Price Isn’t Right,” “Sold Out” and “Third Class Citizens.” Investigative Reporters and Editors, Inc., selected this book as a finalist for best book in the United States. HarperCollins, 1998.

Academic Refereed Articles:

“We Play Too: Latina Integration Through Soccer in the ‘New South,” The Southeastern Geographer, Volume 51, Number 2, Fall 2011, pp 227-241. The Southeastern Geographer is a quarterly publication of the Southeastern Division of Association of American

Geographers. The journal has published the academic work of geographers and other social and physical scientists since 1961. Peer-reviewed articles and essays are published along with book reviews, organization and conference reports, and commentaries.

Film/Television:

Consulting Producer, Star, *Los Jets. Playing for the American Dream*, a documentary and episodic series for Nuyorican Productions, Inc., for the cable channel NUVO-TV aired in July 2014, inspired by his book, *A Home on the Field*. Nuyorican Productions, Inc., is owned by Hollywood superstar Jennifer Lopez. Lopez is chief creative officer of NUVO-TV. Budget \$1 million. Series appeared in more than 35 million homes over three years. June 2014. Series has since been featured on HULU streaming services and TubiTV streaming.

Los Jets television series premiere University of North Carolina-Chapel Hill. Nelson Mandela Auditorium, FedEx Global Education Center. June 2014.

Los Jets premiere luncheon League of United Latin American Citizens, New York City with Jennifer Lopez and former First Lady Michelle Obama. July 2014.

Los Jets reviewed by *The Washington Post*, *The New York Times*, *The Los Angeles Times*. July 2014.

Los Jets appeared in hundreds of local newspapers and media across the country with a review by the Associated Press entertainment division. Reviewed also in the NYPost, New York Daily News, Huffington Post, Fox News, News & Observer, Moviefone, Daily Mail UK, CNS News, and many more other media outlets. July-Sept 2014

MSNBC Live with José Diaz-Balart, television appearance on Los Jets. Sept 2014.

Los Jets premiere Robert F. Kennedy High School, Los Angeles, CA. Sept 2014.

Museum Exhibits:

North Carolina Museum of History exhibit. Writer for the *Los Jets*, *Playing for the American Dream*. This interactive exhibit at the NC Museum of History is derived from the story of *A Home on the Field* and *Los Jets* the television documentary series. Conducted research on migration and the poultry industry, wrote the labels for the exhibit, and was the finder and contributor of the artifacts for the exhibit. Worked with museum curators on the exhibit's design and interactive presentation. The exhibit will be seen by more than 200,000 general spectators and some 50,000 school children over six months. April 2016-December 2016.

Smithsonian Institution, National Museum of American History exhibit. Contributor and writer for the national exhibit based on *A Home on the Field* that examines immigration in America over 500 years. The exhibit is expected to open in 2017 and will be a permanent exhibit in the National Museum.

Smithsonian Institute National Museum of American History book publication. Los Jets featured at the “One Nation, Many Voices” book publication in the Smithsonian. June 2017.

Photography:

“The Paul Cuadros Photographic Collection 1993-2001,” The North Carolina Collection Photographic Archives at the Louis Round Wilson Special Collections Library donated in 2010. Archived, collected, prepared and wrote captions and notes on each individual photograph for archival purposes for the Wilson Special Collections Library on Latinos in the American South. “The Paul Cuadros Photographic Collection” was donated to the library in 2010 and is available for scholars, researchers, and others to use free of charge as it relates to their study and research on the “Great Latino Migration of the 21st Century.” The archive is active, and future contributions are open from Paul Cuadros.

The Paul Cuadros Photographic Collection is primarily composed of 1,400 images related to the Latino immigrant community in central North Carolina, particularly in Siler City. They were taken when Cuadros was living there researching the Latino migration to the American South. The subjects of the images include the living conditions of immigrants; poultry and agricultural workers, including injured poultry workers; social and community events such as quinceaneras and festivals; religious events, including a passion play; children in school, including a contentious meeting of the Siler City School Board in September 1999; and anti-immigration rallies, including one led by David Duke in February 2000 and the response to that rally. Also included are images from North Carolina locations outside Siler City.

Professional Investigative Reports:

Safety Last: The Politics of E. Coli and Other Food-Borne Killers, The Center for Public Integrity. This 100-page investigative report on the food-processing industry is the first of four “Congress and the People” studies. It finds that Congress has consistently ignored the growing threat to the public health posed by the slaughter and meatpacking industry, meat producers, and distributors. Meanwhile, over the preceding decade, the food industry gave \$41 million to the campaigns of members of Congress, who managed to kill *every* bill that promised meaningful improvement. Published by the Center, 1998.

Nothing Sacred: The Politics of Privacy, The Center for Public Integrity. A 73-page investigative report on the food-processing industry published by the Center, 1998.

Unreasonable Risk: The Politics of Pesticides, The Center for Public Integrity. A 74-page investigative report on the food-processing industry published by the Center, 1998.

Professional Articles as Primary Writer/Reporter:

“Tips for Reporting on Latinx Community and Sex Trafficking,” Tip Sheet for Covering Sex Trafficking, The Irina Project website. February 25, 2017.

“Jets in the Sky,” *South Writ Large*. Magazine explores the culture of a changing American South. May 2016.

“We Play Too,” *XI Quarterly* magazine, August 1, 2012. *XI Quarterly* is a new North American sports magazine devoted to soccer and other interests.

“Female ‘Lucha Libre’ Wrestlers Fight for a Dream in North Carolina,” *Latino Voices*, *The Huffington Post*. February 17, 2012. *The Huffington Post* has more than 4 million visits a day, Quantcast 2012.

“A Welcoming Sign to Immigrants in the South,” *Latino Voices*, *The Huffington Post*. December 20, 2011.

“Heaven in a Bowl,” column, *The Chapel Hill News*, May 22, 2011. *The Chapel Hill News* has a daily circulation of 30,000.

“Clinic Breaks Barriers,” column, *The Chapel Hill News*, February 16, 2011. *The Chapel Hill News* has a daily circulation of 30,000.

“Dream Busters,” column, *The Chapel Hill News*, December 26, 2010.

“Dream Deferred,” column, *The Chapel Hill News*, October 17, 2010.

“Summer of Hate,” column, *The Chapel Hill News*, September 12, 2010.

“Hunger for Freedom,” column, *The Chapel Hill News*, July 28, 2010.

“A Home for Latinos,” column, *The Chapel Hill News*, June 9, 2010.

“Latinas Take the Field,” column, *The Chapel Hill News*, February 14, 2010.

“They Came to be Heard,” column, *The Chapel Hill News*, December 27, 2009.

“Nation’s Promise at Stake,” column, *The Chapel Hill News*, October 4, 2009.

“Schools Tackling Safety,” column, *The Chapel Hill News*, August 26, 2009.

“A Path to Discussion,” column, *The Chapel Hill News*, July 19, 2009.

“America's Tug of War,” column, *The Chapel Hill News*, April 19, 2009.

“Profiling just got easier,” column, *The News & Observer*, February 15, 2009.

“Dis is da yr!” column, *The Chapel Hill News*, January 7, 2009.

The Caucus blog, *The New York Times* election coverage, November 4, 2008.

“I vote we trash signs for good,” column, *The News & Observer*, November 9, 2008.

- MSNBC Newsvine blog, "Children of Immigrants," October 14, 2008.
- "Sunday Pick-up Game," column, *The Chapel Hill News*, September 16, 2008.
- "The Latino Baby Boom Shifts Focus," column, *The Chapel Hill News*, July 23, 2008.
- "A George Wallace Moment," column, *The Chapel Hill News*, June 8, 2008.
- "Archeological Findings Bury English Only," column, *The Chapel Hill News*, February 10, 2008.
- "O Christmas Tree," column, *The Chapel Hill News*, December 23, 2007.
- "Tryouts," column, *The Chapel Hill News*, August 12, 2007.
- "Please Don't Plant the Daisies," column, *The Chapel Hill News*, July 11, 2007.
- "A Home on the Field," *Time* magazine, book excerpt and introductory commentary. August 26, 2006.
- "Update: Ramon's Journey," Time.com. August 15, 2001.
- "Ramon's Journey: A Kid in No Man's Land. Chapter One: Tree of Life," Special Report: The New Frontier-La Nueva Frontera, Time.com. June 11, 2001.
- "Ramon's Journey: A Kid in No Man's Land. Chapter Two: The Journey Begins," Special Report: The New Frontier-La Nueva Frontera, Time.com. June 12, 2001.
- "Ramon's Journey: A Kid in No Man's Land. Chapter Three: The Lost Boys of Guatemala," Special Report: The New Frontier-La Nueva Frontera, Time.com. June 13, 2001.
- "Ramon's Journey: A Kid in No Man's Land. Chapter Four: Desperate Measures," Special Report: The New Frontier-La Nueva Frontera, Time.com. June 14, 2001.
- "Ramon's Journey: A Kid in No Man's Land. Chapter Five: No Way Out," Special Report: The New Frontier-La Nueva Frontera, Time.com. June 15, 2001.
- "In Shallow Waters Danger Runs Deep," *Time* magazine. September 4, 2000.
- "When David Duke Goes Marching In," Salon.com. April 4, 2000.
- "Hispanic Poultry Workers Live in New Southern Slums," La Nueva Selva, The New Jungle, How Meat and Poultry Plants and Latino Workers are Changing the South. *The APF Reporter*, Alicia Patterson Foundation. Vol. 20, No. 1, 2000.
- "Hispanic Workers' Health Needs Are Overwhelming Southern Poultry Towns," La Nueva Selva, The New Jungle, How Meat and Poultry Plants and Latino Workers are Changing the

South. *The APF Reporter*, Alicia Patterson Foundation. Vol. 19, No. 4, 2000.

“Southern Schools Strain Under Immigrant Arrivals,” La Nueva Selva, The New Jungle, How Meat and Poultry Plants and Latino Workers are Changing the South. *The APF Reporter*, Alicia Patterson Foundation. Vol. 19, No. 3, 2000.

“It’s What’s for Dinner,” *The Progressive*, July 1998.

“A Conversation with Ruth Rothstein, Director of Cook County Hospital,” *Illinois Issues*, October 1995.

“Suicide Strikes Down Young Black Men,” *The Chicago Reporter*, February 1996.

“Suburban Housing Inspectors Crack Down on Latinos,” *The Chicago Reporter*, September 1995.

“Primary Care Secondary in Illinois,” *The Chicago Reporter*, December 1994.

“Doctor Shortages Leave Long Lines for Care,” *The Chicago Reporter*, August 1994.

“Gov. Edgar’s Health Care Reform Leaves Out Uninsured,” *The Chicago Reporter*, April 1994.

“Bridging Generations,” *Parenting Magazine*, November 1993.

“Cool Buses,” *Parenting Magazine*, September 1993.

“Racial Change Takes to the Suburbs, Some Towns Manage While Others Resist,” Beyond Chicago Special Series, *The Chicago Reporter*, June 1993.

“Trouble Times in Riverdale,” *The Chicago Reporter*, June 1993.

“Surviving White Flight with Middle Class Diversity,” *The Chicago Reporter*, June 1993.

“West Chicago: Latinos Make History Fighting City Hall,” *The Chicago Reporter*, June 1993.

“Cicero Law Blocks Latinos,” *The Chicago Reporter*, June 1993.

“Critics Keep Heat on Peoples Gas,” *The Chicago Reporter*, February 1993.

“Immigrants Aid...For a Price,” *The Chicago Reporter*, November 1992.

“A Close Call for Chicagoans: Only Luck Saved Hegewisch from the Same Fate as River West. City Hall Never Knew, But Peoples Gas Did,” *The Chicago Reporter*, June 1992.

“Peoples Gas Could Have Saved River West,” *The Chicago Reporter*, May 1992.

Contributing Reporter/Writer: Time magazine, The New York Times.

As a contributing freelance reporter for these publications, I reported on the following stories, providing first-hand accounts, facts, and quotes, as well as contributed to the writing of these articles. These articles are not solo-bylined articles but contributing reporter bylines at the end of each article. Premier publications like *Time* and *The New York Times* are dependent on their stable of freelance reporters to be their on-the-ground journalists throughout the country and the world, and send them files on breaking news.

“Warmth of Campus Spotlight Beckons Obama Back,” *The New York Times*, contributing reporter, April 24, 2012.

“The Decided Go in Drove to Vote Early,” *The New York Times*, contributing reporter, October 29, 2008.

“Drawing Women's Attention, Maybe Not Allegiance,” *The New York Times*, contributing reporter, August 30, 2008.

“Which State is Next? Many States are Deregulating their Utilities,” *Time* magazine, contributing reporter, January 9, 2001.

“That’s Agritainment!” *Time* magazine, contributing reporter, October 24, 2005.

“Wither the Dollar,” *Time* magazine, contributing reporter, December 20, 2004.

“The Buzz of Caffeine,” *Time* magazine, contributing reporter, December 17, 2004.

“2004 Election: New Faces,” *Time* magazine, contributing reporter, November 15, 2004.

“Health: Born Too Soon,” *Time* magazine, contributing reporter, October 18, 2004.

“The Trial Lawyer: Court and Spark, Edward’s Legal Career,” *Time* magazine, contributing reporter, July 19, 2004.

“Iraq, the Halliburton Connection: Fear and Loathing on Iraqi Roads,” *Time* magazine, contributing reporter, July 7, 2004.

“Into the Cauldron,” *Time* magazine, contributing reporter, April 12, 2004.

“When Private Armies Take to the Front Lines,” *Time* magazine, contributing reporter, April 12, 2004.

“Television: The Hypocrisy Bowl,” *Time* magazine, contributing reporter, February 16, 2004.

“Sport: The Cat ‘n the Pat,” *Time* magazine, contributing reporter, February 2, 2004.

“A Role Model for Baby Brother,” *Time* magazine, contributing reporter, December 29, 2003.

- “Tug of War Over Trade,” *Time* magazine, contributing reporter, December 22, 2003.
- “Managing: Profiting from Fun,” *Time* magazine, contributing reporter, October 13, 2003.
- “Struggle of the Classes,” *Time* magazine, contributing reporter, September 22, 2003.
- “The New Science of Dyslexia,” *Time* magazine, contributing reporter, July 28, 2003.
- “Banking, the Fastest Way to Make Money,” *Time* magazine, contributing reporter, July 23, 2003.
- “The Doctor Won’t See you Now,” *Time* magazine, contributing reporter, June 9, 2003.
- “How Luck Ran Out on a Most Wanted Fugitive,” *Time* magazine, contributing reporter, July 9, 2003.
- “Where Did My Raise Go?” *Time* magazine, contributing reporter, May 26, 2003.
- “A Miracle Denied,” *Time* magazine, contributing reporter, March 3, 2003.
- “Elder Care: Missing M.D.s” *Time* magazine, contributing reporter, November 11, 2002.
- “Ready for Battle,” *Time* magazine, contributing reporter, October 14, 2002.
- “A Kinder Gentler Koran,” *Time* magazine, contributing reporter, August 19, 2002.
- “Health Care Has a Relapse,” *Time* magazine, contributing reporter, March 11, 2002.
- “Terror in the Statehouse,” *Time* magazine, contributing reporter, January 21, 2002.
- “Pay Fast—With No Cash,” *Time* magazine, contributing reporter, November 5, 2001.
- “Immigration and Naturalization Service: Borderline Competent?” *Time* magazine, contributing reporter, October 29, 2001.
- “Airline Security: How Safe Can We Get?” *Time* magazine, contributing reporter, September 24, 2001.
- “Ripping at the Tongues,” *Time* magazine, contributing reporter, September 3, 2001.
- “Why Can’t We Be Friends? Summer of the Shark,” *Time* magazine, contributing reporter, July 30, 2001.
- “When Parents Drop Out,” *Time* magazine, contributing reporter, May 21, 2001.
- “Which State is Next?” *Time* magazine, contributing reporter, January 29, 2001.
- “Illegal But Fighting for Rights,” *Time* magazine, contributing reporter, January 22, 2001.

“Bush and Gore: Who is the Education President?” *Time* magazine, contributing reporter, November 6, 2000.

“Protecting the Unborn,” *Time* magazine, contributing reporter, October 9, 2000.

“Too Much Like a Prayer?” *Time* freelance, contributing reporter, September 18, 2000.

“Before the Cult: Personal Stories from Heaven’s Gate, How 39 Ordinary People Left Families Behind for a Journey to Death,” *People Weekly* magazine, contributing reporter, April 14, 1997.

Broadcast Writer/Reporter/Producer:

Radio Stories Written and Produced:

“El Nuevo South,” Scene on the Radio podcast show, Center for Documentary Studies, Duke University, October 26, 2016. Wrote and produced original podcast on immigration and Siler City, North Carolina.

“College Goal is Out of Reach for Now,” Marketplace, American Public Media, National Public Radio, September 6, 2007. Marketplace has a weekly audience of more than 8 million listeners and is the most popular business program in the country, more popular than CNBC, Bloomberg or Nightly Business Report.

“NC Voices: Just Trying to be Somebody,” WUNC-FM, North Carolina Public Radio.
 “North Carolina Voices: Considering College,” January 30, 2007. WUNC-FM is the premier public radio station in North Carolina.

“NC Voices: Reyes Ventura,” WUNC-FM, North Carolina Public Radio. “North Carolina Voices: Considering College,” January 29, 2007.

“Dreamland,” WUNC-FM, North Carolina Public Radio, NC Voices, Understanding Poverty series. April 22, 2005.

Professional Appearances:

Commencement Addresses:

Northwestern University, Medill School of Journalism, Commencement Speaker. Graduate school speaker to more than 500 students, faculty, staff and families. “Being the Enemy.” 2017.

University of North Carolina-Chapel Hill, Commencement Speaker. Graduation speaker for the Winter graduating class of 2016. “Becoming.” December 2016.

University of North Carolina-Chapel Hill, School of Education, Commencement Speaker. Graduation speaker for hundreds of educators in Dean Dome. “La Lucha in Education.” “The Fight in Education.” May 2016.

Mount Olive University, Featured Speaker Common Read, “A Home on the Field.” Book read by thousands of students, hundreds in attendance at event. March 2015.

Performances:

“David Duke Likes Fried Chicken,” The Monti. The Monti is a live storytelling performance. This event was held at the Paul Green Theatre, home to Playmakers Reparatory Company. Finalist for 2018 Hippo Award for Best Dramatic story. April 9, 2018.

“A Home on the Field,” UNC TEDx Talk. TEDx Talk on immigration in America, Memorial Hall. Live performance. April 1, 2017.

“Borders” Professor Diablo’s True Revue, Duke University, Center for Documentary Studies. A performance show that explores, through documentary performance, the nature, use, and meaning of borders-national, cultural, artistic, and personal. A showcase of musicians, dancers, and writers. Writer and performer on three stories from the border and Siler City, North Carolina before a live audience. January 22, 2013, Casbah, Durham, NC

Television & Video:

UNC-Chapel Hill Retention Office, filmed personal story of first-time college graduate for office’s Web site, June 15, 2009.

C-Span, Book TV appearance. Spoke about *A Home on the Field* and summer reading at UNC-CH, June 11, 2009.

NBC Nightly News with Brian Williams, interviewed for a news segment, “Children of Immigrants Reshaping America.” Maria Menounos reporter, October 17, 2008.

WGBH-TV, Boston, “One on One with Maria Hinojosa,” PBS talk show. Spoke about *A Home on the Field* and immigration issues, October 22, 2007.

CNBC, “Power Lunch” with Michelle Caruso-Cabrera. Spoke about immigration issues and *A Home on the Field*, October 2007.

“Appalachian Perspectives,” appeared on Appalachian State University Chancellor Ken Peacock’s Sunday television talk show. Spoke about *A Home on the Field* and immigration issues, September 6, 2007.

Radio:

“A Home on the Field,” World Vision Report, August 29, 2009.

“Nuevo South,” Pueblo USA, How Latino Immigration is Changing America, American RadioWorks, documentary, National Public Radio, September 2008.

“It’s Only a Game,” WGBH-FM, National Public Radio, September 16, 2006.

“Soccer Helps Immigrants Feel at Home,” WFAE's Scott Graf, September 13, 2006.

Print:

Que Pasa, Spanish-language newspaper. Interviewed on access to college issues for Latino immigrant youth, April 18, 2009.

Teaching Record

University of North Carolina at Chapel Hill, School of Journalism & Mass Communication, July 2007-present.

MEJO 153, Newswriting. Teaching students to write various types of news stories, writing of leads, organization, and news story elements. Sections taught: Fall 2007, one section, Spring 2009, one section.

MEJO 253, Introduction to Public Affairs Reporting. Teaching students how to report, gather information, conduct interviews, manage a beat, create story ideas, and write news stories on a deadline. Sections taught: Fall 2007, one section, Spring 2008, two sections, Fall 2008, two sections, Spring 2009, one section, Fall 2009, two sections, Spring 2010, two sections, Fall 2010, two sections, Spring 2011, two sections, Fall 2011, one section, Spring 2012, one section, Fall 2012, one section.

MEJO 256, Feature Writing. Teaching students how to report and write in the long-story format for features for newspapers, magazines, and online sites. Sections taught: Fall 2011, one section, Spring 2012, one section, Fall 2012, one section.

MEJO 490-Special Section, Poverty & Pluralism & the Media, APPLES Service Learning Course. Students perform service in the community working with Latino immigrant children in Siler City, N.C., and learn about the causes of migration and the obstacles migrant youth and others face. We examine the role the media plays in the discussion of immigration and illegal immigration. Section taught: Spring 2010, one section, Spring 2011, one section, Spring 2012, one section.

MEJO 754.1 Advanced Reporting. The class is designed to help our graduate residential students develop their master’s thesis proposal and to prepare their journalism thesis projects.

MEJO 755.1 Narrative Journalism. A narrative, non-fiction writing class designed to challenge our students to write and report deeper stories with a narrative thread.

Guest lecturer for LDST 205, Justice and Civil Society, Jepson School of Leadership, University of Richmond, Richmond, Va. Fall 2010.

Grants:

Planning Grant, Scholars' Latino Initiative-UNC-Chapel Hill. The Scholars' Latino Initiative is a college mentoring and preparatory program aimed at helping Latino high school students achieve their dream of higher education. SLI mentors 130 students at seven high schools and three other universities. The planning grant is designed for Cuadros to investigate how SLI can scale up from UNC-Chapel Hill and form its own independent organization.

Award: \$75,000

Source: Oak Foundation, June 2012. The Oak Foundation addresses issues of global, social, and environmental concern, particularly those that have a major impact on the disadvantaged. Headquarters are located in Geneva, Switzerland.

Scholarship Grant, Scholars' Latino Initiative-UNC-Chapel Hill. Grant helps fund the college education of Latino high school students.

Award: \$50,000

Source: Oak Foundation, January 2012.

Capacity Grant, Scholars' Latino Initiative-UNC-Chapel Hill. The Scholars' Latino Initiative is a college mentoring and preparatory program aimed at helping Latino high school students achieve their dream of higher education. SLI mentors 130 students at seven high schools and three other universities.

Award: \$30,000

Source: Z. Smith Reynold Foundation, Fall 2011-2012.

Scholarship Grant, Scholars' Latino Initiative-UNC-Chapel Hill. Grant helps fund the college education of Latino high school students.

Award: \$50,000

Source: Oak Foundation, January 2011.

Capacity Grant, Scholars' Latino Initiative-UNC-Chapel Hill.

Award: \$15,000

Source: The Park Foundation, Fall 2010.

Theses Committees:

Master's Thesis Committee, chair, Sarah Champagne, 2020

Master's Thesis Committee, chair, Schaefer Edwards, 2020

Honor's Thesis, chair, Margaret Zambrano, 2019

Master's Thesis Committee, chair, Kirk Bado, Chris Gentiliviso, 2019

Master's Thesis Committee, member, Larisa Bennett, 2019

Master's Thesis Committee, member, Amy Nelson, 2018

Master's Thesis Committee, member, Jordan Wilkie, 2018

Master's Thesis Committee, chair, Liz Schlemmer, 2017

Master's Thesis Committee, member, Rossie Izlar, 2017

Master's Thesis Committee, chair, Sophie Wu, 2016

Master's Thesis Committee, chair, Jessica Clark, 2015

Master's Thesis Committee, member, Joshua Davis (2012)

Master's Thesis Committee, member, Catherine Orr, (2011)

Master's Thesis Committee, member, Carrie Gann, (2011)

Master's Thesis Committee, member, Jeremy Cramer, (2010)

Master's Thesis Committee, member, Patrick O'Donnell, (2009)

Service

Service to the School of Journalism and Mass Communication

Co-Chair, Journalism Faculty Search Committee, Fall 2019-present.

Letter writer, Allison Bass, assistant professor, West Virginia University, Reed College of Media. Reviewed tenure packet for Professor Bass and wrote outside review letter for her. December 2017.

Participant, speaker, Bloomberg Diversity Panel. May 2017.

Chair, Walter E. Hussman Visiting Lecturer in Business Journalism Search Committee. May 2016.

Committee Member, Graduate Admissions Committee, 2015-present.

Committee Member, Diversity Committee, 2015-present.

Committee Member, JOMC Search Committee for Public Relations Faculty Members, September 2013-2014. Member of search committee to find new Research Assistant Professor in Public Relations/or Strategic Communication, and Professional Assistant Professor in Public Relations/or Strategic Communication.

Committee Member, JOMC Web Designer Search Committee, January 2012-June 2012. Member of the search committee to hire a new web designer for the school. Reviewed applications and helped to conduct interviews of three selected candidates and made recommendations on the candidate selected and hired.

Faculty Advisor, Rival magazine. UNC campus student publication. September 2012

Member, Strategic Planning for the News Core Committee. Committee established to analyze the personnel needs for the News Core at the School. 2010-present.

Advisory Board member, Latino Journalism and Media at Carolina. Latijam is a school project dedicated to promote and practice fair and competent local reporting about Latino life in North Carolina. 2010-present.

Member, Hearst Contest Writing Committee. Select participants for the Hearst Journalism Awards Program. 2008-present.

Member, Latino Project Committee. Committee established to work on the school's Carolina del Norte media project that focuses on the implication of a growing Latino population in North Carolina. 2008-present.

Member, JOMC Diversity Activities Committee. Committee that focuses on diversity issues at the school. July 2007-present.

Faculty Advisor, RIVAL Magazine a joint publication between the University of North Carolina at Chapel Hill and Duke University that seeks to reinforce and redefine the historic rivalry. Rival is independently recognized at UNC-CH and is member of the Duke's Undergraduate Publications Board. November 29, 2011-present.

Faculty Advisor, Society of Professional Journalists. Advise local student chapter of this professional journalism organization. 2008-present.

Guest Lecturer, "New Demographic Trends Of North Carolina's Hispanic Community: The 2010 Census and its Economic and Political Impact on North Carolina," 2012 Newspaper Academy, sponsored by the North Carolina Press Association and UNC JOMC. The Newspaper Academy brings dozens of journalists from all over the state to learn about the latest trends and information in news, news reporting, and the news business. April 26, 2012.

Organizer, host of Town of Chapel Hill and Orange County government officials orientation session with JOMC 253 News Reporting students featuring Catherine Lazorko,

Town of Chapel Hill public information officer, Lt. Kevin Gunter, Chapel Hill Police Department, Matt Efird, interim town manager, Town of Carrboro, and David Hunt, deputy-clerk, information specialist, Orange County. Organized the orientation session between public officials and all news reporting section students to prepare them for the coming reporting semester. Jan. 21, 2012.

Coordinator, orientation session between JOMC 253 News Reporting students and UNC Hospitals to prepare reporting students to cover the Hospitals beat. Worked with Stephanie Crayton, UNC Health Care media relations. Sept. 8, 2011.

Coordinator of content and create an entrepreneurial initiative among JOMC 253 News Reporting, JOMC 256 Feature Writing, and Reesenews.com, the school's digital news publication. Worked with Executive Producer John Clark, Reese Felts Digital News Project, to create an entrepreneurial initiative between News Reporting and Feature Writing students who submitted query letters, stories, and acted as freelance reporters for Reesenews.com. August 2011-May 2012.

Panelist, Chuck Stone Program for Diversity and Education in Media Workshop. "Why Diversity Matters in Media." Spoke on reporting, writing, diversity issues. July 8, 2012.

Featured Speaker, Chuck Stone Program for Diversity and Education in Media Workshop, Spoke on Covering Diverse Communities. July 11, 2010.

Featured Speaker, Chuck Stone Program for Diversity and Education in Media Workshop, Speaker. Spoke on reporting, writing, diversity issues and *A Home on the Field*. July 19, 2009.

Service to the University

Committee Membership/Organizations:

Faculty Associate, UNC Latinx Center. Fall 2019-present.

Member, Institutional Conflict of Interest Committee. Chancellor appointment. Fall 2019-present.

Faculty Member, Chancellor's Advisory Committee. 2016-2018.

Member, UNC School of Social Work Dean Search Committee. 2016.

Chair, Committee to Coordinate the Proposal for the Creation of a Latina/o Center at UNC. Leading the committee to create and present a proposal for the creation of a Latina/o Center at UNC before Executive Vice Provost Ron Strauss and Vice Provost for Academic Initiatives Carol Tresolini. August 2013-present.

Member, Undergraduate Admissions Advisory Committee. Serve on admissions committee that oversees and sets policy for undergraduate admissions for the university. Chaired by

Steve Farmer, Vice Provost for Enrollment and Undergraduate Admissions. Appointed 2011-present.

Co-Founder, Board Member, UNC Carolina Latina-Latino Collaborative. Officially launched in 2010 by the university's Office of Diversity and Multicultural Affairs and the Office of Student Affairs, the collaborative is the Latino educational and cultural center at UNC-CH and serves students by providing cultural programming and speakers on Latino oriented topics for Latino students on campus. 2010-present.

Co-founder, Member, University of North Carolina at Chapel Hill Latina-Latino Caucus. A university coalition of faculty and staff on campus that advocates for Latino interests at the university and on issues. 2010-present.

Board Member, UNC Scholars Latino Initiative, LatinxED. UNC Scholars' Latino Initiative is a college mentoring program for Latinx high school students at six local high schools. 2009-2018.

Board Member, Advisory Board for the Office of Diversity and Multicultural Affairs, Task Force on Emerging Campus Communities, 2009-present.

Chairman, Scholars' Latino Initiative. Chairman of a mentoring and scholarship program for Latino high school youth at seven area high schools. SLI has helped more than 120 first-time college-goers apply to and enroll in a college or university. The program combines college mentoring, college preparatory featuring UNC-CH faculty, and a scholarship to help Latino high school students achieve their dreams of higher education. As chairman, Cuadros is in charge of the organization, manages its operation, fund raises on behalf of the organization, troubleshoots, and provides the vision for the program to scale up the program from UNC-Chapel Hill. 2007-2018.

Presentations:

Featured speaker, panelist, "Art, Life, Migration: The Reality of Sueños Americanos/American Dreams" panel, exhibit in the FedEx Global Ed Center. October 12, 2011.

Panelist, "Education and Diversity-Hispanic Heritage Month." The Carolina Hispanic Association and the Black Student Movement. October 11, 2011.

Featured speaker, UNC-CH School of Social Work Siler City, N.C., Field Trip Forum, Spoke on Latino rural community issues. September 23, 2011.

Host, Panelist, on screening of documentary film on Mexican-American Studies classes in Arizona: "Precious Knowledge," with film director Ari Palos. Sponsored by UNC Latinas Promoviendo Comunidad/Lambda Pi Chi Sorority, Inc. Film has been showcased on PBS. September 20, 2011

Featured Speaker, MURAP 2011 Conference: Immigration Today. Presenter: "Writing and Reporting on Immigration Issues: Challenges and Rewards," Sonja Haynes Stone Center for Black Culture and History. July 21, 2011. The Moore Undergraduate Research Apprenticeship Program at UNC-Chapel Hill is designed to facilitate the entrance of undergraduate students of diverse backgrounds into graduate schools and faculty positions within the academy.

Featured speaker, Civic Education Consortium, School of Government, UNC-CH, presentation on Latino education in North Carolina and *A Home on the Field* to local government officials and teachers. July 12, 2011.

Moderator-presenter, Carolina Latina/o Collaborative UNC Latino Alumni Reunion, "State of Latino Education in North Carolina." April 9, 2011.

Featured Speaker, Latino Education Summit, University of North Carolina at Chapel Hill. Spoke on the state of Latino education in North Carolina. March 28, 2011.

Featured Speaker, World View, An International Program for Educators, University of North Carolina at Chapel Hill, Latin America and North Carolina Spring Seminar. Spoke on the state of Latino education in North Carolina. March 22, 2011.

Featured Speaker, UNC General Alumni Association. Spoke for Durham alumni on *A Home on the Field* and Latino Education. November 19, 2009.

Featured Speaker, UNC-CH FPG Child Development Institute. Spoke on *A Home on the Field*. October 8, 2009.

Panelist, Diversity Educational Panel: Latino Identity, Office of the Vice Chancellor for Student Affairs. October 1, 2009.

Speaker, Scholars' Latino Initiative Sophomore Meet and Greet. SLI Induction Ceremony: UNC sophomores meet their Latina/o high school mentees and their families. September 26, 2009.

Featured Speaker, Alumni Committee on Racial and Ethnic Diversity Reception, Carolina Latina/o Collaborative. Spoke on *A Home on the Field* and immigration issues. September 18, 2009.

Featured Speaker, Carolina College for Life-Long Learning, UNC Alumni General Association. Spoke on *A Home on the Field* and immigration. September 17, 2009.

Panelist, Parr Center for Ethics, UNC-CH, Access to Higher Education for Undocumented Students. Panel discussion, FedEx Global Education Center. September 10, 2009.

Facilitator, UNC-CH Summer Reading Faculty Discussion. Served as a facilitator for incoming UNC-Chapel Hill students who read *A Home on the Field*. First faculty member whose book was selected for summer reading. August 24, 2009.

Author Address, UNC-CH Memorial Hall, Summer Reading Author Address. Featured address and discussion on summer reading selection, *A Home on the Field*. August 24, 2009.

Featured Speaker, Foothills Carolina Club, UNC-CH alumni event, Hickory, N.C. Spoke about *A Home on the Field*, immigration issues, and access to college education for Latino students. July 22, 2009.

Featured Speaker, UNC-CH Graduate Student Center. Spoke to 40 graduate students about a career in academia, diversity issues, publishing, and journalism. June 10, 2009.

Featured Speaker, The Sonja Haynes Stone Center for Black Culture and History. Spoke to a group of diverse high school students about journalism as a career, access to higher education and investigative reporting. April 25, 2009.

Featured Speaker, Scholars' Latino Initiative Fundraising dinner. Spoke to more than 100 people. April 19, 2009.

Featured Speaker, Coalition for College Access, an on-campus student group that seeks to expand access to higher education for immigrant students. Spoke on *A Home on the Field*, immigration issues, and access to higher education for Latino youth. March 31, 2009.

Featured Speaker, National Association of Black Journalists-Carolina Chapter. Spoke to a diverse group of high school students about covering diverse communities and investigative reporting. January 3, 2009.

Featured Speaker, East Carolina University, School of Education, Greenville, N.C. Spoke to more than 100 education students on access to higher education for immigrant youths, *A Home on the Field*, and immigration issues in general. October 6, 2008.

Service to the Profession

Guest Speaker, "The Political, Cultural and Economic Ramifications of Latinx Immigration in Small Town America," Department of Politics, Department of Languages and Intercultural Studies, Coastal Carolina University. April 26, 2019.

Guest Speaker, "First and Second Steps of the Great Latinx Migration," Latin American and Latino Studies, Wake Forest University. April 12, 2019

Panelist, "Covering Marginalized Communities, Stories from the Field," School of Media and Journalism. November 19, 2018.

Speaker, "Dismantling Racism in Health Research, Translating Research to Clinical Care," UNC School of Medicine. September 27, 2018.

Guest Speaker, International Sociological Association Research Conference, speaker opening plenary on Immigration and Enforcement today. June 22, 2017.

Faculty Guest Speaker, Dinner with Faculty series, UNC General Alumni Association, spoke to alums about journalism today and immigration. May 4, 2017.

Conference Opening Speaker, UNC World View: Latin America and North Carolina. Conference for more than 200 educators from around the state. March 28, 2017.

Panelist, Princeton Alumni Association speaking series, spoke on the topic of journalism today in the Trump Administration. Research Triangle Park. March 21, 2017.

Guest Speaker, Department of Comparative Literature and English, “Intersectionality, Race, Gender, Sexuality, and Social Justice” class taught by Professors Frank Baumgartner and Sharon Holland. Speaking on immigration and “A Home on the Field.” February 22, 2017.

North Carolina Influencer, News & Observer. The News & Observer special series to ask questions of people recognized in the state as influencers and get their opinions on a variety of topics throughout the year. 2017-2018.

Guest Author Lecturer, Carolina Word Festival, Charlotte, lecture on publishing for largest author conference in the state. October 15, 2016.

Speaker, “El Nuevo South, A Home on the Field and Immigration,” Elon University. October 5, 2016.

Panelist, The 76 National Folk Festival, panel discussion on immigration featuring Los Jets. A two-day festival with thousands in attendance. Los Jets booth and panel on immigration. Greensboro, NC. September 10, 2016.

Guest Speaker, UNC Institute for Arts & Humanities Salon. Spoke at Google, Inc., San Francisco. July 2016.

Speaker, “Los Jets, Playing for the American Dream,” Wake Forest University. April 14, 2016.

Speaker, “The Emerging Latino Community,” UNC Communication and Public Affairs. February 10, 2016.

Featured Speaker, “Social Justice and Reporting with Paul Cuadros,” Medill’s Friday Feature Speakers special sessions. Northwestern University, Medill School of Journalism, November 6, 2015.

UNC Health television commercial featuring Los Jets. Coordinated and helped to produce television spot on UNC Health. Televised throughout the state on UNC-TV and other outlets. Premiered November 2015.

Presbyterian College, South Carolina, “Los Jets” premiere to school for Hispanic Heritage Month Celebration. September 8, 2015.

Member, Institute for the Studies of the South, Facing South Magazine. Board member of the Institute that oversees the investigative journalism direction of Facing South Magazine. 2013-present.

Panelist, “How to be a Watchdog Reporter.” Institute for the Studies of the South, Journalism Seminar at the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill. Panel featuring Eric Bates, from *Rolling Stone* magazine; Ron Nixon, *The New York Times*; Sue Stugis, freelance reporter; Fiona Morgan, *Independent Weekly*. March 26, 2011.

Panelist, N.C. Central University Radio, Immigration Debate. November 14, 2010.

Keynote Speaker, Carolina Mountains Literary Festival, Burnsville, N.C. Spoke on *A Home on the Field* and Latino education issues. September 10, 2010.

Judge, Society of American Travel Writers, Travel Journalism Competition. Served as judge for long-form stories contest, May 3, 2009.

Panelist, “Minority Authors and their Work,” North Carolina Literary Festival, UNC-CH. September 13, 2009.

Instructor, “On Writing Narrative Non-Fiction and Memoir,” The North Carolina Writers Network Convention. Featured instructor at a workshop on writing narrative non-fiction, Durham, N.C. Taught 20 writing students in developing non-fiction narrative-driven writing. November 16, 2008.

Featured Speaker, Duke University Young Writers Camp, Durham, N.C. Spoke on *A Home on the Field*, and writing narrative non-fiction to more than 50 high school writers. July 17, 2008.

Featured Presenter, “Sources and Reporting” clinic, *The News & Observer*. Spoke on investigative reporting techniques, covering immigration issues, and finding sources in the Hispanic community to 40 reporters in attendance at *The News & Observer* offices. June 18, 2008.

Author Presentation, Bookmark’s Book Fair, Winston-Salem N.C. Spoke to attendees about *A Home on the Field* and immigration issues. September 8, 2007.

Service to the Community

Paul Braxton Soccer Field, Siler City, N.C. Organized, fund raised more than \$65,000, and supervised and built new soccer facility in Siler City, 2013. Led a team of volunteers, contractors, and coordinated with the Town of Siler City to renovate an existing baseball facility into regulation-sized soccer facility for community use. Project begun in 2010 and completed in September 2013.

Other service to the community includes volunteering with schools and organizations, and speaking to universities, public and private high schools, clubs, businesses, government agencies, and public libraries in North Carolina and beyond usually about immigration issues.

Committee Membership/Organization:

Member, North Carolina Leadership Forum. 2018-present. The leadership forum is a group of state representatives and senators, organizational leaders, thinkers, educators brought together for one year by the Z. Smith Reynolds Foundation and the John Locke Foundation to discuss and design policy recommendations on Charter Schools and School Choice for the General Assembly and others.

Trustee, Chatham County Hospital, 2018-present. Board of Trustee member for local region hospital under UNC Health Care. Patient and Wellness Committee member.

Organizer, Paul Braxton Soccer Park, Siler City, NC. Led the effort to create a new regulation-sized soccer facility in downtown Siler City, raised \$65,000 from the Oak Foundation for the park, coordinated with the Town of Siler City Commissioners to approve the design of the park, and worked with construction companies in completing the park. Organized more than 100 volunteers to sod the field by hand to build community in Siler City. Ribbon cutting ceremony opening September 7, 2013.

Vice Chair, North Carolina Governor's Advisory Council on Hispanic/Latino Affairs. Selected as vice-chair for the Council in January 2012. The Council was formed under Gov. James Hunt in 1998 to address the needs, concerns, and issues affecting the Latino community in North Carolina. The council serves to advise the governor, make recommendations to departments in state government, and address the needs of the Latino community. Appointed by Gov. Beverly Perdue in 2010-present.

Chair of the Education Committee for the North Carolina Governor's Advisory Council on Hispanic/Latino Affairs. Led implementation of the committee's recommendation to the Governor.

Met with N.C. Department of Public Instruction State Superintendent June Atkinson to discuss Council's education recommendations, June 1, 2012.

Committee member, White House Hispanic Summit in North Carolina. Worked to plan White House summit on Latino issues affecting the state and country. Summit held at the Durham American Tobacco Institute with more than 300 in attendance. March 17, 2012.

Committee member, Leadership Council for the Triangle for Latino Student Success (TLSS) Project. Provide advice on implementation of \$600,000 education grant for Latino education in North Carolina by the Lumina Foundation. February 28, 2012.

Member, Lt. Governor's New Generations Advisory Council on Rural Communities. North Carolina Rural Economic Development Center's advisory council to oversee \$3 million grant to increase young rural leadership in North Carolina. January 10, 2012.

Founder, Chair, The Three Kings Soccer Community Association. A non-profit organization designed to help expand access to soccer for underprivileged children. Raised \$50,000 in a grant from the Oak Foundation to build more soccer fields in Siler City, N.C., for kids and to spur economic stimulus for the town. 2010-present.

Head Coach, Jordan-Matthews High School Soccer, Siler City, N.C. Men's program. Overall record: 129 wins, 39 losses, 4 ties. 2004 N.C. State Champions 1A. 2002-present.

Head Coach, Jordan-Matthews High School Soccer, Siler City, N.C. Women's program. Overall record: 56 wins, 48 losses, 8 ties. 2002-2011.

Board Member, Boys & Girls Club of Orange and Chatham County. December 2009-present.

Speaking Engagements:

Featured speaker, Raskis Elementary School, Chapel Hill, NC, speaker for faculty, *A Home on the Field*. May 10, 2012.

Panelist, New Roots in the Old South, School of Government, UNC-CH, panelist to discuss the increasing Latino population in North Carolina, and to present new theatrical production of *A Home on the Field* called "La Pollera." March 17, 2012.

Featured speaker, Chatham County Public Health Department staff equity presentation on *A Home on the Field*, Chatham County Public Library, Pittsboro, NC. March 15, 2012.

Featured speaker, Triangle Donors' Forum, Access to Education: "Innovative Programs Providing Pathways to College," Triangle Community Foundation, on Latino education in North Carolina, Burroughs Wellcome Fund, Research Triangle Park. March 7, 2012.

Featured speaker, Council for Exceptional Children Convention, *A Home on the Field*, Winston-Salem, N.C. February 9, 2012.

Keynote speaker, Moravian College, Bethlehem, PA. Moravian College selected *A Home on the Field* as its required summer reading for academic year 2011-2012. September 2011.

Featured Speaker, North Carolina State University, Immersion Training Cultural Event, Cooperative Extensions in the Southeast. Spoke on *A Home on the Field*. March 24, 2011.

Featured Speaker, Chatham Middle School Career Day. Spoke on *A Home on the Field*. March 18, 2011.

Featured Speaker, Community Independent School. Spoke on Immigration and *A Home on the Field*. February 25, 2011.

Featured Speaker, Redwoods Group Inc., Rev. Martin Luther King, Jr., Day. Spoke on the emerging Latino community and immigration. January 19, 2011.

Keynote Speaker, Nobles & Greenough School, Boston, MA. Spoke *A Home on the Field* and immigration. Nobles & Greenough is one of the most prestigious prep schools in the country. *A Home on the Field* was required reading for the school. September 29, 2010.

Keynote Speaker, Lees-McRae College, Banner Elk, NC, Global Community Center, Social Justice Series. Spoke on *A Home on the Field* and immigration. September 23, 2010.

Featured Speaker, N.C. Civic Education Consortium and the College of Arts and Sciences' Program in the Humanities and Human Values, "Challenges to Democracy." Spoke on the emerging Latino community and access to higher education issues. July 15, 2010.

Panelist, "State of Latino Voters," Orange County Democratic Women. June 24, 2010.

Author Reading, Latino Book Fare, Cary, NC, Fred Bond Community Center Park. Read from *A Home on the Field*. May 22, 2010.

Featured Speaker, Christ Episcopal Church School, Greenville, SC. Spoke about *A Home on the Field*. October 23, 2009.

Featured Speaker, North Carolina A&T State University, Hispanic Heritage Month. Spoke about *A Home on the Field*, immigration and access to higher education. NC A&T is a Historically Black University. October 12, 2009.

Keynote Speaker, Methodist University Convocation Ceremony. Spoke about *A Home on the Field*, required summer reading. September 11, 2009.

Featured Speaker, Carolina Friends School. Spoke about *A Home on the Field*, immigration issues and access to higher education for Latino students. September 4, 2009.

Featured Speaker, Friends of the Chapel Hill Public Library. Spoke about *A Home on the Field*, immigration issues, and access to college for Latino students. August 5, 2009.

Author Reading, Durham Book Club. Spoke to about a dozen members on *A Home on the Field* and immigration issues. June 17, 2009.

Featured Speaker, Durham School of the Arts. Spoke to about two dozen diverse high school students about *A Home on the Field*, diversity issues and a career in journalism. May 13, 2009.

Keynote Speaker, Silk Hope Middle School, Silk Hope, NC, Sports Banquet. Spoke about sports and sportsmanship, soccer, and *A Home on the Field*. There were 50 students and parents in attendance. May 14, 2009.

Featured Speaker, "Latino Mental Health: Developing Resources to Strengthen Individuals, Families and Communities," Wake Area Health Education Center forum. Spoke to more than 100 mental health professionals on *A Home on the Field* and mental health issues affecting the Latino immigrant community. May 1, 2009.

Featured Speaker, Elon University. Spoke to a Spanish class about *A Home on the Field*, access to higher education for immigrant youths, and immigration issues. December 4, 2008.

Keynote Speaker, Randolph Reads: *A Home on the Field*, A Community Discussion with Paul Cuadros, Sunset Theatre, Asheboro, NC. Spoke about *A Home on the Field*, immigration issues and access to college for Latino youth. There were about 60 community members in attendance. October 16, 2008.

Featured Speaker, Panelist, Randolph Reads: *A Home on the Field*, Latino Youth Issues Forum. Spoke to about 30 Latino high school youths on immigration issues and access to higher education. September 27, 2008.

Author Reading, Randolph Reads: *A Home on the Field* book discussion. About two dozen in attendance. September 26, 2008.

Featured Speaker, North Carolina A&T State University, Greensboro, NC. Coalition for College Access. Spoke about *A Home on the Field*, immigration issues and access to college for Hispanic students. More than 100 in attendance. September 20, 2008.

Convocation Keynote Speaker, Montgomery Community College, Troy, NC. Spoke to more than 100 people on covering immigration issues, *A Home on the Field*, and access to college for immigrant students. September 17, 2008.

Featured Speaker, Randolph Reads: *A Home on the Field*. Speaker for opening kick off of month-long events in Randolph County, NC. Spoke to about 50 people in attendance. September 6, 2008.

Featured Speaker, CHICLE Language Institute, Chapel Hill, NC. CHICLE offers translation services, language classes, and interpretive services. Spoke on immigration issues. September 14, 2008.

Featured Speaker, Spring Friends Quakers meeting, Saxapahaw, NC. Spoke about *A Home on the Field* and immigration issues. August 3, 2008.

Featured Speaker, Immaculate Conception Catholic Church, Durham, NC. Spoke about *A Home on the Field* and immigration issues. July 28, 2008.

Featured Speaker, Greensboro College, Teachers of English to Speakers of Other Language Symposium Banquet. Spoke about *A Home on the Field*, and immigration issues. About 50 in attendance. July 9, 2008.

Featured Speaker, Union County Public Library. Spoke on *A Home on the Field* and immigration issues. About two dozen in attendance. May 30, 2008.

Guest Lecturer, Duke University, Spanish language class, Professor Bonnie McManus. Spoke on *A Home on the Field* and immigration issues. February 28, 2008.

Featured Speaker, East Montgomery High School, Biscoe, NC. Spoke about *A Home on the Field* and immigration issues. January 25, 2008.

Featured Speaker, Transylvania County Public Library, Brevard, NC. Spoke on *A Home on the Field* and immigration issues with about 50 people in attendance. January 12, 2008.

Featured Speaker, North Carolina School Library Association Annual Conference. Spoke on *A Home on the Field* and immigration issues. More than 100 in attendance. November 15, 2007.

Featured Speaker, UNC-Wilmington, El Centro Hispano-Wilmington. Spoke on *A Home on the Field* and immigration issues. More than 100 students in attendance. October 24, 2007.

Guest Lecturer, Duke University, Duke Spanish class, Professor Melissa Simmermeyer. Spoke on *A Home on the Field* and immigration issues. October 18, 2007.

Featured Speaker, CHICLE Language Institute, Carrboro, NC. CHICL offers language services, classes, and interpretation services. Spoke on immigration issues to about a dozen people. October 14, 2007.

Featured Speaker, Pepsico Bottling Group, White Plains, N.Y., Hispanic Heritage Month speaker. Spoke to about 36 people on *A Home on the Field* and immigration issues. September 21, 2007.

Keynote Speaker, Federal Deposit Insurance Corporation, Arlington, VA. Hispanic Heritage Month speaker. Spoke to about 100 people on *A Home on the Field* and immigration issues. September 18, 2007.

Presenter, “Paul Cuadros’ Photography Exhibit” reception at Multi-Cultural Center, Plemmons Student Union, Appalachian State University, Boone, NC. About 45 people were in attendance. September 7, 2007.

Author Reading, Appalachian State University, Boone, NC. Visiting Writers Series Reading and Book Signing. September 7, 2007.

Convocation Keynote Address, Appalachian State University, Boone, NC. *A Home on the Field* selected as freshmen summer reading for university. Spoke about the book and immigration issues before more than 3,000 in attendance. September 7, 2007.

Author Reading, “Watauga Reads A Home on the Field,” Watauga Public Library, Boone, NC. Spoke to 30 people on *A Home on the Field*. September 7, 2007.

Featured Speaker, Watauga High School, Boone, NC. Spoke to 15 students on *A Home on the Field*. September 7, 2007.

Featured Speaker, El Centro Latino Boys & Girls Club, Brevard, NC. Spoke to two dozen people on *A Home on the Field* and immigration issues. August 4, 2007.

Panelist, League of United Latin American Citizens, “How the Media Covers Immigration,” Chicago, IL. July 12, 2007.

Memberships

Member, National Association of Hispanic Journalists Association.

Member, Investigative Reporters & Editors Inc.

JOSEPH M. CABOSKY (CZABOVSKY)

Assistant Professor

University of North Carolina at Chapel Hill School of Journalism and Media

1025 Statler Drive, Durham, NC, 27703 - Email: cabosky@live.unc.edu - Phone: (919) 943-6702

Education

- 2015 **University of North Carolina at Chapel Hill, PhD**
Mass Communication
- 2011 **Michigan State University College of Law, J.D.**
- 2007 **Chapman University, BFA**
Broadcast Journalism and Television Production

Professional Experience - Academic

University of North Carolina at Chapel Hill, Chapel Hill, NC July 2015 – Present
Assistant Professor – Public Relations, Professional/Creative Track – School of Journalism and Media
PhD Fellow and Instructor August 2012 - August 2015

Professional Experience - Industry

- Bipartisan Policy Center** 2013
Political advertising regulation policy analysis
- Hager and Associates, Wilmington, NC** Seasonal 2010-2012
Law Clerk
- Ionia County Prosecutor's Office, Ionia, MI** August 2010 – December 2010
Legal Extern
- Bookkeeper Girl Inc, Online Location** January 2009 – June 2009
Digital Public Relations – Copywriter
- Lightning Bear Productions, Denton, TX** Feb 2008 – Oct 2008; Dec 2008 – Jan 2009
PR/Ad Creative Development; Copywriter
- Barack Obama Campaign, Indianapolis, IN** October 2008 – November 2008
Field Organizer
- Eclectic Pictures, Los Angeles, CA** January 2006 – January 2008
Development August 2005 – December 2005
Assistant to the President
- Screenworks** July-August 2007
Event video
- Province of Alberta Department of Education, Washington, DC** Summer 2006
Technical Director for daily media event at Smithsonian Folklife Festival

Honors & Awards

Richard Cole Service Award (Junior Faculty) (2020, Spring). UNC School of Journalism and Media, Chapel Hill, NC.

Student Undergraduate Teaching and Staff Awards, University-wide Undergraduate Teaching (2019, April). UNC Chapel Hill.

Best Feature Documentary (2018, June). Feature Documentary, *Writing My Own Happy Ending*, Mid Tenn Film Fest, Smyrna, TN.

David Brinkley Teaching Award (2018, May). UNC School of Media and Journalism, Chapel Hill, NC.

NCPRSA InSpire Bronze Award, Honorable Mention, Creative Tactics Category (2018, May). Long-form video, *Writing My Own Happy Ending*, Public Relations Society of America, NC Chapter, Raleigh, NC.

1st Runner Up - Best Film (2018, March). Feature Documentary, *Writing My Own Happy Ending*, Art in Equality Film Festival, Savoy, IL.

Best Overall Film (2017, September). Feature Documentary, *Writing My Own Happy Ending*, Marquee on Main Film Festival, Washington, NC.

Richard Cole Service Award (Junior Faculty) (2017, Spring). UNC School of Media and Journalism, Chapel Hill, NC.

Top Faculty Paper, GLBTQ Interest Group, Cabosky, Joseph M. & R. Gibson (2015, August). News media's use of sources in GLBT movement coverage: A content analysis of pro- and anti-GLBT advocacy organizations and intra-movement sourcing patterns. Presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Top Graduating PhD Student (2015, Spring). UNC School of Media and Journalism, Chapel Hill, NC.

William Francis Clingman Jr. Ethics Award (2014, Spring). UNC School of Journalism and Mass Communication, Chapel Hill, NC.

Top Student Paper, Open Division, Cabosky, Joseph M. (2014, March). Scandal and Sharknado are not alike: going beyond volume and sentiment to explore individual factors of who is a social media opinion sharer. Presented at the Southeast Association for Education in Journalism and Mass Communication Colloquium, Gainesville, Florida.

Sexuality Studies Graduate Research Award (2013), University of North Carolina at Chapel Hill, Chapel Hill, NC.

Bibliography and Creative Activity

Bibliography: Publications: Trade, Professional & Creative Pieces

Cabosky, J. (March, 2020). Pete Buttigieg dropped out of the presidential race, and homophobia helps explain why, *NBC News*.

Cabosky, J., Kall, A., & Eisenstein, M. (Feb. 2020). Three standout quotes from the New Hampshire Democratic debate, explained, *The Conversation*.

Cabosky, J. (Dec. 2019). Four PR lessons from neighbor and icon Mr. Rogers, *Strategies & Tactics* (PRSA).

Cabosky, J. (Oct. 2019). If you're using 'millennial' as a meaningful measurement, you should probably stop. *The Conversation*.

Cabosky, J. (Oct. 2019). What Hollywood still needs to learn about the success of diverse films, *The Huffington Post*.

Cabosky, J. (Sept. 2019). 4 alasan mengapa media sosial bisa salah membaca opini publik dalam pemilu di Amerika Serikat, *The Conversation: Indonesia*.

Cabosky, J. (Aug. 2019). Four reasons why social media election data can misread public opinion, *The Conversation*.

Cabosky, J.M. (2017, January). *Investing in social media*, IR Update Magazine.

Cabosky, J.M. (2016, July). *Primary focus: PR measurement lessons from Donald Trump*, Public Relations Tactics.

Cabosky, J.M. & M. Sobel (2015, December). *What Angola can tell us about CPD's youth and evaluation initiatives*, USC Center on Public Diplomacy.

Cabosky, J.M. (2015, November). *What the 2016 presidential race tells us about social media measurement*, Institute for Public Relations.

Bibliography: Creative Activity: Strategic communication, video, multimedia, and websites

Cabosky, J.M. (2012-Present). Publisher, *Cabpolitical.com*.

- 250+ separate analysis articles;
- YouTube video primary analysis series, *Data Talk*; six episodes; Spring, 2016.
- *Carolina Campaigns* podcast; four episodes, Spring, 2020.

Cabosky, J.M. (2017, May-2018, August). *Writing my own happy ending*.

- Feature Documentary, 67min
- Director, Co-Writer, Producer, Editor, Cinematographer

Cabosky, J.M. (2016, November). On-air election night coverage, political polling expert, WRAL.

Cabosky, J.M. & Guillory, F. (2016). Hosts of *Purple Carolina Podcast*.

- 10 episodes.

Bibliography: Publications: Refereed Journal Articles

Cabosky, J., & Gibson, R. (2019, August). A longitudinal content analysis of the use of radical and mainstream, pro-and anti-LGBT organizations as sources in the New York Times & the Washington Post. *Journal of Homosexuality*, 1-24.

Wagner, K.G., Cabosky, J.M. (2018). My Sexual Entertainment, My Vote: How Attitudes Toward Condom Use in Pornography Related to Support for California's Condom Law. *Sexuality & Culture*, 22 (2), 422–436. <https://doi.org/10.1007/s12119-017-9475-1>

Cabosky, J.M. (2017). Advertising gay and lesbian-themed films to mainstream and niche audiences: variations in portrayal of intimacy and stereotypes, *Atlantic Journal of Communication*, 25(3): 151-165.

Cabosky, J.M. (2016). Social Media Opinion Sharing: Beyond Volume, *Journal of Consumer Marketing*, 33(3): 172-181.

Cabosky, J.M. (2015). For Your Consideration: A Historical Critical Analysis of LGBTQ-Themed Film Award Campaign Advertisements: 1990-2005, *Journalism History*, 41(2): 73-84.

Cabosky, J.M. (2014). The Advertising Regulation “Green Zone:” Analyzing Parallels of Commercial Speech Jurisprudence as it Might Apply to the Growing Issue of Medicinal Marijuana Advertising, Using the Denver Advertising Ban as an Illustrative Example, *Charlotte Law Review*: 1-34.

Cabosky, J.M. (2014). Framing an LGBT organization and a movement: a critical qualitative analysis of GLAAD'S media releases, *Public Relations Inquiry*, 3(1): 69-89.

Bibliography: Publications: Book Chapters

Cabosky, J.M. (2016). Michael Sam makes great gains for the LGBT movement, In *Public relations for the Public Good: How PR has shaped America's social movements*, Business Expert Press, Capozzi, L. & Spector, S. (Eds.), Amazon Digital.

Bibliography: Refereed or Juried Presentations

Cabosky, J. (2020, October). *Is it time for a paradigm shift in PR measurement?*, Institute of Public Relations, Bridge Conference, Washington, DC (Virtual).

Bratcher, T. & J. Cabosky. (2020, September). *Codeswitching Candidates: Political communication, identity and podcasts*, American Political Science Association Pre-Conference, San Francisco, CA (Virtual).

Cabosky, J. (2019, April). *PR measurement and diversity: breaking down measures to better appreciate diverse audiences and publics in a fragmented media world*, Institute of Public Relations, Bridge Conference, Washington, DC.

Kim D., Cabosky, J. & Meyer, M. (2019, March). *Myself in Snapchat vs. Instagram: the interactive effect of users' self-construal and their SNS uses related to the efficacy of advertisements*, The American Academy of Advertising Conference, Dallas, TX.

Cabosky, J. (2018, November). *Diversity, Measures and Samples: What We Miss by Focusing on Macro-level Volume*, Midwest Association for Public Opinion Research, Chicago, IL.

Wagner, K.G. & Cabosky, J. (2018, November). *"No Condoms in My Entertainment": Public Opinion, Government Regs & The Diversity of Preferences*, Midwest Association for Public Opinion Research, Chicago IL.

Cabosky, J. (2018, July). Screening and Community Q&A, *Writing My Own Happy Ending*, Down East Film Festival, Greenville, NC.

Cabosky, J. (2018, June). Screening and Community Q&A, *Writing My Own Happy Ending*, Mid Tenn Film Festival, Smyrna, TN.

Cabosky, J. (2018, April). Screening and Community Q&A, *Writing My Own Happy Ending*, Oneota Film Festival, Oneota, IA.

Cabosky, J. (March 2018). Screening and Community Q&A, *Writing My Own Happy Ending*, Art in Equality Film Festival, Savoy, IL.

Cabosky, J. (2018, March). Screening and Community Q&A, *Writing My Own Happy Ending*, Prison City Film Festival, Huntsville, TX.

Cabosky, J. (2017, October). Screening and Community Q&A, *Writing My Own Happy Ending*, Indigo Moon Film Festival, Fayetteville, NC.

Cabosky, J. (2017, September). Screening and Community Q&A, *Writing My Own Happy Ending*, Marquee on Main Film Festival, Washington, NC.

Garrett Wagner, K.P. & Cabosky, J. (2017, August). *My sexual entertainment, my vote: how attitudes toward condom use in pornography related to support for California's condom law*. Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Cabosky, J.M. (2016, October). *Measurement and diversity: How to get your students to like research by understanding the value of diversity*, Presented at the Public Relations Society of America Educators Academy Super Saturday Conference, Indianapolis, Indiana.

Cabosky, J.M. (2016, October). *From Donald Trump to Michael Sam: Measurement in a digitally engaged world*, Presented at the Media and the Public Sphere Conference 2016: Empowered Audiences in the Digital Age, Athens, Georgia.

Cabosky, J.M. (2015, August). *Advertising LGBT-themed films to mainstream and niche audiences: variations in portrayal of intimacy and stereotypes*. Presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Cabosky, J.M. & Gibson, R. (2015, August). *News Media's Use of Sources in GLBT Movement Coverage: A Longitudinal Content Analysis of Pro- and Anti-GLBT Advocacy Organizations and Intra-Movement Sourcing Patterns*. Presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Sobel, M. & Cabosky, J. (2015, August). *Angola: war torn country or booming tourist haven? Applying the model of country concept*. Presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco, California.

Cabosky, J.M. & Gibson, R. (2015, March). *News Media's Use of Sources in GLBT Movement Coverage: A Longitudinal Content Analysis of Pro- and Anti-GLBT Advocacy Organizations and Intra-Movement Sourcing Patterns*. Presented at the Southeast Association for Education in Journalism and Mass Communication Colloquium, Knoxville, Tennessee.

Cabosky, J.M. (2014, August). *Scandal and Sharknado Are Not Alike: Individual Factors Differentiating Social Media Opinion Sharers*. Presented at the Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.

Cabosky, J.M. (2014, March). *Scandal and Sharknado Are Not Alike: Going Beyond Volume and Sentiment to Explore Individual Factors of Who is a Social Media Opinion Sharer*. Presented at the Southeast Association for Education in Journalism and Mass Communication Colloquium, Gainesville, Florida.

Cabosky, J.M. (2013, September). *For Your Consideration: A Historical Critical Analysis of LGBTQ-Themed Film Award Campaign Advertisements: 1990-2005*. Presented at the American Journalism Historians Association Convention, New Orleans, Louisiana.

Honors: Best Student Paper (Runner-Up)

Cabosky, J.M. (2013, March). *The Advertising Regulation "Green Zone:" Analyzing Parallels of Commercial Speech Jurisprudence as it Might Apply to the Growing Issue of Medicinal Marijuana Advertising, Using the Denver Advertising Ban as an Illustrative Example*. Presented at the Southeast Association for Education in Journalism and Mass Communication Colloquium, Tampa, Florida.

Bibliography: Invited Presentations

Cabosky, J. (2019, April). *Community and Brand Storytelling Across Multiple Platforms: Engaging Communities to Tell Their Stories*, Panel Discussion, Broadcast Education Association Conference, Las Vegas, NV.

Cabosky, J. (2018, September). *Social media and disruptive creative strategy in IR: reinterpreting data and measurement*, American Gas Association, New York, NY.

Cabosky, J. (2018, August). *Hate Speech and LGBTQ IG Media*, Panel Discussion, Association for Education in Journalism and Mass Communication Conference, Washington, D.C.

Cabosky, J. (2018, June). *Fake News and Information Credibility*, Panel Discussion, G&S Business Communications, Raleigh, NC.

Cabosky, J.M. (2017, November). *Social media and elections: global relevance, diversity legacies*, Panel Discussion, Presented at the National Communication Association, Dallas, TX.

Cabosky, J.M. (2017, August). *Being a minority faculty member in mass communication in 2017: Challenges for the professor; opportunities for the classroom and our professions*, Panel Discussion, Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Cabosky, J.M. (2017, August). *Much more than the toy department: the role of sports media in shaping the discussion about major issues in society*, Panel Discussion, Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Cabosky, J.M. (2015, October). *Michael Sam and the media: embracing – and exploiting – the opportunities presented by an openly gay NFL player*, Panel Discussion, National Communication Association, Las Vegas, Nevada.

Other Community Talks

Cabosky, J. (2018, August). *Writing My Own Happy Ending*, Community Screening, 200+ in attendance, Durham, NC.

Cabosky, J. (2018, October). *Hate Speech and Diversity Speech*, Carol Woods Community Center, Chapel Hill, NC.

Grants Received

McGregor, S. (PI), Cabosky, J. & Meyer, M. (Collaborators). (August, 2020). *Political Identity Ownership*, Facebook Research Grant, \$100,000.

Cabosky, J. (2019, Summer). *Community Media and Engagement*, Jessie Ball duPont Fund, \$71,300, PI. (Due to Covid-19, the funds will go to underrepresented and low-income students at UNC Chapel Hill in need).

Cabosky, J. (2018, Spring). *Queering and Diversifying Social Media Measures*, University of North Carolina at Chapel Hill School of Media and Journalism \$5,000, PI.

Cabosky, J. (2015, December). *Assessing Impact of Community Media on Diverse Communities*, University of North Carolina at Chapel Hill School of Media and Journalism, \$5,000, PI.

Grants Applied

Harvey Award (2017, Fall). *Community Media and Engagement*, University of North Carolina at Chapel Hill, \$75,000, PI.

Teaching Record

University of North Carolina at Chapel Hill

Instructor of Record

Public Relations Case Studies (MEJO 531) 30 Students	August 2020-November 2020
Public Relations Case Studies (MEJO 531) 31 Students	August 2020-November 2020
Strategic Communication Research Methods (MEJO 701) 8 Students	August 2020-November 2020
Independent Study - Gray Player (MEJO 900) 1 Student	August 2020-November 2020
Independent Study - Nick Needham (MEJO 900) 1 Student	August 2020-November 2020
Principles of Public Relations and Advertising (MEJO 137) 41 Students	January 2020-May 2020
Principles of Public Relations and Advertising (MEJO 137) 48 Students	January 2020-May 2020
Public Relations Case Studies (MEJO 531) 26 Students	January 2020-May 2020
Public Relations Case Studies (MEJO 531) 22 Students	January 2020-May 2020
Undergraduate Research in Political Communication (MEJO 490) 10 Students	January 2020-May 2020
Global Immersion: China Media Markets (MEJO 490) 14 Students	May 2019-June 2019
Digital Media Analytics (MEJO 713) 16 Students	January 2019-May 2019
Independent Study - Bobby Ellis (MEJO 596) 1 Students	January 2019-May 2019

Independent Study - Owen King (MEJO 596) 1 Students	January 2019-May 2019
Honors Essay (MEJO 692) 2 Students	January 2019-May 2019
Public Relations Case Studies (MEJO 531) 24 Students	January 2019-May 2019
Independent Study - Claire Davis (MEJO 596) 1 Student	August 2018-December 2018
Independent Study - Lauren Houston (MEJO 900) 1 Student	August 2018-December 2018
Public Relations and Advertising Research Methods (MEJO 379) 30 Students	August 2018-December 2018
Public Relations Case Studies (MEJO 531) 26 Students	August 2018-December 2018
Public Relations Case Studies (MEJO 531) 27 Students	August 2018-December 2018
Global Immersion: China Media Markets (MEJO 490) 14 Students	May 2018-June 2018
Corporate Investor Relations (MEJO 490) 22 Students	January 2018-May 2018
Digital Media Analytics (MEJO 713) 14 Students	January 2018-May 2018
Honors Essay (MEJO 692) 2 Students	January 2018-May 2018
Independent Study - Andrea Orengo (MEJO 900) 1 Student	January 2018-May 2018
Public Relations and Advertising Research Methods (MEJO 379) 26 Students	August 2017-December 2017
Public Relations Case Studies (MEJO 531) 25 Students	August 2017-December 2017
Public Relations Case Studies (MEJO 531) 26 Students	August 2017-December 2017
Public Relations Campaigns (MEJO 434) 22 Students	January 2017-May 2017
Public Relations Case Studies (MEJO 431) 28 Students	August 2016-December 2016
Public Relations Case Studies (MEJO 431) 28 Students	August 2016-December 2016
Public Relations and Advertising Research Methods (MEJO 279) 26 Students	August 2016-December 2016
Public Relations and Advertising Research Methods (MEJO 279) 15 Students	August 2016-December 2016

Independent Study - Lauren Thomas (MEJO 596) 1 Student	August 2016-December 2016
Corporate Investor Relations (MEJO 390) 12 Students	January 2016-May 2016
Public Relations and Advertising Research Methods (MEJO 279) 46 Students	January 2016-May 2016
Independent Study - Nicholas Gross (MEJO 900) 1 Student	January 2016-May 2016
Public Relations and Advertising Research Methods (MEJO 279) 58 Students	August 2015-December 2015
Public Relations Case Studies (MEJO 431) 25 Students	August 2015-December 2015
Independent Study - McKenzie Layne (MEJO 596) 1 Student	August 2015-December 2015
Public Relations Case Studies (JOMC 431) 25 Students	January 2015-May 2015
Public Relations Case Studies (JOMC 431) 7 Students	May 2015-June 2014
Public Relations and Advertising Research Methods (JOMC 279) 63 Students	January 2014-April 2014
Public Relations and Advertising Research Methods (JOMC 279) 57 Students	August 2013-December 2013
Mass Communication Law (JOMC 340) 21 Students	June 2013-July 2013

Advising and Committee Member

Chair, Tegrin Bratcher, PhD, *Power to the Podcasts: Publics, Opinions, and Everyday Politics on Black Podcasts*, Expected May 2021.

Chair, Lindsey Slack, MA, *Title TBD*, Expected May 2021.

Chair, Gray Player, MA, *Title TBD*, Expected May 2021.

Chair, Rebekah Lassiter, *The Beginner's Guide to Understanding Web Analytics*, MADC, Expected December 2020.

Chair, Aaron Hawkins, *Metrics and the Success of a Higher Education Non-transactional website*, MADC, Expected December 2020.

Chair, Ilich Mejia, *Lost in Translation: A Content Analysis of the Promotional Material of Foreign-Language Films in the United States*, MA, May 2020.

Committee Member, Ryan Hayford, *Launching a Thought Leadership Campaign*, MA, May 2020.

Committee Member, Barry Morris, *Recruiting MARSOC Special Operations Capability Specialists: (SOCS) Marketing Communication Insights and Strategies*, MADC, May 2020.

Committee Member, Chase Black, *Aligning a Digital Marketing Strategy with the Consumer Decision Journey: Applications for Small Business Start-Ups*, MADC, December 2019.

Committee Member, Chris Etheridge, *Community, Communication, and Information: Crime and Public Safety Information-Seeking Behaviors in an Urban System*, PhD, June 2019.

Committee Member, Jeffrey Camarati, *Police-body Worn Cameras: Opinions from the Raleigh-Durham Area*, MADC, June 2019.

Chair, Lauren Houston, *A Smarter State: Rebuilding the Reputation of Community Colleges in North Carolina*, MA, May 2019.

Chair, Brown James, *Who is framing the conversation in 2018? An examination of agenda setting sources in political cable news content*, MA, May 2019.

Chair, Abbey Shepard, *Corporate Social Responsibility: The importance of employee stakeholders*, Undergraduate Honors, May 2019.

Chair, Ayan Ajeen, *A 50 State Analysis of Prison Policies Regarding Media Access*, Undergraduate Honors, May 2019.

Committee Member, Paul Pogge, *Untitled*, MADC, May 2019.

Committee Member, Elizabeth Barbour, *Strategic Communication in Terrorism and Counterterrorism: Why Social Media Is Essential in the Fight Against Terrorism*, Undergraduate Honors, May 2019.

Committee Member, Laurie Hursting, *How to Tell a Story: Health Narrative Constructs and Entertainment Industry Guidance*, MA, May 2019.

Committee Member, Kyla Garrett Wagner, *What is the Value of Sex Speech? Exploring the Disconnect Between Law & Society to Determine First Amendment Protection for Sex Speech*, PhD, May 2019.

Chair, Andrea Orengo, *Framing and Conceptualizing Coal in America*, MA, July 2018.

Chair, Kristen Marino, *Crisis Communication, Potential Liability, and Activism in the Age of Social Media: A Case Study of The Weinstein Company, Harvey Weinstein, and the #MeToo Movement*, Undergraduate Honors, May 2018.

Chair, Lauren Miller, *The Self-Presentation of Contemporary Political Outsiders: A Thematic Analysis of 2018 Candidate Announcement Videos*, Undergraduate Honors, May 2018.

Committee Member, Paige Roberts, *Rethinking Archetypal Branding: Investigating the Effects of Authenticity and Flawed Archetypes on Brand Attachment, Self-Congruence and Purchase Intent*, Undergraduate Honors, May 2018.

Chair, Karin Fullington, *Building a Digital Brand: Carnivor Connoisseur*, MATC, December 2017.

Chair, Pablo Mino, *A Product's Brand is its Nation's Brand: A Case Study on the Promotion of Chilean Wines in the United States*, MA, May 2017.

Chair, Sarah Adams, *When Whistleblowers Become Traitors: Approaching Internal Relations in the Intelligence Community from a Psychological Perspective*, Undergraduate Honors, May 2017.

Committee Member, Stephanie Mahin, *Public Relations Practitioner Assessments of the Role Engagement Plays in Organization to Public Relationships*, PhD, May 2017.

Committee Member, Kimberly Workman, *It's our Content Now: Fan Creators' Identification with Entertainment Media in Visual Storytelling*, MATC, December 2016.

Chair, Ashley Wolf, *Digital Marketing Strategy for a Competitive Youth Girls' Soccer Market*, MATC, December 2016.

Chair, Sara Greer, *Building a Better Bundle: The Future of TV Pricing and Behavior Among 18- to 24-Year-Olds*, MA Thesis, May 2016.

Chair, Kayla Wilkinson, *Establishing Control Over a Competitive Market Space Through Strategic Social Media Branding and Messaging: A qualitative content analysis of Under Armour's strategic communication in the female and soccer niches*, Undergraduate Honors, May 2016.

Committee Member, Lauren Odomirok, *Dreams are Free but Flights Cost Money: Helping a Cancer Nonprofit Build Corporate and Foundation Relationships to Fund More Patient Wishes*, MA, May 2016.

Committee Member, Brian Dykens, *Aiding U.S. Coast Guard Collateral Duty Public Affairs Officers During the Golden Hour: An Adaptable Guide for Coast Guard Crisis Communications*, MA, May 2016.

Committee Member, Carol DeSalva, *Finding the Perfect Message: Millennials, Media and the Financial Service Industry*, Undergraduate Honors, May 2016.

Service

University of North Carolina at Chapel Hill Service

Modern Indian Studies Initiative Committee Member, UNC Chapel Hill, 2020-2023.

Committee Member, Graduate MA Admissions Committee, UNC Chapel Hill School of Media and Journalism, 2018-2021.

Committee Member, David Brinkley Excellence in Teaching Committee, UNC School of Journalism and Media, Spring 2020; Spring 2021.

Committee Member, Scenario 2020 Committee, UNC Chapel Hill School of Journalism and Media, May-June 2020.

Speaker, Chuck Stone Program, UNC Chapel Hill School of Media and Journalism July, 2017; July, 2020.

Speaker, Visiting International Scholars Program, UNC Chapel Hill School of Media and Journalism, Fall 2016; Fall 2017; Spring 2018; Fall 2018; Spring 2020.

Committee Member, Data Literacy Subcommittee, Strategic Plan, UNC Chapel Hill School of Media and Journalism, 2018-2019.

Reviewer, Strategic Plan, UNC Chapel Hill School of Media and Journalism, 2018-2019.

Chair, David Brinkley Excellence in Teaching Committee, UNC Chapel Hill School of Media and Journalism, Spring 2019.

Organizer, Diversity Community Outreach for High School Visitors, UNC Chapel Hill School of Media and Journalism, Spring 2019.

Committee Member, Chuck Stone Program, UNC Chapel Hill School of Media and Journalism, 2016-2018.

Committee Member, Diversity and Inclusion Committee, UNC Chapel Hill School of Media and Journalism, 2015-2018.

Committee Member, MADC Working Group, UNC Chapel Hill School of Media and Journalism, 2016-2017.

Co-Advisor, *The Durham Voice*, UNC Chapel Hill School of Media and Journalism, 2017-2018

Search Committee Member, Director of Development, UNC Chapel Hill School of Media and Journalism, Fall 2017.

Organizer and Emcee, Stembler Lecture Organizer, UNC Chapel Hill School of Media and Journalism, Fall 2015; Fall 2017.

Panel Member, Research Roundtable, UNC Chapel Hill School of Media and Journalism, Feb. 2017.

Committee Member, Professional Track MA Program, UNC Chapel Hill School of Media and Journalism, 2016-2017

Judge, UNC DAM Brand Challenge; UNC Chapel Hill School of Media and Journalism, December 2015; December 2016.

Guide, San Francisco Networking Trip Guide, UNC Chapel Hill School of Media and Journalism, Spring 2016.

Discipline Service

Article Reviewer, *Journal of Homosexuality*, 2019-Present.

Article Reviewer, *Journal of Mass Communication and Society*, 2018-Present.

Article Reviewer, *Journal of Consumer Marketing*, 2015-Present.

Article Reviewer, Public Relations Division, Association of Education in Journalism and Mass Communication, 2018; 2020.

Chair, GLBTQ Interest Group, Association of Education in Journalism and Mass Communication, 2017-2018.

Article Reviewer, GLBTQ Interest Group, Association of Education in Journalism and Mass Communication, 2015; 2018.

Vice-Chair, GLBTQ Interest Group, Association of Education in Journalism and Mass Communication, 2016-2017.

PF&R Chair, GLBTQ Interest Group, Association of Education in Journalism and Mass Communication, 2015- 2016.

Public Relations Committee, *American Journalism Historians Association*, 2013-2014.

Professional and Industry Service

Committee Member, Institute for Public Relations Measurement Commission, 2020-Present.

Research Member, National Investor Relations Institute Research Council, 2015-2017.

Speaker, Cabosky, J.M. (2017, February). *Looking back: Public relations in the 2016 election*, Public Relations Students Society of America, Southeast Regional Conference, Chapel Hill, NC.

Speaker, Cabosky, J.M. (2016, February). *Entertainment and sports PR presentation, Diversity in PR: embracing culture and change*, Public Relations Students Society of America, Southeast Regional Conference, Chapel Hill, NC.

PATRICK DAVISON

Professor of Visual Communication

University of North Carolina at Chapel Hill

<https://www.patrickdavison.com/>

EDUCATIONAL BACKGROUND

MASTER OF ARTS

Multimedia emphasis, Ohio University, 2001, Knight Fellowship in Visual Communication Management

BACHELOR OF JOURNALISM

Photojournalism emphasis, University of Missouri, 1987

ASSOCIATE IN GENERAL STUDIES

Colorado Mountain College, 1985

ASSOCIATE IN APPLIED SCIENCE

Photography, Colorado Mountain College, 1984

ACADEMIC/PROFESSIONAL EXPERIENCE

PROFESSOR

Hussman School of Journalism and Media, University of North Carolina, 2017-

JULIAN SCHEER TERM PROFESSOR

School of Media and Journalism, UNC, 2014-2017

ASSOCIATE PROFESSOR

School of Journalism and Mass Communication, UNC, 2007-2014

ASSISTANT PROFESSOR

School of Journalism and Mass Communication, UNC, 2001-2007

DIRECTOR OF DOCUMENTARY PROJECTS

School of Media and Journalism, UNC, 2008-present

FULBRIGHT SCHOLAR TO JAPAN

Journalism/Filmmaking, 2014-2015

FELLOW

Center for Galapagos Studies, 2009-2014, UNC-CH

AFFILIATE FACULTY

Institute for the Environment, 2002-2014, UNC-CH

AFFILIATE FACULTY

Curriculum in Global Studies, 2008-2014, UNC-CH

PHOTOJOURNALIST

Rocky Mountain News, 1996-2001

PHOTOJOURNALIST

The Dallas Morning News, 1993-1996

PHOTOJOURNALIST

The Pittsburgh Press, 1990-1992

PHOTOJOURNALIST

The Albuquerque Tribune, 1988-1990

SUMMARY OF HONORS

Much of my work at UNC is producing online multimedia. As such, many of the projects have been recognized in journalism competitions. This partial list divided into personal and team sections.

INDIVIDUAL HONORS

FULBRIGHT SCHOLAR AWARD

Filmmaking in Japan, 2014-2015, Awarded for the production of films about Japan's aging society. Two films, Balloon Elderly and A Hello Story.

PULITZER PRIZE FOR SPOT NEWS PHOTOGRAPHY

Columbine Shootings, 2000, awarded to the Rocky Mountain News photo staff.

THE PHILLIP AND RUTH HETTLEMAN PRIZE

Artistic and Scholarly Excellence, UNC-CH, 2005. University-wide award.

THE ED VICK PRIZE FOR INNOVATION IN TEACHING

School of Journalism and Mass Communication, UNC-CH, 2006

FULBRIGHT SENIOR SPECIALIST AWARD

Awarded for production of "Chiloe Stories," a joint multimedia project between UNC and University of the Andes, Santiago Chile, 2004

ALUMNUS OF THE YEAR

Colorado Mountain College system (multiple campuses), 2002

PULITZER PRIZE NOMINATIONS

Explanatory Journalism, "Fish Story," 2002; Feature Photography, "Undying Love," 1999; Feature writing, "Undying Love," 1999

KNIGHT FELLOWSHIP

School of Visual Communication, Ohio University 1999-2000.

PHOTOGRAPHER OF THE YEAR

Scripps Howard National Journalism Awards, 1999

PHOTOGRAPHER OF THE YEAR

National Press Photographers Association, 1995, 1994, 1993, 1989, 1988, Texas, New Mexico & Louisiana

NEWSPAPER PHOTOGRAPHER OF THE YEAR

Pictures of the Year International, 1994, runner-up

SIGMA DELTA CHI AWARD

Society of Professional Journalists, 1990, "A Price on their Heads"

TEAM HONORS

UPROOTED, 2019

Best of Festival, Interactive Multimedia, Broadcast Education Association
Finalist, David Teeuwen Student Journalism Award, Online Journalism Awards
Gold, Online Multimedia Storytelling, College Photographer of the Year
National Winner, Collaborative Journalism, Society of Professional Journalists
Winner, Collaborative Journalism, SPJ Mark of Excellence, Region 2
First, Digital Storytelling, Society of News Design Student Design Competition
Best in Category, School/University, Horizon Interactive Awards
Gold, Short Film/Documentary, Horizon Interactive Awards

THE GREAT STATE OF WILKES, 2019

Best in Category, Short Film/Documentary, Horizon Interactive Awards
Gold, Travel and Tourism, Horizon Interactive Awards
Official Honoree, Video, The Webby Awards
Second, Digital Storytelling, Society of News Design Student Design Competition
Third, Multimedia Storytelling, Broadcast Education Association

AFTERMATH, 2018

Winner, David Teeuwen Student Journalism Award, Online Journalism Awards
Gold, Online Multimedia Storytelling, College Photographer of the Year
Finalist, SXSW Interactive
Gold, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive
Gold, School and University, Horizon Interactive
National Finalist, Digital Feature Videography, SPJ Mark of Excellence
Winner, Online/Digital Feature Videography, SPJ Mark of Excellence, Region 2
Finalist, Online/Digital Feature Videography, SPJ Mark of Excellence, Region 2
Winner, Online/Digital News Videography, SPJ Mark of Excellence Region 2
Finalist, Online/Digital News Videography, SPJ Mark of Excellence, Region 2
Second Place, Ray Reese Excellence in Environmental Journalism, Society for Environmental Journalism
Second Place, Multimedia Storytelling, Broadcast Education Association

CATAWBA CALLING, 2018

Gold, Online Multimedia Storytelling, College Photographer of the Year
Best in Category, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive

National Finalist, Best Independent Online Student Publication, SPJ MOE
Winner, Best Independent Online Student Publication, SPJ Mark of Excellence R2

CUBA'S NEW WAVE, 2017

Winner, David Teeuwen Student Journalism Award, Online Journalism Awards
Best of Festival, Interactive Multimedia, Broadcast Education Association
Gold, Online Multimedia Storytelling, College Photographer of the Year
Gold, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive

RIVER REFLECTIONS, 2017

Gold, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive
Winner, Best Independent Online Student Publication, SPJ Mark of Excellence, R2

UNDERCURRENT, 2016

Winner, Excellence & Innovation, Digital Storytelling, Online Journalism Awards
Award of Excellence, Large Group Multimedia, College Photographer of the Year
Gold, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive
Gold, School & University, Horizon Interactive

MOUNTAIN LORE, 2016

Silver, Large Group Multimedia, College Photographer of the Year
Best in Category, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive
Gold, School & University, Horizon Interactive

ROOTED IN THE RAPIDS, 2015

Silver, Large Group Multimedia, College Photographer of the Year
Finalist, Travel and Adventure, The Webbys
Best in Category, Documentary/Short Film, Horizon Interactive
Gold, Travel and Tourism, Horizon Interactive
Gold, School & University, Horizon Interactive

FAULTLINES, 2014

Gold, Video/Short Film, Horizon Interactive Awards
Gold, School/University, Horizon Interactive Awards
Gold, Magazine/News, Horizon Interactive Awards

EDGE OF THE SOUND, 2014

Gold, Video/Short Film, Horizon Interactive Awards
Gold, School/University, Horizon Interactive Awards
Silver, Large Group Multimedia, College Photographer of the Year
Finalist, SXSW Interactive
Official Honoree, Webby Awards

LIVING GALAPAGOS, 2013, 2012, 2009

Winner, SXSW Interactive, Student

Best in Category, School/University, Horizon Interactive Awards

Gold, Video/Short Film, Horizon Interactive Awards

First Place, Digital Storytelling, Society of News Design Competition

Bronze, Large Group Multimedia, College Photographer of the Year

Third Place, Multimedia Interactive, Atlanta Photojournalism Seminar

Award of Excellence, Multimedia Project, NPPA's Best of Photojournalism

Finalist, Multimedia Feature Presentation, Student, Online Journalism Awards

Award of Excellence, Large team Multimedia, College Photographer of the Year

First Place, Team Journalism, AEJMC Best of the Web

Winner, SPJ Mark of Excellence

HEART OF THE HIGH COUNTRY, 2013

Winner, SXSW Interactive

Winner, Webby Awards

Winner, SPJ Mark of Excellence

Gold, Video/Short Film, Horizon Interactive Awards

Gold, School/University, Horizon Interactive Awards

WHAT MATTERS TO US, 2013

Finalist, SXSW Interactive

Best in Category, Documentary/Short Film, Horizon Interactive

Gold, School & University, Horizon Interactive

PORT CITY STORIES, 2012

Best in Category, Video/Short Film, Horizon Interactive Awards

Gold, School/University, Horizon Interactive Awards

First Place, Multimedia Interactive, Atlanta Photojournalism Seminar

Award of Excellence, Large Group Multimedia, College Photographer of the Year

Finalist, SXSW Interactive

REFRAMING MEXICO, 2011

Gold, Short Film, Horizon Interactive Awards

Silver, School/University, Horizon Interactive Awards

Third Place, Multimedia Package, NPPA Best of Photojournalism

Finalist, Online News Association, Multimedia Feature, Student

FINDING THE UWHARRIES, 2011

Best in Category, Short Film, Horizon Interactive Awards

Gold, School/ University, Horizon Interactive Awards

Finalist, SXSW Interactive

Official Honoree, Documentary: Series, Webby Awards

Society of News Design, Student, First Place, Mini Site/Special Section
NOW WHAT ARGENTINA, 2010
Finalist, Documentary Project of the Year, Pictures of the Year International
First Place, Online Feature Reporting, Society of Professional Journalists
Finalist, Online News Association, Multimedia Feature, Student
Silver, School/University, Horizon Interactive Awards
Finalist, SXSW Interactive

LITTLE SWITZERLAND STORIES, 2010
Gold, School/University, Horizon Interactive Awards
Bronze, Large Group Multimedia, CPOY
Official Selection, Websites, Photo District News Photo Annual 2011

BEING ASHEVILLE, 2009
Bronze- Large Group Multimedia Project, CPOY
Bronze, School/University, Horizon Interactive Awards

HARDSHIP AND HOPE, 2009
Silver, Large Group Multimedia Project, CPOY

ANDAMAN RISING, 2008
Gold, Online Journalism Association, Student Journalism, ONA
Gold, College and University, Horizon Interactive Awards
Silver, SNDies Best of Multimedia Design, Society for News Design
AEJMC Best of the Web

CAPE FEAR TO DOWN HERE, 2008
Best in Category, Horizon Interactive Awards
First Place, News or Feature Multimedia Package, Best of Photojournalism
Second Place, Multimedia Interactive, Atlanta Photojournalism Contest
Award of Excellence, SNDies Best of Multimedia Design, SND
Finalist, School/University, The Webby Awards
AEJMC Best of the Web

NUEVAS FRONTERAS, 2008
Silver, School/University, Horizon Interactive Awards
Award of Excellence, SNDies, SND
AEJMC Best of the Web

SMOKY MOUNTAIN STORIES, 2007
Silver Medal, SNDies Best of New Media Competition, SND
Silver medal, Multimedia Package, COPY

ON THE LINE-HARDSHIP IN NORTH CAROLINA, 2007
Honorable Mention, Best Multimedia package, NPPA Best of Photojournalism
Award of Excellence, SNDies Best of New Media Competition, SND
Award of Excellence, Multimedia Package, COPY

STORIES FROM THE CRYSTAL COAST, 2006

Award of Excellence, SNDies Best of New Media Competition, SND

Award of Excellence, CPOY

THE ANCIENT WAY, 2005

Bronze Medal, SNDies Best of New Media Competition, SND

Best of Category, Magazine/News category, The Horizon Interactive Awards

First place, Journalism category, AEJMC Best of the Web

Finalist, Best Student Online Journalism, ONA

Site of the Day, May 23, 2006, Pixelmakers.net

Silver Medal, Malofiej 16, International Infographics Competition

CHILOE STORIES, 2004

First Place, Best multimedia package, Independent category

The Best of Photojournalism, NPPA

First Place - Online News Association Best Student Journalism

Gold medal, SNDies Best of New Media Competition, SND

Second place, Best use of photography in multimedia/small group, POYi

Yahoo site of the day, "Chiloe Stories," August 6, 2004

TEN YEARS ON, 2003

First place, Best multimedia, Independent category, Best of Photojournalism, NPPA

Second place, Best use of photography in multimedia/small group, POYi.

Award of Excellence, SNDies Awards, Society of News Design

Finalist - Online News Association Best Student Online Journalism

SELECTED PUBLICATIONS

As a tenured professor in UNC's professional tenure track, I produce creative works. My publications have been published in major media outlets and/or won major journalism awards. My work is focused on producing interdisciplinary team multimedia projects, and film and still projects and assignment journalism.

Our team multimedia projects are often produced in collaboration with international universities and other UNC centers. As executive producer, producer, and editor for these projects, I'm responsible for the conception and planning of the project, building the team, driving the focus, guiding the selection and development of content in multiple mediums, coaching the shooting and editing of films and photo stories, supervising teams of both faculty and professional coaches and student teams. Some of these projects require nearly an academic year commitment and could be compared to producing films, documentary photo projects, television, or books.

INTERNATIONAL MULTIMEDIA WEBSITES (2008-PRESENT)

ROLE: Executive Producer, Producer, and Editor

PLEASE NOTE-The School of Media and Journalism de-commissioned most of its servers in 2017. Most pre-2016 sites were originally hosted on school servers and are currently offline. The school has acknowledged the need to restore the projects but they remain offline until funding can be obtained for this. They remain an important part of my creative work, and all of the projects and the corresponding awards are listed below. I think the awards are indicative of the impact of the work. Should the committee need to see any offline projects, I have them archived on hard drives.

BARRIERS 2020

<https://barriers.unc.edu/>

Belize, 2020, 5 documentary shorts, 5 long-form text stories, photo stories, portrait series, motion and information graphics, interactive features and design.

Barriers explores climate change issues through the lives of the local people affected by them.

UPROOTED 2019

<https://uprooted.unc.edu/>

Medellin, Colombia, 2019, 5 documentary shorts, 5 long-form text stories, photo stories, portrait series, motion and information graphics, interactive features and design. Produced in collaboration with Antioquia University students and faculty.

Uprooted explores the Venezuelan immigration crisis through the eyes of immigrants in Colombia.

AFTERMATH 2018

<https://aftermath.unc.edu/>

San Juan, Puerto Rico, 2018, 5 documentary shorts, 5 long-form text stories, 360° video, motion and information graphics, interactive features and design.

Produced in collaboration with University of Puerto Rico students and faculty.

Aftermath explores Puerto Rico's recovery from Hurricanes Maria and Isabel.

CUBA'S NEW WAVE 2017

<https://cubasnewwave.unc.edu/>

Havana, Cuba, 2017, 5 documentary shorts, 5 long-form text stories, photos, 360° video, motion and information graphics, interactive features and design.

Cuba's New Wave explores changes in Cuba through the eyes of the youth.

UNDERCURRENT 2016

Bocas del Toro, Panama, 2016, 5 documentary shorts, photos, 360° video, motion and information graphics, interactive features, text stories and design.

Undercurrent explores the degradation of the marine environment and its relationship to the society and culture. Produced in collaboration with UNC Marine Science.

<http://www.undercurrent360.com.php72-33.lan3-1.websitetestlink.com/index.html>

-SITES CURRENTLY OFFLINE-

RAISING THE SCORE 2015

Malawi, 2015, 13 short documentaries, text and interactives. (*Role: Story coach only. I joined the team in Malawi from my Fulbright in Japan*)

LIVING GALAPAGOS 2013

Galapagos Islands, Ecuador, 2013, 40 documentary shorts, motion graphics, information graphics, panoramic photos, and multiple interactive features.

This is the current edition of an ongoing project, *Living Galapagos*, with new content from Isabela Island. Updated and revised website also includes content from 2009 and 2012 projects. Produced in collaboration with the UNC Center for Galapagos Studies.

LIVING GALAPAGOS 2012

Galapagos Islands, Ecuador, 2012, 10 documentary videos, motion graphics, panoramic photos, interactive features.

This is the 2012 edition of the ongoing project, *Living Galapagos*, with content from San Cristobal Island. Produced in collaboration with the UNC Center for Galapagos Studies and the Galapagos Academic Institute of the Arts and Sciences.

REFRAMING MEXICO 2011

Mexico City 2011, 13 mixed media videos, motion graphics, info graphics, panoramic photos, time lapse features, multiple interactive features. Produced in collaboration with Monterrey Tec University students and faculty.

NOW WHAT, ARGENTINA? 2010

Buenos Aires, 2010, 19 mixed media videos, motion graphics, info graphics, panoramic photos, time lapse features, multiple interactive features. Produced in collaboration with Universidad Catolica de Argentina students and faculty.

LIVING GALAPAGOS 2009

Galapagos Islands, Ecuador, 2009, 21 mixed media videos, motion graphics, info graphics panoramic photos, time lapse features, multiple interactive features. The original *Living Galapagos* project in collaboration with UNC Center for Galapagos Studies and University San Francisco de Quito.

ANDAMAN RISING, 2008

Phang Nga, Thailand, 2008, 14 Mixed media videos, 3d graphics, animated info graphics, multiple interactive features. Produced in collaboration with Kenan Institute Asia.

INTERNATIONAL MULTIMEDIA WEBSITES, (2002-2008)

ROLE: Director of Photography, Story coach

As the director of photography, I was responsible for story planning, assigning, troubleshooting and editing. As a story coach, I was responsible for working with students during the shooting, editing and production of their stories on location. Worked with a team of producers, editors and programmers.

THE ANCIENT WAY

Galicia, Spain, 2005, 11 audio slide shows, photos, interactives, text.

CHILOE STORIES

Chiloe, Chile 2004, 11 audio slide shows, photos, interactives, text.

TEN YEARS ON

Grahamstown, South Africa, 2003, 11 audio slide shows, photos, interactives, text.

END OF THE ROAD

Patagonia, Chile, 2003, 18 audio slide shows, photos, interactives, text.

A LIVING STAGE

Grahamstown, South Africa, 2002, 12 audio slide shows, photos, interactives, text.

DOMESTIC MULTIMEDIA WEBSITES

Carolina Photojournalism Workshop

ROLE: Executive Producer, Producer, and Story Editor

CAROLINA PHOTOJOURNALISM WORKSHOP

2019, Site in progress, will contain all past projects and searchable stories.

<https://cpjw.unc.edu/>

THE GREAT STATE OF WILKES

2019, Wilkesboro, NC, 15 short documentary videos, text, graphics, still photos.

<https://cpjw.unc.edu/2019>

CATAWBA CALLING

2018, Hickory, NC, 16 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2018>

RIVER REFLECTIONS

2017, Elizabeth City, NC, 17 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2017/>

MOUNTAIN LORE

2016, Sylva, NC, 13 short documentary videos, text, still photos.

<https://carolinaphotojournalism.unc.edu/2016/>

ROOTED IN THE RAPIDS

2015, Roanoke Rapids, NC, 15 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2015/>

EDGE OF THE SOUND

2014, Plymouth, NC, 15 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2014/>

HEART OF THE HIGH COUNTRY

2013, Banner Elk, NC, 18 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2013/>

PORT CITY STORIES

Wilmington, NC, 2012, 19 short documentary videos, text, still photos.

<https://cpjw.unc.edu/2012/>

FINDING THE UWHARRIES

Badin, NC, 2011, 27 short documentary videos, text, still photos.

LITTLE SWITZERLAND STORIES

Little Switzerland, NC, 2010, 17 mixed media videos text, still photos.

BEING ASHEVILLE

Asheville, NC, 2009, 18 mixed media videos, text, still photos.

CAPE FEAR TO DOWN HERE

Ocean Isle, NC, 2008, 22 audio slide shows, text, still photos.

SMOKY MOUNTAIN STORIES

Waynesville, NC, 2007, 14 audio slide shows, one video, text, still photos.

STORIES FROM THE CRYSTAL COAST

Morehead City, NC, 2006, 7 audio slide shows, 8 photo stories, text.

HIGHLANDS

Highlands, NC, 2005, 15 photo stories, text.

CHANGING WETLANDS, CHANGING WAYS

Manteo, NC, 2004, 12 photo stories, text.

OTHER DOMESTIC MULTIMEDIA WEBSITES

The following projects were produced in JOMC 390 or JOMC 481 (new MEJO 681)

FAULTLINES, Race, Class and Education in Durham NC

Durham, NC, 2014, five short documentary videos, graphics, interactives, text.

WHAT MATTERS TO US

Chapel Hill, NC, 2013, 12-15 mixed media videos, photos, text.

HARDSHIP AND HOPE, Economic Hardship on Tobacco Road

Durham, NC, 2009, 21 mixed media videos, photos, text.

NUEVAS FRONTERAS, Latino stories from North Carolina

Chapel Hill, NC, 2008, 15 videos, photos, text.

ON THE LINE, Stories of Economic Hardship

Chapel Hill, NC 2007, 15 audio slide shows, photos, text.

DOCUMENTARY VIDEO & MULTIMEDIA

ROLE: Producer, director, cinematographer and editor

A HELLO STORY

In post-production, rough cut stage, feature-length documentary film, 55 minutes. One family's journey to hold on in the face of aging. Awarded a \$10,000 production grant from Southern Documentary Fund 2018. Expected 2020

<https://www.ahellostory.com/>

BALLOON ELDERLY

Great Big Story (CNN) 2019, Short documentary film, 15 minutes. Follows the Balloon Elderly, a Japanese senior softball team over the course of a season as they deal with aging through softball. Chosen to open GBS new series, "Great Big Spotlight" <https://www.greatbigstory.com/stories/spotlight-balloon-elderly>, also published on their YouTube channel

<https://www.youtube.com/watch?v=5cKeW3AWHnA>

YouTube Announcement

<https://www.youtube.com/channel/UCajXeityFL-rb5-gXI-aG8Q/community?lb=UgzvzAL4wTI1d52qavd4AaABCO>

Also screened at:

Venice Film Week, Venice, Italy

Social Machinery Film Festival, Palermo, Italy

Green Mountain Film Festival, Vermont, USA

Temple University Japan, Tokyo, Japan

Fulbright Japan, Tokyo, Japan

Hongodai Community Center, Hongodai, Japan

STALKING A KILLER

Family Health Ministries, 2012, short documentary film, 12 minutes.

Commissioned to tell the story of cervical cancer in Haiti. Published on FHM website and screened multiple times for fundraising.

<http://familyhealthministries.org/media/videos/>

FISHING GENERATIONS

Anchorage Daily News, 2011, short documentary film. Tells the story of three generations of a fishing family in Homer, Alaska.

<https://vimeo.com/12172784>

GALAPAGOS WATER QUALITY

Center for Galapagos Studies, UNC, 2010, short documentary film, tells the story UNC researchers studying water quality in the Galapagos Islands.

<https://vimeo.com/15561611>

GALAPAGOS INTERTIDAL ZONE

Center for Galapagos Studies, UNC, 2010, short documentary film, tellsthe story of UNC researchers studying the intertidal zone in the Galapagos Islands.

<https://vimeo.com/15583372>

A PEOPLE OF GREAT WORTH

Palestinian Children's Relief Fund, 2008, short documentary film. Commissioned to tell the story of craniofacial surgeon John Van Aalst and his mission to serve children in the West Bank. Published by the Palestinian Children's Relief Fund and used for fundraising.

Screened at:

FedEx Center Mandela Auditorium, 2011

Southwestern Photojournalism Conference, 2008

Carrboro Film Festival 2007

Grace Church 2008

<https://vimeo.com/29297708>

VUKANI MEANS "WAKE UP!"

The Washington Post, April 2006, 115 photographs and 11 minutes of audio in five chapters.

UNDYING LOVE

December 2005, 124 photographs, 21-minute audio slide show and 45 short audio clips and a user-guided audio gallery with stills. Originally published in the Rocky Mountain News, this project was a Pulitzer nominee in feature photography and writing. This multimedia edition of the project chronicles my mother's battle with Alzheimer's disease in photographs and audio.

BOOKS, MAGAZINES, NEWSPAPERS, WEBSITES

DIFFERENT IS BETTER

Lenovo Magazine, 2018, cover photograph.

FOR ALEX: A FAMILY'S CLIMB TO HONOR A LOST SON

Walter Magazine, 2015, cover story, multi-page spread, print and online, multiple photographs.

CHASING PERFECTION

Tulsa World, 2018, Sports cover, print and online, multiple photos and video.

HIGH ON THE HOG

Raleigh News and Observer, 2015, four-part series, print and online, 4 photographs.

US EXPORTERS EYE JAPAN

McClatchyDC.com, 2014, Five-part series, 25 photographs. Also published in member papers and websites.

LOS JETS

Nova, 2013, television docu-series, multiple images used in promotion, in dozens of print and online applications.

SECOND WOUNDS: VICTIMS' RIGHTS AND THE MEDIA IN THE U.S.

Duke University Press, 2012, Columbine shootings, 1 photo, pages 221-222.

BELLARMINE HITS THE BIGS

Louisville Courier Journal, 2011, Five photographs in newspaper, 20 online.

BISCUITVILLE

Saveur magazine, 2010, 1 photograph.

JENNIFER HARTZOG

Conceive magazine, 2010, 1 photograph.

UNIVERSITY OF SOUTHERN CALIFORNIA HOSPITALS

2008, multiple photographs in various promotional materials.

PAULA SPENCER

Newsweek magazine & MSNBC, 2007, 1 photograph.

NORTH CAROLINA 24-7

DK Publishing, 2004, hard cover photography book, 19 photographs, 73 thumbnail photographs.

AMERICA 24-7

DK Publishing, 2003, hard cover photography book, one full-page photograph; four thumbnail photographs.

PHOTOJOURNALISM: AN INTRODUCTION

Wadsworth/Thomson Learning, 2002, eight photographs.

INTERNATIONAL AND DOMESTIC FILM SCREENINGS

UPROOTED, 2019

Mandela Auditorium, FedEx Global Center, UNC

THE GREAT STATE OF WILKES, 2019

Liberty Theatre, Wilkesboro, NC

AFTERMATH, 2018

Mandela Auditorium, FedEx Global Center, UNC

CATAWBA CALLING, 2018

Catawba County Science Center, Hickory, NC

CUBA'S NEW WAVE, 2017

Mandela Auditorium, FedEx Global Center, UNC

RIVER REFLECTIONS, 2017

Elizabeth City, NC

BALLOON ELDERLY, 2016

Venice Film Week, Venice Italy

Social Machinery Film Festival, Palermo, Italy
Green Mountain Film Festival, Vermont
Temple University, Tokyo Campus, Tokyo, Japan
Fulbright Japan, Tokyo, Japan
UNDERCURRENT, 2016
Mandela Auditorium, FedEx Global Center, UNC
MOUNTAIN LORE, 2016
Sylva, NC
ROOTED IN THE RAPIDS, 2015
Roanoke Rapids, NC
FAULTLINES, 2014
Mandela Auditorium, FedEx Global Center, UNC
EDGE OF THE SOUND, 2014
Arts Center, Plymouth, NC
HEART OF THE HIGH COUNTRY, 2013
Lenoir College, Banner Elk, NC
LIVING GALAPAGOS, 2013
Municipal Complex, Isabela Island, Ecuador
FedEx Global Center, UNC
LIVING GALAPAGOS, 2012
Galapagos Science Center, San Cristobal Island, Ecuador
FedEx Global Center, UNC
PORT CITY STORIES, 2012
Browncoat Theatre, Wilmington, NC
A PEOPLE OF GREAT WORTH, 2008
FedEx Global Center, UNC, 2011
Southwestern Photojournalism Conference
Carrboro Film Festival 2007
Grace Church 2007, 2008
REFRAMING MEXICO, 2011
FedEx Global Center, UNC, 2011
Monterrey Tec University, 2011
FINDING THE UWHARRIES, 2011
Badin Conference Center, Badin, NC
LITTLE SWITZERLAND STORIES, 2010
Wild Acres Retreat Center, Little Switzerland, NC
NOW WHAT ARGENTINA? 2010
Universidad Catolica de Argentina, Buenos Aires, Argentina
LIVING GALAPAGOS, 2009

Galapagos National Park, San Cristobal Island, Ecuador
FedEx Global Center, UNC
ANDAMAN RISING, 2008
Visitor Center, Khao Lak Resort, Khao Lak Thailand

EXHIBITIONS

THE POWER OF THE IMAGE, 2004-19

The Newseum, Washington, D.C., 2004 - present, one photograph. Video exhibition narrated by Walter Cronkite.

LOS JETS, 2016

North Carolina Museum of History, two photos included in exhibition of Paul Cuadros' *A Home On The Field* display.

MATSURI, 2015-16

School of Media and Journalism, Chapel Hill, NC, 12 photographs.
Images from festivals in Japan, photographed during my Fulbright experience.

AMERICAN FAMILY, 2004-present

Clinton Presidential Library, Little Rock, Arkansas, 2004, 5 photographs.
These five images were selected from a national pool of award winners. They depict stages fatherhood and were part of my portfolio in 1993 that won runner-up Newspaper Photographer of the Year in Pictures of the Year International.

REDNECK RIVIERA, 2007

Solo show, Louise Jones Brown Gallery, Duke University, March-April 2007, 24 prints. Redneck Riviera tracks the evolution of the boardwalk culture in Carolina Beach as rising property values gradually change the area's demographics. Funded by a Junior Faculty Development Grant from UNC-CH, 2001, and a grant from the Center for the Study of the American South, 2005.

REDNECK RIVIERA, 2008

Group exhibition, Grace Church, Chapel Hill, April
4 framed prints, 20" x 13" archival ink jet

TEACHING RECORD

University of North Carolina-Chapel Hill, 2001-present

MEJO 180, FOUNDATIONS OF PHOTOJOURNALISM, 3 credits.

Introduction to concepts and practices of professional photojournalism.

Fall 2017- 19 students.

Fall 2018, 15 students.

Fall 2019, Section 001, 18 students.

Fall 2019, Section 003, 14 students.

- MEJO 488, DOCUMENTARY MULTIMEDIA STORYTELLING-CPJW, 3 credits.
This is an intensive, experiential two-week workshop class held at differing locations in NC in which students produce short-form documentaries, screen them publicly and publish them online. I founded this course in 2004.
Summer 2018, 18 students.
Summer 2019, 14 students.
- MEJO 489, PHOTOGRAPHIC LIGHTING AND BUSINESS PRACTICES, 3 credits.
(*Developed Spring 2004*). Intermediate concepts and practices in professional photojournalism, including location portraiture, lighting and business practices.
Fall 2017, 12 students.
Spring 2018, 16 students.
Fall 2018, 11 students.
Spring 2019, 12 students.
Spring 2020, 16 students.
- MEJO 580, PICTURE STORIES, 3 credits.
Advanced concepts and practices in professional photojournalism, focusing on picture stories.
Fall 2017, 10 students.
Fall 2019, 14 students.
- MEJO 584, INTERNATIONAL PROJECTS, 3 credits.
This is an intensive, experiential multimedia project class in which students produce multimedia websites in foreign locales with video, still, audio, programming, design, graphics and alternative story forms.
Spring 2018, 17 students.
Spring 2019, 12 students.
Spring 2020, 14 students.
- MEJO 596 INDEPENDENT STUDY, 3 credits.
Spring 2019, one student.
Fall 2019, one student.
- MEJO 681, PHOTOJOURNALISM PROJECTS, 3 credits.
Advanced projects in documentary photojournalism, including multimedia documentary video and documentary photo.
Fall 2018, 13 students.
- MEJO 992 MASTER'S (NON-THESIS)
Master's Thesis Prep.
Fall 2017, Neil Sollod.

PRIOR TO FALL 2017

JOMC 491, PICTURE EDITING FOR PRINT AND WEB, 3 credits.

(Developed and taught in Spring 2002)

Basic concepts and practices of picture editing for multiple media. Secured a 20-user license to the AP/Accunet Multimedia Archive for use by the class.

JOMC 491, TEAM JOURNALISM, 3 credits.

(Developed and taught in Fall 2002)

The class comprised news editorial and photojournalism students, and explored the changing concept of "home" in North Carolina using documentary photojournalism, audio and text. It also included collaboration with JOMC 189, Advanced Multimedia, which resulted in a multimedia web site of the stories. This class evolved into JOMC 584.

MEJO 582, ADVANCED DOCUMENTARY VIDEO, 3 credits.

Advanced concepts in narrative video storytelling.

MEJO 625, MEDIA HUB, 3 credits.

Advanced concepts in team journalism.

MASTER'S THESES CHAIRED

Niel Sollod, 2018 (MATC)

Stella Jiang, 2016

Ivan Weiss, 2014

Ryan Comfort, *Stories from The Boundary*, 2014

Josh Davis, *The Undocumentary*, 2012

Vanessa Patchett, *Raising Burma*, 2012

Eileen Mignoni, *Facing Deportation*, 2009

Nacho Corbella, *Faces of the Crisis*, 2009

Carrie Leonard, *Inside and Out*, 2006

MASTER'S THESES COMMITTEES

Indaia Whitcombe 2016

Tiffany Devereaux, 2012

Cristina Fletes, 2011

Chris Carmichael, 2007

Nathan Clendenin, 2005

Rodrigo Dorfman, 2003

Jo Gravely, 2002

STUDENT HONORS

HEARST COLLEGIATE JOURNALISM COMPETITION

The Hearst Journalism Awards are the most prestigious in collegiate journalism, and The Hussman School has been the national champion four of the past five years. Our photojournalism program has contributed strongly to our school's success in the multimedia (primarily video) and photojournalism competitions. In the nine years since Multimedia became an official category, our students have won the national championship seven times and 2nd and 3rd once. During the same time span, our students have won the national championship three times in Photojournalism, 2nd once and 3rd twice. In 2019 we won the national championships in both Photojournalism and Multimedia. Our program rankings have also been exceptional. In Multimedia we ranked 1st once, 2nd six times, and 3rd once. In photojournalism, we have ranked 1st once, 2nd three times, 3rd twice, and fourth once. Our main competition is Western Kentucky University, a program about five times our size.

COLLEGE PHOTOGRAPHER OF THE YEAR COMPETITION

From 2013-2018, UNC has won more multimedia awards in CPoY than any other program, including the multimedia project category every year since it became a category. Our students also do well every year in still photo categories including Photographer of the Year. College Photographer of the Year, along with the Hearst, is considered the premier college photojournalism contest in the world.

OTHER AWARDS

Our students have won awards in virtually every major student and multimedia competition in the nation, and many in professional competitions as well. Pictures of the Year International, The Best of Photojournalism, The Webby Awards, Horizon Interactive, The Online Journalism Awards, Society of Professional Journalists, Society for News Design, Atlanta Photojournalism Seminar, The Southern Short Course for News Photography, and The North Carolina Press Photographers Association are but a few.

INTERNSHIPS AND WORKSHOPS

Students have been selected for prestigious workshops every year, such as the Eddie Adams Workshop and the New York Times Summer Academy, have been named to "The Top 100 Collegiate Journalists in America," and "30 under 30". Students have landed internships and jobs at dozens of premiere newspapers and magazines including National Geographic, Newsweek Magazine, Outside Magazine, The New Yorker, MediaStorm, Blue Chalk Media, CNN, Great Big Story, MSNBC, Associated Press, Getty Images, New York Times, Washington Post, Los Angeles Times, USA Today, Dallas Morning News, Chicago Tribune, San Francisco Chronicle, Minneapolis Star-Tribune, Seattle Times, Portland Oregonian, Hartford

Courant, Philadelphia Inquirer, Raleigh News & Observer, Winston-Salem Journal, Charlotte Observer, Durham Herald Sun, and many others.

ALUMNI

Viscom alumni are shaping the industry. Nancy Donaldson Gauss is Executive Director for Video for The New York Times. Kat Downs Mulder is Vice President of Product and Design for the Washington Post. Gabriel Dance is a Pulitzer winner, Deputy Investigations Editor at the New York Times, former managing editor for The Marshall Project and former interactive editor for The Guardian. Cath Spangler is a series producer for The Atlantic, and was formerly the first senior editor of video for The New Yorker. Josh Davis is an Emmy winning assistant professor at San Francisco State University, and previously was a producer for Vice and Planet Money. Ivan Weiss is a professor of the practice at Wake Forest University. Nathan Clendenin is CEO of Story Driven, an Emmy-winning multimedia firm he founded in 2011. Jon Kasbe is an Emmy-winning documentary film director whose feature *When Lambs Become Lions* is currently playing in theatres across the country. It's gratifying to have taught all of these students in projects and classes, and host many of them as coaches for CPJW and speakers at PhotoNight.

GRANTS

SOUTHERN DOCUMENTARY FUND, 2018

\$10,000 Post-Production grant for *A Hello Story*.

NC LEGISLATURE, 2018

\$75,000 for Carolina Photojournalism Workshop.

FULBRIGHT SENIOR SCHOLAR AWARD, 2014-2015

\$55,000 for residency in Japan to produce documentary films.

UNC EXTERNAL COMPETITIVE SCHOLARLY LEAVE, 2014-2015

\$45,000 for residency in Japan to produce documentary films.

UNIVERSITY RESEARCH COUNCIL Research Grant, 2013

\$3,000 for "Ten Years Yonge", a continuation of my "Canada's Main Street" documentary photo project.

CENTER FOR GLOBAL INITIATIVES European Travel Assistance Grant, 2012

\$2300 for planning a project with the University of Navarra, Pamplona, Spain.

UNC OFFICE OF THE VICE PROVOST, 2012

\$2,000 for a documentary multimedia project in the Galapagos Islands.

UNC VICE CHANCELLOR FOR RESEARCH AND ECONOMIC DEVELOPMENT, 2012

\$2,000 for a documentary multimedia project in the Galapagos Islands.

UNC RENAISSANCE COMPUTING INSTITUTE, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.

UNC CENTER FOR GLOBAL INITIATIVES, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.
UNC WATER INSTITUTE, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.
UNC INSTITUTE FOR THE ENVIRONMENT, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.
UNC CENTER FOR GALAPAGOS STUDIES, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.
UNC GLOBAL RESEARCH INSTITUTE, 2012

\$1,000 for a documentary multimedia project in the Galapagos Islands.
UNC VICE CHANCELLOR FOR RESEARCH AND ECONOMIC DEVELOPMENT, 2009

\$15,000 for a documentary multimedia project in the Galapagos Islands.
JOMC GRADUATE FACULTY RESEARCH GRANT, 2008

\$10,000, for "Andaman Rising" international multimedia project.
THAI BOARD OF TOURISM, 2008

\$7,500 for production of Andaman Rising, a documentary multimedia project on
the 2004 tsunami recovery efforts in Phang Nga, Thailand.
JOMC GRADUATE FACULTY RESEARCH GRANT, 2006

\$10,000, for work on publishing existing projects.
UNIVERSITY RESEARCH COUNCIL RESEARCH GRANT, 2005

\$4,000 for "Vukani means Wake up!, a multimedia documentary published in the
Washington Post online, April 2006.
JOMC GRADUATE FACULTY RESEARCH GRANT, 2005

\$4,000 for "Vukani means Wake up!" a multimedia documentary published in the
Washington Post online, April 2006.
CENTER FOR THE STUDY OF THE AMERICAN SOUTH, 2005

\$3,000 for Redneck Riviera, a photo documentary on Carolina Beach exhibited in
a solo show at the Louise Jones Brown Gallery, Duke University, February 2007.
FULBRIGHT SENIOR SPECIALIST GRANT, 2004

\$8,000 Senior Specialist grant to work with Universidad de los Andes in Santiago.
The grant funded my participation in the Chiloe Stories.
UELTSCHI SERVICE LEARNING GRANT, 2004

\$8,000 to develop and teach JOMC 81, Intermediate Photojournalism. JOMC 81
has been accepted into the curriculum of the School of Journalism and Mass
Communication.
JOMC GRADUATE FACULTY RESEARCH GRANT, 2004

\$6,300 for "Canada's Main Street," a photo project in Ontario, Canada.
UNIVERSITY RESEARCH COUNCIL PUBLISHING GRANT, 2002

\$4,000 to publish Undying Love, a multimedia documentary, on the Internet.
JUNIOR FACULTY DEVELOPMENT AWARD, 2001

\$5,000 for Redneck Riviera, a photo documentary on Carolina Beach, exhibited in a solo show at the Louise Jones Brown Gallery, Duke University, 2007.

SERVICE TO THE PROFESSION

UNC PHOTONIGHT, 2002-present

Founder and director. PhotoNight is a monthly gathering of students, area professionals and community enthusiasts to hear a speaker and share work and ideas. There have been about 100 events.

STORYTELLERS ABROAD WORKSHOP, Peru, 2019

Coach, week-long documentary video workshop.

STORYTELLERS ABROAD WORKSHOP, Kosovo, 2017

Coach, week-long documentary video workshop.

STORYTELLERS ABROAD WORKSHOP, Togo, 2019

Coach, week-long documentary video workshop.

PICTURES OF THE YEAR INTERNATIONAL, 2016

Multimedia Judge, week-long judging for the largest photojournalism contest in the world at the University of Missouri.

FULBRIGHT-NATIONAL GEOGRAPHIC DIGITAL STORYTELLING FELLOWSHIP, 2014

National Steering committee, online applicant review and weekend selection committee meeting in Washington D.C.

COLLEGE PHOTOGRAPHER OF THE YEAR, 2011

Invited Presentation, Multimedia Projects, Multimedia Visions Conference.

RE:ACT MEDIA, 2011

Judge, Re:Invent Competition.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, 2011

Judge, Quarterly Picture Editing Clip Contest.

ALASKA PRESS CLUB, 2010

Invited presentations, *Finding the Narrative*, annual conference.

CHAT FESTIVAL, 2010

Invited presentation, *Multimedia Projects*.

COLORADO MOUNTAIN COLLEGE, 2010

Invited presentation, *Critiquing Photography*.

STUDENTS OF THE WORLD, 2010

Invited presentation, *Why Multimedia?*

VIRGINIA PRESS PHOTOGRAPHER'S ASSOCIATION, 2010

Judge and invited presentation, *Producing Multimedia*.

NC PRESS PHOTOGRAPHERS ASSOCIATION, 2018-17, 2008-06, 2004, 2002

Host, annual meeting and contest judging.

WHITE HOUSE PRESS PHOTOGRAPHERS ASSOCIATION, 2009
Contest Judge, Multimedia.

SOUTHWESTERN PHOTOJOURNALISM CONFERENCE, 2008
Invited Presentations, *Multimedia and Photojournalism*, Fort Worth.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, 2008
Judge, Quarterly Picture Editing Clip Contest.

VIRGINIA PRESS PHOTOGRAPHER'S ASSOCIATION, 2005
Judge and invited presentation, *Transitions in Photojournalism*.

AMERICAN BUSINESS JOURNALS, 2008, 2005
Judge, annual contest.

UNIVERSIDAD ANDRES BELLO, Santiago, Chile, 2004
Invited inaugural lecture, *Photojournalism Today*. Facilitated by the U.S. Embassy as part of a Fulbright Senior Specialist award.

CATOLICA UNIVERSITY, Santiago, Chile, 2004
Invited presentation, *Photojournalism Today*. Facilitated by the U.S. Embassy as part of a Fulbright Senior Specialist award.

UNIVERSITY OF THE ANDES, Santiago, Chile, 2004
Invited presentation, *New Uses for Still Images in Multimedia*. Facilitated by the U.S. Embassy as part of a Fulbright Senior Specialist award.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, 2004
Judge, Quarterly Picture Editing Clip Contest.

ACKLAND ART MUSEUM, 2004
Panelist, Suffering, Compassion and the Still Image, in conjunction with the Sebastio Salgado exhibition "Migrations".

GREEN HILL CENTER FOR NORTH CAROLINA ART, 2004
Juror, Merry Moor Winnett Triennial exhibition.

NORTH CAROLINA STATE UNIVERSITY, 2004
Panelist, Ethics in Photojournalism, in conjunction with "The Pulitzer Prize Photographs: Capture the Moment" exhibition.

SOUTHWESTERN PHOTOJOURNALISM CONFERENCE, 2003
Invited presentation, *New Challenges, New Media*.

SOUTH CAROLINA PRESS PHOTOGRAPHER'S ASSOCIATION, 2003
Judge and invited presentation, *Creative Work*.

PENNSYLVANIA NEWSPAPER ASSOCIATION, 2003
Judge, annual contest.

ILLINOIS/IOWA PRESS PHOTOGRAPHER'S ASSOCIATION, 2002
Judge and invited presentation, *Undying Love*.

NATIONAL COUNCIL OF FARMER COOPERATIVES, 2002
Judge, annual contest.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, 2001
Judge, Quarterly Picture Editing Clip Contest.

TAR HEEL DESIGN WORKSHOP, 2001
Workshop speaker, UNC.

UNC MULTIMEDIA BOOTCAMP, 2001
Invited presentation, *Photojournalism in Multimedia*.

SOUTHERN SHORT COURSE, 2001
Contest judge and invited presentation, *Photojournalism in Multimedia*.

NATIONAL COUNCIL OF FARMER COOPERATIVES, 2001
Judge, annual contest.

PRIOR TO JOINING UNC FACULTY

MICHIGAN PRESS PHOTOGRAPHERS, 2000
Contest judge and invited presentation, *Undying Love*.

OHIO PRESS PHOTOGRAPHERS CONFERENCE, 2000
Invited presentation, *Undying Love*.

MOUNTAIN WORKSHOPS, 2000
Photojournalism coach, Western Kentucky University.

UNIVERSITY OF THE NATIONS, 2000
Visiting faculty, School of Color Photography, Hilo, HI.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION NATIONAL CONVENTION, 1999
Invited presentation, *Photojournalism from the Heart*, Denver CO.

OHIO UNIVERSITY, 1999
Invited presentation, *Undying Love*.

MOUNTAIN WORKSHOPS, 1997
Photojournalism coach, Western Kentucky University.

UNIVERSITY OF THE NATIONS, 1997
Visiting faculty, School of Color Photography, Hilo, HI.

SOUTHWESTERN PHOTOJOURNALISM CONFERENCE, 1997
Invited presentation, *Photojournalism from the Heart*.

THE LATIN AMERICAN PHOTOJOURNALISM WORKSHOP, 1994
Faculty, Mexico City.

CALIFORNIA PRESS PHOTOGRAPHERS ASSOCIATION, 1993
Contest judge and invited presentation, *Creative Work*.

NORTH DAKOTA PRESS PHOTOGRAPHERS ASSOCIATION, 1993
Contest judge and invited presentation, *Creative Work*.

SERVICE TO THE UNIVERSITY

Carolina Global Guarantee

Chancellor's workgroup, 2017-2018

Outside Tenure Review

Stretch Ledford, University of Illinois at Urbana-Champaign, 2018

Outside Tenure Review

Julie Elman, Ohio University, 2016

UNC Promotion and Tenure Committee, Alternate, 2015-2016

Outside Tenure Review

Thorne Anderson, North Texas State University, fall 2014

UNC Center for Galapagos Studies

Fellow, 2010-2019

UNC Institute for the Environment

Affiliate faculty, 2001-2019

Curriculum in International and Area Studies

Affiliate faculty, 2009-2019

Outside Tenure Reviews

Bruce Strong, Syracuse University, completed August 2012

Loup Langton, PhD, University of Miami, completed August 2007

Faculty Adviser

Grace Campus, 2006-2019

Yackety-Yak, 2003-2008

Workshop speaker

The Daily Tar Heel, "Visual Journalism," 2001

SERVICE TO THE HUSSMAN SCHOOL

Committees

Promotion, Tenure and Post-Tenure Review, 2019-2020; 2015-2017; 2008-2011

Strategic Plan Storytelling Innovation Task Force, 2019-2020

Residential MA Program Working Group, 2018-2020

Graduate Admissions, 2017-2018

Undergraduate Curriculum Working Group, 2016-2017

E & T Advisory Committee, 2008

Hearst Contest, 2002-present, Photojournalism and Multimedia

Hearst Visiting Professionals, 2004-2006

Ed Vick Prize Committee, 2006-2008, Chair 2006

Don and Barbara Curtis Extracurricular Activities, 2004-2007

Search Committees

Multimedia search, 2010-2011

Chair, Photojournalism Search, 2008

Graphics Search, 2008

Advertising Search, 2007

Graphics Search, 2005-2006
Graphics Search, 2004-2005
Multimedia Search, 2003-2004
Multimedia Search, 2002-2003

Director of Documentary Projects, 2008-present

Carolina SPORTS Photojournalism Workshop, 2008-present

The Carolina Sports Photography Workshop is an annual three-day event and competition that pairs students with professional photographers to cover NCAA sports with sideline passes and state-of-the-art gear. Students shoot two events and participate in a professionally-judged contest.

The 37th Frame: Best of Carolina Photojournalism, 2002-present

The 37th Frame is an annual student competition and exhibition that is juried by area professionals and produced by our students. The exhibition hangs at different venues, on- and off-campus, and draws together our students with members of the Chapel Hill arts community.

National Press Photographers Association, UNC Chapter

Faculty adviser, 2002-2010; 2013-2014, 2015-present

Faculty Adviser, Grace Campus, 2001-present

NC Scholastic Media Workshop

Speaker, "International Multimedia Projects", 2017

Visiting International Scholars

Speaker, "International Multimedia Projects", 2011, 2012, 2013

UNC JOMC fall break trip

Leader, Chicago, 2004

SERVICE TO THE COMMUNITY

Compassion Med International

Board member and photographer, 2005-present

Tenth Muse Films

Board member, 2005-2012

Family Health Ministries

Videographer and Photographer, 2012

Palestinian Children's Relief Fund

Photographer, 2007-2008

Grace Church

Photographer, 2002-2014, small groups leader

Nine Lenses, Nine Lives, 2008

A community photography project held at Ban Lam Kaen School in Phang Nga, Thailand, as part of the "Andaman Rising" documentary multimedia project.

Carolina Action through Images, 2004-2006

Founder and coordinator. Carolina Action through Images was a service-learning project through which Carolina students performed service to area non-profits.

Orange Charter School Orchestra

Photographer, 2002-2004

Francesca R. Dillman Carpentier

W. Horace Carter Professor
Hussman School of Journalism and Media
University of North Carolina
CB# 3365
Chapel Hill, NC 27599
francesca@unc.edu

EDUCATION

Ph.D., Mass Communication, 2002 The University of Alabama
Communication Graduate Studies Program Tuscaloosa, Alabama

- specialization in theory, processes, and effects
- cognate in psychology
- dissertation topic: intrinsic and extrinsic motives to acquire information from mass media

M.A., Telecommunication, 1999 The University of Alabama
Department of Telecommunication and Film Tuscaloosa, Alabama

- dual emphasis in telecommunications policy and management and media effects
- thesis topic: effectiveness of instructional technologies on learning

B.A., Music, 1997 Northern Arizona University
School of Performing Arts, College of Communication Flagstaff, Arizona

- major in music performance and management
- minor in broadcasting and electronic media, extension in theatre

RELEVANT PROFESSIONAL EXPERIENCE

Professor, 2016-Present University of North Carolina
Hussman School of Journalism and Media Chapel Hill, North Carolina

Administrative appointments
Academic Dean 2017-2020
Area Director, Journalism 2016-2017

Associate Professor, 2011-2016 University of North Carolina
School of Media and Journalism Chapel Hill, North Carolina

Administrative appointments
Director, Ph.D. Program 2011-2016

Assistant Professor, 2005-2011 University of North Carolina
School of Journalism & Mass Communication Chapel Hill, North Carolina

Faculty Research Associate, 2002-2005 Arizona State University
Department of Psychology (Program for Prevention Research) Phoenix, Arizona

Adjunct Instructor, 2004 Mesa Community College
Department of English and Journalism Phoenix, Arizona

Research Assistant , 1998-2001 Institute for Communication Research	The University of Alabama Tuscaloosa, Alabama
Adjunct Instructor , 2001-2002 Department of Telecommunication & Film	The University of Alabama Tuscaloosa, Alabama
Scriptwriter/Video Editor/Production Assistant , 1999 Media Solutions Department (contract-based educational video)	Center for Public Television Tuscaloosa, Alabama
Graduate Teaching Assistant , 1997-1999 Department of Telecommunication & Film	The University of Alabama Tuscaloosa, Alabama
Broadcast Technician/Video Editor , 1997 WDBB-17 (Channel 17 WB affiliate)	Sinclair Broadcasting Group Tuscaloosa, Alabama
Technical Director/Videographer/Broadcast Tech , 1995-1997 Television Services (Interactive Instructional Television)	Northern Arizona University Flagstaff, Arizona

HONORS

Recipient, Richard Cole Service Award, May 2021, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill

Recipient, W. Horace Carter Distinguished Professorship, July 2018

Recipient, James H. Shumaker Term Professorship (three years: Fall 2015 - Spring 2018), July 2015

Co-recipient, Richard Cole Service Award, May 2019, School of Media and Journalism, University of North Carolina at Chapel Hill

Finalist, faculty speaker competition at TEDxUNC 2016 Bodies (independently organized TED event)

First Place paper, 2003, Radio Division open category, Broadcast Education Association Conference

First Place paper, 2002, Radio Division open category, Broadcast Education Association Conference

Keynote paper, 2001, Entertainment Interest Group, Association for Education in Journalism and Mass Communication

Second Place paper, 2001, Research Division open category, Broadcast Education Association

Who's Who in America, 1999

First Place paper, 1998, Law & Policy Division debut category, Broadcast Education Association

Outstanding Graduate Student, 1997, Department of Telecommunication and Film, University of Alabama

PRODUCTS OF SCHOLARSHIP

Book Chapters

Dillman Carpentier, F. R., & Mazandarani*, F. (2021). [Portrayals of human sexuality as entertainment](#). In P. Vorderer & C. Klimmt (Eds.), *The Oxford Handbook of Entertainment Theory* (pp. 463-478). New York, NY: Oxford University Press.

Dillman Carpentier, F. R. (2016). [Priming: Memory, media, and minorities](#). In C. P. Campbell (Ed.), *The Routledge Companion to Race and Media* (pp. 55-64). New York, NY: Routledge.

Roskos-Ewoldsen, D. R., Roskos-Ewoldsen, B., & **Dillman Carpentier, F. R.** (2009). [Media priming: An updated synthesis](#). In J. B. Bryant & M. B. Oliver (Eds.), *Media effects: Advances in theory and research*, 3rd ed. (pp. 74-93). New York, NY: Routledge.

Roskos-Ewoldsen, D. R., Roskos-Ewoldsen, B., & **Dillman Carpentier, F. R.** (2002). [Media priming: A synthesis](#). In J. B. Bryant & D. Zillmann (Eds.), *Media effects in theory and research*, 2nd ed. (pp. 97-120). Mahwah, NJ: Lawrence Erlbaum Associates.

Dillman, F. R. (1997). Multiple source analysis: Censor-chip. In *Entering the conversation: A guide to composition at NAU*. Flagstaff, Arizona: Composition Program at Northern Arizona University, pp. 106 - 112.

Refereed Articles

Jensen*, M., **Dillman Carpentier, F. R.**, Adair, L., Corvalán, C., Popkin, B., & Taillie, L. S. (2021). [TV advertising and dietary intake in adolescents: A pre- and post- study of Chile's food marketing policy](#). *International Journal of Behavioral Nutrition and Physical Activity*, 18, 60.

Mediano Stoltze*, F., Busey, E., Taillie, L. P. S., & **Dillman Carpentier, F.** (2021). [Impact of warning labels on reducing health halo effects of nutrient content claims on breakfast cereal packages: A mixed-measures experiment](#). *Appetite*, 163, e105229.

Essman*, M., Mediano Stoltze*, F., **Dillman Carpentier, F.**, Swart, E. C., & Taillie, L. S. (2021). [Examining the news media reaction to a national sugary beverage tax in South Africa: A quantitative content analysis](#). *BMC Public Health*, 21, 454.

Hedrick*, A. M., & **Dillman Carpentier, F. R.** (2020 online). [Understanding how current and potential pre-exposure prophylaxis \(PrEP\) users experience, negotiate, and manage stigma: Disclosures and backstage processes in online discourse](#). *Culture, Health and Sexuality: An International Journal for Research, Intervention and Care*.

Fryburg, D. A., Urles, S., Myrick, J. G., **Dillman Carpentier, F.**, & Oliver, M. B. (2021). [Kindness media rapidly inspires viewers and increases happiness, calm, gratitude, and generosity in a health care setting](#). *Frontiers in Psychology*, 11, e591942.

Velasquez, A., Mora-Plazas, M., Gomez, L. F., Taillie, L. S., & **Dillman Carpentier, F. R.** (2021). [Extent and nutritional quality of foods and beverages to which children are exposed in Colombian TV food advertising](#). *Public Health Nutrition*, 24(4), 706-716.

Kresovich*, A., Reffner Collins*, M. K., Riffe, D., & **Dillman Carpentier, F. R.** (2021). [A content analysis of mental health discourse in popular rap music](#). *JAMA Pediatrics*, 175(3), 286-292.

Duffy*, E. W., Hall, M. G., **Dillman Carpentier, F. R.**, Musicus, A. A., Meyer*, M. L., Rimm, E. B., & Taillie, L. S. (2021). [Nutrition claims on fruit drinks are inconsistent indicators of nutritional profile: A content analysis of fruit drinks purchased by households with young children](#). *Journal of the Academy of Nutrition and Dietetics*, 121(1), 36-46.

Jensen*, M., **Dillman Carpentier, F. R.**, Adair, L., Corvalán, C., Popkin, B., & Taillie, L. S. (2021). [Examining Chile's unique food marketing policy: TV advertising and dietary intake in preschool children](#). *Pediatric Obesity*, 16(4), e12735.

Correa, T., Reyes, M., & Taillie, L. S., Corvalán, C., & **Dillman Carpentier, F. R.** (2020). [Food advertising on television before and after a national unhealthy food marketing regulation in Chile, 2016-2017](#). *American Journal of Public Health*, 110(7), 1054-1059.

Dillman Carpentier, F. R., Correa, T., Reyes, M., & Taillie, L. S. (2020). [Evaluating the impact of Chile's marketing regulation of unhealthy foods and beverages: Preschool and adolescent children's changes in exposure to food advertising on television](#). *Public Health Nutrition*, 23(4), 747-755.

Stoltze*, F. M., Reyes, M., Taillie, L. S., Correa, T., Corvalán, C., & **Dillman Carpentier, F. R.** (2019). [Prevalence of child-directed marketing on breakfast cereal packages before and after Chile's food marketing law: A pre-post quantitative content analysis](#). *International Journal of Environmental Risk and Public Health*, 16(22), e4501.

Wright, C. L., **Dillman Carpentier, F.**, Ey, L.-A., Hall, C., Hopper, K. M., & Warburton, W. (2019). [Popular music media literacy: Recommendations for the education curriculum](#). *Policy Insights from the Behavioral and Brain Sciences*, 6, 186-193.

Taillie, L. S., Busey, E., Stoltze*, F. M., & **Dillman Carpentier, F. R.** (2019). [Governmental policies to reduce unhealthy food marketing to children: A narrative review](#). *Nutrition Reviews*, 77(11), 787-816.

Correa, T., Reyes, M., Taillie, L. P. S., & **Dillman Carpentier, F. R.** (2019). [The prevalence and audience reach of food and beverage advertising on Chilean television according to marketing tactics and nutritional quality of products](#). *Public Health Nutrition*, 22, 1113-1124.

Correa, T., Fierro, C., Reyes, M., **Dillman Carpentier, F.**, Smith-Taillie, L., & Corvalán, C. (2019 open access). [Responses to the Chilean Law of Food Labeling and Advertising: Exploring knowledge, perceptions and behaviors of mothers of young children](#). *International Journals of Behavioral Nutrition and Physical Activity*, 16(21).

Stoltze*, F. M., Barker*, J. O., Kanter, R., Corvalán, C., Reyes, M., Taillie, L. P. S., & **Dillman Carpentier, F. R.** (2018). [Prevalence of child-directed and general audience marketing strategies on the front of beverage packaging: The case of Chile](#). *Public Health Nutrition*, 21, 454-464.

Dillman Carpentier, F. R., & Stevens*, E. M. (2018). [Sex in the media, sex on the mind: Linking television use, sexual permissiveness, and sexual concept accessibility in memory](#). *Sexuality & Culture*, 22, 22-38.

Parrott, M. S., **Dillman Carpentier, F. R.**, & Northup, C. T. (2017). [A test of interactive narrative as a tool against prejudice](#). *Howard Journal of Communications*, 28, 374-389.

Dillman Carpentier, F. R., Stevens*, E. M., Wu*, L., & Seely*, N. (2017). [Sex, love, and risk-n-responsibility: A content analysis of entertainment television](#). *Mass Communication and Society*, 20, 686-709.

Stevens*, E. M., & **Dillman Carpentier, F. R.** (2017). [Facing our feelings: How natural coping tendencies explain when hedonic motivation predicts media use](#). *Communication Research*, 44, 3-28.

Dillman Carpentier, F. R. (2017). [Priming sexual and romantic representations in two media environments: Sex encourages and romance discourages sexual permissiveness...sometimes](#). *Journal of Sex Research*, 54, 706-716.

- Dillman Carpentier, F. R., & Parrott, M. S.** (2016). [Young adults' information seeking following celebrity suicide: Considering emotional distress and involvement with the celebrity in health communication strategies](#). *Health Communication, 11*, 1334-1344.
- Rogers*, R. P., **Dillman Carpentier, F. R.**, & Barnard*, L. (2016). [Media enjoyment as a function of control over characters](#). *Entertainment Computing, 12*, 29-39.
- Dillman Carpentier, F. R.**, Rogers*, R. P., & Barnard*, L. (2015). [Eliciting behavior from interactive narratives: Isolating the role of agency in connecting with and modeling characters](#). *Journal of Broadcasting & Electronic Media, 59*, 76-93.
- Northup*, C. T., & **Dillman Carpentier, F. R.** (2015). [Michael Jordan, Michael Vick, or Michael Who?: Activating stereotypes in a complex media environment](#). *Howard Journal of Communications, 26*, 132-152.
- Dillman Carpentier, F. R.** (2014). [When sex is on the air: Impression formation after exposure to sexual music](#). *Sexuality & Culture, 18*, 818-832.
- Dillman Carpentier, F. R.**, Parrott*, M. S., & Northup*, C. T. (2014). [When first comes love \(or lust\): How romantic and sexual cues bias first impressions in online social networking](#). *The Journal of Social Psychology, 154*, 423-440.
- Dillman Carpentier, F.** (2014). [Agenda setting and priming effects based on information presentation: Revisiting accessibility as a mechanism explaining agenda-setting and priming](#). *Mass Communication and Society, 17*, 531-552.
- Dillman Carpentier, F.**, Northup*, C. T., & Parrott*, M. S. (2014). [Revisiting media priming effects of sexual depictions: Replication, extension, and consideration of sexual depiction strength](#). *Media Psychology, 17*, 34-54.
- Northup*, T., & **Dillman Carpentier, F.** (2013). [Exploring priming effectiveness within news stories according to media modality and valence](#). *The Electronic Journal of Communication, 23*(3). Retrieved from <http://www.cios.org/www.cios.org/EJCPUBLIC/023/3/023032.html>.
- Weberling McKeever*, B., Riffe, D., & **Dillman Carpentier, F.** (2012). [Perceived hostile media bias, presumed media influence, and opinions about immigration](#). *Southern Communication Journal, 77*, 420-437.
- Primack, B. A., Roberts, T., Fine, M. J., **Dillman Carpentier, F. R.**, Rice, K. R., & Barnato, A. E. (2012). [ER vs. ED: A comparison of televised and real-life emergency medicine](#). *Journal of Emergency Medicine, 43*, 1160-1166.
- Gonzales, N. A., Dumka, L. F., Millsap, R. E., Gottschall, M. A., McClain, D. B., Wong, J. J., Germán*, M., Mauricio, A. M., Wheeler, L., **Carpentier, F. D.**, & Kim, S. Y. (2012). [Randomized trial of a broad preventive intervention for Mexican American adolescents](#). *Journal of Consulting and Clinical Psychology, 80*, 1-16.
- Primack, B. A., Silk, J. S., DeLozier, C. R., Shadel, W. G., **Dillman Carpentier, F. R.**, Dahl, R. E., & Switzer, G. E. (2011). [Using ecological momentary assessment to determine media use of depressed and non-depressed individuals](#). *Archives of Pediatric and Adolescent Medicine (now called JAMA Pediatrics), 165*, 1-6.

Cates, J. R., Shafer*, A., **Dillman Carpentier, F.**, Reiter, P. L., Brewer, N. T., McRee, A-L., & Smith, J. S. (2010). [How parents hear about Human Pappilomavirus Vaccine: Implications for uptake](#). *Journal of Adolescent Health, 47*, 305-308.

Dillman Carpentier, F. R. (2010). [Innovating radio news: Effects of background music complexity on processing and enjoyment](#). *Journal of Radio and Audio Media, 17*, 63-81.

Cato*, M., & **Dillman Carpentier, F. R.** (2010). [Conceptualizations of female empowerment and enjoyment of sexualized characters in reality television](#). *Mass Communication and Society, 13*, 1-19.

Dillman Carpentier, F. R. (2009). [Effects of priming social goals on personal interest in television news](#). *Journal of Broadcasting & Electronic Media, 53*, 300-316.

Dillman Carpentier, F. R. (2008). [Applicability of the Informational Utility model for radio news](#). *Journalism and Mass Communication Quarterly, 85*, 577-590.

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Commissioned by: Kathie Reeves, Robert and Pearl Seymour Center
© 2014 Robert and Pearl Seymour Center

Producer/editor, [What is Mystic](#) (30-sec commercial video)

Commissioned by: Jonathan Blitz and Michael Sinclair, Barrister and Brewer
© 2014 Barrister and Brewer

Producer/videographer/editor, [Get Real and Heel: Their Stories](#) (4-min and 7:30min videos)
Commissioned by: Claudio Battaglini, director, Get Real and Heel Breast Cancer Rehabilitation Program
© 2013 University of North Carolina at Chapel Hill

Producer/editor, *Embody UNC* (6-min promotional video)
Commissioned by: Colleen Daly, co-founder, Embody UNC
© 2013 University of North Carolina at Chapel Hill

Producer/edior/co-videographer/narration, [EO Gas Sterilizers](#) (1-min promotional video)
Commissioned by: Ted May, Vice President and General Manager, Andersen Products
© 2008 Andersen Products

Producer/editor, [Hero](#) (30-sec public service announcement)
Commissioned by: Susan Thompson, co-founder, North American Andy Transplant Foundation
© 2007 North American Andy Transplant Foundation

Producer, [Talking Public Service](#) (3-min educational video)
Commissioned by: Kelly O'Brien, North Carolina Civic Education Consortium, School of Government
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Producer/editor, [There's Help](#) (30-sec and 15-sec public service announcements)
Commissioned by: Susan Thompson, co-founder, North American Andy Transplant Foundation
© 2006 North American Andy Transplant Foundation

Producer/co-editor, [You Can Help](#) (30-sec and 15-sec public service announcements)
Commissioned by: Susan Thompson, co-founder, North American Andy Transplant Foundation
© 2006 North American Andy Transplant Foundation

Writer, [Computer Literacy v. 3.1, Unit 9 – Introduction to Databases](#) (Macromedia Flash program)
Producer: Aries Technology
© 2004 Aries Technology

Lead writer, *The Alabama Quality Assurance Foundation and You* (23-min video)
Producer: Amy Eifler, Media Solutions, Center for Public Television, University of Alabama
© 2001 Alabama Quality Assurance Foundation

Lead writer, *Auntie Litter's: Earth – We're in it together!* (1-hr video in four 15-min segments)
Producer: Amy Eifler, Media Solutions, Center for Public Television, University of Alabama
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Editor, *Commencement Video 2000* (3-min promotional video)
Producer: Amy Eifler, Media Solutions, Center for Public Television, University of Alabama
© 2000 The University of Alabama Center for Public Television

Co-producer/co-director/co-editor/videographer, *The Elements of Jazz* (20-min educational video)
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Knobloch, S., **Dillman Carpentier, F.**, & Zillmann, D. (2002, May). *Effects of informational utility on selective news exposure*. Presented at the annual meeting of the American Association for Public Opinion Research, St. Petersburg, FL.

Knobloch, S., **Dillman Carpentier, F.**, & Zillmann, D. (2002, August). *Effects of salience dimensions of informational utility on selective exposure to online news*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Miami, FL.

Potter, R. F., **Dillman Carpentier, F.**, Kim, J., & Yu, H-S. (2002, April). *Gimme a beat!: Using music pacing to affect physiological arousal in radio listeners*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

Owens, J. W., & **Dillman Carpentier, F.** (2002, April). *Innovation in radio station programming: A survey of programmers and general managers*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. [First Place Open]

Bryant, J., **Dillman Carpentier, F.**, & Callison, C. (2001, August). *Drama in sports commentary: Then and now*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C. [Second Place Open]

Dillman Carpentier, F., Knobloch, S., & Zillmann, D. (2001, May). *Effects of informational utility on selective exposure*. Presented at the annual meeting of the International Communication Association, Washington, D.C.

Dillman Carpentier, F., Yu, H-S., Butner, R., Chen, L., Hong, S-K., Park, D-J., & Bryant, J. (2001, April). *Dimensions of the entertainment experience: Factors in the enjoyment of action, comedy, and horror films*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. [Keynote]

Dillman Carpentier, F. (2000, August). *Treating the Y2K bug: Knowledge gap factors that shaped the outcome of a public issue*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Dillman Carpentier, F. R., Yu, H-S., & Callison, C. (2000, August). *It's all about the information: Salience effects on the perceptions of news exemplification*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Hoff, E. E., Ralstin, L. A., **Dillman, F.**, & Bryant, A. (1999, August). *Agenda setting and the Y2K bug: Paths of influence on behaviors and issue salience*. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

Carpentier, F. R. (1998, April). *Free political air time: An analysis of the debate*. Presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. [First Place Debut]

Book Reviews

Dillman Carpentier, F. (2007). *Principles of electronic media* (2nd ed.) by William R. Davie and James R. Upshaw: Book review. *Electronic News*, 1, 59-61.

Carpentier, F. (2006). *Immigration, diversity, and broadcasting in the United States, 1990-2001*: Book review. *Journalism & Mass Communication Quarterly*, 83, 452-454.

Invited Articles, Reports

Wright, C. L., Dillman Carpentier, F., Ey, L.-A., Hall, C., Hopper, K. M., & Warburton, W. (2019, June 12). [Committee report: Popular music media literacy for middle school students](#). *The Amplifier Magazine*.

Wright, C. L., **Dillman Carpentier, F.**, Ey, L.-A., Hall, C., Hopper, K. M., & Warburton, W. (2018). [Report of the Division 46 task force on the sexualization of popular music](#). Washington, DC: Division 46 (Society for Media Psychology & Technology) of the American Psychological Association.

Summarized in the article "[A summary of the task force report on the sexualization of popular music](#)" (2018, December 18). *The Amplifier Magazine*.

Dillman Carpentier, F. R. (2016). [Considering the future of pharmaceutical promotions in social media: Comment on "Trouble spots in online direct-to-consumer prescription drug promotion"](#). *International Journal of Health Policy and Management*, 5, 283-285.

Dillman Carpentier, F. R. (2013). [Media influence on youth: Scientific evidence, policy considerations, and the history of media self-regulation](#). *Journal of Applied Research on Children: Informing Policy for Children at Risk*, 4, Article 12.

Dillman, F. R. (1997). Multiple source analysis: Censor-chip. In *Entering the conversation: A guide to composition at NAU*. Flagstaff, Arizona: Composition Program at Northern Arizona University, pp. 106 - 112.

Invited Academic Presentations

Dillman Carpentier, F. R. (2020, August). Invited presenter on the *Sharing the Knowledge: Successful Strategies for Mentoring and Working with Graduate Students* joint panel of the Mass Communication and Society and Communicating Science, Health, Environment and Risk divisions at the annual meeting of the Association for Education in Journalism and Mass Communication (virtual).

Dillman Carpentier, F. R. (2020, August). Invited presenter on the *Teaching Students How to Construct Theory* panel of the Communication Theory and Methodology division at the annual meeting of the Association for Education in Journalism and Mass Communication (virtual).

Dillman Carpentier, F. R. (2019, June). Invited presentation on “Children’s exposure to unhealthy food advertising on television before and after Chile’s marketing restriction” as part of the symposium on *Evaluating the Impact of the Chilean Regulations on Front-of-Package Warning Labels and Food Marketing* at the annual meeting of the International Society of Behavioral Nutrition and Physical Activity, Prague, Czech Republic.

Dillman Carpentier, F. R. (2019, May). *Changes in breakfast cereal packages, televised food ads, and children’s exposure to food ads after Chile’s marketing restriction*. Presented on behalf of team at the annual meeting of the Global Evaluation Expert Advisory Committee, New York City, NY.

Dillman Carpentier, F. R. (2018, November). Invited presentation on “Comparación de promoción de alimentos poco saludables en televisión y exposición de niños a esta promoción antes y después de la implementación de la Ley Chilena de Etiquetado y Marketing [Comparison of unhealthy food advertising on television and children’s exposure to this advertising before and after the implementation of the Chilean Food Labeling and Marketing Law]” as part of the symposium on the *Evaluation of the Chilean Law of Food Labeling and Marketing* at the annual meeting of the Sociedad Latinoamericana de Nutrición (Latin American Society of Nutrition), Guadalajara, Mexico.

Dillman Carpentier, F. R. (2018, August). Invited presentation in the *Communicating environment, health, and science related risks across sociocultural contexts* panel at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

Dillman Carpentier, F. R., Correa, T., Reyes, M., & Taillie, L. S. (2018, June). *Compliance and impact of Chile’s regulation of food marketing on children’s exposure to unhealthy food ads on television*. Presented at the annual meeting of the Global Evaluation Expert Advisory Committee, New York City, NY.

Dillman Carpentier, F. R. (2017, August). *Examining the traces exposure to sex in media leave in implicit memory*. Symposium #17244 of Media Psychology Division 46 at the annual meeting of the American Psychological Association, Washington, DC.

Dillman Carpentier, F. R. (2017, February). (1) *A comparison of marketing strategies on non-alcoholic beverage packages, based on total sugars, energy, and taxation status in Chile* and (2) *A comparison of marketing strategies in television commercials in Chile*. Presented on behalf of (1) F. Mediano, J. O. Barker, R. Kanter, C. Corvalan, M. Reyes, L. Smith-Taillie, and F. Dillman Carpentier and (2) T. Correa, C. Corvalan, M. Reyes, L. Smith-Taillie, and F. Dillman Carpentier at the annual meeting of the Mexico and Global Program Evaluation Advisory Committee, Mexico City, Mexico.

Dillman Carpentier, F. R. (2017, February). *Research at the School of Media and Journalism: A global examination of food marketing and effects on children*. Presentation at the annual meeting of the Carolina Women's Leadership Council, Chapel Hill, NC.

Dillman Carpentier, F. R. (2016, May). *Sex, love, and media priming*. Invited presentation at the College of Media & Communication at Texas Tech University, Lubbock, TX.

Fuller, P. B., Garrett, K., & Dillman Carpentier, F. R. (2016, February). *Social science and legal research: What mixed methods approaches suggest for the future of media law and health policy*. Invited presentation in the Center for Media Law & Policy lunch speaker series, University of North Carolina, Chapel Hill, NC.

Dillman Carpentier, F. R. (2015, October). *How sexual risk and responsibility is contextualized in entertainment television: Implications for media effects research*. Invited presentation in the Jack J. Valenti School of Communication at University of Houston, Houston, TX.

Dillman Carpentier, F. R. (2015, August). *Understanding media effects on sexual attitudes: Contextualizing sex inside and outside of romantic frames*. Invited presentation in the School of Communications at Pontifical Catholic University of Chile, Santiago, Chile.

Dillman Carpentier, F. R. (2015, March). *Sex, love, and media priming*. Invited presentation in the Media, Science, Technology: Communication Colloquium Series in the Department of Communication at Cornell University, Ithaca, NY.

Dillman Carpentier, F. R. (2014, September). *Primer on media effects research: Experiments*. Invited presentation on experimental designs in communication research in the Department of Mass Communication at North Carolina Central University, Durham, NC.

Vargas, L., & **Dillman Carpentier, F. R.** (2014, May). *Media and Latina adolescent girl depression: Interrogating the literature through governmentality*. Presented at the annual meeting of the International Communication Association, Seattle, WA.

Thornburg, R., & **Dillman Carpentier, F.** (2013, November). *Trafficking by the numbers*. Panel presentation at the Reporting Sex Trafficking: A Local Problem with Global Dimensions workshop administered by the McCormick Foundation and The Poynter Institute and hosted by Anne Johnston and Barbara Friedman of the UNC School of Journalism and Mass Communication, Chapel Hill, NC.

Dillman Carpentier, F. (2011, May). Invited presentation in the *Empowering and Enabling People: Contributions by Jennings Bryant (II)* panel at the annual meeting of the International Communication Association, Boston, MA.

Dillman Carpentier, F. (2009, June). *Motivations to select news and the news tactics that can address these motivations*. Presented in the Broadcasters Survival Guide for the Perfect Economic Storm panel at the annual meeting of the North Carolina Association of Broadcasters, Wrightsville Beach, NC.

Dillman Carpentier, F. (2006, August). *Cultural competence in engaging Mexican origin families in a preventive intervention*. Presented in the Trust, Ethnicity and Science PF&R panel at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Dillman Carpentier, F. (2006, February). *Exploring media selectivity: Approaches in motivation and content*. Presented in the University of North Carolina at Chapel Hill School of Journalism & Mass Communication Spring 2006 Colloquium Series.

UNIVERSITY TEACHING ACTIVITIES

Courses Taught at the University of North Carolina at Chapel Hill

Fall 2005 - JOMC 120 Introduction to Video Production, 7 students
Fall 2005 - JOMC 192 Special Skills in Mass Communication (studio production), 8 students
Spring 2006 - JOMC 124 Electronic Media Regulation and Policy, 17 students
Spring 2006 – JOMC 192 Special Skills in Mass Communication (advanced video), 10 students
Fall 2006 – JOMC 120 Introduction to Video Production, 17 students
Fall 2006 – JOMC 296 Individual Study (sports television), 1 student
Fall 2006 – JOMC 491 Special Skills in Mass Communication (studio production), 10 students
Spring 2007 – JOMC 424 Electronic Media Regulation and Policy, 17 students
Spring 2007 – JOMC 491 Special Skills in Mass Communication (advanced video), 3 students
Fall 2007 – JOMC 120 Introduction to Video Production, 16 students
Fall 2007 – JOMC 427 Studio Production, 9 students
Fall 2007 – JOMC 900 Reading and Research (statistics / survey), 2 students
Spring 2008 – JOMC 424 Electronic Media Regulation and Policy, 26 students
Spring 2008 – JOMC 704 Statistics for Mass Communication Research, 5 students
Spring 2008 – JOMC 992 Non-Thesis Option, 1 student
Summer 2008 – JOMC 120 Introduction to Video Production, 11 students
Fall 2008 – JOMC 120 Introduction to Video Production, 16 students
Fall 2008 – JOMC 427 Studio Production, 13 students
Fall 2008 – JOMC 994 Doctoral Dissertation, 1 student
Spring 2009 – JOMC 296 Individual Study (mini-doc / recruitment methods), 2 students
Spring 2009 – JOMC 491 Audio/Video Information Gathering, 18 students
Spring 2009 – JOMC 704 Statistics for Mass Communication Research, 8 students
Spring 2009 – JOMC 900 Reading and Research (both on information processing), 2 students
Spring 2009 – JOMC 994 Doctoral Dissertation, 1 student
Fall 2009 – JOMC 221 Audio/Video Information Gathering, 18 students
Fall 2009 – JOMC 221 Audio/Video Information Gathering (2nd section), 18 students
Fall 2009 – JOMC 900 Reading and Research (information processing / audio doc), 2 students
Spring 2010 – JOMC 221 Audio/Video Information Gathering, 18 students
Spring 2010 – JOMC 704 Statistics for Mass Communication Research, 8 students
Spring 2010 – JOMC 992 Non-Thesis Option, 1 student
Spring 2011 – JOMC 221 Audio/Video Information Gathering, 18 students
Spring 2011 – JOMC 704 Statistics for Mass Communication Research, 12 students
Fall 2011 – JOMC 221 Audio/Video Information Gathering, 18 students
Fall 2011 - JOMC 900 Reading and Research (media effects), 1 student
Spring 2012 – JOMC 704 Statistics for Mass Communication Research, 2 students

Fall 2012 – JOMC 221 Audio/Video Information Gathering, 17 students
 Fall 2012 – JOMC 705 Theories of Mass Communication, 12 students
 Spring 2013 – JOMC 704 Statistics for Mass Communication Research, 5 students
 Spring 2013 - JOMC 900 Reading and Research (media effects), 1 student
 Fall 2013 – JOMC 704 Statistics for Mass Communication Research, 9 students
 Fall 2013 – JOMC 705 Theories of Mass Communication, 8 students
 Spring 2014 – JOMC 491 Corporate Video Practicum for Adv and Public Relations, 10 students
 Fall 2014 – JOMC 704 Statistics for Mass Communication Research, 10 students
 Fall 2014 – JOMC 705 Theories of Mass Communication, 12 students
 Spring 2015 - JOMC 221 Audio/Video Information Gathering, 16 students
 Spring 2015 - JOMC 296 Individual Study (corporate video), 1 student
 Spring 2015 - JOMC 900 Reading and Research (experimental design), 1 student
 Fall 2015 – JOMC 704 Statistics for Mass Communication Research, 6 students
 Fall 2015 – JOMC 705 Theories of Mass Communication, 8 students
 Spring 2016 – JOMC 221 Audio/Video Information Gathering, 24 students/18 students*
 * team teaching merging two sections of the course to offer video and web/graphics
 Fall 2016 – MEJO 704 Statistics for Social Science, 9 students
 Spring 2017 – MEJO 841 Issues in Media and Society, 11 students
 Spring 2018 – MEJO 900 Reading and Research (media priming), 3 students
 Fall 2018 – MEJO 890 Advanced Statistics for Social Science, 8 students
 Spring 2020 – MEJO 890 Advanced Statistics for Social Science, 3 students (plus 2 auditing)
 Fall 2020 – MEJO 704 Statistics for Social Science, 7 students
 Spring 2021 – MEJO 890 Seminar in Media Effects, 4 students (plus 3 auditing)

Courses Taught at Other Institutions

Department of English and Journalism
 Mesa Community College

- JN 212 - Broadcast Writing

Department of Telecommunication and Film, School of Communication
 University of Alabama

- TCF 120 - Radio Fundamentals Laboratory
- TCF 140 - Introduction to Narrative Production
- TCF 150 - Television Fundamentals – laboratory instructor
- TCF 200 - Non-major Television Production – substituted for 3 weeks
- TCF 240 - Advanced Narrative Production – introduced 2002
- TCF 250 - Advanced Television Production – substituted for 3 weeks
- TCF 350 - Cable TV Production Workshop – laboratory instructor

Advising, supervision of theses and dissertations

Post-Graduate Direction

- Vanoost, M. (2015-2017). On memory for journalistic stories written in narrative form versus consecutive storytelling and inverted pyramid storytelling forms.

Doctoral Dissertations Chaired or Co-chaired

- Prince, C. (2023, May). TBD on media representation of black bodies and its impact in cultivating perceptions of beauty and desirable physical characteristics.
- Kresovich, A. (2022, May). TBD on role of music in mental health (co-chair with Dr. Seth Noar).

- Schlosser, J. (2022, May). TBD on information quality in social media based on technological affordances.
- Kavlie, J. (2021, December). TBD on impact of different narrative structures on comprehension.
- Mediano Stoltze, F. (2021, August). *Effects of child-directed and general audience soda advertisements on children's preferences for beverage products and beverage categories: The mediating role of attitudes toward the ad, brand, and product category in predicting beverage choice.*
- Mazandarani, F. (2021, August). *A longitudinal content analysis on sexual partner viability and familiarity across fifty years of popular pornography.*
- Zenner, S. (2020, May). *What informs our visual taste? The impact of personality and political orientation on visual preferences.*
- Minooie, M. (2018, August). *Testing the agendamelding theory: How audiences tailor agendas to suit their needs* (co-chair with Dr. Donald Shaw).
- Seely, N. (2017, April). *Covering violence and tragedy: The impact of work-related trauma on journalists' mental health.*
- Stevens, E. M. (2016, April). *Humor and stigma: An examination of viewer perceptions of stigmatized characters on screen.*
- Kim, H. (2014, December). *Whom do you follow?: Examining social distance in Facebook friendship and its influence on branded message adoption.*
- Northup, C. T. (2011, April). *Implicit memory and fluency effects in communication research.*
- Kowalewski, J. (2009, April). *Does humor matter?: An analysis of how hard news versus entertainment news styles influence agenda-setting and priming effects.*

Doctoral Dissertation Committee Member for

Thompson, J. (TBD); Gray, J. (2021); Hedrick, A. (2021); Essman*, M. (2020); Jensen*, M. (2020); Garrett, K. (2019); Kelley, D. E. (2017); Wu, L. (2017); Reed, S. J. (2015); Abdenour, J. (2015); Vargo, C. (2014); Willoughby, J. F. (2013); Parrott, M. S. (2013); Ha, J. H. (2013); McPharlin*, H. (2012); Watson, B. R., (2012); Shafer, A. (2011); Peuchaud, S. (2011); Wojdowski, B. W. (2011); Miller*, P. R. (2010); Holman, L. (2010); Lu, A. S. (2009); Smith, J. (2009); Yu, J. J. (2009); Mahmood, R. (2007)

Master's Theses Chaired

- Atkinson, M. (2021, December). TBD on marketing strategies in higher education promotions on social media.
- Carter, C. (2020, Spring). *Effects of struggle and goal achievement in weight-loss journeys on social media: Instilling hope and promoting health behaviors.*
- Haller, L. (2018, August). *Lenovo cares: Educating employees about corporate social responsibility at Lenovo* (took over from previous chair who moved to new position in different state).
- Bono, C. (2018, May). *The scarlet filter? Understanding video bloggers' motivation to produce Thinx video reviews and why YouTube's restricted mode is filtering out video reviews on menstrual products.*
- Hedrick, A. (2018, May). *One Direction real personal fiction on Wattpad.com: A textual analysis of sex and romance.*
- Smith, M. (2018, December). *Television situation comedies (sitcoms) and the family.*
- Collier, J. (2016, May). *Negotiating political identity: The social context of online dating.*
- Lamm, S. (2015, December). *MultitaskingMatters.com: Resources for cultivating children's health and development in the digital age.*
- Fuller, J. V. (2010, April). *Stories from families and friends of eating disorder patients* (multimedia project).
- Marks, K. (2008, April). *Taking oral histories public with journalism and new media: The Franklin Street stories* (multimedia project).

Master's Thesis Committee Member

Crouse, J. (2009); Babb, C. (2008)

Senior Honors Theses Chaired

- Kronebusch, B. (2018, April). *Modern susceptibility to fake news*.
- Opper, C. (2014, April). *Food allergy framing in entertainment media: The use of humor and its influence on health thoughts and behaviors*.
- Babb, M. (2009, April). *How much is too much?: Violent content in television news*.
- Floyd, J. (2007, April). *Broadcasting in color: A content analysis of diversity in television newsrooms and its relationship to ratings*.

Senior Honors Thesis Committee Member

Holstein, S. (2014); Vasquez*, E. (2006)

* denotes students outside the Hussman School or outside the University of North Carolina

Guest Teaching

Guest lecturer, Introduction to Food Studies (NUTR/AMST/ANTH 175) at the UNC Gillings School of Global Public Health, November 2020, 2018, 2017, 2016 on food marketing

Guest speaker, Seminar in Interdisciplinary Health Communication (JOMC 826) at the UNC School of Media and Journalism, October 2014 on application of priming framework to the study of sexual messages in mass media

Guest speaker, Presentation Design for Strategic Communication (JOMC 491) at the UNC School of Media and Journalism, November 2010, 2012 on video editing and Final Cut Pro

Guest speaker, Mass Communication Pedagogy (JOMC 702) at the UNC School of Media and Journalism, April 2007, 2008, 2009, 2010, 2012 on merging academic life with personal life

Guest speaker, Senior Honors Thesis (JOMC 691, JOMC 825) at the UNC School of Media and Journalism, September 2007, 2008, 2009, 2010, 2011 on the Institutional Review Board (IRB) application and review process

Guest speaker, Theories of Mass Communication (JOMC 705) at the UNC School of Media and Journalism, November 2006, 2007, September 2009 on use of priming theory in experimental research

Guest speaker, Latino Media in the United States (JOMC 490) at the UNC School of Media and Journalism, October 2006 on media preferences of Mexican origin adolescents

RESEARCH GRANTS

Robert Wood Johnson Foundation (PI: Lindsey Smith Taillie, Marissa Hall, University of North Carolina) in the amount of \$299,908 for the period of 3/1/2019 – 2/28/2021 for *Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases among Parents of Young Children*, as co-investigator, 0% effort (grant did not pay for salary).

Fostering Interdisciplinary Research Explorations (FIRE) (PI: Wizdom Powell, University of North Carolina) in the amount of \$25,000 for the period of 7/1/2017 – 6/29/2018 for *Brown, Male, & Blue: Unmasking Depression and Suicide Risk among Boys and Young Men of Color*, as co-investigator, 0% effort (grant did not pay for salary).

Explorations in Global Health (PI: Francesca R. Dillman Carpentier) in the amount of \$2,578.50 for the period of 5/1/2016 – 6/30/2017 for *Beyond Sugar Sweetened Beverages and Food/Beverage Taxes: Impacts of Restrictive Labelling and Marketing Regulations on Unhealthy Food Consumption in Chile*, as principal investigator, 0% effort (grant did not pay for salary).

Bloomberg Philanthropies (MANSP09389) (PI: Barry Popkin, University of North Carolina) in the amount of \$9,656,000 for the period of 1/1/2016 – 1/31/2021 for *Program and Policy Options for Preventing Obesity in the Low, Middle, and Transitional Income Countries: Background Research and Program Evaluation*, as co-investigator for research in South American countries, % effort varied:

- 16% Jan-Dec 2016
- 30% July-Dec 2016
- 41% Jan-June 2017
- 35% July-Dec 2017
- 35% Jan-June 2018
- 16% July-Dec 2018
- 16% Jan-June 2019
- 36% July-Dec 2019
- 16% Jan-June 2020

Research on Food System Policies and Market Innovations for Non-Communicable Disease Preventions, Exploratory Research funding stream (108180-001), International Development Research Centre (PI: Camila Corvalán, University of Chile) in the amount of \$220,000 CAD for the period of 2/1/2016 – 1/31/2018 for *Evaluating New Chilean National Regulations on the Food Supply* (IDRC #108180), as co-investigator, 0% effort (grant did not pay for salary).

School of Journalism & Mass Communication Seed Grant (PI: Lucila Vargas) in the amount of \$5,000 for the period of 11/05/2014 – 11/05/2015 to conduct focus groups about the perceptions of depression and language used to talk about depression among Latina adolescents and their mothers, as well as see how media might play a role in facilitating discussion, learning about depression, or dealing with depression, as co-principal investigator, 0% effort (grant did not pay for salary).

Mass Communication and Society Division of the Association of Education in Journalism and Mass Communication Research Award (PI: Francesca R. Dillman Carpentier) in the amount of \$10,000 for the period of 8/7/2014 – 8/7/2016 for *Sexual Risk and Responsibility: Where It Fits Within Mental Models of Sex and Romance*, as principal investigator, 0% effort (grant did not pay for salary).

Eunice Kennedy Shriver National Institute of Child Health and Human Development Grant (PI: Rukmalie Jayakody, Pennsylvania State University) in the amount of \$30,488 for the period of 3/1/2013 – 2/29/2016 for *Television and International Family Change: A Randomized Experiment* (NIH/NICHHD: 1 RO1 HD060709-01A1), as co-principal investigator, % effort varied:

- 9% July-June 2015
- 37% July-Dec 2015
- 5% Jan-June 2016

University of North Carolina School of Journalism & Mass Communication Summer Grant for Research and Graduate Program-Related Activities Faculty Development Grant awarded for Summer 2009 research in the amount of \$10,000 for completion of *Agenda Setting and Priming: Redefining the Differences*.

University of North Carolina Junior Faculty Development Grant awarded for Summer 2007 research in the amount of \$7,500 for completion of *Individual Differences and Environmental Factors that Explain Media Preferences among Hispanic Adolescents*, as principal investigator, 0% effort (grant did not pay for salary).

University of North Carolina School of Journalism & Mass Communication Summer Grant for Research and Graduate Program-Related Activities Faculty Development Grant awarded for Summer 2006 research in the amount of \$10,000 for completion of *Adolescent Movie Preferences, Mental Health, and Temperament* and groundwork for *Individual Differences and Environmental Factors that Explain Media Preferences among Hispanic Adolescents*, as principal investigator, 0% effort (grant did not pay for salary).

National Association of Broadcasters (NAB) 2004 Research Grant (PI: John W. Owens, University of Cincinnati) in the amount of \$4,200 for completion of *Presenting Radio Advertisements in Surround Sound: An Experimental Assessment of New Production Techniques*, as co-investigator, 0% effort (grant did not pay for salary).

OTHER MONETARY AWARDS

- 2001 University of Alabama Capstone International Scholarship (\$1,200) – summer research funding
- 2001 University of Alabama Alumni Association License Tag Fellowship – doctoral program funding
- 2001 University of Alabama Graduate School Research Fellowship – doctoral program funding
- 1999 University of Alabama Department of Communication Graduate Studies Graduate Assistantship – doctoral program funding
- 1997 University of Alabama Department of Telecommunication and Film Graduate Assistantship – masters program funding

- 2002 Graduate School Student Research and Travel Support Fund (\$200)
- 2001 Graduate School Student Research and Travel Support Fund (\$200)
- 2001 Student Activity Research and Travel Fund (\$200)
- 2001 Communication Graduate Studies Department (\$200)
- 2000 Student Activity Research and Travel Fund (\$200)
- 2000 Communication Graduate Studies Department (\$200)
- 1999 Graduate School Student Research (\$200)
- 1999 Student Activity Research and Travel Fund (\$200)
- 1998 Graduate Student Research and Travel Support Fund (\$200)
- 1998 Student Activity Research and Travel Fund (\$200)

ACADEMIC SERVICE

Service to Discipline

Editor

Media Psychology, April 2017-December 2020 (editorial board member since 2011, reviewer since 2003)

Associate Editor

Mass Communication and Society, August 2017-August 2020 (editorial board member since 2007, reviewer since 2006)

Editorial Board Membership

Sex Roles, since 2015 (reviewer since 2009)
Electronic News, 2006-2021
Journalism & Mass Communication Quarterly, 2014-2016 (reviewer since 2008)
Open Communication Journal, 2007-2013

Additional Academic Journal Manuscript Reviewing

American Journal of Preventive Medicine, 2020
Annals of the International Communication Association, 2016, 2017
Basic and Applied Social Psychology, 2017
Cases in Public Health Communication and Marketing, 2011
Communication Quarterly, 2017
Communication Research, 2008, 2009, 2010, 2012, 2014, 2015, 2016, 2020
Health Communication, 2010
Health Education & Behavior, 2021
Howard Journal of Communication, 2015, 2016
International Journal of Health Policy and Management, 2015
Journal of the American Medical Association, 2014, 2015, 2016, 2017, 2019, 2020, 2021
Journal of Applied Research on Children: Informing Policy for Children at Risk, 2015
Journal of Broadcasting & Electronic Media, 2009, 2010, 2011, 2014
Journal of Child and Family Studies, 2014
Journal of Communication, 2009, 2010, 2016
Journal of Computer-Mediated Communication, 2016
Journal of Human Trafficking, 2017
Journal of Media Psychology, 2013
Journal of Radio and Audio Media, 2013, 2015
New Media and Society, 2016
PLoS One, 2018
Political Communication, 2014, 2017
Preventive Medicine Reports, 2021
Psychiatry Review, 2017, 2018
Psychological Reports, 2015
Public Health Nutrition, 2020
Social Neuroscience, 2017
Telecommunications Policy, 2006

Other Research (Peer) Reviewing

Gillings Innovation Laboratory, University of North Carolina at Chapel Hill Gillings School of Global Public Health (grant proposal), 2017

Open Programme Social Science Research Council (grant proposal), 2004

Oxford University Press (online bibliography entry about cognitive dissonance theory), 2011

Routledge (book on using psychophysiological measurements in communication research), 2010

Association for Education in Journalism & Mass Communication (conference submissions), 2001-2009, 2011

International Communication Association (conference submissions), 2001-2009, 2013, 2015

External Tenure/Promotion Reviewing

2021 -

Department of Communication, College of Arts & Sciences, University of Delaware
Department of Public Relations, College of Journalism and Communications, University of Florida
Department of Communication, College of Liberal Arts and Sciences, Villanova University
Department of Communication, College of Fine, Performing and Communication Arts, Wayne State University
Department of Communication, College of Arts and Science, University of Missouri
The Media School, Indiana University Bloomington

2020 -

School of Communication, Florida State University
Department of Communication, College of Social and Behavioral Sciences, University of Arizona
Department of Journalism, Klein College of Media and Communication, Temple University

2019 -

School of Journalism, Moody College of Communication, The University of Texas at Austin
Department of Communication and Media, College of Arts & Sciences, University of Missouri - St. Louis
Missouri School of Journalism, University of Missouri

2018 –

Department of Communication, College of Behavioral, Social and Health Sciences, Clemson University
Department of Communication, College of Liberal Arts and Sciences, University of Connecticut,

2017 –

Department of Communication Studies, Eberly College of Arts and Sciences, West Virginia University
Edward R. Murrow College of Communication, Washington State University
College of Media & Communication, Texas Tech University

2015 –

Jack J. Valenti School of Communication, University of Houston

Leadership

Chair, Search Committee for Editor-in-Chief of *Mass Communication and Society*, 2015

Chair, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2010-2011

Vice-chair/Programming chair, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2009-2010

Secretary, Mass Communication Division, International Communication Association, 2009-2011

Secretary, Information Systems Division, International Communication Association, 2008-2011

Co-chair, Professional Freedom & Responsibility, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication, 2007-2008, 2008-2009

President, Alpha Epsilon Rho Honor Society/National Broadcasting Society chapter at University of Alabama, 1998-1999

Vice President, Kappa Tau Alpha Mass Communication Honor Society chapter at University of Alabama, 1997-1998

Academic Conference Service (since 2005)

Discussant (2020, August), Measuring Communication Phenomena refereed paper session, Communication Theory and Methodology division, annual meeting of the Association for Education in Journalism and Mass Communication (virtual).

Moderator (2015, November), Latina/os, Media, and Politics: A Symposium on Latina/o Political Power and Media Representation, University of North Carolina, Chapel Hill, NC.

Chair (2014, May), Psychological Processes Underlying Mediated Entertainment refereed paper session, Information Systems division, annual meeting of the International Communication Association, Seattle, WA.

Discussant (2012, August), The Variable Influence of Television refereed paper poster session, Mass Communication and Society division, annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Chair (2012, May), Sex in Media: Content and Effects refereed paper session, Mass Communication division, annual meeting of the International Communication Association, Phoenix, AZ.

Chair (2012, May), Advances in Message Processing refereed paper session, Information Systems division, annual meeting of the International Communication Association, Phoenix, AZ.

Moderator (2009, August), Mediators of Agenda Setting panel, Mass Communication and Society division, annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.

Discussant (2009, August), Newspaper and Mass Communication & Society Divisions refereed paper poster session, annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.

Chair (2009, June), Keywords in Information Systems: Attitudes refereed paper session, Information Systems division, annual meeting of the International Communication Association, Chicago, IL.

Chair (2008, May), Communication Theory Applied to Health Campaigns refereed paper session, Information Systems division, annual meeting of the International Communication Association, Montreal, Canada.

Chair (2008, May), Emotion, Mood, and Media refereed paper session, Mass Communication division, annual meeting of the International Communication Association, Montreal, Canada.

Chair (2008, May), Who's Your Audience: Approaches to Audience Segmentation refereed paper session, Health Communication division, annual meeting of the International Communication Association, Montreal, Canada.

Discussant (2007, May), Selective Exposure, News and Politics refereed paper session, Mass Communication division, annual meeting of the International Communication Association, San Francisco, CA.

Chair (2007, May), Processing Persuasive Messages refereed paper session, Information Systems division, annual meeting of the International Communication Association, San Francisco, CA.

Chair (2007, May), Persuasion by Negative Emotion refereed paper session, Information Systems division, annual meeting of the International Communication Association, San Francisco, CA.

Discussant (2005, May), Information Processing: How We Come to Understand the World Around Us refereed paper session, Political Communication division, annual meeting of the International Communication Association, New York, NY.

Chair (2005, May), Media Messages and Health refereed paper session, Information Systems division, annual meeting of the International Communication Association, New York, NY.

Other

Research consultant, UNC-TV Public Media North Carolina, since 2020

Member, [Scientific Advisory Board](#), [Envision Kindness](#), since 2018

Member, American Psychological Association, Media Psychology Division, Task Force on Sexualization in Popular Music, 2016-2019

Mentor (three mentees), Health Communication, International Communication Association, 2017

Judge, Headliner national/local television news awards competitions, 2005-2010, 2012

Service to the University

Member, Selection Committee for Junior Faculty Development Awards, 2019-2020, 2020-2021

Member, Selection Committee for Senior Faculty Research and Study Assignment Awards, 2019-2020, 2020-2021

Member, University Task Force on Promotion and Tenure, 2018-2020

Faculty mentor, Carolina Covenant, 2009-2017

Faculty advisor, Radio Latijam for Carolina Hispanic Association (CHispA), 2015-2017

Broadcast coordinator, annual Minority Health Conference webcast, 2007-2016

Committee member, Review of Dean of School of Media and Journalism, 2016

Discussant, Ronald E. McNair Post-Baccalareate Achievement Program graduate education information session, June 2015

Media consultant, Get REAL & HEEL: An After Care Breast Cancer Program, 2013-2015

Communications director, Latina/o Caucus, 2013-2015

Alternate, Faculty Grievance Committee, 2015-2016

Mentor, Carolina Latina/o Collaborative Latina/o Peer Mentoring Program, 2013-2015

Discussant, Continuous Enrollment Policy for Graduate Students discussions, Spring 2014

Journalism school representative, Research Training Coordination Initiative, 2012-2014

Presenter, *Conducting the Successful Academic Job Talk*, Graduate Student Symposium, November 2011

Service to the School

Administration

Chair, Promotion and tenure committee, 2020-2023

Academic dean, 2017-2020

Area director, Journalism, 2016-2017

Co-chair, Professor of the Practice in Health Communication and Marketing faculty position search (led position announcement development through approval and posting), 2020 (member in 2021)

Co-chair, Global Public Relations tenured faculty position search, 2016-2017

Committee member, PhD Advisory Board, 2013-2017

Director, Doctoral Program, 2011-2016

Chair, Advisory Board to Latijam (Latino Journalism and Media) program, 2011-2016

Chair, Local Review Committee on Research Using Human Subjects (IRB), since 2006

Chair, Digital Media Scholar tenure-track faculty position search, 2014

Teaching-related

Course coordinator, JOMC 221 Audio/Video Information Gathering, 2009-2011

Video production advisor, *Carolina Week* student television newscast, 2005-2011

Video consultant, News21 multimedia news project at UNC, Summer 2010

Video production advisor, ABC News on Campus UNC bureau, 2008-2010

Video production coach, News21 online multimedia news project at UNC, Summer 2009
Coached stories: *Reclaiming Creation*, *Roping the Wind* (and *Voices of Roscoe*)
(News21 was a national Carnegie-Knight initiative led by select universities to explore new approaches to in-depth digital journalism and create a website featuring stories told with text, still photography, video, and graphics. UNC's 2009 News21 project was PoweringANation.org.)

Committees

Committee member, Professorship application reviews and recommendations, 2020

Temporary committee member, Promotion and Tenure (one promotion case), 2020

Committee member, Search Committee for Teaching Associate Professor in Broadcasting, 2018

Committee member, Search Committee for Part-time Park Library Assistant, 2018

Temporary committee member, Fixed Term Committee (one renewal case), 2017

Faculty representative, CBC-UNC Diversity Fellowship Program, 2014-2016 (December)

Committee member, Graduate Admissions, 2006-2011, 2016-2017

Committee member, Promotion and Tenure, 2014-2017

Committee member, exploring new methods to evaluate teaching performance, 2015-2017

Committee member, targeted minority tenured faculty hire, 2016

Committee member, Reese Felts News Lab director/lecturer search, 2016

Committee member, Latijam (Latino Journalism and Media) program, 2007-2011

Committee member, Media Specialist (broadcast engineer) staff position search, 2012

Committee member, Reese Felts digital newsroom executive producer search, 2006-2007

Committee member, Student Fees, 2009-2010

Committee member, accreditation and school self-evaluation, 2009-2010, 2012-2014

Committee member, programming/staffing, WCOM radio show in Carrboro, 2007

Committee member, new audio/video/multimedia course, 2007-2008

Committee member, creating overarching Journalism sequence, 2007-2008

Committee member, Online News faculty position search, 2006-2007

Committee member, Ph.D. research streams, 2006-2007

Committee member, Hearst Contest Committee, 2006-2007

Interviewer, Ph.D. candidates, Spring 2006, 2007, 2010

Interviewer, Masters candidates, Spring 2007

PROFESSIONAL DEVELOPMENT

Attendee, Professional Grant Development Workshop, Grant Training Center, May 2021

Attendee, REMOTE: The Connected Faculty Summit, Arizona State University, July 2020

Attendee, Mentoring Summit, Center for Faculty Excellence, University of North Carolina at Chapel Hill, May 2019

Attendee, Faculty Leadership Development Cohort Program, Center for Faculty Excellence, University of North Carolina at Chapel Hill, AY2017-18

Attendee, Faculty Entrepreneurship Workshop, Innovate Carolina, University of North Carolina at Chapel Hill, May 2017

Attendee, Diversity THINKposium, University Office of Diversity & Inclusion, University of North Carolina at Chapel Hill, September 2017

Attendee, Faculty Administrator Development Program, Center for Faculty Excellence, University of North Carolina at Chapel Hill, AY2015-2016

JULIE S. DIXON

ADDRESS

418 Ridgecrest Drive
Graham, NC 27253

TELEPHONE

(410)961-4655

E-MAIL

julesdixon888@gmail.com
julesdixon@unc.edu



[www.linkedin.com/
in/julie-dixon-
559a856](http://www.linkedin.com/in/julie-dixon-559a856)

SUMMARY OF QUALIFICATIONS

- Consumer/Corporate Communications • Integrated Marketing • Crisis Communications
- Internal Communications • Social/Digital Media Strategy • Issues/Reputation Management
- Diversity Relations Influencer Relations • Media Relations Strategy • Diversity/Inclusion Recruitment

CAREER SUMMARY

Professor. Hall of Fame Communications and Integrated Marketing specialist. Public Relations, Communications/Integrated Marketing specialties as the Professor of the Practice at UNC- Chapel Hill's Hussman School of Journalism and Media. Senior leadership in communications for marquis brands. Expertise in public relations, integrated marketing communications, media relations, celebrity public relations, social media, advertising, crisis communications, and diversity/inclusion strategy. Led high performing/national award-winning account teams for one of the world's largest Public Relations agencies-- on one of the world's largest brands - McDonald's.

Proven track record of generating agency revenue for multi-million dollar accounts and consumer practice group. Led the largest revenue-based practice group for the agency's offices in Washington, DC, Baltimore and Richmond. **Account leadership experience on top-tier brands such as McDonald's, State Farm, Rosetta Stone, Toyota, United Way, USPS, Wegman's, and the American Legacy Foundation.**

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL | 1986-1991

Bachelor of Arts in Journalism and Mass Communication
(Double major in Advertising & Broadcasting)

PROFESSIONAL EXPERIENCE

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

Professor of the Practice | 2020- Present

The Hussman School of Journalism and Media

Professor of the Practice in the areas of Public Relations, Advertising and Integrated Marketing.

Teaching credentials/record and current capstone courses include: Intro to Public Relations and Advertising (over 260 students per semester), PR Case Studies, PR Writing and PR Campaigns.

University service engagements include: The Diversity and Inclusion Committee for the Hussman School, the UNC Hussman Seed Grant Committee and the UNC University Teaching Award Committee.

Barry Saunders Professional in Residence | FALL 2019

The Hussman School of Journalism and Media | UNC-Chapel Hill


Awarded coveted residency to lecture and showcase exciting industry-rich communications experiences to the Hussman School of Journalism and Media. Taught ethics, and conducted special workshops on social media, client relations, crisis relations, diversity relations and sports marketing.

(Cont.)

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418 Ridgecrest Drive
Graham, NC 27253
TELEPHONE
(410)961-4655

E-MAIL
julesdixon888@gmail.com
julesdixon@unc.edu


[www.linkedin.com/
in/julie-dixon-
559a856](https://www.linkedin.com/in/julie-dixon-559a856)

PROFESSIONAL EXPERIENCE (cont.)

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, NC

Communications Consultant and Lecturer | 2017 – Present

Senior communications strategist in integrated marketing, diversity/inclusion relations, crisis relations, issues/reputation management and brand management. Industry speaker and guest college/university lecturer in key communications disciplines - including the topics of integrated marketing, crisis communications, diversity relations and media/social media relations.

Student audiences for guest lectures have included UNC- Chapel Hill, Howard University, the University of Maryland and over 25 colleges/universities representing the Historically Black Colleges and Universities Marketplace Symposium. (Over 400 participants-Fall/2018).

PR TALENT | 2019 – Present

SE Region

Managing Director, SE Region

Directs the senior recruiting efforts from Baltimore to Miami - for the nation's largest communications specialist search firm.

GOLIN | 1997 – 2017

DC, Baltimore, MD, Richmond, VA

Executive Director of Diversity/Inclusion | GOLIN 2016-2017

- Over 10 years of senior thought leadership in diversity relations. Designed the agency's national Diversity/Inclusion Recruiting/Pipeline strategy to attract outstanding communications talent across the country for GOLIN. Aggressive talent recruitment plan resulted in over 800 new industry contacts in a 5 month time period. Developed targeted relationships with Universities/Colleges and key industry influencers.
- Spearheaded D/I communication effort and advised the CEO team/Board of Directors on strategic partnership opportunities and industry benchmarking. International thought leader/advisor reporting directly to Global Human Resources Director.

Deputy Managing Director | GOLIN 2008–2016

DC, Baltimore, MD, Richmond, VA

- Client Relationship Lead for one of the agency's top 5 accounts **McDonald's Corporation**. Crisis relations senior lead for over 600 stores for McDonald's Corporation. Achieved record-breaking national media impressions and award-winning PR program results for the East Coast Division of McDonald's.
- Managed high performing teams (3) of PR professionals for the McDonald's business units in Greater Washington, DC, Baltimore and Richmond markets (5 states). Revenue totaling over \$2.5 million.
- Press/celebrity media junkets included work for : **Beyonce/Destiny's Child, Justin Timberlake, Kobe Bryant, Duchess of York, Baltimore Oriole Rafael Palmiero, Baltimore Raven Joe Flacco, and Hayden Panettiere.**
- Developed and strategically led the Consumer Practice for the DC Golin office to become the **largest revenue generating practice of the office**—over \$4 million. Over 20 team members in total and grew the practice group to record-breaking size in 3-4 years.


GOLIN Leadership Agency Roles:

EVP & Consumer Practice Director	(2004-2008)	Senior Vice President	(2002-2004)
Vice President	(2000-2002)	Account Group Supervisor	(1997-2000)

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julesdixon@unc.edu


[www.linkedin.com/
in/julie-dixon-
559a856](http://www.linkedin.com/in/julie-dixon-559a856)

PROFESSIONAL EXPERIENCE (cont.)

ARNOLD WORLDWIDE | 1992–1997

Baltimore, MD

**Public Relations Account Supervisor,
Senior Account Executive
McDonald's Accounts of Greater Baltimore & Pennsylvania**

- Developed strategic direction of all PR programming for McDonald's Corporation and area 300 restaurants.
- Orchestrated all of the publicity plans for new product launches in the Maryland and Pennsylvania areas.
- Grew agency PR billing from \$25,000 to \$390,000 in a 3-year time frame.

AWARDS/HONORS

Numerous top tier industry awards
over the course of a 30 year communications career

- 2021 | **Awarded the "28 Powerful Black Leaders in Marketing and Media. "**
- 2019 | **UNC-Chapel Hill's Barry Saunders Professional in Residence Honoree.**
- 2014 | **NC Hall of Fame Inductee in the field of Public Relations.**
- 2013 | **Recipient of MEA Magazine's "Top Women In Business".**
- 2013 | **Awarded coveted McDonald's "Partnership Award" as the only Agency Principal to be honored.**
- 2010 | **Nomination for Essence Magazine's "Top Women Marketing Leadership" award.**

PROFESSIONAL SERVICES/AFFILIATIONS

- Board Of Advisors - UNC-Chapel Hill, Hussman School of Journalism and Media
- Washington Women in Public Relations
- The Links Incorporated (Chapter Officer, Fundraising Chair, ARTS and Nomination Committee)
- Public Relations Society of America
- Executive Women's Roundtable
- ColorComm
- Alliance of Women in Tech Leadership
- The New Leaf Society- Board of Director

TEACHING EXPERIENCE/ENGAGEMENTS

- 2020 | **Present | Professor of the Practice**
The Hussman School of Journalism and Media | UNC- Chapel Hill
 - Fall 2020- Lecture/Teach in PR Writing (Section includes 20 students) and Introduction to Advertising/ Public Relations. (33 students in the section).
- 2019 | **Barry Saunders Professional in Residence**
The Hussman School of Journalism and Media | UNC- Chapel Hill
- 2018 | **Guest Lecturer for Media Symposium**
The Hussman School of Journalism and Media | UNC-Chapel Hill
- 2017 | **HBCU Marketplace Symposium**
The University of Maryland (Over 25 Universities/Colleges)
- 2016 | **Guest Lecturer in Social Responsibility, Washington Women in PR**
- 2015 | **Guest Lecturer/Speaker**
The Hussman School of Journalism and Media | UNC- Chapel Hill

VICTORIA SMITH EKSTRAND

Associate Professor

Caroline H. and Thomas S. Royster Distinguished Professor for Graduate Education

Affiliate and former Co-Director, UNC Center for Media Law and Policy

Affiliate member, UNC Center for Information, Technology, and Public Life

University of North Carolina – Chapel Hill

School of Media and Journalism, CB 3365

Chapel Hill, NC 27599

torismit@email.unc.edu

Twitter: @vekstra

919-962-4088

EDUCATION

Ph.D., University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, 2003. Dissertation: “Publishers, Pirates, and the Public Domain: Origins of the Hot News Doctrine and the Legacy of *INS v. AP*.”

M.A., New York University, Steinhardt School of Culture, Education and Human Development, 1998.

Dual B.A. with honors, Syracuse University, Newhouse School of Public Communication (broadcast journalism) and Maxwell School of Citizenship and Public Affairs (political science), 1988.

ACADEMIC EXPERIENCE

Associate Professor, University of North Carolina – Chapel Hill, 2018-present. Affiliate member, UNC Center for Information, Technology, and Public Life, 2019 – present. Co-Director, UNC Center for Media Law & Policy, 2018-2020. Awarded tenure in 2018. Caroline H. and Thomas S. Royster Distinguished Professor for Graduate Education, 2021-2024.

Assistant Professor, University of North Carolina-Chapel Hill, 2012-2018.

Associate Professor, Bowling Green State University, Bowling Green, Ohio. Appointment with Department of Journalism and Public Relations. Affiliated appointment with Department of American Culture Studies, 2002-2012. Awarded tenure and promoted to associate professor in 2009.

PROFESSIONAL EXPERIENCE

Director of Corporate Communications, The Associated Press, New York, N.Y., 1996-1999. Launched AP’s first corporate website; managed \$1.6 million budget; ran AP’s 150th anniversary celebration in 1998. Member of senior management team under former President & CEO Lou Boccardi.

Coordinator, manager and deputy director of Corporate Communications, The Associated Press, New York, N.Y. 1990-1996.

Promotions specialist, The Arbitron Company, New York, N.Y., 1989-1990.

Morning news anchor/reporter and host, weekend public affairs show, WLIM-1580AM, Patchogue, N.Y., 1988-1989.

News assistant, WINS-1010AM, New York, N.Y., 1988-1989.

Weekend anchor and weekday reporter, WGSM-740AM, Melville, N.Y., 1988-1989.

Reporter and weekend anchor, WHEN-620AM, Syracuse, N.Y., 1987-1988.

ACADEMIC HONORS AND AWARDS

Visiting Expert and Lecturer, East China University of Political Science and Law, Summer 2021.

Caroline H. and Thomas S. Royster Distinguished Professor for Graduate Education, UNC Graduate School, 2021-2024.

First Place, AEJMC 2020 Law and Policy Division Teaching Competition, "Communication Methods and Campus Expression Research for Undergraduates," with Dr. Shao Chengyuan and Kriste Patrow. Summer 2020.

Distinguished Visiting Professor, University of Tübingen, Tübingen, Germany, Summer 2019.

UNC Hussman School of Journalism and Media David Brinkley Teaching Excellence Award (\$2500), Spring 2019.

Top Faculty Paper, Second Place Award, Law and Policy Division, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, 2015.

Scholar in Residence, Institute for Culture & Society, Bowling Green State University, 2011.

Outstanding Young Scholar Award presented by Bowling Green State University, 2007.

AEJMC Promising Professor Award, 2002.

UNC School of Journalism and Mass Communication Outstanding Graduating Ph.D. Student, 2002.

John B. Adams Award for Excellence in Media Law, 2002.

UNC School of Journalism and Mass Communication Park Fellowship, 1999-2002.

Syracuse University Newhouse School of Public Communications Valedictorian/Class Marshal, 1988.

Newhouse School Outstanding Senior Woman Award, 1988.

Newhouse Outstanding Senior in Broadcast Journalism Award, 1988.

The Daily Orange Award, 1988.

Inducted into Phi Beta Kappa, Phi Kappa Phi, and Kappa Tau Alpha honorary societies, 1988.

Time Inc. Scholarship, 1984.

S.U. Maxwell Citizenship School Scholarship, Second Place, 1984.

PROFESSIONAL HONORS

Folio magazine's Bronze "Ozzie" for "Best Redesign of a Magazine (AP World)," awarded to the AP Corporate Communications team, 1991.

Long Island Coalition for Fair Broadcasting award — Environmental reporting, 1990.

Long Island Coalition for Fair Broadcasting award — Cultural Affairs reporting, 1990.

Long Island Coalition for Fair Broadcasting award — Human Interest reporting, 1989.

Long Island SPJ Second Place award — Public Affairs Reporting, 1989.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Books (Research)

Ekstrand, V.S. (2015). *Hot News in the Age of Big Data: A Legal History of the Hot News Doctrine and Implications for the Digital Age*. LFB Scholarly: New York.

Ekstrand, V.S. (2005). *News Piracy and the Hot News Doctrine: Origins in Law and Implications for the Digital Age*. LFB Scholarly: New York.

Books (Textbooks)

Ekstrand, V., Ring, C. & Coyle, E.(**upcoming 2022**) *The Law of Journalism and Mass Communication*, 8th edition (Sage).

Refereed Articles (Published)

Mahin, S. & Ekstrand, V.S. (2021). Old Law, New Tech, and Citizen-Created Hashtags: #BlackLivesMatter and the Case for Provisional Hashtag Marks. *Journalism and Mass Communication Quarterly* 8: 13-36.

Ekstrand, V.S. (2017). Democratic Governance, Self-Fulfillment, and Disability: Internet Accessibility under the Americans With Disabilities Act (ADA) and the First Amendment, *Communication Law and Policy* 22: 427-460.

Ekstrand, V. S., and Imfeld, C. (2011). Masked Identities: Anonymous Speech During the Constitutional Debate, *American Journalism* 28:3: 35-60.

Ekstrand, V. S. (2006). Protecting the Public Policy Rationale of Copyright: Reconsidering Copyright Misuse, *Communication Law and Policy* 11: 565-588.

Imfeld, C., and **Ekstrand, V. S.** (2005). The Music Industry and the Legislative Development of the Digital Millennium Copyright Act's Online Service Provider Provision, *Communication Law and Policy* 10: 291-312.

Ekstrand, V. S. (2003). Unmasking Jane and John Doe: Online Anonymity and the First Amendment, *Communication Law and Policy* 8: 405-427.

Ekstrand V. S. (2002). Drawing Swords after *Feist*: Efforts to Legislate the Database Pirate, *Communication Law and Policy* 7: 317-341.

Ekstrand, V. S. (2002). Want Online News? These are the Terms. A Legal Analysis of the Top 50 User Agreements, *Journalism & Mass Communication Quarterly* 79: 602-618.

Law Review Articles

Ekstrand, V.S. & Chengyuan, S. (2021). The State of Campus Free Expression in North Carolina: A Close Look at the "Restore/Preserve Campus Free Speech Act," *First Amendment Law Review* 19: 285-312.

Ekstrand, V.S. & Fox, A. (2021). Regulating the Political Wild West: State Efforts to Disclose Sources of Online Political Advertising. *Notre Dame Journal of Legislation*, 47: 81-111. Top SSRN download, January 2021.

Ekstrand, V.S. & Roush, C. (2018). From “Hot News” to “Hot Data”: The Rise of “Fintech,” the Ownership of Big Data, and the Future of the Hot News Doctrine, judged “one of the best law review articles from 2017,” *Intellectual Property Law Review*, Thomson Reuters (West), 2018.

Ekstrand, V.S. & Roush, C. (2017). From “Hot News” to “Hot Data”: The Rise of “Fintech,” the Ownership of Big Data, and the Future of the Hot News Doctrine, *Cardozo Arts & Entertainment Law Journal*.

Ekstrand, V.S., Famiglietti, A. & Nicole, C. (2013). The Intensification of Copyright: Critical Legal Activism in the Age of Digital Copyright, 53 *The Intellectual Property Law Review* 3, 291-322.

Ekstrand, V.S. (2013). The Many Masks of Anon: Anonymity as Cultural Practice and Reflections in Case Law, 18 *Journal of Technology Law & Policy* 1, 1-36.

Ekstrand, V.S., Famiglietti, A. & Berg, S.V.L. (2013). Birthing CLA: Critical Legal Activism, the IP Wars and Forking the Law, 31 *Cardozo Arts & Entertainment Law Journal* 3, 663-681.

Invited Scholarship

Ekstrand, V.S. (2021). Applying Theory and Legal History to Research to Research Press Rights and Freedom. *Historiography in Mass Communication*.

Ekstrand, V.S. (2020). Cyberlaw Taught Us Everything, Actually. *Communication Law and Policy*.

Ekstrand, V.S., and Silver, D. (2014). Remixing, Reposting, and Reblogging: Digital Media, Theories of the Image, and Copyright Law, *Visual Communications Quarterly* 21: 96-105.

Ekstrand, V.S. (2013). The Presentist Media Landscape and the Practice of Doing History, *American Journalism* 30, no. 4: 441-449.

Ekstrand, V.S. (2012). Exploring the Forest of Hot News, *Media Law Resource Center Bulletin*, Issue 2, Sept. 2012.

<http://www.medialaw.org/publications/mlrc-bulletin>

Products of Engaged Scholarship/White Papers

Ekstrand, V.S. et al. Campus Pandemic Oral History Project (forthcoming, 2021), Southern Oral History Project. Collected interviews from MEJO 448, Freedom of Expression.

Ardia, D., Ringel, E., **Ekstrand, V.S.**, & Fox, A. (2020). "Addressing the Decline of Local News, Rise of Platforms and Spread of Mis- and Disinformation Online: A Summary of Current Research and Policy Proposals. Top Ten SSRN download, March 2021.

Ekstrand, V.S., "Confederates: A Play Reading and Discussion," a cooperative effort with the UNC Department of Drama and Playmakers, January 2020. <https://medialaw.unc.edu/2020/02/tackling-race-controversial-images-confederates/>.

Fox, A. & Ekstrand, V.S. "Legal and Regulatory Contexts of Digital Political Advertising," and "Regulating the Political Wild West: State Efforts to Address Online Political Advertising." UNC Center for Information, Technology and Public Life, Spring 2020. https://citapdigitalpolitics.com/?page_id=44.

Ekstrand, V.S. & Chengyuan, S. "Freedom of Speech on the UNC Campus: What Students Understand about First Amendment Issues." UNC Center for Media Law & Policy Report, Spring 2019. <https://medialaw.unc.edu/wp-content/uploads/2019/05/UNCCampusFreeExpressionReport2019.pdf>.

Ekstrand, V.S. "The Public Square is Increasingly Owned by Private Interests. That's Not Good for Free Speech," News & Observer op-ed, posted May 24, 2018 at <http://www.newsobserver.com/opinion/article211811694.html>.

Ekstrand, V.S. The Internet is a Necessity: And Web Accessibility for the Disabled Makes Sense for Everyone, Slate, posted July 22, 2015 at http://www.slate.com/articles/technology/future_tense/2015/07/ada_25th_anniversary_the_internet_should_be_accessible_for_the_disabled.html.

Ekstrand, V.S., After Fan Pressure, Netflix Makes Daredevil Accessible to the Blind, NPR, posted April 18, 2015 at <http://www.npr.org/2015/04/18/400590705/after-fan-pressure-netflix-makes-daredevil-accessible-to-the-blind>.

Ekstrand, V.S. Should Netflix Be Accessible to the Deaf? The Atlantic.com, posted April 16, 2015 at <http://www.theatlantic.com/technology/archive/2015/04/does-the-ada-apply-to-online-spaces-too/390654/>.

Ekstrand, V.S. Free Speech Assumptions and the Case of Netflix, UNC Center for Media Law & Policy blog, posted Dec. 13, 2013 at <http://medialaw.unc.edu/2013/12/free-speech-assumptions-and-the-case-of-netflix/>.

Ekstrand, V.S. Hells Freezes at Disney on Ice? UNC Center for Media Law & Policy blog, posted Dec. 9, 2012 at <http://medialaw.unc.edu/2012/12/hell-freezes-at-disney-on-ice/>.

Ekstrand, V.S. (contributing ed.) The Law and You: A Legal Handbook for Ohio Consumers and Journalists (14th ed.), 2012. Available at <https://www.ohioabar.org/ForPublic/PressRoom/Pages/StaticPage-276.aspx>

Ekstrand, V.S. Is the Occupy Protest Tent this Era's Burning Flag? Citizen Media Law Project Blog, posted Dec. 5, 2011 at <http://www.citmedialaw.org/blog/2011/occupy-protest-tent-eras-burning-flag>

Ekstrand, V.S. Can AP Apply a 99-Cent-Song Business Model to the News? Citizen Media Law Project Blog, posted Oct. 24, 2011 at <http://www.citmedialaw.org/blog/2011/can-ap-apply-99-cent-song-business-model-news>.

Book Reviews & Other Publications

Ekstrand, V.S. (2009). Associated Press, United Press International, and Ownership of Images (3 entries). *Encyclopedia of Journalism*. Sage: Thousand Oaks.

Ekstrand, V.S. (2009). Media Law Scholarship and the Change Movement. *Media Law Notes*, newsletter of the Law and Policy Division of the Association for Education in Journalism and Mass Communication.

Ekstrand, V.S. (2007). Review of *Digital Music Wars: Ownership and Control of the Celestial Jukebox* by Patrick Burkart and Tom McCourt. *Journalism & Mass Communication Quarterly* 84: 403-404.

Ekstrand, V.S. (2006). Review of *The Wealth of Networks: How Social Production Transforms Markets and Freedom* by Yochai Benkler. *Journalism & Mass Communication Quarterly* 83:728-730.

Ekstrand, V.S. (2006). Non-Legal Bibliography. *Media Law Notes*, newsletter of the Law and Policy Division of the Association for Education in Journalism and Mass Communication.

Ekstrand, V.S. (2005). Non-Legal Bibliography, *Media Law Notes*, newsletter of the Law and Policy Division of the Association for Education in Journalism and Mass Communication.

Ekstrand, V.S. (2005). Legal Bibliography, *Media Law Notes*, newsletter of the Law and Policy Division of the Association for Education in Journalism and Mass Communication.

Ekstrand, V.S. (2005). Review of the *The Press* by Geneva Overholser and Kathleen Hall Jamieson. *Journalism & Mass Communication Quarterly* 82: 751-752.

Ekstrand, V.S. (2004). Review of *Copyright and Consequences: Central European and U.S. Perspectives* by Lee Becker and Tudor Vlad. *Journalism & Mass Communication Quarterly* 81: 442-443.

Ekstrand, V.S. (2003). Review of *The Ultimate Assist: The Relationship and Broadcast Strategies of the NBA and Television Networks* by John A. Fortunato. *Journalism & Mass Communication Quarterly* 80:763-766.

Ekstrand, V.S. (2002). Review of Perspectives on Plagiarism and Intellectual Property in a Postmodern World. The 21st Century Plagiarist: An Old Problem Meets a New Age. *The Review of Communication* 2.2:160-163.

REFEREED CONFERENCE PAPERS

Ekstrand, V.S. The Marketplace of Emotion, AEJMC Southeast Regional Colloquium (Online), Work in Progress Session, March 2021.

Ekstrand, V.S., Patrow, K., Chengyuan, S., Levin, S. & Lavigne, T. Campus Free Expression and Self-Silencing: Why Students Don't Feel Comfortable Expressing Their Views, AEJMC National Conference (Online), Scholastic Journalism Division, August, 2020.

Wagner, K. & Ekstrand V.S., The Status of Communication & Law Research: A Work in Progress, AEJMC Southeast Regional Colloquium (Online), Work in Progress Session, March 2020.

Fox A. & Ekstrand V.S., Regulating the Political Wild West: State Efforts to Address Online Political Advertising, AEJMC Southeast Regional Colloquium (Online), March 2020.

Ekstrand, V.S. & Chengyuan, S., Campus Free Expression Battles and Students on the Periphery: Opportunities for Journalism Educators, World Journalism Educators Conference, Paris, France, July 2019.

Ekstrand, V.S., Chengyuan, S. & Turner, M. Controversial Speakers and Campus Speech: What the Goldwater Statutes Get Wrong About the First Amendment, AEJMC Southeast Regional Colloquium, Research in Progress, University of South Carolina, Columbia, S.C., March 2019.

Ekstrand, V.S. Counterspeech, Time, and the First Amendment. Presented at the AEJMC Southeast Colloquium, March 2018.

Ekstrand, V.S. & Mahin S. Trademarking #BlackLivesMatter: Social Movements, Political Speech, and a Critique of USPTO Practice. Race + IP conference, Boston College, April 2017.

Ekstrand, V.S., A First Amendment Right to Know for the Disabled: Internet Accessibility under the Americans With Disabilities Act (ADA) and the First Amendment, Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, 2015.

Ekstrand, V.S., Hot News Misappropriation: The Zombie Haunting Big Data? Annual Conference on Innovation and Communication Law. Leeds, United Kingdom, 2014.

Ekstrand, V.S., Shipman, C.N., and Famiglietti, A. The Copyright Wars, the Free Culture Movement and Second Wave Critical Legal Studies. Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, 2011.

Ekstrand, V.S., Revealing John Doe: The Origins and Culture of Anonymous Speech in U.S. Law. Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, 2010.

Ekstrand, V.S., Don't Steal My Headline, Don't Steal My Facts: The Hot News Doctrine Heats Up the Debate About News In the Public Domain. Conference on Intellectual Property, Iona College, 2009.

Rentner, T., and **Ekstrand V.S.**, The Scope of Music and Film Piracy on College Campuses: A Study of Knowledge, Behaviors, and Perceptions. Presented at the AEJMC National Conference, poster session in the Entertainment Studies Division, 2007.

Ekstrand, V.S., Protecting the Public Policy Rationale of Copyright. Presented at the AEJMC National Conference, Law and Policy Division, 2005.

Ekstrand, V.S., Unmasking Jane and John Doe: Online Anonymity and the First Amendment. Presented at the AEJMC National Conference, Law and Policy Division **Top Three division student paper**, 2002.

Ekstrand, V.S., "Controlling the Copyright Bully: The Copyright Misuse Doctrine and its Potential to Protect First Amendment Values." Media In Transition Conference, Massachusetts Institute of Technology, 2002.

Ekstrand, V.S., A Heated Debate: A History of the Hot News Doctrine. Presented at the AEJMC Southeast Colloquium and at the National Conference, History Division, **Second place division student paper**, 2001.

Ekstrand, V.S., Drawing Swords after Feist: Efforts to Legislate the Database Pirate. Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, **Top Three Law Division student paper**, 2001.

Ekstrand V.S., Characterizing Plagiarism: An Interdisciplinary Critical Analysis. Presented at the AEJMC Southeast Regional Colloquium and at the National Conference, Open and Ethics Divisions, 2001.

Ekstrand, V.S., WANTED: Your News Photo. Police Claims of Fair Use and the Protection of Digital Photos. Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, 2000.

Ekstrand, V.S., Contracting the News: A Study of Online News User Agreements. Presented at the AEJMC Southeast Colloquium and at the National Conference, Law and Policy Division, 2000.

TEACHING ACTIVITIES

University of North Carolina – Chapel Hill

Courses taught:

Spring 2021

MEJO 718 Media Law in the Digital Age (online class) (17 students)

MEJO 340 Introduction to Media Law (40 students)

Fall 2020

MEJO 448 Freedom of Expression (revised class) (30 students)

MEJO 740 Mass Communication Law (18 students)

Summer 2020

MEJO 340.1 Introduction to Media Law ONLINE (49 students)

Spring 2021

Spring 2020

MEJO 718 Introduction to Media Law (online class) (15 students)
MEJO 840 Seminar in Media law (5 students)

Fall 2019

MEJO 448 Freedom of Expression (revised class) (44 students)
MEJO 740 Mass Communication Law (9 students)

Summer I 2019

MEJO 340.1 Introduction to Media Law ONLINE (21 students)

Spring 2019

MEJO 718 Introduction to Media Law (online class) (12 students)
MEJO 340 Media Law for the Digital Age (43 students)

Fall 2018

MEJO 448 Freedom of Expression (revised class) (31 students)
MEJO 740 Mass Communication Law (13 students)

Summer I 2018

MEJO 340.1 Introduction to Media Law ONLINE (21 students)

Spring 2018

MEJO 341 Introduction to Media Law (48 students)
MEJO 718 Media Law for the Digital Age (online class) (11 students)

Fall 2017

MEJO 341 Introduction to Media Law (46 students)
MEJO 740 Mass Communication Law (15 students)

Summer I 2017

JOMC 340.1 Introduction to Media Law ONLINE (23 students)

Fall 2016

MEJO 840 First Amendment Theory (4 students)

Summer I 2016

MEJO 340 Introduction to Media Law (19 students)

Spring 2016

JOMC 341.1 Introduction to Media Law (58 students)
JOMC 718 Media Law for the Digital Age (online class) (13 students)

Spring 2021

Fall 2015

JOMC 740 Mass Communication Law (14 students)
JOMC 341.1 Introduction to Media Law (48 students)

Summer I 2015

JOMC 340.1 Introduction to Media Law (25 students)

Spring 2015

JOMC 340.1 Introduction to Media Law (46 students)
JOMC 340.3 Introduction to Media Law (41 students)

Fall 2014

JOMC 340.2 Introduction to Media Law (43 students)
JOMC 740 Mass Communication Law (17 students)

Summer I 2014

JOMC 340.1 Introduction to Media Law (27 students)

Spring 2014

JOMC 340.1 Introduction to Media Law (43 students)
JOMC 340.3 Introduction to Media Law (31 students)

Fall 2013

JOMC 340.3 Introduction to Media Law (47 students)
JOMC 340.4 Introduction to Media Law (14 students)

Spring 2013

JOMC 340.1 Introduction to Media Law (51 students)
JOMC 340.3 Introduction to Media Law (35 students)

Fall 2012

JOMC 340.1 Introduction to Media Law (40 students)
JOMC 340.3 Introduction to Media Law (62 students)

Bowling Green State University

Courses taught:

JOUR 1000 Introduction to Journalism and Mass Communication
(Fall: 2003, 2004, 2006, 2007, 2008)
(Spring: 2005, 2006, 2007)

JOUR 2500 Reporting (Online course)
(Summer 2011)

JOUR 3410 Introduction to Public Relations
(Spring 2003)

JOUR 3440 Public Relations Writing
(Fall 2002, 2003, 2006, 2007, 2010)

- JOUR 4400 Public Relations Campaigns
(Spring 2004, 2008, 2009, 2010, 2012)
- JOUR 4500 Mass Media Law and Ethics
(Fall: 2004, 2008, 2010)
(Spring: 2003, 2005, 2006, 2007, 2009, 2010, 2012)
- MC 6200 Pedagogy for New Professors (core course) (Fall 2011)
- COMS 7800 Communication and Ownership (special topics)
(Fall 2005)
- COMS 7290 Free Speech in the 21st Century (First Amendment theory course)
(Summer: 2007, 2008, 2009)
- COMS 7800 Intellectual Property and the Free Culture Movement (special
topics) (Summer 2010)

Doctoral Students Currently Advised, UNC

Kriste Patrow (chair)
Deborah Dwyer (chair)

Doctoral Dissertations Chaired

Chengyuan, Shao, *Experiencing Surveillance: The Surveillance Encounters of Chinese University Students and the Value of Privacy in the Surveillance Society*, UNC-Chapel Hill, 2020.

Wagner, Kyla Garrett, *What is the Value of Sex Speech? Exploring the Disconnect Between Law & Society to Determine First Amendment Protection for Sex Speech*, UNC -Chapel Hill, 2019.

Suzanne V.L. Berg, *Knowledge, Cultural Production, and Construction of the Law: An Ideographic Rhetorical Criticism of Copyright*, Bowling Green State University, 2012, co-chair until appointed at UNC, then a committee member.

Andrew Famiglietti, *Hackers, Cyborgs, and Wikipedians: The Political Economy and Cultural History of Wikipedia*, Bowling Green State University, 2010.

MA Students Currently Advised, UNC

Kathryn Johnson, MA JD program
Jennifer Heiss, MADC program

Masters Theses Chaired

Fox, Ashley. *Campaign Finance Disclosures for the Digital Age: Examining Disclosure Obligations for Online Political Advertising and Online Platforms*, 2021.

English, Morgan. *Cancel Culture: An Examination of Cancel Culture Acts As a Form of Counterspeech to Regulate Hate Speech Online*, 2021.

Gorelick, Zach. *Broken Records: Fear, Performance, and Surveillance in the Evolution of Sex Offender Registry Law*, 2021.

Turner, Mariam. *First Amendment Protection for Computer Assisted Design Files*. Co-chair with Amanda Reid. May, 2019.

Lindsie Trego, co-chair. *Mapping the Landscape of College Press Censorship: A Quantitative Analysis of Administrative Pressures on College Newspapers*, UNC, May 2018.

Pam Schools, *The Impact of Privatization of Government Services on Government Transparency in Florida and Recommendations to Public and Private Partners Embarking on Public-Private Partnerships*, UNC, May 2017.

Katie Trapp, *An Exploration of Content Elements and Interactivity in Corporate Public-Facing Blogs, and Recommendations for Corporate Blogging Best Practices for Multinational Companies*, UNC, 2014.

Andrew Black, *DTV Implementation: A Case Study of Angola, Indiana*, Bowling Green State University, 2014, co-chair.

Honors Theses Chaired

Jake Schmitz, UNC, 2021.

Louisa Clark, UNC, 2015.

Maggie Timlin, Bowling Green State University, 2008.

GRANTS

Hearst Foundation, grant for UNC Center for Information, Technology and Public Life, affiliate faculty member, (\$15,000), Fall 2019.

Hearst Visiting Professional (\$300), grant to bring in Eric Garcia, Washington Post, Fall 2019.

UNC Center for Undergraduate Research, graduate student grant for assistance with undergraduate research in MEJO 448 (\$1000), Fall 2019.

UNC Humanities for the Public Good, (\$4000), with Angela Steusse (PI), Spring 2019.

UNC Royster Global Conference, grant for two media studies students from the University of Tübingen to attend Spring 2019 Global Conference in Chapel Hill.

Practicing Law Institute Scholarship to attend media law workshop, Fall 2018.

Hearst Visiting Professional (\$600 each), to bring in Chanda Marlowe and Jon Peters, Fall 2018 and Spring 2019.

UNC Technology in Teaching Grant (\$750), to introduce more interactive components to the online section of the media law course, Summer 2018.

UNC Global grant (\$1400), to strengthen relationship with UNC Global partner, University of Tübingen, Spring 2018.

UNC Thrive@Carolina Grant, co-PI with Accessibility Resources & Service, to introduce online supports for students on the autism spectrum (\$25,000), 2016.

UNC School of Media & Journalism Seed Grant to study web accessibility and the First Amendment (\$5000), 2016.

UNC Junior Faculty Award (\$7500), 2012.

BGSU Center for Teaching and Learning, grant for leading learning community about Wikipedia in the classroom (\$1000), 2011.

BGSU Center for Undergraduate Research and Scholarship grant for Public Relations Campaigns Course, JOUR 4400. Research on campus safety (\$500), 2010.

BGSU Tech Trends grant to bring Harvard's Lawrence Lessig to Bowling Green State University to lecture on "From Copyright to Corruption and Back Again" (\$1000), 2009.

Practicing Law Institute Scholarship (\$1200) to attend media law workshop, Spring 2001.

PROFESSIONAL DEVELOPMENT

Racial Equity Training, The Equity Paradigm, Durham, NC, Spring 2021.

Haven Training, Equal Opportunity and Compliance Office, Summer 2019.

Spring 2021

UNC Safe Zone Training, LGBTQ Center, Spring 2019.

Technology in Online Courses workshop at UNC, Spring 2018.

Disability Rights NC Conference, continuing legal education workshop, Spring 2017.

Practicing Law Institute, Communications Law in the Digital Age, continuing legal education workshop, New York, N.Y., Fall 2016, Fall 2018.

Practicing Law Institute, Communications Law in the Digital Age, continuing legal education workshop, New York, N.Y., Fall 2013.

Girl Develop It, HTML/CSS workshops, Fall 2013.

BGSU COBL Online Faculty Training Certificate, May 2011.

Interdisciplinary Peer Review and Assessment of Writing Learning Community (IPRAW), The BGSU Center for Teaching and Learning, Fall 2010/Spring 2011.

Unlocking the Power of Public Records, Society of Professional Journalists, June 2010.

BGSU Center for Teaching and Learning, Socratic Method and New Media Pedagogy workshops, Spring 2010.

BGSU Experience Training, Spring 2005, Spring 2006.

Teaching Diversity Workshop, AEJMC, 2005.

Teaching the Introduction to Mass Communication Course Workshop, AEJMC, 2006.

INVITED SPEAKER & PANELS

“#TheTrademarksMustFall,” invited panelist, Race + IP Conference, April 2021, online.

“How to Effectively Plan Your Academic Career,” speaker, AEJMC Graduate Student Diversity and Inclusion Program, January 2021, online.

“The Pathological Perspective: Are We Living in the Worst of Times for the First Amendment?” Invited Discussant, Inaugural Media Law & Policy Scholars Conference, January 2021, online.

“Talking Theory: New Scholarship in Journalism’s Legal History,” panelist, American Journalism Historians Association (AJHA), October, 2020, online.

“Race and Racism in Media Law Scholarship,” panelist, AEJMC National Conference (Online), August, 2020.

“Strategies for Success as a Researcher in Communications Law and Policy: From Idea Generation Through Publication,” panelist, AEJMC National Conference (Online), August, 2020.

“Inclusivity and Teaching Sensitive Topics,” panelist, AEJMC National Conference (Online), August, 2020.

“Hate Speech and You,” panelist, AEJMC Southeast Regional Colloquium (Online), March, 2020.

“Fostering an Informed Society: The Role of the First Amendment in Strengthening Local News and Democracy,” UNC Center for Media Law and Policy, moderator, Nov. 2019.

“Migrating your Summer Course Online for 2020,” UNC Center for Faculty Excellence, panelist, Jan. 2020.

“The Work Ahead: Law and Media Management in the Age of #MeToo,” AEJMC National Conference, moderator, Aug. 2019.

“Information v. Disinformation: Who is in Control,” AEJMC National Conference, Law and Policy Division, panelist, Aug. 2019.

“Polarization Research and Emerging Platform Regulation,” moderator for panel at the International Communication Association, Law & Policy Division, Washington, D.C., May 2019.

“Entering the Thunderdome: A Debate Over the Future of CDA Section 230,” AEJMC Southeast Colloquium, Columbia, S.C., March 2019. Also a discussant for AEJMC Law Division Panel.

“Improving Your Online Summer Teaching,” Faculty Workshop for UNC Summer School Online Instructors, Davis Library Research Lab, Oct. 2018.

“New Voices Project for North Carolina,” North Carolina Scholastic Media Association, Sept. 2018.

“Hate Speech, Fake News, and the Collapse of Counterspeech,” University of Tuebingen, Tuebingen, Germany, June 2018.

“Globalizing U.S. Media Law Teaching,” AEJMC Southeast Colloquium, University of Alabama, Tuscaloosa, AL, March 2018.

“Fake News Eats the World,” LegalTech Keynote, New York, N.Y., Jan. 2018.

“Disability Rights Move to the Mainstream: Web Accessibility and Free Expression,” University of Tübingen, Germany, May 2017.

“Teaching in Difficult Times,” Center for Faculty Excellence, University of North Carolina – Chapel Hill, May 2017.

“Enhancing the Impact of Scholarship: How Authors Can Better Reach Readers in the New Publishing Economy,” Duke Center for the Study of the Public Domain, November 2015.

“Net Neutrality: The Devil is in the Details,” Morehead Planetarium and Science Center, Carolina Science Café, May 2015.

“Image Creation & Sharing: Practice v. Policy,” SxSW Interactive, Austin, Texas, March 2015.

“Web Accessibility and the Americans With Disabilities Act: What the Disabled Should Expect From the First Amendment,” UNC Center for Media Law & Policy roundtable, February 2015.

“Critical Legal Studies and the Politicization of Intellectual Property and Information Law,” Cardozo Law School, Law Review Symposium, April 2013.

“Should the Law Save Journalism?” With AP General Counsel Sri Kasi, Dr. Kathy Olson (Lehigh University) and Glenn Ostrager, Esq., Ohio State Bar Association, Media Law Conference, Oct., 2010.

“Should the Government Save Journalism?” With AP General Counsel Riyad Omar, Dr. Robert Picard, Prof. Penny Abernethy and Josh Stearns (Free Press) AEJMC National Conference, August, 2010.

“Freedom Isn’t Free, but it Should Be: How Free Culture Could Revive the Cultural Commons” and panelist for “Wikileaks: The State and the Citizen.” Battleground States Conference, February, 2011.

“Should the Government Save Journalism?” With AP General Counsel Sri Kasi. Kansas City Media and the Law Annual Seminar, University of Kansas School of Law & Kansas City Metropolitan Bar Association, May, 2010.

“Sports Blogging and Hot News: Must We Amend the Law to Save Journalism?”
Ohio State Bar Association, Media Law Conference, Oct., 2010.

“IP issues and the Future of Journalism” with Dr. Kathy Olson, Lehigh
University and Lolly Gasaway, UNC School of Law, AEJMC Southeast Colloquium,
March, 2010.

“Revealing John Doe: The Origins and Culture of Anonymous Speech in U.S.
Law,” BGSU Institute for Culture & Society Fellows Presentation, May, 2009.

“Replacing the Bars on the Schoolhouse Gate: The State of Student Expression
Law in Ohio,” Ohio State Bar Association, Oct., 2008.

“The Future of Media Law & Policy: Intellectual Property Panel.” AEJMC National
Conference. Aired live on C-SPAN, August, 2007.

“A Case Study of Transformative Power of a Values Course on a General
Curriculum,” a presentation regarding how BGSU’s first-year program can
transform the traditional introductory large lecture course, BGX Faculty
Workshop, 2007.

“What Do Filesharing, Facebook, and YouTube Have in Common? — Copyright,
Net Neutrality, and the Digital Divide.” Journalism Day Conference, Ohio
University, 2007.

“Teaching Your First Mass Media Course.” AEJMC Midwinter Conference, Mass
Communication and Society, January, 2006.

SERVICE

To UNC School

UNC Center for Media Law and Policy, Co-Director, 2018-2020.

UNC Center for Media Law and Policy Communications Director, 2014-
2018.

Brinkley Teaching Award, committee chair, 2020. Member, 2021-22.

Hearst Professional Awards Committee, 2012-2014.

MATC Admissions Committee, 2016-present.

Ph.D. Admissions Committee, 2012-present.

Ph.D. Advisory Committee, 2014-2015.

Diversity Committee, 2015 – 2018.

M.A. Advisory Committee, 2016.

Media Law Scholar Search Committee, 2017-2018.

University

Global Partnership Roundtable, UNC Global, 2019-present.

University Copyright Committee, 2013-2016.

Weiss Fellowship Committee, UNC Graduate School, 2019 to present.

To Bowling Green State University

Department and School

Chair, Director's Advisory Committee, 2011-2012.

Public Relations Sequence Head, Journalism Dept., 2003-2009.

Honors Great Ideas Dinner, 2010.

Adviser, National Association of Black Journalists, student chapter, 2005-2007.

Member, Communications Week Committee, School of Communication Studies, 2005-2007.

Member, Currier Speakers Committee, Journalism Dept., 2002-2008.

Member, Currier Special Projects Committee, Journalism Dept., 2008-2010.

Member, School of Communication Web site committee, 2002-2003.

Member, Hearst Awards Committee, Journalism Dept., 2003.

Member, Undergraduate Program Committee, Journalism Dept., 2003-2005.

Member, Applied Master's Committee, Journalism Dept., 2003, 2011.

Member, Graduate Program Committee, School of Communication Studies, Spring 2004.

Member, Director's Search Committee, School of Communication Studies, 2004-2005.

Chair, Director's Advisory Committee (DAC), School of Media and Communication, 2011. Member, 2007-2008.

Chair, Public Relations Search Committee, Journalism Dept., 2006-2008.

Coordinator, JOUR 200/250 courses, Journalism Dept., Fall 2004.

Faculty Liaison, *The Obsidian*, 2004-2005.

Faculty Diversity Representative, Journalism Dept., 2004-2007.

Member, Ph.D. Admissions Committee, American Cultural Studies Dept., 2010.

University

Latta Scholarship Committee, 2005-2010.

Faculty Senator, Journalism Dept., 2005-2011.

Member, Professional Affairs Committee, Faculty Senate, 2003- 2004, 2005-2009. Served as chair.

Member, Amendments and Bylaws Committee, Faculty Senate, 2008-2011.

National Associations & Journals

Tenure File Review: Eric Robinson (University of South Carolina, 2020)

Patrick File (University of Las Vegas, Reno, 2020)
Member, AEJMC President's Committee on Career Development, 2020-present.
Member, AEJMC Standing Committee on Research, 2011-2016.
Member, editorial advisory board, *American Journalism*, 2011- 2016.
Reviewer, *Communication Law & Policy*, 2008-present.
Reviewer, Routledge Publishing, 2011-present.
Reviewer, Holcomb Hathaway Publishers, 2011.
Reviewer, McGraw Hill, 2007.
Reviewer, *Journal of Mass Communication & Society*, 2003.
Reviewer, *Journal of World Intellectual Property*, 2007.
Teaching Chair, AEJMC Law and Policy Division, 2006-2007.
Member, Stonecipher First Amendment Award committee, AEJMC Law and Policy Division, 2017 – present.
Professional Freedom and Responsibility Chair, AEJMC Law and Policy Division, 2008-2009.
AEJMC Southeast Colloquium: Paper reviewer for law and open divisions, 2004- present.
AEJMC National Conference: Paper reviewer for Law and Policy Division, 2003-present.
President and Founder, UNC School of Journalism and Mass Communication Ph.D. Alumni Organization, 2006- 2008.
Co-Founder, Women in the Law Division (WILD), 2014.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Association for Education in Journalism and Mass Communication (AEJMC)

COMMUNITY SERVICE

Member, Board of Directors, Disability Rights NC, 2016-present.

CURRICULUM VITAE

Valerie Kaye Fields

Teaching Professor
UNC Hussman School of Journalism and Media
Campus Box #3365
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365
Office (919) 962-2680 ■ Mobile (336) 362-9668
E-Mail: vfields@email.unc.edu ■ valerie@vkfields.com

Education

New Covenant Bible Institute, Raleigh, NC; Doctor of Theology, January 2012.

New Covenant Bible Institute, Raleigh, NC; Master of Theology, December 2007.

New Covenant Bible Institute, Raleigh, NC; Bachelor of Theology, June 2004.

University of North Carolina at Chapel Hill, Chapel Hill, NC; Bachelor of Arts, School of Journalism and Mass Communication – Public Relations; December 1994.

Professional Experience

Academic

Teaching Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill; January 2020 – present.

Teaching Associate Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill; July 2013 – present.

Adjunct Instructor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill; January 2007 – June 2013.

Entrepreneurship & Industry

V.K. Fields & Company Public Relations PROS, Raleigh, NC, Chief Executive Officer/PR PRO; March 1997 – present.

Millionaires in Training Youth Entrepreneurship, Raleigh, NC, Founder and Chairman of the Board of Directors; October 2004 – present.

Calvary Kids Academy, Greensboro, NC, Managing Partner; March 2002 – December 2016.

Webb Patterson Communications, Durham, NC, Public Relations Manager; February 1999 - February 2000.

Crystal Clear Communications, Raleigh, NC, President; October 1997 – January 1999.

Onyx Greeting Cards, Raleigh, NC, Marketing Director; June 1995 – October 1997.

Ronald McDonald Children's Charities of North Carolina, Raleigh, NC, Public Relations Director; October 1994 – May 1995.

Walt Disney World Resort, Lake Buena Vista, FL, Publicist; May 1993 – January 1994.

Research

Corporate Analysis, "Success of the Raleigh Region--McDonald's Corp.," a departmental breakdown of how and why the McDonald's Corp. Raleigh Region continually maintained a successful level of performance, above projections. Research project consisted of background statistics and interviews with department heads and national executives, presented to: McDonald's Corp., Raleigh Region and Oak Brook, IL; Spring 1994.

Case Study, "Communication/Marketing--Walt Disney World Resort," an in-depth analysis of past, present and future communication and marketing strategies for the Walt Disney World complex, presented to: School of Journalism and Mass Communication; Spring 1994.

Honors

2018 Michael L. Herman Excellence in Mentoring Award; North Carolina Public Relations Society of America; Raleigh, North Carolina – November 2018.

UNC Global Studies Erasmus+ Program Ambassador; UNC School of Media and Journalism Faculty Exchange Scholarship Winner; Madrid, Spain – June 2017.

Edward Vick *Innovation in Teaching* Award; Honoring unique content and engaging instruction for undergraduate students in J-433 Crisis Communication; May 2016.

Mentoring Award for youth outreach and community service, presented by 100 Black Men of America Triangle East Chapter; April 2009.

Outstanding Volunteer Award for community service and volunteerism, presented by City of Raleigh - Southeast Raleigh Assembly; December 2007.

40 Under 40 Leadership Award for outstanding business accomplishments and entrepreneurship, presented by *Triangle Business Journal*; April 2007.

Lamplighter Award for community service and volunteerism, presented by McDonald's Corp. and Radio One; December 2006.

YALA - Young Adult Leadership Award for commitment to excellence in business, industry and service, presented by the Women's Forum of North Carolina; November 2006.

Women in Business Award for leadership in business and entrepreneurship, presented by RBC Centura Bank and *Triangle Business Journal*; August 2006.

Excellence in Mentoring Award for youth outreach and community service, presented by RBC Centura Bank and *Triangle Business Journal*; August 2006.

Pinnacle Business Award for leadership and outstanding business accomplishments in small business, presented by Greater Raleigh Chamber of Commerce; May 2005.

Board of Director Appointments

Women's Forum of North Carolina Inc., President, Executive Committee, Board of Directors; May 2014 – May 2017; elected for three (3) consecutive terms.

Women's Forum of North Carolina Inc., Vice President, Executive Committee, Board of Directors; March 2013 – April 2014.

Women's Forum of North Carolina Inc., Treasurer, Executive Committee, Board of Directors; April 2009 – March 2013.

Miracle Ministries Inc., Chairman of the Board; October 2004 – present.

EJ's Staffing Services, Secretary, Board of Directors; October 2000 – December 2005.

V.K. Fields & Co. Public Relations PROS, Chairman of the Board; March 1997 – present.

Greater Raleigh Chamber of Commerce, Vice President of Small Business, Executive Committee, Board of Directors; October 2007 – September 2010.

Commissioner, Raleigh City Council, Raleigh Telecommunications Commission; September 2008 – January 2010.

Literacy Council of Wake County, Member, Board of Directors; 2000 – 2002.

Grants

Awarded \$30,000 from the City of Raleigh "Building Upfit Grant" to renovate a historic commercial building for professional office space in downtown Raleigh, North Carolina.

Awarded \$100,000 for Community Development "Safe Space" Grant to expand Millionaires in Training Youth Entrepreneurship Program by North Carolina Community Development Initiative; December 2009.

Awarded \$10,000 for Innovative Community Building Planning Grant by North Carolina Community Development Initiative; May 2008.

Awarded \$4,000 as part of a 2:1 matching grant to expand community outreach for the Millionaires in Training Youth Entrepreneurship Program by Triangle Community Foundation's Next Generation of African American Philanthropists; February 2007.

Awarded \$1,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by Progress Energy; October 2006.

Awarded \$1,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by Quintiles “Giving Back to the Community” Foundation; September 2006.

Awarded \$2,500 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by BC Powder “Working Where It Counts;” April 2006.

Awarded \$5,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by The Freedom Forum based in Arlington, VA; June 2005.

Memberships

Public Relations Society of America; 2014 – present.

Women’s Forum of North Carolina; 2006 – present.

Greater Raleigh Chamber of Commerce; 2000 – 2012.

Capital City Club Member and Advisory Board Member; 2006 – 2011.

Christian Career and Business Women of America; 2006 – 2009.

National Black MBA Association; 2000 – 2003.

Bibliography

Books Published

V.K. Fields. “The Anointing of Ease.” MMI Publishing, Raleigh, NC. November 2016.

V.K. Fields. “The Bizeebee Family Business.” MMI Publishing, Raleigh, NC. April 2010.

V.K. Fields. “Forbidden Fruit.” Christian Services Network. July 2006.

Certifications

“Crisis Communication Professional” certification through the Public Relations Society of America (PRSA). November 2019.

“Public Information Systems” Course 702.A, 2018 – U.S. Department of Homeland Security, Federal Emergency Management Institute (FEMA), National Incident Management System.

Teaching

Current Courses

MEJO 732 Public Relations and Strategic Writing. Graduate Course. An applied writing skills course with an emphasis on digital media and social media communication. The course allows students to develop and implement an entire campaign for a client.

MEJO 533 Crisis Communication. 3 Credits. An interactive skills course that provides theory, case studies and practical application for effective communication during emergencies and crisis situations. The course incorporates collaboration with MEJO 452 Business Reporting students to simulate a press conference for clients in crisis.

MEJO 332 Public Relations Writing. 3 Credits. An applied writing skills laboratory and service-learning class that provides education and practice in communication skills required of public relations practitioners. Spring 2007 – present; 2 sections.

Service

International & Global Missions

Missionary - Uganda, Africa mission trip with Miracle Ministries Inc.; hosted two youth conferences in the Kumi and Kaihura regions of Uganda to support global missions activities and to introduce vocational and business training skills to local students; December 2010 – January 2011.

Missionary – Uganda, Africa mission trip with Embrace Uganda; assisted with building renovations, painting, general upgrades and repairs at Agape Children’s Village orphanage; June 2010.

Volunteer Work

Volunteer Delivery Driver, Meals on Wheels of Wake County; August 2000 – January 2007.

Nursing Home/Senior Center Volunteer, Wake Chapel Church, Raleigh, NC; 1998 - 2000.

Public Relations Curriculum Development, Communications Department, St. Augustine’s College, Raleigh, NC; Spring 2006.

To the Hussman School of Journalism and Media, UNC-Chapel Hill

Fixed Term and Faculty Salary Committee(s) Member; School of Journalism and Media; assist in providing guidance and oversight for faculty appointments, reappointments and compensation; August 2015 – present.

Search Committee Member, for the University position of Associate Vice Chancellor for Communication; reviewed resumes and CVs, and interviewed job candidates from a pool of 60; April 2017 – August 2017.

Professional/Faculty Adviser, Heelprint Communications; a student-run creative and strategic communication agency that provides campaign development and communication services for corporate and nonprofit/campus-based organizations; Spring 2014 - present.

Professional Adviser, Public Relations Student Society of America, Bateman PR Competition representing client Ally Financial for grassroots PR campaign to enhance financial literacy among underrepresented minority populations; Fall 2010 – present.

To the University of North Carolina at Chapel Hill

Moderator, UNC-Chapel Hill “Wilberforce Conference” 2018 – Flourishing in the Midst of Crisis. Moderated panel with UNC Chancellor and Interim UNC System President and other industry professionals to on-campus faith communities; November 2018.

Panelist, UNC Women in Business Conference; theme “Intuition Sparks Innovation: A New Approach in a New Business Environment,” guest panelist with other businesswomen discussing, “The Entrepreneurial You: Seizing Opportunity and Affecting Change” at the Kenan-Flagler Business School; March 2010.

Panels, Lectures and Public Relations Seminars

Media Relations and Crisis Communications Workshop/Seminar Co-Facilitator; UNC-Institute of Defense and Business Strategic Studies Fellows Program; Chapel Hill, NC; July 2017, July 2018.

Commencement Speaker, “The World is Waiting for Leaders Like You,” North Carolina State University, TRIO Student Support Services Program graduates, Raleigh, NC; May 2016.

Webinar Presenter, “Social Enterprises: A Formula for Doing Good and Doing Well,” North Carolina Community Development Initiative, Raleigh, NC; May 2014.

Presenter, “The Art of Storytelling” and “Mission Messaging, Branding & Marketing,” California-Nevada Learning Institute, Orange County, California; February 2013.

Co-Presenter, Public Relations & Marketing Seminar, “Embracing Entrepreneurship,” Public Relations Society of America – North Carolina Chapter, Chapel Hill, NC; November 2012.

Participant, Women’s Executive Education Leadership Series, “Managing Money,” North Carolina Institute of Minority Economic Development, Chapel Hill, NC; October 2012.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; November 2011.

Panelist, “Entrepreneurship” discussion and panel, North Carolina Career Development Association, Elon, NC; November 2011.

Panelist, “Diversity in Public Relations,” PR practitioner panel, Public Relations Society of America – Triangle North Carolina Chapter, Chapel Hill, NC; November 2011.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce AM Networking, Raleigh, NC; March 2011.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; November 2010.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce AM Networking, Raleigh, NC; June 2010.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; March 2010.

Panelist, Mass Media Forum, St. Augustine’s College, Raleigh, NC; December 2009.

Training Facilitator, North Carolina Community Action Associations national convention, facilitator for “Social Networking” and “Telling Your Story” PR training seminars, Biloxi, MS; October 2009.

Guest Speaker, “Mass Communications Day,” Communications Department, Winston-Salem State University, Winston-Salem, NC; October 2009.

Panelist, National Chamber of Commerce Convention hosted by Greater Raleigh Chamber of Commerce, Raleigh, NC; August 2009.

Media Training Facilitator, Student Leaders Forum, Winston-Salem State University, Winston-Salem, NC; July 2009.

Guest Speaker, City of Raleigh Youth Empowerment Summit, Raleigh, NC; April 2009.

Guest Speaker, St. Augustine’s College Public Relations class, Raleigh, NC; April 2009.

Keynote Speaker, Amtrak Corp., Annual Black History Month celebration; Jacksonville, FL; February 2009.

Teaching Statement

“The Value of Shared Knowledge”

The opportunity to share and advance knowledge is one that I do not take lightly or take for granted. I am humbled and honored to impart knowledge and wisdom into the lives of my students. The responsibility placed upon teachers is great, and our accountability to honor that obligation is immense.

One of my favorite teachers once said, “If the student hasn’t learned, the teacher hasn’t taught.” That adage serves as one of my guiding principles for instructing students and identifying creative ways in which to help them learn, excel, and master the respective coursework.

Teachers are one of our world’s most valuable resources, and I am grateful to be part of a community that is responsible for the continuation and success of future generations.

Service Statement

“It is an Honor to Serve”

From as early as I can remember, my parents engrained a few lessons into the lives of me and my sisters: 1) It is better to give than to receive; 2) We are blessed to be a blessing; 3) Always leave a situation better than how you found it. Those simple words may seem inconsequential until they are actually put into action.

The fabric of my entire life has been interwoven with the thread of service: ministry, volunteerism, and mission work in poverty-stricken regions around the world. Such activities have also inspired numerous students who populate my classroom and learn from my example that it is possible to ‘Do Well and Do Good’ at the same time, without one compromising the other. My 20-year career as an entrepreneur has only fueled and expanded opportunities for me to complete meaningful and fulfilling projects that serve and uplift others.

My current service-oriented projects include mentoring future entrepreneurs through the signature Millionaires in Training program that I launched in 2005; and also serving as faculty

adviser for Heelprint Communications, the for-profit creative agency housed within the UNC Hussman School of Journalism and Media. Also, I served as president of the Women's Forum of North Carolina, an invitational statewide, non-partisan organization that champions social, economic, and political power for women. Finally, throughout the year, I'm invited to speak and participate on panels that inspire and encourage others to pursue and fulfill their dreams. With each opportunity, I'm reminded of my parents' life lessons from so many years ago, and they still ring true and resonate throughout my life.

Entrepreneurship Statement

"Entrepreneurs Are Born... and then Made Better"

Innovation and entrepreneurship are the engines that drive the global economy, and I would very much like to be in the driver's seat when the convergence of technology, ingenuity, and imagination take center stage in creating opportunities for business, industry, social, and environmental advancements for generations to come.

I have great interest in pursuing technologies related to renewable and clean energy sources, and I also would like to explore inventions for filtering, purifying, and transporting clean water in underserved global communities. December 2010 marked my second mission trip to Uganda, (east) Africa, a nation that houses immense poverty and deprivation in every aspect of life. I'm inclined to believe that the synergy of countless creative minds can offer practical relief through various channels of technologically-advanced and socially-conscious ventures. I wholeheartedly embrace the idea of doing well, while doing good.

On the first day of my MBA-level Social Entrepreneurship course at UNC's Kenan-Flagler Business School, our instructor posed the following question: "Are entrepreneurs born or made?" My answer was simple: "Entrepreneurs are born... and then made better by education, experience, and exposure." There are some characteristics that simply cannot be taught, such as passion, drive, and the willingness to take calculated risks despite the odds. Without question, entrepreneurship is not for the faint of heart or for those easily inclined to take "no" for an answer.

I am a lifelong learner and ascribe to the philosophy that knowledge is power, and the lack of knowledge is dangerous. There are many more aspects of entrepreneurship that can and must be taught for the sake and safety of investors, customers, end-users, and individuals on the receiving end of entrepreneurial ventures. The opportunity to learn from and collaborate with other great minds, and then present our ideas to researchers, developers, and investors with the reach and capacity to launch ideas from concept to reality is phenomenal. I am ready to lead. And I am ready to serve.

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Deen Freelon

Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Carroll Hall, CB 3365
Chapel Hill, NC 27599
dfreelon@gmail.com
<http://dfreelon.org/>
919-962-1691

Curriculum Vitae

07.27.21

Education

Ph.D., Communication, University of Washington	2012
M.A., Communication, University of Washington	2008
B.A., Psychology (with honors), Stanford University	2002

Professional experience (academic)

Associate professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill	2017-present
Associate professor, School of Communication, American University	2016-2017
Assistant professor, School of Communication, American University	2011-2016

Honors

<i>Award</i>	<i>Issued by</i>	<i>Timeframe</i>	<i>Notes</i>
Jack Child Teaching with Technology Award	American University	2014	
Top Published Research Paper	Political Communication Interest Group, Association of Educators in Journalism and Mass Communication	2012	For journal article "Communicating citizenship online: Models of civic learning in the youth web sphere"
Interdisciplinary Award in Political Communication	Department of Communication, University of Washington	2012	For dissertation
HASTAC Scholarship	Humanities, Arts, Science, and Technology Advanced Collaboratory (HASTAC)	2009-2010	
Graduate School Top Scholar Award Fellowship	University of Washington	2008	
Graduate Opportunity	University of Washington	2006	

Program Award

Books & book chapters (11)

- Freelon, D.** (2020). When social media data disappear. In E. Hargittai (Ed.), *Research Exposed* (pp. 6-29). New York: Columbia University Press.
- Freelon, D.** (2020). Partition-specific network analysis of digital trace data: Research questions and tools. In B. F. Welles & S. Gonzalez-Bailon (Eds.), *Oxford Handbook of Networked Communication* (pp. 90-110). New York: Oxford University Press.
- Freelon, D.** (2019). Inferring individual-level characteristics from digital trace data: Issues and recommendations. In N. J. Stroud (Ed.), *Digital Discussions: How Big Data Informs Political Communication* (pp. 96-110). New York: Routledge.
- Freelon, D.** (2019). The measure of a movement: Quantifying Black Lives Matter's social media power. In M. X. Delli Carpini (Ed.), *Digital Media and Democratic Futures* (pp. 231-251). Philadelphia: University of Pennsylvania Press.
- Freelon, D.** (2017). Personalized Information Environments and Their Potential Consequences for Disinformation. In *Understanding and Addressing the Disinformation Ecosystem* (pp. 38-44). Philadelphia: Annenberg School for Communication.
- Coleman, S., & **Freelon, D.** (Eds.). (2015). *Handbook of digital politics*. Northampton, MA: Edward Elgar.
- Freelon, D.** (2015). Big Data Analysis. In W. Donsbach (Ed.), *International Encyclopedia of Communication*. Hoboken, NJ: Wiley-Blackwell.
- Freelon, D.** (2015). On the cutting edge of Big Data: Digital politics research in the social computing literature. In S. Coleman & D. Freelon (Eds.), *Handbook of Digital Politics* (pp. 451-472). Northampton, MA: Edward Elgar.
- Coleman, S., & **Freelon, D.** (2015). Conceptualising digital politics. In S. Coleman & D. Freelon (Eds.), *Handbook of Digital Politics* (pp 1-13). Northampton, MA: Edward Elgar.
- Bennett, W. L., **Freelon, D.**, Hussain, M. M., & Wells, C. (2012). Digital media and youth engagement. In H. Semetko & M. Scammell (Eds.), *Sage Handbook of Political Communication* (pp. 127-140). Thousand Oaks, CA: Sage.
- Bennett, W. L., **Freelon, D.**, & Wells, C. (2010). Changing citizen identity and the rise of a participatory media culture. In L. Sherrod, J. Torney-Purta & C. Flanagan (Eds.), *Handbook of Research on Civic Engagement in Youth* (pp. 393-424). Hoboken, NJ: Wiley.

Refereed journal articles (29)

- Lazer, D., Hargittai, E., **Freelon, D.**, Gonzalez-Bailon, S., Munger, K., Ognyanova, K., & Radford, J. (2021). Meaningful measures of human society in the twenty-first century. *Nature*, 595, 189-196.
- Amazeen, M. A., Benevenuto, F., Brashier, N. M., Bond, R. M., Bozarth, L. C., Budak, C., (**Freelon, D.**) ... & Yang, K. C. (2020). Tackling misinformation: What researchers could do with social media data. *The Harvard Kennedy School (HKS) Misinformation Review*, 1(8).
- Freelon, D.**, Marwick, A., & Kreiss, D. (2020). False equivalencies: Online activism from left to right. *Science*, 369(6508), 1197-1201.
- Lazer, D. M. J., Pentland, A., Watts, D. J., Aral, S., Athey, S., Contractor, N., **Freelon, D.**, Gonzalez-Bailon, S., King, G., Margetts, H., Nelson, A., Salganik, M., Strohmaier, M., Vespignani, A., &

- Wagner, C. (2020). Computational social science: Obstacles and opportunities. *Science* 369(6507), 1060-1062.
- Freelon, D.,** Bossetta, M., Wells, C., Lukito, J., Xia, Y., & Adams, K. (2020). Black trolls matter: Racial and ideological asymmetries in social media disinformation. *Social Science Computer Review*.
- Lukito, J., Suk, J., Zhang, Y., Doroshenko, L., Kim, S. J. Su, M-H., Xia, Y., **Freelon, D.,** & Wells, C. (2020). The wolves in sheep's clothing: how russia's internet research agency tweets appeared in u.s. news as vox populi. *International Journal of Press/Politics*, 25(2), 196-216.
- Xia, Y., Robinson, S., Zahay, M., & **Freelon, D.** (2020). The evolving journalistic roles on social media: exploring "engagement" as relationship-building between journalists and citizens. *Journalism Practice*, 14(5), 556-573.
- Freelon, D.,** & Lokot, T. (2020). Russian Twitter disinformation campaigns reach across the American political spectrum. *The Harvard Kennedy School (HKS) Misinformation Review*, 1(1).
- Bail, C. A., Guay, B., Maloney, E., Combs, A., Hillygus, D. S., Merhout, F., **Freelon, D.,** & Volfovsky, A. (2020). Assessing the Russian Internet Research Agency's impact on the political attitudes and behaviors of American Twitter users in late 2017. *Proceedings of the National Academy of Sciences*, 117(1), 243-250.
- Freelon, D.,** McIlwain, C. D., & Clark, M. D. (2018). Quantifying the power and consequences of social media protest. *New Media & Society*, 20(3), 990-1011.
- Freelon, D.** (2017). Campaigns in control: Analyzing controlled interactivity and message discipline on Facebook. *Journal of Information Technology & Politics*, 14(2), 168-181.
- Lynch, M., **Freelon, D.,** & Aday, S. (2017). Online clustering, fear and uncertainty in Egypt's transition. *Democratization*, 24(6), 1159-1177.
- Freelon, D.,** Becker, A. B., Lannon, B., & Pendleton, A. (2016). Narrowing the gap: Gender and mobilization in net neutrality advocacy. *International Journal of Communication*, 10(2016), 5908-5930.
- Freelon, D.** (2015). Discourse architecture, ideology, and democratic norms in online political discussion. *New Media & Society*, 17(5), 772-791.
- Freelon, D.,** & Karpf, D. (2015). Of Big Birds and bayonets: Hybrid Twitter interactivity in the 2012 presidential debates. *Information, Communication & Society*, 18(4), 390-406.
- Freelon, D.,** Lynch, M., & Aday, S. (2015). Online fragmentation in wartime: A longitudinal analysis of tweets about Syria, 2011-2013. *ANNALS of the American Academy of Political and Social Science*, 659, 166-179.
- Freelon, D.,** Merritt, S., & Jaymes, T. (2015). Focus on the tech: Internet centrism in global protest coverage. *Digital Journalism*, 3(2), 175-191.
- Freelon, D.** (2014). On the interpretation of digital trace data in communication and social computing research. *Journal of Broadcasting & Electronic Media*, 58(1), 59-75.
- Lynch, M., **Freelon, D.,** & Aday, S. (2014). Syria in the Arab Spring? The integration and disintegration of Syria's conflict with the Arab uprisings, 2011-13. *Research and Politics*, 1(3).
- Pearce, K. E., **Freelon, D.,** & Kendzior, S. (2014). The effect of the Internet on civic engagement under authoritarianism: The case of Azerbaijan. *First Monday*, 19(6).
- Freelon, D.** (2013). ReCal OIR: Ordinal, interval, and ratio intercoder reliability as a web service. *International Journal of Internet Science*, 8(1), 10-16.
- Freelon, D.,** Wells, C., & Bennett, W. L. (2013). Participation in the youth civic web: Assessing user

- activity levels in web sites presenting two civic styles. *Journal of Information Technology & Politics*, 10(3), 293-209.
- Aday, S., Farrell, H., **Freelon, D.**, Lynch, M., Sides, J., & Dewar, M. (2013). Watching from afar: Media consumption patterns around the Arab Spring. *American Behavioral Scientist*, 57(7), 899-919.
- Tufekci, Z., & **Freelon, D.** (2013). Introduction to the special issue on new media and social unrest. *American Behavioral Scientist*, 57(7), 843-847. [Invited.]
- Freelon, D.**, Kriplean, T., Morgan, J., Bennett, W. L., & Borning, A. (2012). Facilitating diverse political engagement with the Living Voters Guide. *Journal of Information Technology & Politics*, 9(3), 279-297.
- Freelon, D.** (2011). Talking amongst themselves: Online youth civic communication in managed and autonomous environments. *Information, Communication & Society*, 14(2), 198-218.
- Bennett, W. L., Wells, C. & **Freelon, D.** (2011). Communicating citizenship online: Models of civic learning in the youth web sphere. *Journal of Communication*, 61(5), 835-856.
- Freelon, D.** (2010). Analyzing online political discussion using three models of democratic communication. *New Media & Society*, 12(7), 1172-1190.
- Freelon, D.** (2010). ReCal: Intercoder reliability calculation as a web service. *International Journal of Internet Science*, 5(1), 20-33.

Invited journal articles (4)

- Freelon, D.**, & Wells, C. (2020). Disinformation as political communication. *Political Communication*, 37(2), 145-156.
- Freelon, D.** (2020). Two brief points on publication impact. *International Journal of Communication*, 14, 427-429.
- Freelon, D.** (2018). Computational research in the post-API age. *Political Communication*.
- Freelon, D.** (2014). Online civic activism: Where does it fit? *Policy & Internet*, 6(2), 192-198.

Peer-reviewed articles in archived conference proceedings (2)

- Kriplean, T., Morgan, J., **Freelon, D.**, Borning, A., & Bennett, L. (2012). Supporting reflective public thought with ConsiderIt. In *Proceedings of the ACM 2012 conference on Computer Supported Cooperative Work* (pp. 265-274). ACM
- Kriplean, T., Morgan, J. T., **Freelon, D.**, Borning, A., & Bennett, L. (2011). ConsiderIt: Improving structured public deliberation. In *CHI'11 CHI Conference on Human Factors in Computing Systems* (pp. 1831-1836). ACM.

Externally funded public reports (8)

- Freelon, D.** (2019). *Tweeting left, right, & center: How users and attention are distributed across Twitter*. Miami, FL: The John S. and James L. Knight Foundation.
- Freelon, D.** (2018). *The filter map: Media and the pursuit of truth and legitimacy*. Miami, FL: The John S. and James L. Knight Foundation.
- Freelon, D.**, Lopez, L., Clark, M. D., & Jackson, S. J. (2018). *How Black Twitter and other social media communities interact with mainstream news*. Miami, FL: The John S. and James L. Knight Foundation.

- Freelon, D.,** McIlwain, C. D., & Clark, M. D. (2016). *Beyond the hashtags: #Ferguson, #Blacklivesmatter, and the online struggle for offline justice*. Washington, DC: Center for Media & Social Impact, American University.
- Lynch, M., **Freelon, D.,** & Aday, S. (2016). *After the enthusiasm: How social media undermines transitions to democracy*. Washington, DC: US Institute of Peace.
- Lynch, M., **Freelon, D.,** & Aday, S. (2014). *Blogs & Bullets III: Syria's socially mediated civil war*. Washington, DC: US Institute of Peace.
- Aday, S., Farrell, H., Lynch, M., Sides, J., & **Freelon, D.** (2012). *Blogs & Bullets II: New media & conflict after the Arab Spring*. Washington, DC: US Institute of Peace.
- Howard, P. N., Duffy, A., **Freelon, D.,** Hussain, M., Mari, W., & Mazaid, M. (2011). *Opening closed regimes: what was the role of social media during the Arab Spring?* Seattle, WA: Project on Information Technology & Political Islam (PITPI).

Opinion and analysis columns (2)

- Lehrer, E., & **Freelon, D.** (2020, April 14). Access to quality social media data could make a difference in fighting future pandemics. *Washington Times*. Retrieved from <https://www.washingtontimes.com/>
- Aday, S., **Freelon, D.,** & Lynch, M. (2016, October 7). How social media undermined Egypt's democratic transition. *Washington Post [Monkey Cage]*. Retrieved from <https://www.washingtonpost.com/>

Book review (1)

- Freelon, D.** (2014). [Review of the book *Tweeting to power: The social media revolution in American politics*, by J. Gainous and K. Wagner]. *Political Communication*, 31(3), 502-505.

Refereed Conference presentations (36)

- Freelon, D.** (2019). How authentic users responded to Russian social media sockpuppetry. Presented at the International Communication Association Annual Conference, Washington, DC, 24-28 May.
- Freelon, D.,** Bossetta, M., Wells, C., Lukito, J., Xia, Y., & Adams, K. (2018). The (non)Americans: Analyzing Russian Disinformation on Twitter. Presented at the Association of Educators in Journalism and Mass Communication Annual Conference, Washington, DC, 6-9 August.
- Freelon, D.** (2018). Two futures for computational research (and their tradeoffs). Presented at the International Communication Association Annual Conference, Prague, CZ, 24-28 May.
- Lynch, M., **Freelon, D.,** & Aday, S. (2015). The media ecosystem of the Arab Uprisings. Presented at the American Political Science Association Annual Conference, San Francisco, CA, 3-6 September.
- Freelon, D.,** Lynch, M., & Aday, S. (2015). Online fragmentation in wartime: A longitudinal network analysis of tweets about Syria, 2011-2013. Presented at the International Communication Association Annual Conference, San Juan, PR, 21-25 May.
- Freelon, D.** (2015). Partition-specific network analysis of digital communication traces: Research opportunities and tools. Presented at the International Communication Association Annual Conference, San Juan, PR, 21-25 May.
- Freelon, D.** (2015). Agenda-setting in the one-step flow: Evidence from Facebook in the 2012 election.

- Presented at the Workshop on Social Media and the Prospects for Expanded Democratic Participation in National Policy-setting, Boston University, Boston, MA, 9 April.
- Freelon, D.** (2014). Incivility, community, and deliberation: Norm ownership in election-related Facebook comments. Presented at the American Political Science Association Annual Conference, Chicago, IL, 28-31 August.
- Freelon, D.** (2014). Want to make big data an institutional priority? Do these four things. Presented at the Association of Educators in Journalism and Mass Communication annual conference, Montreal, QC, 6-9 August.
- Freelon, D.** (2014). A co-citation network map of communication research, 2003-2013. Presented at the International Communication Association Annual Conference, Seattle, WA, 22-26 May.
- Freelon, D.** (2014). Disjoint community overlap: A method for analyzing social media (and other) networks. Presented at the International Communication Association Annual Conference, Seattle, WA, 22-26 May.
- Freelon, D.** (2014). Obtaining social media data: To scrape or to buy? Presented at the International Communication Association Annual Conference, Seattle, WA, 22-26 May.
- Freelon, D., & Karpf, D.** (2014). Of Big Birds and bayonets: Hybrid Twitter interactivity in the 2012 presidential debates. Presented at the International Communication Association Annual Conference, Seattle, WA, 22-26 May.
- Freelon, D.** (2014). Conflict networks: The Syrian civil war on Twitter. Presented at the Journalism/Interactive conference, College Park, MD, 5 April.
- Pearce, K. E., **Freelon, D., & Kendzior, S.** (2013). The effect of the Internet on civic engagement under authoritarianism: The case of Azerbaijan. Presented at the National Communication Association Annual Conference, Washington, DC, 21-24 November.
- Freelon, D.** (2013). Focus on the tech: Internet centrism in global protest coverage. Presented at the National Communication Association Annual Conference, Washington, DC, 21-24 November.
- Freelon, D.** (2013). Obama & Romney on Facebook & Twitter: Sentiment in the 2012 social campaign. Presented at the American Political Science Association Political Communication Preconference, Chicago, IL, 28-31 August.
- Lynch, M., **Freelon, D., & Aday, S.** (2013). Clustering and conflict: The Syrian war on Twitter. Presented at the American Political Science Association Annual Conference, Chicago, IL, 28-31 August.
- Aday, S., **Freelon, D., & Lynch, M.** (2013). YouTube interventions: The Syria conflict from YouTube to the mainstream media. Presented at the International Communication Association Annual Conference, London, UK, 17-21 June.
- Freelon, D.** (2013). On the interpretation of digital trace data in communication research. Presented at the International Communication Association Annual Conference, London, UK, 17-21 June.
- Freelon, D.** (2013). Systematic normative assessment of political online communication. Presented at the International Communication Association Annual Conference, London, UK, 17-21 June.
- Freelon, D.** (2012). The potentials and limits of social media analysis. Presented at the Registan Conference, Registan, Arlington, VA, 4 October.
- Freelon, D.** (2012). Discourse architecture, issue stances, and democratic norms in online political discussion. Presented at the Association of Educators in Journalism and Mass Communication annual conference, AEJMC, Chicago, IL, 9-12 August.

- Freelon, D.**, Aday, S., Farrell, H., Lynch, M., Sides, J., Dewar, M. (2012). Watching from afar: media consumption patterns around the Arab Spring. Presented at the Internet, Politics, Policy conference, Oxford Internet Institute, Oxford, UK, 20-21 September.
- Himelfarb, S., & **Freelon, D.** (2012). Social media in the Arab Spring: Myths, metrics & moderation. Presented at Groundtruth: New Media, Technology and the Syria Crisis, US Institute of Peace, Washington, DC, 2 October.
- Freelon, D.** (2011). Social media: Key characteristics and research agendas. Presented at Studying social media: An interdisciplinary conversation, Chapel Hill, NC, 17 November.
- Aday, S., Farrell, H., **Freelon, D.**, Lynch, M., & Sides, J. (2011). What roles have social media played in political protest during the Arab Spring? Presented at Sifting fact from fiction: The role of social media in conflict, Washington, DC, 16 September.
- Freelon, D.** (2011). Theorizing the MENA revolutions: Some preliminary data. Presented at the Theorizing the Web conference, College Park, MD, 9 April.
- Freelon, D.**, Kriplean, T., Morgan, J. T., Bennett, W. L., & Borning, A. (2011). Facilitating encounters with political difference: Engaging voters with the Living Voters Guide. Presented at the third annual Journal of Information Technology & Politics Conference, Seattle, WA, 17-18 May.
- Freelon, D.**, Wells, C. Bennett, W. L., & Hussain, M. M. (2011). Participatory activity in the youth civic web: A quantitative analysis. Presented at the International Communication Association Annual Conference, Boston, MA, 26-30 May.
- Wells, C., **Freelon, D.**, & Bennett, W. L. (2009). Civic learning online: A framework for the study of civic engagement websites for youth. Presented at the International Communication Association Annual Conference, Chicago, IL, 21-25 May.
- Watanabe, M. M., **Freelon, D.**, Nakaizumi, T., & Sonehara, N. (2008). Distribution of social resources in a community of dialogue and editing. Presented at the Association of Internet Researchers 9th Annual Conference, Copenhagen, DK, 16-18 October.
- Freelon, D.**, Watanabe, M. M., Busch, L., & Kawabata, A. (2008). Town halls of the digital age: Controversy and ideology in online deliberation (and beyond). Presented at the Association of Internet Researchers 9th Annual Conference, Copenhagen, DK, 16-18 October.
- Freelon, D.** (2008). Citizens in disguise? Assessing digital natives and the new civic engagement. Presented at the Politics: Web 2.0 Conference, Egham, Surrey, UK, 17-18 April.
- Foot, K. A., & **Freelon, D.** (2007). Technology transfer offices as intersections in knowledge production. Presented at the Society for Social Studies of Science annual meeting, Montreal, Canada, 11 October.

Invited talks and workshops (59)

- Freelon, D.** (2021). The Post-API age reconsidered: Web science in the '20s and beyond. Keynote presentation at the 13th ACM Web Science conference. [remote]. 25 June.
- Freelon, D.** (2021). Citation inequities in the social sciences: The case of Communication studies. Invited talk for the Department of Methodology, London School of Economics and Political Science. [remote]. 18 February.
- Freelon, D.** (2020). Data extraction and computational description with R (Got Big Data?). Invited workshop for the Odum Institute, University of North Carolina at Chapel Hill. [remote]. 16 October.
- Freelon, D.** (2020-21). Hashtag heroes vs. disinfo dystopia: The left, the right, and the truth about social

- media activism. *Invited presentations at:*
Politics and Computational Social Science conference (PaCSS). [remote]. 14 August.
Computation + Journalism conference, Northeastern University. [remote]. 19 February.
Center for an Informed Public, University of Washington. [remote]. 23 February.
Oxford Internet Institute. [remote]. 19 May.
Stanford Digital Civil Society Lab. [remote]. 26 May.
- Freelon, D.** (2020). Computational research in the post-API age. *Invited presentation at the Institute for Future Media and Journalism, Dublin City University. [remote]. 25 June.*
- Freelon, D.** (2020). Tweeting left, right & center: How users and attention are distributed across Twitter. *Invited presentation at the News and Public Opinion Workshop (NECO). [remote]. 8 June.*
- Freelon, D.** (2020). Black Trolls Matter and Other Conclusions from Analyzing State-Sponsored Disinformation. *Invited presentation at the Social Cybersecurity Working Group, NSF South Big Data Hub. [remote]. 4 June.*
- Freelon, D.** (2020). A method of determination for non-deterministic network community detection algorithms. *Invited presentation at the Center for Social Media and Politics (CSMaP) Virtual Conference, New York University. [remote]. 3 April.*
- Freelon, D.** (2019). ~~New~~ Under-explored directions in the application of community structure to the study of social media networks. *Invited presentation at the Duke Network Analysis Center, Duke University. Durham, NC. 2 December.*
- Freelon, D.** (2019). Wandering in the post-API desert: Hey, is that an oasis? *Keynote presentation at the International Conference on Computational Social Science (IC2S2). Amsterdam, NL. 18 July.*
- Freelon, D.** (2019). Post-API social media research: A trip to the Twilight Zone. *Keynote presentations at:*
The International Conference on Web and Social Media (ICWSM). Munich, DE. 13 June.
Political Communication Institute Distinguished Lecture, University of Missouri. Columbia, MO. 20 September.
The Odum Institute, UNC-Chapel Hill. Chapel Hill, NC. 4 October.
- Freelon, D.** (2019). Black trolls matter: The power of sockpuppet identity in social media propaganda. *Invited presentations at:*
The Harvard/Northeastern Speaker Series on Misinformation, Harvard University. Cambridge, MA. 17 April.
The Institute for Defense and Business, UNC-Chapel Hill. Chapel Hill, NC. 23 July.
- Freelon, D.** (2019). Legitimacy, deviance, and the media. *Invited presentation at the Georgetown Law Center, Georgetown University. Washington, DC. 18 March.*
- Freelon, D.** (2019). Sockpuppets of disinformation: An analysis of the Internet Research Agency's fake identities. *Invited presentation at the Department of Communication, Stanford University. Palo Alto, CA. 4 February.*
- Freelon, D.** (2018). Surviving the post-API age. *Invited presentation at the Summer Institute for Computational Social Science, Duke University. Durham, NC. 25 June.*
- Freelon, D.** (2018). The (non)Americans: Tracking and analyzing Russian disinformation on Twitter. *Invited presentations at:*
Comparative Media Studies/Writing, MIT. Cambridge, MA. 1 March.
Misinfocon, Hacks/Hackers. Washington, DC. 6 August.
- Freelon, D.** (2018). Facebook Data Extraction and Computational Description with R. *Invited workshop at the Department of Communication and Media, University of Michigan. Ann Arbor, MI. 25-26*

January.

- Freelon, D.** (2017). Arbiters of Truth: Journalists, Social Media, and the Role of Technology. *Invited presentation at the First Amendment Law Review symposium, UNC Law School.* Chapel Hill, NC. 27 October.
- Freelon, D.** (2017). Issue spaces, traces, and organizational activism. *Invited presentation at the Ford Foundation.* New York, NY. 23 October.
- Freelon, D.** (2017). Protest and power struggles on social media: The case of Black Lives Matter on Twitter. *Invited presentations at: School of Journalism and Mass Communication, University of Wisconsin-Madison.* Madison, WI. 19 October.
Department of Communication, Cornell University. Ithaca, NY. 13 November.
Behavior and Identities Workshop, Duke University. Durham, NC. 7 December.
- Freelon, D.** (2017). Quantifying the power and consequences of social media protest. *Invited presentation at the Facebook/NYU Roundtable Discussion on Civic Engagement, New York University.* New York, NY. 27 July.
- Freelon, D.** (2017). Marginalized communities on Twitter as hubs of journalism. *Invited presentations at: The Society Through the Lens of the Digital Conference, Volkswagen Foundation.* Hanover, DE. 31 May.
The Department of Journalism and Mass Communication, Washington and Lee University. Lexington, VA. 30 December.
- Freelon, D.** (2017). Inferring individual-level characteristics from digital traces: Issues and recommendations. *Invited presentation at the Data Science Initiative Lecture Series, North Carolina State University.* Raleigh, NC. 15 March.
- Freelon, D.** (2017). Beyond the hashtags: #Ferguson, #Blacklivesmatter, and the online struggle for offline justice. *Invited presentation at the 29th Annual Sadie T.M. Alexander Commemorative Conference, Penn Law Black Law Students Association.* Philadelphia, PA. 11 February.
- Freelon, D.** (2016). Inferring individual-level characteristics from digital traces: Issues and recommendations. *Invited presentation at the Michigan Institute for Data Science (MIDAS) Symposium.* Ann Arbor, MI. 16 November.
- Freelon, D.** (2016). Quantifying the power and consequences of social media protest. *Invited presentation at the Freedom and Control of Digital Expression Conference.* Toulouse, France. 14 October.
- Freelon, D.** (2016). Inferring individual-level characteristics from digital traces: Issues and recommendations. *Invited presentation at the Digital Discussions: How Big Data Informs Political Communication conference, University of Texas at Austin.* 23 September.
- Freelon, D.** (2016). Analyzing social movements in social media. *Invited presentation at the Social Media in Challenging Environments workshop, United States Institute of Peace.* Washington, DC. 15 September.
- Freelon, D.** (2016). Beyond the hashtags/The measure of a movement. *Invited presentations at: University of California, Irvine, CA, 18 April 2016*
University of Illinois, Chicago, IL, 13 April 2016
University of Michigan, Ann Arbor, MI, 7 April 2016
University of North Carolina, Chapel Hill, NC, 28 March 2016
University of Pennsylvania, Philadelphia, PA, 17 March 2016

- Freelon, D., & Karpf, D.** (2016). Of Big Birds and bayonets: Hybrid Twitter interactivity in the 2012 presidential debates. *Invited presentation for the Analyst Institute*. Washington, DC. 9 March.
- Freelon, D.** (2015). Achieving Big Data excellence in journalism and mass communication research. *Plenary panel presentation at the annual meeting of the Association of Educators in Journalism & Mass Communication*. San Francisco, CA. 7 August.
- Freelon, D.** (2015). From APIs to knowledge: Opportunities and challenges in social media analysis. *Invited presentation at the Bureau of International Information Programs, US Dept. of State*. Washington, DC. 14 May.
- Freelon, D.** (2015). Computational progress in measuring political fragmentation and media imperialism on Twitter. *Invited presentation at the 15th Annual Northeast Political Methodology Meeting, New York University*. New York, NY. 1 May.
- Freelon, D.** (2015). Journalism and research in the age of Big Data: A few considerations. *Invited presentation at the Faculty of Communications, Pontifical Catholic University of Chile*. Santiago, Chile. 12 March.
- Freelon, D.** (2014). Partition-specific network analysis of digital communication traces: Research opportunities and tools. *Invited presentation at the Department of Communication, University of California, Davis*. Davis, CA. 24 October.
- Freelon, D.** (2014). Programming as a research method: A beginner's guide to wrangling social media data with Python. *Invited workshop conducted at the annual meeting of the Association of Educators in Journalism & Mass Communication*. Montreal, QC. 5 August.
- Freelon, D.** (2014). Border control: The evolution of epistemic communities in Twitter's Syria discussion. *Invited presentation at the Thomas S. Foley Institute for Public Policy & Public Service, Washington State University*. Pullman, WA. 23 April.
- Freelon, D.** (2014). Python for text analysis. *Invited workshop conducted at the Utrecht Data School, Utrecht University*. Utrecht, Netherlands. 15, 17 April.
- Freelon, D.** (2014). Border control: The evolution of epistemic communities in Twitter's Syria discussion. *Invited presentation at the Department of Computational Social Science, George Mason University*. Fairfax, VA. 21 March.
- Freelon, D.** (2013). Fragmentation of retweet communities: From raw tweets to findings. *Invited presentation at the Developing Best Practices for Digital Tools to Study Human Behavior in Online Environments Workshop, School of Communication, Northwestern University*. Evanston, IL. 19 August.
- Freelon, D.** (2013). Across the divide: On interdisciplinary collaboration between information science and communication. *The 2013 Frederick Kilgour/OCLC Lecture, School of Information and Library Science, University of North Carolina*. Chapel Hill, NC. 25 March.
- Freelon, D.** (2011). Where the revolution meets the peanut gallery: The roles of Twitter in the Arab Spring. *Invited presentation at the School of Journalism and Mass Communication, University of North Carolina*. Chapel Hill, NC. 18 November.

Software

Name	Description/link	Language	Last updated
pylimn	NLP functions for text description (https://github.com/dfreelon/pylimn)	Python	7/16/19
news_extract	Extract text data from NexisUni and Factiva	Python	7/10/19

	https://github.com/dfreelon/news_extract		
geostring	Standardization of free-text location information https://github.com/dfreelon/geostring	Python	5/16/18
unspooler	Research-grade hyperlink expansion https://github.com/dfreelon/unspooler	Python	5/6/18
fb_scrape_public	A script for collecting post and comment data from public Facebook pages. https://github.com/dfreelon/fb_scrape_public	Python	11/29/16
Twitter Subgraph Manipulator (TSM)	A module that offers various network analysis functions for large, sparse, and long-tailed networks. https://github.com/dfreelon/TSM	Python	11/18/16
ReCal	An online intercoder reliability calculator (ReCal) for two or more coders. http://dfreelon.org/utis/recalfront/	PHP	1/15/13

Courses

<i>Course title</i>	<i>Level</i>	<i>Semester(s)</i>	<i>Number of students</i>
Computational Research Methods	Graduate	Spring 2021	6
Introduction to Social Media Analytics	Undergraduate	Spring 2021	18
Research Literacy for Media Practitioners	Graduate	Fall 2020	6
Computational Research Methods	Graduate	Spring 2020	5
Introduction to Social Media Analytics	Undergraduate	Spring 2020	24
Research Literacy for Media Practitioners	Graduate	Fall 2019	8
Introduction to Social Media Analytics	Undergraduate	Fall 2019	18
Research Literacy for Media Practitioners	Graduate	Spring 2019	8
Introduction to Social Media Analytics	Undergraduate	Spring 2019	28
Computational Research Methods	Graduate	Fall 2018	5
Introduction to Social Media Analytics	Undergraduate	Fall 2018	22
Advanced Introduction to Social Media Analytics	Graduate	Spring 2018	10
Introduction to Social Media Analytics	Undergraduate	Spring 2018	19
Introduction to Social Media Analytics	Undergraduate	Fall 2017	19
Our Post-Truth World	Undergraduate	Fall 2017	24

Grants and contracts

<i>Source</i>	<i>Amount</i>	<i>Grant ID</i>	<i>Role</i>	<i>Other PIs</i>	<i>Timeframe</i>
Social Science Research Council	\$50,000	SSRC-1645	Co-PI	Daniel Kreiss, Alice Marwick, Shannon McGregor, Megan Squire	2020-2021

Knight Foundation	\$5,000,000	G-2019-58787	Co-PI	Daniel Kreiss, Alice Marwick, Zeynep Tufekci	2019-2024
Hewlett Foundation	\$600,000	2019-9047	Co-PI	Zeynep Tufekci	2019-2022
Knight Foundation	\$110,559	N/A (contract)	Lead PI	Susan Robinson	2018-2019
Knight Foundation	\$80,000	GR-2016-53341	Lead PI	Meredith Clark, Sarah J. Jackson, Lori Kido Lopez	2017
Spencer Foundation	\$30,015	201600019	Lead PI	Meredith Clark, Charlton McIlwain	2015-2016
US Institute of Peace	\$90,000	USP14PO0454	Co-PI	Sean Aday, Marc Lynch	2014-2016
US Institute of Peace	\$110,000	33887-1-EENS20651F	Consultant	Sean Aday, Marc Lynch	2012-2013
US Institute of Peace	\$100,000	USP12PO1669	Consultant	Sean Aday, Henry Farrell, Marc Lynch, John Sides	2011-2012

Professional service

<i>Role</i>	<i>Project(s)</i>	<i>Timeframe</i>	<i>Notes</i>
Journal special issue co-editor	<i>Political Communication</i> special issue on disinformation	2018-2020	with Chris Wells
Award chair	Best Software Award Committee, Information Technology & Politics section, American Political Science Association	2018-2019, 2014	
Award reviewer	Paul Lazarsfeld Best Paper Award Committee, Political Communication section, American Political Science Association	2016-2017, 2014-2015	
Reviewer	Social Science Research Council Dissertation Proposal Development Fellowship	2014	
Journal special issue co-editor	<i>American Behavioral Scientist</i> special issue on New Media & Social Unrest	2013	with Zeynep Tufekci
Journal editorial board member	Computational Communication Research	2018-present	
	International Journal of Press/Politics	2018-present	
	Political Communication	2017-present	
	Journal of Broadcast & Electronic Media	2014-2018	
	Social Media + Society	2014-present	
Journal referee	American Political Science Review; ANNALS of the American Academy of Political and Social Science; Big Data & Society; British Journal of Political	2010-present	

Science; Communication Theory; Computers in Human Behavior; Cyberpsychology, Behavior, and Social Networking; Digital Journalism; Environmental Communication; European Journal of Communication; Information, Communication & Society; The Information Society; International Journal of Communication; International Journal of Press/Politics; International Studies Quarterly; Journal of Broadcasting & Electronic Media; Journal of Communication; Journal of Computer-Mediated Communication; Journal of Information Technology & Politics; Journalism; Journalism & Mass Communication Quarterly; Mobilization; New Media & Society; Political Behavior; Political Communication; Political Research Quarterly; Research in Social Movements, Conflicts and Change; Social Media and Society; Social Psychology Quarterly; Social Science Computer Review; Visual Communication Quarterly

Program committee member, senior	International Conference on Web and Social Media (ICWSM)	2017
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University service

<i>Role</i>	<i>Committee or group</i>	<i>Timeframe</i>
Member	Gary Marchionini (SILS dean) administrative review committee	2020
Application reviewer	AU Honors program	2015

Departmental service

<i>Role</i>	<i>Committee or group</i>	<i>Timeframe</i>
Member	PhD Advising Committee (PAC)	2018-present
	PhD admissions committee	2017-present
	Media law faculty search committee	2017-2018
	Research seed grant committee	2017-2018
	Media law faculty search committee	2017-2018
	Strategic communication faculty search committee	2015-2017
	Merit committee	2014-2016
	Computational methods/applied communication joint faculty search committee	2014

	Digital gaming faculty search committee	2012-2013
	PhD program steering committee	2012-2017
	Rank & Tenure committee	2012-2013
	Technology committee	2011-2012
Organizer	Digital Media Working Group (organized panels and presentations and designed/maintained blog for an interdisciplinary group of scholars interested in digital media)	2007-2008
Tutor	Communication Writing Center	2007-2008

Research statement

My research has two main areas of focus: first, online political expression; and second, computational research methods. Substantively, I am primarily interested in how people use digital tools and platforms to express themselves politically online, as well as the consequences of doing so. My research has explored such expression among populations as varied as American youth, Arab Spring activists, the Syrian civil war's social media audience, Black Lives Matter activists, and Russian disinformation agents. Though the research questions in each study may differ, at bottom what I am usually trying to discover boils down to: *what* are the participants saying, *to whom* are they saying it, and *why* does it matter? I hope my research helps activists, policymakers, concerned citizens, students, and others understand how digital tools are contributing to, and in some cases damaging, the multitude of political discussions that animate civic life around the world.

Methodologically, I am a computational researcher, which means I write code to analyze very large datasets that cannot be studied any other way. As one of the first researchers in the field of communication to claim computational methods as a primary specialty, I have devoted much of my scholarly energies to advancing methodological standards in this area. This has entailed writing a number of journal articles and book chapters focused specifically on computational research practice, as well as the development of open-source software tools for others to use. I believe this work is important for many reasons, not least of which is that communication-focused graduate education in computational methods is still in its infancy. I hope that I can make a substantial contribution to transitioning computational methods from a niche specialization (which it currently is) to one of our field's top-tier methodological skill sets.

Teaching statement

I have learned a great deal as a teacher during my years as a professor at my prior institution and at UNC. In particular, I have been able to develop a unique teaching philosophy that leverages my individual pedagogical strengths. My teaching philosophy has three core tenets that manifest in all the classes I teach: students in my classes should 1) learn by doing, 2) have a degree of autonomy in their assignments, and 3) come to see their own life experiences through the lens of the course material.

Learning by doing

I believe that students learn best by engaging with assignments that prompt them to apply the concepts they learn about and discuss in class. To that end, I assign both my undergrads and grad students a substantial amount of out-of-class work. In Intro to Social Media Analytics I have my students write four computer programs to analyze social media data over the course of a semester, in addition to a final project in which they conduct a deeper analysis of a dataset of their choice. Students often find this

challenging as many have never written any code before my course. In “Our Post-Truth World,” students wrote three lengthy papers that challenged them to engage with the uncertainties of today’s propaganda-saturated media environments. Grading these takes longer than would simpler assignments, but the only way to learn how to write better—whether it’s code or essays—is to write more. For all my writing assignments I leave individual feedback detailing what worked and what did not. I also allow my students to submit all assignments to me before the deadline for advance feedback. This allows students to raise their grade through extra effort, as implementing my revision suggestions effectively usually results in an A.

I require my PhD students to analyze data in my method-oriented classes. The classes in my PhD program that required this of me were especially valuable in my scholarly development. Rather than simply reading about others’ research, students conduct their own research. I have them check in with me several times per semester, both in writing and during office hours, so that I can give them feedback on their progress. Their final projects are required to be written in the style of a scholarly article. My hope is that some of the projects they begin in my classes will lead to conference papers, journal articles, and dissertation sections.

Student autonomy and life experiences

I try not to be too authoritarian an instructor. Instead, I have found that it usually works better to give students choices about how to complete their assignments. In all of my courses students are offered some choice in which course concepts they would like to write about and/or the specific cases to which they would like to apply those concepts. For example, a student could choose to apply agenda-setting (among other concepts) to a political comedy program such as the Daily Show. Choices like these help students understand the course’s core concepts by connecting them with media content they understand. My hope is that this makes my assignments not only more enjoyable to complete, but also helps solidify understanding of the course material.

Assignment autonomy also appeals to students in a deeper way. Rather than discussing entertainment media in their assignments, some of my students discuss personal media-related experiences. I recall one student who used the example of landing an internship through a friend of a friend on Facebook as an example of a “weak tie” in network parlance. This was, of course, exactly right—and the example underscores the point, substantiated by research, that jobs are more likely to come through weak rather than strong ties. In the same vein, I often ask students how their experiences compare to the conclusions drawn in the readings. When I teach the digital divide, for example, I ask students how their lives would be different if they could only access the Internet through a mobile device. I use these reflections to segue into a discussion of the role of public policy in ameliorating the digital divide: is it urgent enough to require government intervention? Reflecting on the role of broadband in students’ own lives informs their opinions on whether it should be considered as essential as telephone service was in the 20th century.

PERSONAL

Livis James Freeman, Jr.

lfreeman@email.unc.edu ▪ 919.389.3486

<https://www.linkedin.com/in/livis-freeman/>

TEACHING EXPERIENCE

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

Teaching Assistant Professor

August 2016 - Present

- Teach MEJO 634 - Public Relations Campaigns (2 sections each semester), MEJO 544 - Career Exploration and Preparation, MEJO 531 - Case Studies, MEJO 379 - Advertising and Public Relations Research, MEJO 141 - Media Ethics
- Created the School's first "Career Exploration and Preparation" course in the Fall of 2018
- Chair of the School's Diversity, Equity and Inclusion Committee in the Fall of 2020

Director, Chuck Stone Program for Diversity in Education and Media (UNC) January 2017 – Present

- Oversees the coordination and administration of all aspects of the program, including planning/executing the summer program, organizing monthly mentoring meetings and managing work-study program assistants

Adjunct Professor/Guest Lecturer

August 2014 – May 2016

- Taught various courses including MEJO 531 - Public Relations Case Studies, MEJO 441 - Diversity and Communications, MEJO 634 - Public Relations Campaigns and JOMC 240 - Current Issues in Mass Communication
-

PROFESSIONAL EXPERIENCE

4ourFans, Inc. (www.4ourfans.com) – Chapel Hill, NC

CEO/President

March 2001 - Present

- Launched 4ourFans, Inc. to help professional athletes create their charitable identities, give back to their communities, improve their image, manage their public and media relations, improve their marketability and show fan appreciation
- Help clients rebrand and transition into executive management and broadcast careers
- Designed, managed and hosted websites for 30 plus clients
- Created and executed award-winning Public Relations and Community Relations and Social Media campaigns for numerous pro athletes including Antawn Jamison, Jerry Stackhouse, Brendan Haywood
- Planned and executed basketball camps for former NBA players Antawn Jamison, Brendan Haywood, TJ Ford, Quentin Richardson, Josh Childress, Juwan Howard and Jerry Stackhouse

Athletes Direct – Los Angeles, CA

Athlete Relations and Site Manager

February 2000 – February 2001

- Helped secure the contracts of several high-profile professional athletes including Vince Carter
- Worked closely with more than 40 professional athletes to create detailed content and concepts for their websites
- Wrote weekly columns for the Athletes Direct Online Sports Report

Octagon Marketing - Atlanta, GA

Event Coordinator

August 1999 – February 2000

- Worked and traveled with a large team to plan and orchestrate large-scale BMW marketing events
 - Researched and submitted reports detailing the marketing activities of BMW's major competitors
-

PROFESSIONAL/TEACHING SERVICE

Faculty Advisor, the Daily Tar Heel (DTH)

January 2018 - Present

- Assisting the DTH with abiding by UNC-Chapel Hill policies; helping them seek out and utilize available resources; providing support and guidance as needed

The University of North Carolina at Chapel Hill's School of Social Work

Guest Lecturer

August 2014 and 2015

- Taught Community Relations Management for Mary Beth Hernandez's Marketing and Fundraising for Non-profits classes

The University of California at Santa Barbara - Sports Business Industry Summer Academy

Instructor/Lecturer

July 2015-present

- Teach Public Relations seminars focusing on Case Studies and Campaigns at Sports and Entertainment Conferences

The University of North Carolina at Chapel Hill's Department of Exercise and Sports Science

Guest Lecturer

August 2010 – August 2013

Guest lectured for Dr. Deborah Stroman's Sport Administration classes each semester

4ourFans, Inc.

Internship Manager and Instructor

August 2005 - Present

- Teaches hands-on Public and Community Relations, Sports Marketing and Website Management skills to students from all over the country for academic credit (over 80 taught)

EDUCATION

The University of North Carolina at Chapel Hill, NC

Bachelor of Arts, Psychology

May 1999

The University of North Carolina at Chapel Hill

August 1994 – May 1999

- Participated in Habitat-4-Humanity Spring Break Work Trip to Miami as a Junior in 1998
- Led Habitat-4-Humanity Spring Break Work Trip to Orlando, FL as a Senior in 1999
- Served as Resident Assistant and Ambassador for the 1999 Special Olympics held in Raleigh

Athletes Making a Difference

November 1998 – August 1999

- Established organization to facilitate UNC athletes' efforts to give back through autograph signings and visits to UNC Hospitals, the IFC Homeless Shelter, the Ronald McDonald House and local nursing homes

GIVING BACK

Ronald McDonald House – Chapel Hill, NC

- Completed 2-yr term as President of the Board of Directors in December 2009
- Served in every board leadership position and on every committee beginning in 2001

Serves on the Board of Directors for the UNC School of Social Work

Serves on the Board of Directors for the Daily Tar Heel

Serves on the Board of Directors for Golden Corral's "Camp Corral" Foundation

Served on the Advisory Board of Directors for Right Moves for Youth 2010-2014

Serves on the Board of Directors for NC's Children's Fund from 2005-2007

Served on the National Board of Directors for StandUp for Kids from 2004-2010

HONORS

- Received the Hussman School's Richard Cole Service Award in 2018, which recognizes one junior and one senior faculty member whom each strive to create a collaborative culture within the school
 - Awarded a 2007 Triangle Business Journal 40 under 40 Leadership Award for being one of the Triangle's most influential, charitable and highly accomplished young businesspeople
 - Awarded a Carolina Pride "Hometown Hero Award" in February 2008 for positively impacting the city of Chapel Hill – sponsored by WCHL Radio Station
-

Curriculum Vitae
BARBARA G. FRIEDMAN
bfriedman@unc.edu

EDUCATION

- July 2004 Ph.D., Journalism, women's and gender studies minor, University of Missouri.
Dissertation: "From the Battlefield to the Bridal Suite: U.S. and British Mass
Media Coverage of British War Brides, 1942-1946."
Adviser: Dr. Betty Winfield.
- December 1999 M.A., Journalism, University of Missouri.
Thesis: "The Swallow Letters: Bridging Interpersonal and Mass Communications
during World War II."
Adviser: Dr. Betty Winfield.
- May 1990 B.A., Media Communications, Webster University (St. Louis, MO),
academic honors.

ACADEMIC EXPERIENCE

- 2010-present Associate Professor
Co-Founder/Director, The Irina Project (TIP)
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- 2015-present Adjunct Faculty
Department of Women's and Gender Studies
University of North Carolina at Chapel Hill
- 2015-present Faculty Affiliate
Southern Oral History Program
University of North Carolina at Chapel Hill
- 2004-2010 Assistant Professor
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- 1990-2004 Adjunct Professor
School of Communications
Webster University (St. Louis, MO)
- 1996-2001 Adjunct Instructor
Communications and Journalism Program
Washington University (St. Louis, MO)

PROFESSIONAL EXPERIENCE

Correspondent, *Chicago Tribune*, 1996-2003

Correspondent, *New York Times*, 1998-2001

Senior Editor, *Global Journalist* (International Press Institute), 1998-1999

Staff Writer, *St. Louis Business Journal*, 1987-1989

Assistant Editor, *Webster-Kirkwood (Mo.) Times*, 1985-1987

HONORS

David Brinkley Teaching Excellence Award, 2014

UNC Order of the Old Well, for distinguished leadership and service to the University and the community, inducted 2014

President's Award for Service, American Journalism Historians Association, 2011

Class of 1996 Award for Advising Excellence, UNC-Chapel Hill, 2008

Fellow, "Frontiers of Women and Politics," American Political Science Association, 2005

Teaching Fellow, Indiana University School of Journalism, 2005

Top Student Paper, International Communication Association, Feminist Scholarship, 2004

BIBLIOGRAPHY

Books

Barbara Friedman. *From the Battlefield to the Bridal Suite: Media Coverage of British War Brides, 1942-1946.* Columbia: University of Missouri Press, 2007.

Barbara Friedman. *Web Search Savvy: Strategies and Shortcuts for Online Research.* Mahwah, NJ: Lawrence Erlbaum Associates, 2004.

Book Chapters

Barbara Friedman, "Rape Revenge Films in the #MeToo Era: Catharsis or Stasis?," in *Race/Gender/Class/Media: Considering Diversity Across Audiences, Content and Producers*, 5th ed., Rebecca Ann Lind (Pearson, upcoming 2021, **competitive proposal process**).

Barbara Friedman & Anne Johnston, "Irreconcilable Differences? Framing Demand in News Coverage of the UK Anti-Trafficking Legislation," in *Journalism, Gender & Power*, ed. Cynthia Carter, Linda Steiner and Stuart Allan (Routledge, 2019, **invited proposal**), 144-158.

Anne Johnston & **Barbara Friedman,** "Boyfriends and Romeo Pimps: Narratives of Romance in News Coverage of Sex Trafficking," in *Race/Gender/Class/Media 4.0: Considering Diversity Across Audiences, Content and Producers*, ed. Rebecca Ann Lind (Pearson, 2019, **competitive proposal process**), 104-109.

Barbara Friedman, "Explain, Don't Excuse: Recommended Practices for News Coverage of Online Abuse," in *Mediating Misogyny: Gender, Technology and Harassment*, ed. Jacqueline Ryan Vickery and Tracy Everbach (London: Palgrave Macmillan, 2018, **invited**), 398-403.

Barbara Friedman and Patrick Merle, “Veiled Threats: Decentering and Unification in Transnational News Coverage of the French Veil Ban,” in *From Veiling to Blogging: Women and Media in the Middle East*, ed. Nahed Eltantawy (New York: Routledge, 2015). Note: This is a “special book issue” of a 2013 issue of *Feminist Media Studies*.

Barbara Friedman and Anne Johnston, “Blame Narratives: News Discourses of Sex Trafficking,” in *Media (Dis)parity: Battle of the Sexes*, ed. Cory Armstrong (Lanham, MD: Lexington Books, 2013, **competitive proposal process**), 177-190.

Anne Johnston, **Barbara Friedman** and Autumn Shafer, “Mass Media Explain the Global Sex Trade,” in *Challenging Images of Women in the Media: Reinventing Women’s Lives*, ed. Theresa Carilli and Jane Campbell (Lanham, MD: Lexington Books, 2012, **competitive proposal process**), 49-64.

Refereed Journal Articles

Meghan Sobel, **Barbara Friedman**, and Anne Johnston, “Sex Trafficking as a News Story: Evolving Structures, Reporting Strategies,” *Journal of Human Trafficking* 5, no. 1 (2019): 43-59.

Anne Johnston, **Barbara Friedman**, and Meghan Sobel, “Framing an Emerging Issue: How U.S. Print and Broadcast News Media Covered Sex Trafficking, 2008-2012,” *Journal of Human Trafficking* 1, no. 3 (2015): 235-254.

Anne Johnston, **Barbara Friedman**, and Autumn Shafer, “Framing the Problem of Sex Trafficking: Whose Problem? What Remedy?,” *Feminist Media Studies* 14, no. 3 (2014): 419-436.

Barbara Friedman and Patrick Merle, “Veiled Threats: Decentering and Unification in Transnational News Coverage of the French Veil Ban,” *Feminist Media Studies* 13, no. 5 (2013): 770-780.

Barbara Friedman, “Cyber-veil: Harassment and Metaphorical Cloaking on the Internet,” Commentary and Criticism, *Feminist Media Studies* 11, no. 3 (2011): 385-389.

Anne Johnston, **Barbara Friedman** and Sara Peach, “Standpoint in Political Blogs: Voice, Authority and Issues,” *Women’s Studies* 40, no. 3 (2011): 269-298.

Barbara Friedman, Carolyn Kitch, Therese Lueck, Betty H. Winfield, Amber Roessner, “Stirred, Not Yet Shaken: Integrating Women’s History into Media History,” *American Journalism* 26, no. 4 (2009): 160-174.

Barbara Friedman, “Unlikely Warriors: How Four U.S. News Sources Explained Female Suicide Bombers,” *Journalism and Mass Communication Quarterly* 85, no. 4 (2008): 841-859.

Barbara Friedman and John Richardson, “‘A National Disgrace’: Newspaper Coverage of the 1963 Birmingham Campaign in the South and Beyond,” *Journalism History* 33, no. 4 (2008): 224-232.

Barbara Friedman, “‘The Soldier Speaks’: Yank Coverage of Women and Wartime Work,” *American Journalism* 22, no. 2 (2005): 63-82.

Betty H. Winfield and **Barbara Friedman**, “Gender Politics: News Coverage of the Candidates’ Wives in Campaign 2000,” *Journalism and Mass Communication Quarterly* 80, no. 3 (2003): 548-566.

Betty H. Winfield, **Barbara Friedman**, and Vivara Trisnadi. "History as the Metaphor Through Which the Current World is Viewed: How the British and American Newspapers Used History Following the September 11 Terrorist Attack," *Journalism Studies* 3, no. 2 (2002): 289-300.

Barbara Friedman, "It's September 12: Do You Know Where Afghanistan's Women Are?," Commentary and Criticism, *Feminist Media Studies* 2, no. 1 (2002): 137-139.

Guest Editor, Special Issue, Journal of Human Trafficking

Barbara Friedman & Anne Johnston, guest editors, "Media and Human Trafficking: Negotiating Meaning, Representation, and Change," *Journal of Human Trafficking*, 4, no. 1 (2018).

- Our proposal (competitive) for this special issue called for, in addition to a programmatic essay and solicitation and management of peer-review of scholarly articles, an inaugural 'commentary and criticism' section, which ultimately featured reviews and essays by a trafficking survivor, a journalist, service providers and advocates.

Unrefereed Published Works

Barbara Friedman, "'An Obligation to Ourselves and Our Peers': College Newspapers Frame the Cause of Campus Sexual Assault," *Media Report to Women*, Spring 2020 (invited).

Barbara Friedman, "Let's Put on a Show: Oral History Performance and Journalism," Southern Oral History Program, August 10, 2015, <http://sohp.org/2015/08/10/lets-put-on-a-show-oral-history-performance-journalism/> (invited).

Barbara Friedman & Anne Johnston, "Covering the Problem of Sex Trafficking," Journalism Center on Children & Families, Philip Merrill College of Journalism, University of Maryland, Sept. 6, 2013, <http://www.journalismcenter.org/blog/covering-problem-sex-trafficking>

Barbara Friedman. Review of *Entangling Alliances: Foreign War Brides and American Soldiers in the Twentieth Century*, by Susan Zeiger. *Journal of American History* 97 (March 2011): 1170-1171.

Barbara Friedman. Review of *First Ladies and the Fourth Estate: Press Framing of Presidential Wives*, by Lisa M. Burns. *American Journalism* 26 (Winter 2009): 115-117.

Barbara Friedman. Review of *The Enigma Woman: The Death Sentence of Nellie May Madison*, by Kathleen A. Cairns. *Journalism and Mass Communication Quarterly* 85 (Summer 2008): 451-453.

Barbara Friedman. Review of *First Ladies and the Press: The Unfinished Partnership of the Media Age*, by Maurine H. Beasley. *Political Communication* 25 (July 2008): 335-336.

Barbara Friedman. "Women's Magazines." In *Encyclopedia of American Journalism*, ed. Stephen L. Vaughn, 597-600, New York: Routledge, 2007.

Barbara Friedman, "Electronic Media Then and Now," pp. 218-219 in Jan Johnson Yopp and Katherine C. McAdams, *Reaching Audiences: A Guide to Media Writing*, 4th ed. Boston: Pearson, 2007.

- I contributed a section dedicated to the evaluation of web-based content. This book is in its 6th edition.

Barbara Friedman and Meredith Golden, “When Reporters Go Into MySpace,” *News & Observer* (Raleigh, NC), December 31, 2007, 11A.

Barbara Friedman. Review of *Women Making News: Gender and Journalism in Modern Britain*, by Michelle Elizabeth Tusan. *Journalism History*, 32:2 (Summer 2006): 119.

Barbara Friedman. Review of *Online News and the Public*, by Michael B. Salwen, Bruce Garrison and Paul Driscoll, eds. *Journalism and Mass Communication Quarterly* 82:2 (Summer 2005): 470-471.

Barbara Friedman. Review of *The Penalty is Death: U.S. Newspaper Coverage of Women's Executions*, by Marlin Shipman. *Journalism and Mass Communication Quarterly* 82:2 (Summer 2005): 470-471.

Barbara Friedman. Review of *The Penny Press: The Origins of the Modern Media, 1833-1861*, by Susan Thompson. *Journalism History* 31:1 (Spring 2005): 56.

Refereed Conference Papers and Panel Presentations

Sophia Kiser Noor & **Barbara Friedman**, “Virtual and Virtuous: Mommy Blogs as the Digital-Era Cult of Domesticity,” paper presented to International Communication Association, Feminist Scholarship division, May 27-31, 2021 (Virtual/COVID-19).

Ashley Hedrick, **Barbara Friedman** & Anne Johnston, “What Adolescents Know, Think, and Feel About Sex Trafficking: Exploring Knowledge, Opinions, and Emotions as a First Step to Designing Curriculum,” paper presented to International Communication Association, May 2020 (Virtual/COVID-19).

Barbara Friedman, “Framing Campus Sexual Assault in College News: Peer Education and Counter-Power in a Rape-Supportive Environment,” paper presented to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2019.

Barbara Friedman & Anne Johnston, “Sex Trafficking and Sex Work in the UK Modern Slavery Act,” panel presentation to “Journalism, Gender, and Power,” the Commission on the Status of Women and the AEJMC Council of Affiliates, Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2019.

Anne Johnston & **Barbara Friedman**, “‘Boyfriending In’: Violence and Romance in News Narratives about Sex Trafficking,” paper presented to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Washington, DC, August 2018.

Barbara Friedman & Anne Johnston, “‘The Most Effective Tool’: Power and Influence in News Coverage of the UK Modern Slavery Act,” Slavery and the Media/Negating Humanity: Modern Slavery in Its Historical Context and Its Implications for Policy, Economic and Social Research Council, University of Exeter/University of Leeds, London, January 16-17, 2018.

- See the resulting *PaCCS Policy Brief: The History of Slavery Law and Policy Decisions*:

<http://www.paccsresearch.org.uk/policy-briefings/history-slave-law-policy-decisions/>

Barbara Friedman, “Navigating the Metrics: How Media Historians Can Achieve Tenure & Promotion in a Changing Higher Education Environment,” panel presentation to the American Journalism Historians Association, St. Paul, MN, October 2014.

Barbara Friedman and Anne Johnston, "Hearth and Home Revisited: Where are the Women Now?," panel presentation to the Commission on the Status of Women and the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication, Montreal, Canada, August 2014.

Barbara Friedman and Anne Johnston, "Scripted Romance and Violence? An Exploration of the Intersection of Media, Adolescents and Dating Violence," panel presentation to the Commission on the Status of Women and the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication, Montreal, Canada, August 2014.

Anne Johnston, **Barbara Friedman** and Meghan Sobel, "Framing an Emerging Issue: How U.S. Print and Broadcast News Media Covered Sex Trafficking, 2008-2012," paper presented to the Feminist Scholarship Division, International Communication Association, May 2014.

Barbara Friedman, "Go Big or Stay Home: Internationalizing Journalism History," panel presentation to the American Journalism Historians Association, New Orleans, LA, October 2013.

Lorraine Ahearn and **Barbara Friedman**, "Regret the Error: Memory and Apology in *Birmingham News* Coverage of Civil Rights," Media and Civil Rights History Symposium, Columbia, SC, April 2013.

Barbara Friedman, "New Life for the Historical Research Methods Seminar: Training the Next Generation of Historians," panel presentation to the American Journalism Historians Association, Raleigh, NC, October 2012.

Barbara Friedman, "When You're the Judge: Critiquing a Paper or Article," President's Panel, American Journalism Historians Association, Kansas City, MO, October 2011.

Anne Johnston, **Barbara Friedman**, and Autumn Shafer, "What's the Problem? Newspapers Explain Global Sex Trafficking," paper presented to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, St. Louis, MO, August 2011.

Barbara Friedman, "Teaching Students to Mine History Archives," panel presentation to the History Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO, August 2011.

Barbara Friedman, "Publish, Don't Perish: Tips for Getting Published in Academic Journals," panel presentation to the Association for Education in Journalism and Mass Communication Southeast Colloquium, Columbia, SC, April 2011.

Barbara Friedman, "Stoking the Research Fire," panel presentation to the International Communication Division of the Association for Education in Journalism and Mass Communication, Mid-Winter Conference, Norman, OK, March 2011.

Barbara Friedman, "Getting Out There: Publishing, Presenting and Finding Creative Ways to Get Your Work Noticed," panel presentation to the Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, Mid-Winter Conference, Norman, OK, March 2011.

Barbara Friedman, "Gearing up for the Job Hunt: The Ins and Outs, Ups and Downs of Different Types of Institutions," panel presentation to the Mass Communication and Society Division, Association for Education in Journalism and Mass Communication, Mid-Winter

Conference, Norman, OK, March 2011.

Barbara Friedman, “‘A State Grown Callous’: Historical References in Texas Newspaper Coverage of the Death Penalty Case of Karla Faye Tucker, 1984-1998,” paper presented to the American Journalism Historians Association, Tucson, AZ, October 2010.

Barbara Friedman, “Advice for the Adviser: You’re Chairing a Thesis or Dissertation...Now What?,” panel presentation to the American Journalism Historians Association, Tucson, AZ, October 2010.

Barbara Friedman, “Get to Them Early: Cultivating Journalism Historians Among First-Year Students,” panel presentation to the History Division, Association for Education in Journalism and Mass Communication, Southeast Colloquium, Chapel Hill, NC, 2010.

Barbara Friedman, “Teaching Mass Media History to Undergrads: Status, Renewal and Innovation,” panel presentation to the American Journalism Historians Association, Birmingham, AL, October 2009.

Barbara Friedman, “White Guys, Interrupted: News Media Stumble When ‘Feminine’ and ‘The Other’ Join the Race for President,” panel presentation to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Boston, MA, August 2009.

Barbara Friedman, “Stirred, Not Yet Shaken: Women’s History as Media History,” panel presentation to the American Journalism Historians Association, Seattle, WA, October 2008.

Anne Johnston, **Barbara Friedman** and Sara Peach. “Women’s Voices in Political Commentary: Traditional Media Spaces and Cyberspace,” paper presented to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Chicago, IL, August 2008.

Anne Johnston, **Barbara Friedman** and Sara Peach. “Is There Anybody Out There? Women’s Political Commentary in Traditional and New Media Spaces,” paper presented to the Feminist Scholarship and Political Communication divisions, International Communication Association, Montreal, Canada, May 2008.

Anne Johnston and **Barbara Friedman**. “Mass Media and Sex Trafficking,” poster presented to Combating Sex Trafficking: Prevention and Intervention in North Carolina and Worldwide. Raleigh, NC, April 2008.

Barbara Friedman, “Misogyny.com: Women’s Political Voices in the Blogosphere,” paper presented to the Southeastern Women's Studies Association, Charlotte, NC, April 2008.

Barbara Friedman and Mark Slagle. “Atoning for Editorials Sins? How the *Birmingham News* Covered and Recovered the Sixteenth Street Baptist Church Bombing,” paper presented to the American Journalism Historians Association, Richmond, VA, October 2007.

Barbara Friedman, “Gendering Popular Culture,” panel presentation to the Women’s and Gender Historians of the Midwest, St. Louis, MO, June 2006.

Barbara Friedman and John Richardson. “‘A National Disgrace’: Press Coverage of the 1963 Birmingham Civil Rights Campaign,” paper presented to the American Journalism Historians Association, San Antonio, TX, October 2005.

Barbara Friedman. “Why Does She Do It? Three US News Sources Explain the Female Suicide Bomber,” paper presented to the Commission on the Status of Women, Association for Education in Journalism and Mass Communication, San Antonio, TX, August 2005.

Barbara Friedman. “Guess Who’s Coming to Dinner? British Mass Media and Anglo-American Liaisons in World War II,” paper presented to the Feminist Scholarship Division, International Communication Association, New Orleans, LA, May 2004. **Winner of Top Student Paper Award.**

Barbara Friedman. “‘The Soldier Speaks’: *Yank* Coverage of Women and Wartime Work” paper presented to the American Journalism Historians Association, Billings, MT, October 2003.

Barbara Friedman. “The Heart of the Matter: Gender Framing in US and British Newspaper Coverage of British War Brides, 1945-1946,” paper presented to the American Journalism Historians Association, Nashville, TN, October 2002.

Barbara Friedman. “‘Home Girls Still Lose’: American and British News Coverage of the British War Brides, 1945-1946,” paper presented to the Association of Schools of Journalism and Mass Communication/Association for Education in Journalism and Mass Communication/Association for Journalism Education (UK), London, England, 2002.

Betty H. Winfield, **Barbara Friedman** and Vivara Trisnadi. “History as the Metaphor through Which the Current World is Viewed: How British and American Newspapers Used History Following the September 11 Terrorist Attacks,” paper presented to the Association of Schools of Journalism and Mass Communication/Association for Education in Journalism and Mass Communication/Association for Journalism Education (UK), London, England, 2002.

Barbara Friedman. “Bridging Communications: World War II Letters from London, England to Kansas City, Missouri,” paper presented to the Mid-American American Studies Association, St. Louis, MO, April 2002.

Betty H. Winfield and **Barbara Friedman.** “Gender Politics: News Framing of the Candidates’ Wives in Campaign 2000,” paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, Washington, DC, August 2001.

Barbara Friedman. “Reportage and Reconciliation: The *Jasper Newsboy* and the Texas Dragging Death,” paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication Phoenix, AZ, August 2001.

Barbara Friedman. “‘For the Hearts and Minds of Men:’ Journalistic Complicity and Truman’s Psychological Strategy Board,” paper presented to the American Journalism Historians Association, Pittsburgh, PA, October 2000.

Barbara Friedman. “Top Secret: Harry S. Truman’s Psychological Strategy Board and Cold War Information Control,” paper presented to the Organization of American Historians, St. Louis, MO, April 2000.

Barbara Friedman. “Headlines, Horror, and Heartache: The Swallow Letters and Mass Media in World War Two,” paper presented to the Mid-America Conference on History, Springfield, MO, September 1999.

Barbara Friedman. “History and the Telling of It: Primary Source Materials, Letters, Archives

and the World Wide Web,” paper presented to the Great Lakes History Conference, Grand Rapids, MI, September 1999.

Invited Presentations

Barbara Friedman, “Applying Trauma-Informed Care Principles to Communication About Trafficking,” Region 3 Federal Interagency Anti-Trafficking Task Force (made up of members from HHS, CDC, FBI, DHS, and the EEOC), Office of the Assistant Secretary for Health, July 2021.

Barbara Friedman, Andrea Lorenz Nénque and Montia Daniels, “Brainstorming a Better Way: Responsible News Coverage of Sex Trafficking,” South Carolina Human Trafficking Task Force, Office of the South Carolina Attorney General, June 30, 2021.

Barbara Friedman, “News Coverage of Trafficking and the Fight for Decriminalization,” D.C. Human Trafficking Task Force,” Dec. 15, 2020.

Barbara Friedman, “News Coverage of Human Trafficking: Obstacles and Opportunities,” National Compendium of State-Run Anti-Trafficking Initiatives,” Nov. 2, 2020.

Barbara Friedman, “News Coverage of Gender Violence: Sea Change or Same Old Thing?,” Humanities (Happy) Hour, Carolina Public Humanities, October 16, 2019.

Barbara Friedman and Anne Johnston, “Sex Trafficking and the Role of Media,” UNC Gender-Based Violence Research Symposium, Sonja Haynes Stone Center, UNC-Chapel Hill, April 2019.

Barbara Friedman and Anne Johnston, “Survivors as Storytellers: Sharing Your Expertise with the Media,” (webinar) October 2018, invited by Survivor Alliance, an international trafficking survivor-led advocacy group. This webinar was interactive and included development of supplementary training materials, and follow-up with members of Survivor Alliance.

Barbara Friedman, “It’s On Us, Too: The Role and Responsibility of Student News Media in Covering Campus Sexual Assault,” Carolina Women’s Center Faculty Scholar Symposium, Sonja Haynes Stone Center, UNC-Chapel Hill, October 2018.

Barbara Friedman and Anne Johnston, “Raise Your Voice: How to Use Your Expertise to Improve Media Coverage of Human Trafficking,” Project No Rest Annual Conference, New Bern, NC, August 2018. This training included materials created in collaboration with Hussman colleague Marshéle Carter, CEO, Carolina Cause Communications.

Anne Johnston and **Barbara Friedman**, “The Ethics of Sharing Survivor Stories,” North Carolina Human Trafficking Commission Symposium, New Bern, NC, April 2018.

Barbara Friedman, “How to Discuss, Teach Journalism Students to Report on Sexual Abuse,” #EdShift tweet chat, February 2018.

Barbara Friedman, Carolina Seminar on Human Trafficking, University of North Carolina at Chapel Hill and the Carolina Women’s Center, January 2018.

Barbara Friedman and Anne Johnston, “Reporting on Sex Trafficking: Why Your Expertise Matters,” North Carolina Human Trafficking Commission Symposium, “Strengthening North Carolina’s Multi-Disciplinary Response to Human Trafficking,” Raleigh, NC, November 2017.

Anne Johnston and **Barbara Friedman**, “Sharing Survivor Stories Responsibly: Empowering vs. Exploiting,” North Carolina Human Trafficking Commission Symposium, Raleigh, NC, November 2017.

Barbara Friedman and Anne Johnston, “Research and Training on Media Representation of Sex Trafficking,” North Carolina Coalition Against Sexual Assault (NCCASA) Annual Conference, Winston-Salem, NC, May 2017.

Anne Johnston and **Barbara Friedman**, “The Irina Project (TIP): Understanding Media Representation of Sex Trafficking,” North Carolina Human Trafficking Commission, Raleigh, NC, February 2017.

Barbara Friedman, “Skills and Practices of Engaged Scholarship: Involving Undergraduates in Engaged Research,” Carolina Center for Public Service, UNC-Chapel Hill, February 2015.

Barbara Friedman and Anne Johnston, “Sex Trafficking and Media,” Human Trafficking Roundtable, Kenan Institute on Ethics, Duke University, Durham, NC, October 2014.

Anne Johnston and **Barbara Friedman**, “Language Matters: Contested Terms in Media Coverage of Sex Trafficking,” Beacon Child and Family Program, UNC Hospitals, October 2014.

Barbara Friedman, “(How) Can We Talk About Rape,” UNC Interdisciplinary Initiative on Rape: Perceptions, Realities, Responses, October 2013.

Barbara Friedman, “Legitimate Rape? Current Scholarship and the Debate over Consent and Choice,” Program in Sexuality Studies, UNC-Chapel Hill, October 2012.

Anne Johnston and **Barbara Friedman**, “Media and Sex Trafficking: Coverage of Sex Trafficking in US Newspapers, 1998-2008,” poster presentation to Combating Sex Trafficking: Prevention and Intervention in North Carolina and Worldwide, a biennial conference organized by the Carolina Women’s Center, April 2008.

Barbara Friedman, “Journalism and Social Networking Sites,” Louisville Chapter of Society of Professional Journalists, University of Louisville, 2008.

TEACHING ACTIVITIES (Previous 3 years, *courses that I developed)

University of North Carolina at Chapel Hill

Fall 2021

MEJO 490 Media Literacy
MEJO 890 Textual Analysis

Spring 2021

MEJO 442/WGST 442 Gender, Class, Race and Media (remote)
MEJO 841/WGST 841 Media Issues in Society (remote)

Fall 2020 (CV)

*MEJO 490 Media Literacy (remote)
*MEJO 890 Textual Analysis (remote)

Summer 2020

MEJO 153 Writing and Reporting (online)

Spring 2020 (CV)

*MEJO 242 From Gutenberg to Google: A History of Media
MEJO 153 Writing and Reporting

Fall 2019

*MEJO 490.3 Media Literacy
MEJO 691H Introduction to Honors Research

Spring 2019

MEJO 153 Writing and Reporting (online)
MEJO 153 Writing and Reporting (online)

- **MEJO 890 Textual Analysis** – Initiated and developed this qualitative methods course in text-based analysis, offered for the first time in fall 2018 (enrollment: 12).
- **MEJO 742 Readings in Media History** – required of all PhD students in the Journalism School until 2017; readings in the course are used to gain insight about the development of media institutions, the role of media in society, and scholarly approaches to the study of our field. In addition to traditional units on the history of print and broadcast news, advertising and public relations; the course covers topics such as technology, media and spectacle; marginalized voices; the role of the press in politics and in wartime. A range of qualitative methods and concepts are explored and used. Students produce journal-length research papers (enrollment: 9-15).
 - Students' research papers from JOMC 742 have been presented at AJHA, AEJMC, NCA, and ICA academic conferences and many have won awards and been published in peer-reviewed journals.
- **MEJO 691H Introductory Honors Course** – Required course for outstanding students who wish to complete an undergraduate research/project thesis (enrollment: 6-12). I adapted this course to a twice-weekly meeting to promote more hands-on experience with research methods and encourage collaboration in small research groups. Also adopted a textbook that promotes a range of research methods and project approaches, Zina O'Leary, *The Essential Guide to Doing Your Research Project*.
- **MEJO 490 NewStories: Oral Histories of North Carolina News Workers & News Makers** – Initiated and developed this research methods class, in which students learn the theory and practice of oral history. Each student conducts and records an oral history interview with a JOMC Hall of Fame member or other figure in the field of journalism/mass communication, and contributes to a corresponding digital archive and the University's renowned Southern Oral History Program (sohp.org).
- **MEJO 490 Media Literacy** – Initiated and developed this course to provide students with the critical thinking skills necessary to understand the media they consume and produce. Offered for the first time in the fall 2019 semester (enrollment: 32).
- **MEJO 442/WGST 442 Gender, Class, Race & Media** – The media play a critical role in the construction and contestation of ideas about gender, class and race. Using a range of methods, students analyze media messages past and present to understand how gender, race and class influence media production and consumption. Cross-listed with Women's and Gender Studies (enrollment: 25-40).

- **MEJO 242 From Gutenberg to Google: A History of Media (previously Mass Media & U.S. History)** – A historical examination of the changing role of the media professional and forms of media and communication as they have developed in relation to particular social, political, economic and technological conditions (enrollment: 40-80).
- **MEJO 153 Writing & Reporting** – core requirement for all MEJO majors; this lab course covers the study of elements of news stories, writing of leads, organization and writing of various types of news stories (enrollment: 15-21 students). I have taught this course in residence and online, and in 2015, began including a unit on researching and reporting campus sexual assault.

DOCTORAL DISSERTATIONS CHAIRED

Ashley Hedrick, “Recognize and Resist: A Health Intervention for One Direction Fanfiction Writers,” May 2021

Alexis Romero Walker, “Decolonizing Media Higher Education: Building Critical Media Literacy Principles that Adopt Understandings of the Body and Performance,” May 2021

Autumn Linford (in progress)

Andrea Lorenz Nenque (in progress)

Sophia Noor Kiser (in progress)

Lorraine Ahearn, “Narrative Paths of Native American Resistance: Tracing Agency and Commemoration in Journalism Texts in Eastern North Carolina, 1872-1988,” 2016. *Honorable Mention, 2017 Margaret A. Blanchard Doctoral Dissertation Prize.*

Denise Hill, “Public Relations, Racial Injustice, and the 1958 North Carolina Kissing Case,” 2016. *Honorable Mention, 2017 Margaret A. Blanchard Doctoral Dissertation Prize.*

Melita Garza, “They Came to Toil: News Frames of Wanted and Unwanted Mexicans in the Great Depression,” 2012. *Winner, 2013 Margaret A. Blanchard Doctoral Dissertation Prize.* A revised version of the dissertation was published by University of Texas Press in 2018 and earned *Honorable Mention, 2019 Non-Fiction Book Award, National Association for Chicano and Chicana Studies.*

Mark Slagle, “Mightier Than the Sword? The Black Press and the End of Racial Segregation in the U.S. Military,” 2010.

MASTER’S THESES CHAIRED

Maggie Foster (in progress)

Evelyn Mitchell, “Walking Billboards: Women’s Use of Their Bodies in Performing Professional Identity in the Tattoo Industry,” 2019.

Laura Lacy, “Finding Meaning in the Stars: *Photoplay* Magazine and Women in World War II,” 2017.

Megan Camm, “A Relative Peace: Ethnic Land Conflict in Post-War Ituri District,

Democratic Republic of the Congo,” 2012.

Sara Peach, “Heating Up: Three Facets of Climate Change in the South,” 2009.

Elizabeth Templin, “Life on the Farm: Making North Carolina’s Agricultural Landscape Sustainable,” 2009.

Chris Carmichael, “In Shadows: Stories of Hardship and Hope in Mental Health,” 2008.

Sarah Whitmarsh, “‘God’s Own Medicine’: Opioid Policy, Addiction and the Medical Community,” 2008.

Anne Tate, “All On the Family: Informal Caregiving in America,” 2006.

UNDERGRADUATE HONORS THESES CHAIRED

Molly Brice, “Reading Between the Lines: Framing Sexual Assault in Young-Adult Novels,” MEJO, 2021.

Alice Lim, “Evaluating CDC’s Crisis Communication Strategy during the COVID-19 Pandemic,” MEJO, Fall 2020.

Lydia McInness, “Not That Kind of Croft: A Feminist Textual Analysis of the 2013 Tomb Raider Video Game,” Women’s and Gender Studies, 2019.

Hannah Lebowitz, “The Different Stories of Charlie Scott: The Newspaper Coverage of the First Black Scholarship Athlete to Attend the University of North Carolina,” 2014.

Leah Josephson, “Sex and the Cosmo Girl: Comparing *Cosmopolitan* Magazine’s Messages about Women’s Sexual and Romantic Relationships, 1966 and 2010,” 2011.

Anqi Li, “Back to the Future: Newspapers’ Use of History in Coverage of Same-Sex Marriage Before and After *Perry v. Schwarzenegger*,” 2011, **Winner, Best Undergraduate Work in Sexuality Studies**; student went on to publish a book-length version of this research, *Uses of History in the Press and in Court during California’s Battle Over Proposition 8: Casting Same-Sex Marriage as a Civil Right* (Lewiston, NY: Edwin Mellen Press, 2012).

Kathleen Doll, “Victims or Survivors: Coverage of Hurricane Katrina in Newspapers Serving Evacuees in their Temporary Homes,” 2010.

Brian Sopp, “Toward a Conservative Campus: A Textual Analysis of News Coverage in *Carolina Critic*, the *Carolina Review*, and the *Daily Tar Heel* Since 1987,” 2007.

India K. Autry, “Reporting Whodunit: Two Major Newspapers’ Treatment of the Warren Commission Findings,” 2006.

OTHER ADVISING

Committee member for 5 dissertations in progress: Madhavi Reddi, expected completion 2021; Courtlyn Pippert (COMM), expected completion 2021; Farnosh Mazandarani, expected completion 2021; Teresa Tackett, expected completion 2022; KC Hysmith (AMST), expected

completion 2021; and 12 completed dissertations: Carolin Südkamp (COMM), 2021; Scott Brennen, 2018; Laura Marshall, 2017; Meghan Sobel, 2015; Sada Reed, 2015; Laurie Phillips, 2013; Joseph Erba, 2013; Carolyn Edy, 2012 (*Honorable Mention, 2013 Margaret A. Blanchard Doctoral Dissertation Prize*); Dean Mundy, 2010; Michael Fuhlhage, 2010; Glenn Scott, 2006; Kelly Anderson, 2006).

Committee member for 14 completed theses: Morgan English JD/MA, 2021; Zachary Gorelick, JD/MA, 2021; Claire Cusick (AMST), 2021; Schaefer Edwards, 2020; Abby Newell (SOCl), 2019; Sheila Read, 2011; Chris Saunders, 2010; Erik Holmes, 2009; Rebecca Blatt, 2008; Kelly Chi, 2008; Waynette Morley, 2007; Daniel Johnson, 2007; Jonathan Bloom, 2006; Subhashni Singh Joy, 2006.

Reader for five undergraduate honors theses: Ezra Belfiore Wright (WGST), 2020; Kylee Wooten, 2016; Keely MacKenzie, 2016; Shelby Bass, Studio Art/Graphic Design, 2015; Maggie Schneider, 2015).

Adviser for five MEJO independent studies: Molly Brice (UG), campus sexual assault, 2020; Kelly Marks (MA), oral history research methods, 2008; Orr Shtuhl, undergraduate researched and published *LA Times* article about music in post-Katrina New Orleans, 2006; Tom Terry (PhD), worked with student to research and write “‘That Sounded the Charge’: Two Black and Two White Newspapers Confront the Ku Klux Klan in the Early 1950s,” 2005; Lindsey Michel, undergraduate researched and published feature article about affordable housing, Eugene L. Roberts Award.

Faculty adviser for Hoang My Huu Nguyen, UNC McNair Scholar, “News Framing of Same-Sex Marriage in North Carolina,” 2013.

GRANTS & AWARDS

2017-2018	Carolina Women’s Center Faculty Scholar, \$10,000
2016-2018	Project NO REST, co-investigator with UNC School of Social Work. Funded by NC Governor’s Crime Commission, NC Department of Justice. \$204,762 allocated to School of Media and Journalism (grant total \$2.5 million)
2014-2016	Thorp Faculty Engaged Scholar program, Carolina Center for Public Service, \$10,000
2014	Donna Allen Award for Feminist Advocacy (co-recipient with Anne Johnston), Commission on the Status of Women, Association for Education in Journalism and Mass Communication, \$100
2014	Research Center Seed Grant, UNC School of Journalism and Mass Communication (co-recipient with Anne Johnston), for development of The Irina Project online resource to aid news coverage of sex trafficking, \$5,000
2013	Co-principal investigator (co-recipient with Anne Johnston), Robert R. McCormick Foundation/Poynter Institute grant for Specialized Reporting Institute on news reporting of sex trafficking, \$41,785
2010	Summer Grant for Research, UNC School of Journalism and Mass Communication, \$12,000
2009	Joseph McKerns Research Grant Award, American Journalism Historians Association,

	\$1,250
2009	Baskett-Mosse Award for Faculty Development, Association for Education in Journalism and Mass Communication, \$1,000
2005	UNC Junior Faculty Development Award, \$5,000
2002	Frank Luther Mott Award, University of Missouri, \$1,000
2000	Frank Luther Mott Award, University of Missouri, \$1,000
1999	Frank Luther Mott Award, University of Missouri, \$1,000

ENRICHMENT

- “Adolescent Mental Health in a Digital Age,” RTI International Global Gender Center webinar, July 28, 2021.
- “Reauthorizing the Violence Against Women Act: Impact and Victims’ Rights in North Carolina,” Carolina Public Press webinar, June 24, 2021.
- “Watchdog Workshop: Art of the Television Investigative Interview” (The Emotional Interview, The Accountability Interview), webinar hosted by Investigative Reporters and Editors (IRE), April 17, 2021.
- “Extractive Industries and Sex Trafficking of Native American Women and Girls,” World Without Exploitation webinar, April 15, 2021.
- “Diversity Across the Curriculum,” Poynter, April 5-May 3, 2021.
- “Racism + Misogyny: The Exploitation of Asian Women in the Massage Industry,” with Yvonne Chen, Annalisa Gibbs, and Amy Hsieh; World Without Exploitation webinar, March 25, 2021.
- “White Feminism and the Worker of Color,” panel discussion with Koa Beck, Brittney Cooper, Roxane Gay, and Barbara Smith; Center for Brooklyn History and Ms. Foundation, Feb. 17, 2021.
- Course Design Institute, UNC Center for Faculty Excellence, Dec. 14, 16, 18, 2020.
- Graduate Student Mentoring Workshop with Susan Girdler, UNC Psychiatry Stress and Health Research Program, hosted by Hussman School of Journalism and Media, Nov. 10, 2020.
- “Cultural Competency” workshops with Raja Bhattar, hosted by Hussman School of Journalism and Media. “Foundations of Equity, Diversity and Inclusion,” 7/31/20; “Understanding Our Students,” 9/18/20; “Embedding Belonging and Equity into the Hussman Experience,” 10/16/20.
- HEAL Trafficking and Polaris: QAnon Information Session, Oct. 23, 2020.
- “The Neurobiology of Trauma and Resilience: What the Anti-Sex-Trafficking Movement Needs to Know,” with Laura Mahr (Conscious Legal Minds), World Without Exploitation webinar, July 30, 2020.
- “Promoting Racial Equality in Our Movement to End the Sex Trade,” with Melissa Farley (Prostitution Research & Education), Stephany Powell (Journey Out), and Melanie Thompson (Coalition Against Trafficking in Women), Coalition to End Sexual Exploitation 2020 Global Summit, July 24, 2020.
- “Messaging ‘Modern Slavery,’” Focus on Labour Exploitation (FLEX) webinar, July 21, 2020.
- “Getting Started with Poll Everywhere,” UNC Center for Faculty Excellence, July 15, 2020.

- “Keep Teaching: Course Design and Alignment,” UNC Center for Faculty Excellence, July 12, 2020.
- “Survivors Speak Out: Criminal Justice Reform and the Reality of Decriminalizing the Sex Trade,” with Alisa Bernard (Organization for Prostitution Survivors), Vednita Carter (Founder of Breaking Free), Cristian Eduardo (Survivor Leader/Sanctuary for Families) and Marian Hatcher (SPACE International), World Without Exploitation webinar, July 9, 2020.
- “Getting Organized: Using the Lessons Tool in Sakai,” UNC ITS Teaching and Learning, July 8, 2020.
- “Resilient Teaching,” UNC Center for Faculty Excellence, July 8, 2020.
- “Course Design and Delivery,” dedicated training for Hussman School, Center for Faculty Excellence, July 1, 2020.
- “Essentials for Remote Teaching and Learning,” UNC Center for Faculty Excellence, July 1, 2020.
- “Upstream, Same River? Rethinking the Bones of Our System,” NCCASA webinar, June 30, 2020.
- “Title IX Support for Historically Black Colleges and Universities,” NCCASA webinar, June 22, 2020.
- “The Bitter Truth About Sugaring: Deception and False Promises in Exploitation’s New Frontier,” with Tamar Arenson (The One Campaign), Megan Lundstrom (The Avery Center for Research and Services), World Without Exploitation webinar, June 11, 2020.
- “Privilege and Racial Marginalization: The Racism of Prostitution,” with Audry Morrison (My Life, My Choice), Sonia Ossorio (NOW New York) and Christine Stark (Author), World Without Exploitation webinar, June 4, 2020.
- “Man to Man: Promoting Healthy Masculinity and Ending Men’s Violence,” with Jimmie Briggs (Man Up Campaign) and Peter Qualliotine (Modeling Equality Initiative), World Without Exploitation webinar, May 28, 2020.
- “Clear, Strong Writing for Broadcast Journalism,” Poynter, June 1, 2020.
- “Understanding Bias: A Nuanced Approach to a Vital News Literacy Topic,” News Literacy Project webinar, May 28, 2020.
- “Is It Legit? Teaching Digital Verification to Spark News Literacy Learning,” News Literacy Project webinar, May 21, 2020.
- “Growing Up in a Porn Culture: Social, Emotional and Cognitive Impact on Youth,” with Gail Dines (Culture Reframed), World Without Exploitation webinar, May 21, 2020.
- “Let’s Get Real: Life in the Legal Sex Trade,” with Rebecca Bender (Rebecca Bender Initiative) and Bekah Charleston (Valiant Hearts), World Without Exploitation webinar, May 14, 2020.
- “Exploring the Misinformation Landscape,” News Literacy Project webinar, May 14, 2020.
- “Virtual Town Hall on Title IX,” hosted by End Rape on Campus and It’s On Us, May 8, 2020.
- “What It Means To Be ‘News-Literate’: The Skills Students Need To Know,” News Literacy Project webinar, May 7, 2020.
- “Past is Present: The Historical Effects of the Sex Trade on Women and Girls of Color Today,” World Without Exploitation Speaker Series, May 7, 2020.
- “Investigating Higher Ed Amid COVID-19,” Investigative Reporters and Editors webinar, April 22, 2020.
- “Just the Facts: Identifying and Appropriately Using Solid Data,” with Katie Feifer (The Voices and Faces Project), World Without Exploitation webinar, April 23,

- 2020.
- “Hands Off IX: National Student Activist Call,” Know Your IX and End Rape on Campus, Dec. 5, 2018.
 - GEMS Training, “Commercial Sexual Exploitation of Children: From Learning to Impact,” May 8-10, 2018, Charlotte, NC; sponsored by Project NO REST and NCCASA.
 - “Understanding Modern Slavery,” Conversations with Scholars series (Dr. Laura Murphy), Feb. 24, 2018, Chapel Hill Public Library, sponsored by the National Humanities Center.
 - HAVEN Training, February 23, 2018, UNC-Chapel Hill; sponsored by UNC EOC and Carolina Women’s Center.
 - “Human Trafficking in North Carolina,” January 25, 2018, UNC-Chapel Hill, brown-bag hosted by the School of Government.
 - “Coding and Analyzing Qualitative Data,” Qualitative Research Summer Intensive, July 24-25, 2017, Carolina Inn, Chapel Hill, NC; hosted by Research Talk and the Odum Institute.
 - “Darkness to Light: Preventing Child Sexual Abuse and Human Trafficking in North Carolina,” January 27, 2017, Summit Church, Raleigh; hosted by the YMCA of the Triangle and the NC Human Trafficking Commission.
 - “Teach-In: Title IX-The Basics,” October 10, 2016, Sonja Haynes Stone Center; hosted by the Carolina Women’s Center.
 - “Fighting Human Trafficking: What Can We Do?,” September 29, 2016, Duke University; hosted by the Kenan Institute for Ethics.
 - “Teaching Online,” May 9, 2016, 304 Wilson Library; hosted by UNC Center for Faculty Excellence.
 - “Gender Identity, Inclusion and Language Usage,” April 29, 2016, Carroll Hall; hosted by Dr. Rhonda Gibson, UNC School of Media and Journalism.
 - “The Public Professor: How to Use Your Research to Change the World,” with Dr. Lee Badgett, Professor of Economics and director of the Center for Public Policy & Administration, University of Massachusetts Amherst. Hosted by the Carolina Center for Public Service, February 4, 2016, Freedom Forum, Carroll Hall.
 - “The Entrepreneurial Mindset: Maximizing Faculty Input,” 9th annual Chancellor’s Faculty Entrepreneurship Workshop, hosted by Innovate Carolina, May 14-17, 2012 (by chancellor invitation).

SERVICE

To the Hussman School of Journalism and Media

Listening Session with undergraduates, DEI Committee, June 11, 2021

Chair, Task Force on Public Life Hub, 2019-2020

Director, Undergraduate Honors Program, 2016-2020

Member, Diversity, Equity and Inclusion Committee, 2018-present

Member, Graduate Admissions Committee, 2006-2018, 2020-present

Member, Ph.D. Advisory Committee, 2015-2018

Panelist, “Holding Power Accountable: Reporting on Sexual Misconduct,” sponsored by the UNC School of Media and Journalism, Gerrard Hall, February 27, 2018

Graduate Research Roundtable Panelist: “From Research to the Real World: How to Share Your Work with the World in a Meaningful and Engaging Manner,” September 2016

Chair, Teaching Evaluations Task Force, 2015-2017

Member, David Brinkley Teaching Excellence Award Committee, 2015-2018

Co-chair, David Brinkley Teaching Excellence Award Committee, 2014-2015

Member, Promotion & Tenure Committee, January 2013-2018

Member, Research Center Seed Grant Committee, 2015-2017

Graduate Research Roundtable Panelist: “Scholarly Publishing,” September 2015.

Visiting International Scholars Presentation: “Framing an Emerging Issue: How US Print and Broadcast Media Covered Sex Trafficking, 2008-2012,” April 2015

NCPA Newspaper Academy Presentation: “Covering Sensitive Topics,” May 2014

Member, M.A. Task Force, 2012-2013

Interim Director, Master’s Program, 2010-2011

Adviser, Master’s Program, 2009-2012

Graduate Research Roundtable Panelist: “Path Exams, Comps and Committees,” January 2011

Graduate Research Roundtable Panelist: “Academic Publishing,” April 2011

Member, Ph.D. Curriculum Review Committee, 2009-2014

Writing Coach, News 21/Powering a Nation, Carnegie-Knight Initiative on the Future of Journalism Education, 2009

Member, UNC School of Journalism and Mass Communication Centennial Event Committee, 2009

Member, Online Master’s Program Development Committee, 2008

Member, Master’s Curriculum Revision Committee, 2008

Member, Park Library Director Search Committee, 2008

Member, Richard Cole Eminent Professorship Search Committee, 2008

Chuck Stone Diversity Workshop Presentation: “Evaluating Web-Based Sources,” July 2007

Member, Grade Appeal Committee, 2007

Faculty Adviser, *The Siren*, July 2006-2020. **Winner of the 2014 University Diversity Award.**

Faculty Adviser, Carolina Association of Future Magazine Editors (CAFME), 2006-2018. **Winner of Ed2010 Best New Chapter.**

Reader, Hearst Journalism Awards Program, 2006-2007

NCPA Newspaper Academy Presentation: "Interviewing Sources," May 2006

Member, Hearst Contest Committee, 2005-2006

Member, Scholarships Committee, 2005-2006

Member, MEJO 153 (Writing and Reporting) Committee, 2005-present

Member, Reed Sarratt Distinguished Lecture Series, 2005-2006

Member, International Student Support Committee, 2005-2007

Faculty Co-Adviser, Carolina Association of Women in Communications, 2004-2005

To the University

Member, UNC Women's and Gender Studies Certificate Program, 2020-2022

Member, Carolina Women's Center Advisory Board, 2019-present

Chair, Distinguished Teaching Awards for Post-Baccalaureate Instruction subcommittee, University Teaching Awards Committee, 2020-2021

Judge, University Awards for the Advancement of Women (UAAW), 2020

Member, Carolina Engagement Council, 2014-2016, 2019-2020 (council disbanded)

Member, Selection Committee for Thorp Faculty Engaged Scholars, Carolina Center for Public Service, Spring 2018

Member, Provost's Task Force on Engaged Scholarship, 2015-2016

Member, committee to evaluate Dean of UNC School of Information and Library Science, 2014

Moderator, Celebration of Undergraduate Research, Office of Undergraduate Research, April 2014

Member, "Rape: Perceptions, Realities, and Responses," UNC Interdisciplinary Initiative Grant from the College of Arts and Sciences, the Program in Sexuality Studies, and the Institute for the Arts and Humanities, 2013-2014

"(How) Can We Talk About Rape," public lecture, UNC Institute for Arts and Humanities, October 2013

Board Member, "Media and the Movement: Journalism, Civil Rights, and Black Power in the American South," National Endowment for the Humanities, 2013-2016

Member, Louis Round Wilson Library (UNC) Advisory Committee, National Newspaper Digitization Project, 2012-present

UNC Women Experiencing Learning and Leadership (WELL) Speaker Series Presentation: “Mass Media, Women and Politics: The Image of the First Lady,” September 2012

UNC Women Experiencing Learning and Leadership (WELL) Speaker Series Presentation: “Mass Media and Sex Trafficking: A Complicated Relationship,” February 2011

Member, UNC Working Group for Research on Sex Trafficking, 2009-2013

Chair, Scholarly Communications Committee, Administrative Board of the Library (appointed), 2008-2010

Member, Administrative Board of the Library (elected), 2007-2010

UNC Student Government Women’s Affairs Committee Presentation: “First Year vs. Freshman: A Forum on Gender-Neutral Language,” 2008

Women’s Studies Colloquium Series Presentation: “Harlots to Housewives: Mass Media Depictions of British War Brides, 1942-1946,” 2008

Academic Adviser, College of Arts and Sciences, 2007-2008

Discussion Leader, Carolina Summer Reading Program, *The Death of Innocents: An Eyewitness Account of Wrongful Executions* by Sister Helen Prejean, August 2007

Mentor, Carolina Leadership Development, Division of Student Affairs, Womentoring Program, 2006-2008

To the Discipline/Profession

Manuscript Reviewer, *Public Health Reports*, 2021

Manuscript Reviewer, *Feminist Media Studies*, 2014-present

Manuscript Reviewer, *Journal of Human Trafficking*, 2015-present

Manuscript Reviewer, *Journalism*, 2018-present

Invited Evaluator, “Chosen: A Celebratory Critique,” viewing and evaluation of Shared Hope’s anti-trafficking PSAs, followed by discussion of action items for 2020-2021. Hosted by NCCASA, Oct. 21, 2020.

Contributor, uses of trafficking images for continuing education of medical personnel, HEAL Trafficking, a multidisciplinary group of survivors and professionals in 35 countries addressing trafficking from a public health perspective, 2020

Manuscript reviewer, American Journalism Historians Association, 2020

“Why Your Expertise Matters” training materials prepared for Triad Labor Trafficking Task Force/World Relief Triad, Winston-Salem, NC, September 2019

Contributor/Reviewer, "Expanding Our Reach: Equipping North Carolina's Rape Crisis Centers to Service Survivors of Human Trafficking," by Christy Croft and Courtney Dunkerton, North Carolina Coalition Against Sexual Assault, July 2019

Reviewer (stakeholder questions, methodology), United Against Slavery National Outreach Survey, January 2019

Manuscript Reviewer, University of Illinois Press, 2018-2019

"Media and Human Trafficking," presented by invitation to "Combatting Trafficking in People: A Project for Egypt," International Visitor Leadership Program, US Department of State, August 2019

Invited tweetchat, "How to Discuss, Teach Journalism Students to Report on Sexual Abuse," MediaShift, <http://mediashift.org/2018/02/edshift-chat-discuss-teach-journalism-students-report-sexual-abuse/>, February 15, 2018

Research assistance and review of material, "Human Trafficking Resources: Best Practices in Reporting," Global Journalism Investigative Network, <https://gijn.org/human-trafficking-resources-best-practices-in-reporting/>, October 2017

Member, Steering Committee, Project NO REST (statewide campaign to raise awareness about and combat labor/sex trafficking), 2015-present

External Affiliate, RTI International/Global Gender Center, Raleigh, NC, 2014-present

Member, Women in American Political History Series Editorial Board, Lexington Books (Rowman & Littlefield), 2014-present, <https://rowman.com/Action/series/Lex/LexWAP>, 2014-present

Judge, Lilian Lodge Kopenhaver Award, Commission on the Status of Women, Association for Education in Journalism and Mass Communication, 2014-2016, 2020

Manuscript Reviewer, International Communication Association, Communication History Interest Group, 2014

Host and workshop leader (with Anne Johnston), "Reporting Trafficking: A Local Problem with Global Dimensions," a McCormick Specialized Reporting Institute, Chapel Hill, NC, November 2013

"Teaching Historical Methods with Oral History," presented to the UNC Southern Oral History Program Colloquium Series, January 2013

Discussant, "Visual Culture from Civil Rights to Black Power: Comic Books, Cartoons, and Posters," Media and Civil Rights History Symposium, Columbia, SC, 2013

Editor, *American Journalism*, peer-reviewed quarterly journal of the American Journalism Historians Association, 2011-2014

Local Host (with Frank Fee, UNC Associate Professor Emeritus), American Journalism Historians Association annual conference, Raleigh, NC, 2012

Manuscript Reviewer, Communication, Law and Policy Division, Association for Education in Journalism and Mass Communication, 2012

Ex-officio member, American Journalism Historians Association Board of Directors, 2011-2014

Member, American Journalism Historians Association Publications Committee, 2011-2014

External Reviewer, 11 tenure and promotion cases, 2011-2019

Member, Emerging Scholars Committee (presidential appointment), Association for Education in Journalism and Mass Communication, 2011-2015

Manuscript Reviewer, *Journal of Women, Politics, and Policy*, 2011-2013

Manuscript Reviewer, *Journal of American History*, 2011-2012

Discussant, "Covering the Movement: The Community Press," Media & Civil Rights History Symposium, Columbia, SC, 2011

Discussant, "Media and Gender Stereotypes," Association for Education in Journalism and Mass Communication, St. Louis, MO, August 2011

Moderator, "Negotiations of Identity, Power, and Potential," Commission on the Status of Women, Association for Education in Journalism and Mass Communication Mid-Winter Conference, Norman, OK, March 2011

Moderator, "Defining Journalistic Practice in Changing Times," Association for Education in Journalism and Mass Communication Southeast Colloquium, Columbia, SC, 2011

Mid-Winter Chair, Commission on the Status of Women (elected officer's position), Association for Education in Journalism and Mass Communication, 2010-2011

Secretary/Recorder, Commission on the Status of Women (elected officer's position), Association for Education in Journalism and Mass Communication, 2009-2010

Judge, Best Journalism and Mass Communication History Book, History Division, Association for Education in Journalism and Mass Communication, 2010, 2011

Judge, Joseph McKerns Research Grant Award, American Journalism Historians Association, 2010

Discussant, "Media During Wartime: Battles for Hearts, Minds and Audience," History Division, Association for Education in Journalism and Mass Communication Southeast Colloquium, Chapel Hill, 2010

Moderator, "Creator? Destroyer? Images of Women as Mothers and Warriors," Commission on the Status of Women, Association for Education in Journalism and Mass Communication, Denver, CO, 2010

Editorial Board, *Journalism History*, 2009-2010

Judge, Mary Gardner Award for Graduate Student Research, Commission on the Status of Women, Association for Education in Journalism and Mass Communication, 2009

Manuscript Reviewer, Association for Education in Journalism and Mass Communication Southeast Colloquium, History Division, 2009-2011

Judge, Lowell Thomas Travel Journalism Competition, features, sponsored by the Society of American Travel Writers, 2009, 2012

Chair, Education Committee, American Journalism Historians Association, 2008-2011

Coordinator, National Award for Excellence in Teaching, American Journalism Historians Association, 2008-2011

Member, Board of Directors, American Journalism Historians Association, 2008-2011

Member, Research Committee, American Journalism Historians Association, 2004-2011

Judge, Book of the Year Award, American Journalism Historians Association, 2008-2017

Manuscript Reviewer, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division, 2008

Moderator, "Reporting and Journalism's Extended Family," University of Missouri School of Journalism Centennial, Columbia, MO, 2008.

Judge, American City Business Journals Editorial Contest, 2008, 2010

Workshop Leader, "Surf Smart," Society of Professional Journalists, Louisville Chapter, University of Louisville, 2008

"Women, War and Media," presented to WGST 201 Women in American Culture, University of Louisville, 2008

Member, National Women's Editorial Forum Advisory Board, Washington, DC, 2007-2008

Judge, Florida Magazine Association Charlie Awards, 2007

Manuscript Reviewer, *Mass Communication and Society*, 2006-2008

Manuscript Reviewer, Commission on the Status of Women, Association for Education in Journalism and Mass Communication, 2005-2012, 2016, 2019

Manuscript Reviewer, *Journalism and Mass Communication Quarterly*, 2005-2016

Manuscript Reviewer, *Journalism History*, 2005-2010

Manuscript Reviewer, *American Journalism*, 2005-2010

Manuscript Reviewer, Oxford University Press, 2005-2006

Judge, Association for Education in Journalism and Mass Communication Southeast Colloquium, Magazine Division, 2005

Manuscript Reviewer, American Journalism Historians Association, 2004-2011

Manuscript Reviewer, International Communication Association, Feminist Scholarship Division, 2004-2008

Judge, National Council of Farm Cooperatives Annual Information Fair, 2004-2019

Secretary and Board Member, North Carolina Center on Actual Innocence, 2004-2009

New York Newspaper Publishers Association Excellence Awards, 2004

**Curriculum Vitae
of
Dr. RHONDA GIBSON**

EDUCATION

- May 1993 Doctor of Philosophy in Mass Communication, University of Alabama.
Dissertation: "Exaggerated Versus Representative
Exemplification in News Reports: Perception of
Issues and Personal Consequences."
Adviser: Dr. Dolf Zillmann
- June 1986 Bachelor of Science in Mass Communication, University of Tennessee.
Major in journalism. Graduated with highest honors.

ACADEMIC PROFESSIONAL EXPERIENCE

- July 2020- James H. Shumaker Term Professor
PresentHussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2018- James H. Shumaker Term Associate Professor
June 2020 Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2017- Director of the MA in Digital Communication Program
June 2020 Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2003- Associate Professor
June 2018 School of Media and Journalism
University of North Carolina at Chapel Hill
- July 2012- Associate Dean for Graduate Studies
June 2013 School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- Jan. 2010- Director of the MA in Technology & Communication Program
June 2014 School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- July 2006- Director of the Ph.D. Program
July 2010 School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- July 2001- Assistant Professor
July 2003 School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Sept. 1997- June 2001 Assistant Professor
 Department of Mass Communications
 Texas Tech University

Sept. 1995- Sept. 1997 Assistant Professor
 Department of Communication
 University of Houston

June 1993- Aug. 1995 Assistant Professor
 Department of Communication Studies
 University of Alabama at Birmingham

NON-ACADEMIC PROFESSIONAL EXPERIENCE

1998 Summer Medical Reporter/ASNE Fellow
 Gannett News Service—Arlington, Virginia

1989-1992 Page Designer (part-time)
Alabama Alumni Magazine
 University of Alabama, Tuscaloosa

1988-1989 Assistant Director of Public Relations
 Belmont College—Nashville, Tennessee

1986-1988 Medical News Reporter
 Nashville Banner—Nashville, Tennessee

HONORS/AWARDS

UNC (Competitive) Senior Faculty Research and Scholarly Leave, 2021.

UNC Center for Faculty Excellence Leadership Fundamentals Program Fellow, 2019-2020.

James H. Shumaker Term Associate Professorship, August 2018-present.

Association for Education in Journalism and Mass Communication Research Prize for Professional Relevance, 3rd Place, 2019.

Top Faculty Paper Award, LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, 2017.

Top Faculty Paper Award, LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, 2015.

Top Faculty Paper Award, Internships and Careers Interest Group of the Association for Education in Journalism and Mass Communication, 2015.

Top Faculty Paper award, Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication, 2013.

Academic Leadership Development Program Fellow, 2006-2007
UNC-CH Institute for the Arts and Humanities

Top Paper Award, News Division, Broadcast Education Association, 2003

Top Paper Award, News Division, Broadcast Education Association, 2002

Top Paper Award, Open Division, Southeast Colloquium, 2002

Communicator of the Year Award, Association for Women in Communications, 2001

L.U. Kaiser Innovative Teaching Award, Texas Tech University, 2001

Top Paper Award, News Division, Broadcast Education Association, 2000

President's Award for Excellence, Association for Women in Communications, 1999

Top Paper Award, Multicultural Division, Broadcast Education Association, 1999

Teacher of the Year, Agriculture Communicators of Tomorrow, 1997-98

Bronze Quill Award of Excellence for the project "Charting an Academic Course," International Association of Business Communicators, 1996

Outstanding Dissertation Award, College of Communication, University of Alabama, 1994

PUBLICATIONS

Books

Gibson, R. (2018). *Same-sex marriage and social media: How social networks accelerated the marriage equality movement*. London: Routledge.

Articles and Book Chapters (Peer-Reviewed)

Gibson, R., & Thompson, J. (2020). Theories of media stereotypes. In A. B. Billings & S. Parrott (Eds.), *Media stereotypes: From ageism to xenophobia* (pp. 17-34). New York: Peter Lang Publishing.

Gibson, R., & Callison, C. (2018). Effects of statistical information in news reports on individuals' recall and understanding of events and issues: Implications for journalistic practices. In A. Nguyen (Ed.), *News, numbers, and public opinion in a data-driven world* (pp. 163-176). London: Bloomsbury Publishing.

Gibson, R. (2017). Using quotations in health and risk message design. *Oxford Research Encyclopedia of Communication*. DOI: 10.1093/acrefore/9780190228613.013.537

Book Chapters (Invited)

Gibson, R. (2006). Media coverage of the U.S. ban on gays in the military. In L. Castaneda & S. Campbell (Eds.), *News and sexuality: Media portraits of diversity*, (pp. 191-212).

Gibson, R. (2006). From Zero to 24/7: Images of sexual minorities on television. In L. Castaneda & S. Campbell (Eds.), *News and sexuality: Media portraits of diversity*, (pp. 257-278).

Gibson, R. (2002). Effects of photography on issue perceptions. In J. Bryant, D. Roskos-Ewoldsen & J. Cantor (Eds.), *Communication and emotion: Essays in honor of Dolf Zillmann*. (pp. 323-348).

Zillmann, D., & **Gibson, R.** (1997). The evolution of the horror genre. In J.B. Weaver & R. Tamborini (Eds.), *Horror films: Current research on audience preference and reactions*, (pp. 15-32).

Refereed Journal Articles

Miño, P., & **Gibson, R.** (2020). Intercultural competencies needed for evolving media professions: Educating the next generation of globally minded communicators. *Journalism & Mass Communication Educator*, 75(3), 259-274. <https://doi.org/10.1177/1077695819893863>

Etheridge, C., & **Gibson, R.** (2020). Dog-involved biting? Constructions of culpability in news stories about officer-involved shootings. *Howard Journal of Communications*, 31(1), 86-98, <https://doi.org/10.1080/10646175.2019.1611506>

Cabosky, J., & **Gibson, R.** (2019). A longitudinal content analysis of the use of radical and mainstream, pro- and anti-LGBT organizations as sources in The New York Times and The Washington Post. *Journal of Homosexuality*. Online first: <https://doi.org/10.1080/00918369.2019.1656031>

Wu, L. & **Gibson, R.** (2017). Control frames dominate E-cigarette news articles. *Newspaper Research Journal*, 38(2), 245-258. <https://doi.org/10.1177/0739532917716446>

El Toukhy, S., Holman, L., & **Gibson, R.** (2017). Exemplifying risk: Effects of health exemplars and risk prevalence on perceived susceptibility, severity, and vaccination intentions. *International Journal of Communication and Health*, 5(12). <http://communicationandhealth.ro/no-122017/>

Stevens, E. M., & **Gibson, R.** (2017). An examination of mastery- and performance-based orientations in strategic communication syllabi and suggestions for rhetorical and pedagogical improvement. *Journal on Excellence in College Teaching*, 28(2), 61-80.

McIntyre, K., & **Gibson, R.** (2016). Positive news makes readers feel good: A “silver-lining” approach to negative news can attract audiences. *Southern Communication Journal*, 81(5), 304-315.

Blankenship, J.C., & **Gibson, R.** (2016). Learning alone, together: Closed-cohort structure in an online journalism and mass communication graduate program. *Journalism & Mass Communication Educator*, 71(4), 425-439.

- Callison, C., **Gibson, R.**, & Zillmann, D. (2013). Effects of differences in numeric ability on the perception of adversity risk to others and self. *Journal of Media Psychology*, 25(2): 95-104.
- Gibson, R.**, Callison, C., & Zillmann, D. (2012). Human face in news important, but base-rate data inform more, *Newspaper Research Journal*, 33(2), 54-67
- Gibson, R.**, Callison, C., & Zillmann, D. (2011). Quantitative literacy and affective reactivity in processing statistical information and case histories in the news. *Media Psychology*, 14(1), 96-120.
- Zillmann, D., Callison, C., & **Gibson, R.** (2009). Quantitative media literacy: Individual differences in dealing with numbers in the news. *Media Psychology*, 12(4), 394-416.
- Callison, C., **Gibson, R.**, & Zillmann, D. (2009). How to report quantitative information in news stories. *Newspaper Research Journal*, 30(2), 43-55.
- Ivory, A., & **Gibson, R.** (2009). Gendered relationships on television: Portrayals of same-sex and heterosexual couples. *Mass Communication and Society*, 12(2), 170-192.
- Hester, J.B., & **Gibson, R.** (2007). The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage. *Mass Communication and Society*, 10(3), 299-318.
- Gibson, R.**, & Hester, J.B. (2007). Effects of sources in coverage of same-sex marriage. *Newspaper Research Journal*, 28(2), 71-81.
- Hester, J.B., & **Gibson, R.** (2007). Consumer responses to gay-themed imagery in advertising. *Advertising & Society Review*, 8(2), http://muse.jhu.edu/journals/asr/v008/8.2hester_gibson.html
- Hester, J.B., & **Gibson, R.** (2007). The relationship between tone of TV news coverage and public opinion for a controversial issue. *Electronic News*, 1(2), 89-102.
- Gibson, R.** (2004). Coverage of gays and lesbians in newspaper lifestyle sections: A content analysis. *Newspaper Research Journal*, 25(3), 90-95.
- Hester, J.B., & **Gibson, R.** (2003). The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy. *Journalism & Mass Communication Quarterly*, 80(1), 73-90.
- Gibson, R.**, & Hester, J.B. (2002). Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories? *Web Journal of Mass Communication Research*, 5(1). <http://wjmc.info/2001/12/01/reporters-as-sources-to-what-degree-do-broadcast-news-personnel-offer-expert-testimony-in-news-stories/>
- Knobloch, S., Zillmann, D., **Gibson, R.**, & Karrh, J.A. (2002). Effects of issue salience on the acquisition of qualitative and quantitative information from news reports, *Zeitschrift fur Medienpsychologie*, 14(1), 14-22.

Gibson, R., Hester, J.B., & Stewart, S. (2001). The effects of extracted quotation in news stories on issue perception. *Newspaper Research Journal*, 22(2), 66-78.

Gibson, R., & Zillmann, D. (2000). Reading between the photographs: The influence of incidental pictorial information on issue perception. *Journalism & Mass Communication Quarterly*, 77(2), 355-366.

Gibson, R., & Hester, J.B. (2000). Student understanding of the use of quotes and paraphrases. *Journalism and Mass Communication Educator*, 54(4), 59-66.

Gibson, R., Aust, C.F., & Zillmann, D. (2000). Loneliness of adolescents and their choice and enjoyment of love-celebrating versus love-lamenting popular music. *Empirical Studies of the Arts*, 18(1), 43-48.

Gibson, R., Hudson, J.C., & Watts, L. (1999). Low recall of local television health care news segment topics, sponsors and program names. *Health Marketing Quarterly*, 17 (2), 55-65.

Gibson, R., Hudson, J.C., & Melanson, W. (1999). Broadcast media usage patterns and preferences of Hispanics in three large southwestern markets. *Southwestern Mass Communication Journal*, 15, 1-13.

Gibson, R., & Hudson, J. C. (1999). Time spent with media by seniors. *Southwestern Mass Communication Journal*, 14 (2), 38-46.

Zillmann, D., **Gibson, R.,** & Sargent, S. L. (1999). Effects of photographs in news-magazine reports on issue perception. *Media Psychology*, 3, 207-228.

Gibson, R., & Zillmann, D. (1998). Effects of citation in exemplifying testimony on issue perception. *Journalism & Mass Communication Quarterly*, 75(1), 167-176.

Zillmann, D., **Gibson, R.,** Sundar, S., & Perkins, J.W. (1996). Effects of exemplification in news reports on the perception of social issues. *Journalism Quarterly*, 73, 427-444.

Zillmann, D., **Gibson, R.,** & Aust, C.F. (1995). Radical Rap: Does it further ethnic division? *Basic and Applied Social Psychology*, 16(1&2), 1-25.

Gibson, R., & Zillmann, D. (1994). Exaggerated versus representative exemplification in news reports. *Communication Research*, 21, 603-624.

Gibson, R., & Zillmann, D. (1993). The impact of quotation in news reports on issue perception. *Journalism Quarterly*, 71, 793-800.

Zillmann, D., **Gibson, R.,** Ordman, V., & Aust, C. (1994). Effects of upbeat stories in broadcast news. *Journal of Broadcasting & Electronic Media*, 38, 65-78.

Gibson, R., Yi, H., & Zillmann, D. (1993). Incidental learning from radio advertisements with and without curiosity-arousing questions. *Advances in Consumer Research*, 21, 282-285.

Riffe, D., Aust, C., **Gibson, R.,** Viall, E., & Yi, H. (1993). International news and borrowed news in the New York Times: An update. *Journalism Quarterly*, 70, 638-646.

Refereed Conference Papers and Panel Presentations

“The social identities of Pete Buttigieg: How Twitter addressed counter-stereotypical attributes of a presidential candidate” by Rhonda Gibson and Joe Bob Hester. Paper presented to the LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, August 2021. (Virtual).

“The long-term value of networking and diverse professional experience in online communication master's cohorts: Strategic benefits of a closed-cohort structure” by Shanetta Pendleton and Rhonda Gibson. Paper presented to the Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication, August 2021. (Virtual).

“Theories of media stereotypes” by Rhonda Gibson and Jacob Thompson. Panel presentation to the National Communication Association, November 2020. (Virtual).

“Intercultural competencies needed for evolving media professions: Educating the next generation of globally minded communicators” by Pablo Mino and Rhonda Gibson. Paper presented to the Careers and Internships Interest Group of the Association for Education in Journalism and Mass Communication, August 2019. **Winner of AEJMC Research Prize for Professional Relevance, 3rd place.**

“Teaching and reporting on the intersection of religion and sexuality: Covering the Masterpiece Cakeshop case” by Rhonda Gibson. Panel presentation to the Religion and Media Interest Group of the Association for Education in Journalism and Mass Communication, August 2019.

“Taming the trolls: Preparing students to deal with harassment and abuse online” by Rhonda Gibson. Panel presentation to the LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, August 2018.

“Families in transition: News coverage of transgender lives and issues within a family context,” by Rhonda Gibson and Deborah Dwyer. Paper presented to the LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, August 2017. **Winner of Top Faculty Paper Award.**

“Identity negotiation within the family: How transgender television characters challenge gendered family roles,” by Rhonda Gibson and Chris Etheridge. Paper presented to the LGBTQ Studies Interest Group of the International Communication Association, May 2017.

“Dog-Involved Biting? Construction of culpability in news stories about officer-involved shootings,” by Chris Etheridge and Rhonda Gibson. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, August 2016.

“Effects of positive stereotypes of sexual minorities on news consumers’ attitudes and recognition of stereotypes,” by Karen McIntyre and Rhonda Gibson. Paper presented to the LGBTQ Studies Interest Group of the International Communication Association, June 2016.

“Effects of news coverage of e-cigarettes on reader attitudes and behavioral intentions,” by Rhonda Gibson and Lu Wu. Paper presented to the Open Division of the Association for Education in Journalism and Mass Communication Midwinter Conference, February 2016.

“Officer-involved shootings: An analysis of news construction of culpability,” by Chris Etheridge and Rhonda Gibson. Paper presented to the Cultural and Critical Studies Division of the Association for Education in Journalism and Mass Communication Midwinter Conference, February 2016.

“Use of pro- and anti-GLBT organizations in the news: A longitudinal content analysis,” by Joe Cabosky and Rhonda Gibson. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2015. **Winner of Top Faculty Paper Award.**

“Benefits of a closed-cohort structure in online graduate programs for advancing the career opportunities of mid-career communication professionals,” by Justin Blankenship and Rhonda Gibson. Paper presented to the Internships and Careers Interest Group of the Association for Education in Journalism and Mass Communication, August 2015. **Winner of Top Paper Award.**

“Framing E-cigarettes: News media coverage of the popularity and regulation of ‘vaping,’” by Lu Wu and Rhonda Gibson. Paper presented to Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication, August 2015.

“What message are we sending? An examination of mastery- and performance-based motivations in advertising and public relations syllabi” by Elise Stevens and Rhonda Gibson. Paper presented to the Pedagogy Division of the International Communication Association, May 2015.

“Incidental contact with same-sex couples in non-traditional news content: An examination of exemplification and para-social contact effects” by Rhonda Gibson and Jessica Myrick. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2014.

“Enhancing faculty presence in the online classroom” by Rhonda Gibson. Panel presentation to the Communication Technology Division of the Association for Education in Journalism and Mass Communication, August 2014.

“Changes in quantitative measures for attitudes toward sexual minorities” by Rhonda Gibson. Panel presentation to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2013.

“Exemplifying risk: Contrast versus assimilation effects in risk perception and vaccination intentions: by Lynette Holman, Sherine El-Toukhy and Rhonda Gibson.” Paper presented to the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication, August 2013. **Winner of Top Faculty Paper Award.**

“Quantitative research examining the effects of media images of GLBT individuals” by Rhonda Gibson. Panel presentation to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2012.

“Effects of differences in numeric ability on the perception of adversity risk to others and self” by Rhonda Gibson, Coy Callison, and Dolf Zillmann. Paper presented to the Mass Communication Division of the International Communication Association, May 2012.

“Individual differences in exemplification effects with a focus on arithmetic ability” by Rhonda Gibson and Coy Callison. Panel presentation to the Mass Communication Division of the International Communication Association, May 2012.

“Effects of quantitative literacy and information interference on the processing of numbers in the news” by Coy Callison, Rhonda Gibson, and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 2010.

“Quantitative media literacy: How readers deal with numbers in news reports” by Rhonda Gibson, Coy Callison, and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 2008.

“Effects of gay and lesbian exemplars in news stories on reader perceptions,” by Rhonda Gibson, Dean Smith, and Joe Bob Hester. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2008.

“The implications of exemplification theory for newsroom diversity policies” by Rhonda Gibson. Panel presentation to the Mass Communication Division of the International Communication Association, May 2007.

“Sourcing effects in news coverage of same-sex marriage” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Media and Sexual Minorities Conference, Plymouth State University, April 2006.

“The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August 2005.

“Effects of gay-themed advertising content on emotional response, attitude toward the ad, and changes in attitude toward the brand” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, August 2005.

“Gendered relationships on television: Comparing portrayals of heterosexual and same-sex couples” by Adrienne Holz, Rhonda Gibson, and James D. Ivory. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2005.

“Gays in the military: A second-level agenda-setting analysis of TV news coverage” by Rhonda Gibson and Joe Bob Hester. Paper presented to the RTVJ Division of the Association for Education in Journalism and Mass Communication, August 2003.

“Network television news coverage of gays and lesbians: An agenda-setting approach” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Broadcast Education Association, April 2003. **Winner of News Division Top Paper Award.**

“Second-level agenda setting and the economy: A time-series analysis of televised economic news and public opinion about the economy” by Joe Bob Hester and Rhonda Gibson. Paper presented to the News Division of the Broadcast Education Association, April 2002. **Winner of News Division Top Paper Award.**

“Coverage of gays and lesbians in newspaper lifestyle sections: A content analysis” by Rhonda Gibson. Presented to the Newspaper Division of the Southeast Colloquium, March 2002. **Winner of News Division Top Paper Award.**

“The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Open Division of the Southeast Colloquium, March 2002. **Winner of Open Division Top Paper Award.**

“Violence vs. sex: Differences in rap lyrics by male and female artists” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, August 2001.

“Toward exemplification literacy: A decade of research examining the effects of news exemplification practices on reader and viewer issue perception” by Rhonda Gibson. Panel presentation to the International Communication Association, May 2001.

“Differences in rap lyrics by male and female artists: A content analysis,” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Gender Issues Division of the Broadcast Education Association, April 2001.

“Use of mass media as a source of health care information for Medicaid recipients,” by Rhonda Gibson and Jerry Hudson. Paper presented to the SWECJMC Southwest Symposium, November 2000.

“The effects of extracted quotation in news stories on issue perception” by Rhonda Gibson, Joe Bob Hester and Shannon Stewart. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, August 2000.

“Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories?” by Joe Bob Hester and Rhonda Gibson. Paper presented to the News Division of the Broadcast Education Association, April 2000. **Winner of Top Paper Award.**

“Reading between the photographs: The influence of incidental pictorial information on issue perception,” by Rhonda Gibson and Dolf Zillmann. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, August 1999.

“Media usage patterns and preferences of Hispanics in three large southwestern markets,” by Rhonda Gibson, Jerry C. Hudson, and Wayne Melanson, Paper presented to the Multicultural Studies Division of the Broadcast Education Association, April 1999.

“Paying attention to quotes: Recognizing the undetected power of direct quotations vs. paraphrases in news reports,” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium, March 1999.

“Effects of photographs in news-magazine reports on issue perception,” by Rhonda Gibson and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 1998.

“Time spent with media by seniors” by Rhonda Gibson and Jerry C. Hudson. Paper presented to the Western Social Sciences Association, April 1998.

“What do viewers remember about televised health care messages?” by Rhonda Gibson, Jerry C. Hudson, and Liz Watts. Paper presented to the International Academy of Business Disciplines, April 1998.

"Effects of citation in exemplifying testimony on issue perception" by Rhonda Gibson and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1997.

“Implications of adolescent loneliness for the enjoyment of love-lamenting and love-celebrating popular music,” by Rhonda Gibson, Charles Aust, and Dolf Zillmann. Paper presented to the Speech Communication Association, November 1995.

"Effects of exemplification in news magazine writing on reader issue perception" by Rhonda Gibson and Dolf Zillmann. Paper presented to the Magazine Division of the Association for Education in Journalism and Mass Communication, August 1995.

"Effects of human-interest stories in broadcast news" by Rhonda Gibson, Charles Aust, and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1993.

"The evolution of the horror genre" by Rhonda Gibson and Dolf Zillmann. Paper presented to the International Communication Association, May 1993.

“Differences in content selection by male and female newspaper lifestyle editors” by Rhonda Gibson and Liz Viall. Paper presented to the 1993 AEJMC Southeast Colloquium in Tuscaloosa, AL, March 25-27.

“Quotation talks: The impact of direct vs. paraphrased quotation in news reports on issue perception” by Rhonda Gibson and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1992.

Invited Research Presentations

“Using social media to advance progressive activist causes: What we learned from the marriage equality movement.” Presentation to the NC Fellows Program, January 2019.

“Who’s the bully and who’s the victim in Masterpiece Cakeshop?” Pennsylvania State University Pockrass Memorial Lecture, October 2018.

“The battle over marriage: Messaging strategies of proponents and opponents of marriage equality.” University of North Carolina LGBTQ Graduate Speaker Series, March 2018.

“Shifting strategies in the fight for same-sex marriage.” University of Alabama College of Communication and Information Sciences Research Colloquium, April 2014.

“Implications of exemplification theory for LGBT rights advocates.” University of North Carolina School of Journalism and Mass Communication Mary Junck Research Colloquium, October 2011.

“Exemplification in news reports: Considerations beyond journalistic accuracy.” University of Houston Faculty Symposium, April 1997.

TEACHING RECORD (Previous 5 years)

University of North Carolina at Chapel Hill

Spring 2021

MEJO 153 Writing & Reporting (2 sections, 36 students)
MEJO 992 Master’s (Non-Thesis) (1 student)

Fall 2020

MEJO 710 Psychology of Audiences (21 students)
MEJO 801 Pro-Seminar in Doctoral Education (6 students)
MEJO 992 Master’s (Non-Thesis) (2 students)

Spring 2020

MEJO 153 Writing & Reporting (20 students)

Fall 2019

MEJO 153 Writing & Reporting (19 students)
MEJO 801 Pro-Seminar in Doctoral Education (9 students)
MEJO 992 Master’s (Non-Thesis) (1 student)

Summer 2019

MEJO 141 Media Ethics (19 students)
MEJO 992 Master’s (Non-Thesis) (3 students)

Spring 2019

MEJO 447 International Media Studies (14 students)
MEJO 596 Individual Study (1 student)
MEJO 992 Master’s (Non-Thesis) (1 student)
MEJO 900 Reading and Research (1 student)

Fall 2018

- MEJO 141 Media Ethics (55 students)
- MEJO 801 Pro-Seminar in Doctoral Education (8 students)
- MEJO 992 Master's (Non-Thesis) (2 students)
- MEJO 994 Doctoral Research and Dissertation (1 student)

Summer 2018

- MEJO 994 Doctoral Research and Dissertation (1 student)

Spring 2018

- MEJO 447 International Media Studies (18 students)
- MEJO 992 Master's (Non-Thesis) (1 student)
- MEJO 994 Doctoral Research and Dissertation (1 student)
- MEJO 900 Reading and Research (1 student)

Fall 2017

- MEJO 141 Media Ethics (50 students)
- MEJO 890 Pro-Seminar in Doctoral Education (7 students)
- MEJO 992 Master's (Non-Thesis) (1 student)
- MEJO 994 Doctoral Research and Dissertation (1 student)

Summer 2017

- MEJO 715 New Media and Society (8 students)

Spring 2017

- MEJO 447 International Media Studies (12 students)
- MEJO 992 Master's (Non-Thesis) (1 student)

Fall 2016

- MEJO 705 Theories of Mass Communication (9 students)
- MEJO 890 Pro-Seminar in Doctoral Education (7 students)
- MEJO 992 Master's (Non-Thesis) (1 student)

DOCTORAL DISSERTATIONS CHAIRED

Chris Etheridge, "Community, Communication, and Information: Crime and Public Safety Information-Seeking Behaviors in an Urban System," May 2019.

Joe Cabosky, "Queering Agenda Building: LGBT Advocacy Organizations and Strategic Information Flow Through Multiple Media Platforms," August 2015.

Karen McIntyre, "Constructive Journalism: The Effects of Positive Emotions and Solution Information in News Stories," May 2015.

Oscar Guerra Nunez, "Empowerment of Foreign-Born Latino Students Through the Use of Digital Educational Technologies: A Collective-Case Study," August 2014.

Meredith Clark, “To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon ‘Black Twitter,’” December 2014. **Winner of 2015 AEJMC Mass Communication & Society Division Dissertation of the Year Award.**

Scott Parrott, “An Examination of the Use of Disparagement Humor in Online TV Comedy Clips and the Role of Audience Reaction in Its Effects,” August 2013. **Winner of the 2014 AEJMC Nafziger-White-Salwen Outstanding Dissertation Award.**

Lynette Holman, “The Andrea Yates Effect: Priming of Mental Illness Stereotypes Through Exemplification of Postpartum Disorders,” August 2010.

Hai Tran, “Multimedia Exemplification: The Interplay of Representation and Modality in the Processing of News and Perceptions of International Issues,” May 2010.

Terri Bailey, “Effect of Message Type and Source in Advocacy Communication: Investigating Message Strategies to Combat Ageism,” May 2008.

Rachel Davis Mersey, “Can the Internet Preserve Journalism? Sense of Community Differences Among Print and Online Local News Consumers,” May 2007.

MASTER’S THESES CHAIRED

Julia Sellers (in progress)

Kiecha Berzins (in progress)

Elizabeth Baier, “Best Practices for Designing and Teaching Audio Podcast Courses Online: Insights from Experienced Instructors,” December 2020.

Melissa Liles, “Influencing for Impact: Successful Communications Strategies and Tactics from Education Think Tanks and Think-and-Do Tanks in the Social Media Era,” August 2020.

Elizabeth Poindexter, “Philanthropic Mirroring in Practice: Ethical Considerations for Alumni Engagement in Higher Education Fundraising,” December 2019

Paul Pogge, “Recent M&A Insights in the Technology, Media, and Telecommunications Industry,” August 2019

Katie Schanze, “The Bottom Line: An Examination of the Ethical Standards and Practices of Travel Journalists and Bloggers,” May 2016.

Rebekah Radisch, “Using social media to re-create a sense of place for former Kwajalein Island schoolchildren,” May 2014.

Frank Taylor, “Digging down: Identifying best Internet-based fact-checking practices for new media organizations with a focus on science and archaeology,” May 2014.

Emily Ogilvie, “Fake forensics, real effects? Testing the cultivating power of crime drama,” May 2011.

Waynette Morley, "What to Do About Risk? Evaluating News Reports of Risk Factors for Disease," May 2007.

Kelly Anderson, "Cover Story: The Rhetorical Construction of Afghan Women in a *Time* Feature," May 2006.

Amy Kingsley, "Sensitive Listeners and Children Should Tune Out During the Following Broadcast: The FCC and the Battle for America's Airwaves," August 2005.

Joan Gandy, "The Congressionalization of the North Carolina House: An Analysis of Campaign Finance Reports from 1990 to 2004," May 2005.

Alexandra Obregon, "In This Country, I Am: Latino Children and Youth Growing up in America," May 2004.

Shannon Stewart, "The Effects of Extracted Quotation in News Stories on Issue Perception," May 2000.

UNDERGRADUATE HONORS THESES CHAIRED

Brian Freskos, "Trends in Coverage of the Death Penalty in North Carolina," May 2015

Catherine Sum, "Framing the Libyan conflict: The Associated Press, The New York Times, and International Angles on a 'Civil War,'" May 2012.

Laura Morrison, "How to be a Real Man: Advice on Masculinity from Maxim Magazine, 2007," May 2008.

Kayla Tausche, "How Now, Hong Kong? Analyzing Media Coverage on the Birthday of the British Handover," May 2008.

Adam Geller, "Some Stories Hurt More: The Interaction of Salience and Exemplification in News Reports," May 2005.

Jayne Anne Elrod, "The Unreal World of Reality Dating: How Reality Television Influences Emerging Adults' Perceptions of Dating Norms," May 2004.

Ian Gordon, "The Best Thing to Happen to Men Since Women? Young Men's Views on Men's Magazines," May 2003.

Rachel Leonard, "Growing Up in a Material World," May 2002.

Kim Perry, "Super Sexy Super Heroines: How Female Comic Book Characters Affect Young Adult Males' Perceptions of the Female Body," May 2002.

SUMMER UNDERGRADUATE RESEARCH FELLOWSHIPS SUPERVISED

Gabrielle Hubert, 2017

GRANTS

2020 Course Development Grant, UNC Hussman School of Journalism and Media, \$6,000, PI

2016 JOMC Seed Grant for Research, \$5,000, PI

2006 JOMC Summer Grant for Research and Program-Related Activities, \$10,000, PI

2005 JOMC Summer Grant for Research and Program-Related Activities, \$2,900, PI

2003-2004 Center for the Study of Sexual Minorities in the Military Research Grant, \$1,000, PI

2003 UNC Junior Faculty Development Award, \$5,000, PI

2003 JOMC Summer Grant for Research and Graduate Program-Related Activities, \$3,000, PI

2002 UNC Center for Public Service Grant for the Women's Prison Writing Project, \$10,000, PI

2002 UNC Course Development Grant from the Williamson Committee to Promote Gay and Lesbian Studies, \$3,333, PI

2002 JOMC Summer Grant for Research and Graduate Program-Related Activities, \$1,500, PI

1999-2001 Wendell Mayes Research Scholar Grant, Texas Tech University School of Mass Communications, \$6,000, PI

1996 Research Initiative Grant, University of Houston, \$2,000, PI

1989 Graduate Student Research Grant, University of Alabama, \$1,000, PI

SERVICE

To the Hussman School of Journalism and Media

Faculty Advisor, Carolina Association of Queer Journalists, 2020-present

Member, Ad Hoc School Organization Committee, 2020-2021

Chair, Assessment Committee, 2020-present

Co-Chair, Scenarios 2020 Committee, May-June 2020

Director, Master of Arts in Digital Communication, 2010-2014 and 2017-2020

Member, Master of Arts in Digital Communication Task Force, 2017-2019

Moderator, Research Café on Gender Identity and Inclusive Language, April 2016

Member, Teaching Evaluations Task Force, 2015-2017

Chair, Scholarship Committee, 2014-present

Member, Graduate Admissions Committee, 2014-present

Member, Mentoring Committee, 2014-2015

Chuck Stone Program Presentation: "Including Diversity in Reporting," July 2015

Member, Ph.D. Advisory Committee, 2014-2021

Chair, Public Relations Search Committee, 2014

Associate Dean for Graduate Studies, 2012-2013

Chair, Graduate Admissions Committee, 2012-2013

Chair, Graduate Curriculum Committee, 2012-2013

Member, IRB Review Committee, 2011-2017

Member, M.A. Task Force, 2012-2016

Edward R. Murrow Program Presentation: "U.S. News Media Ethics," UNC November 2012.

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," Nov. 2012.

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," April 2012.

Chair, MATC/Strategic Communication Faculty Search Committee, UNC 2012

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," Oct. 2011.

Chair, MATC/New Media Faculty Search Committee, UNC 2010

Director, Ph.D. Program, 2006-2010

Member, Planning Committee for M.A. in Technology and Communication, 2009

Chair, Cole Professorship Search Committee, UNC, 2008

Member, Master's Curriculum Revision Committee, UNC, 2007-present

Member, Online Journalism Search Committee, UNC, 2007

Member, JOMC 153 Committee, UNC, 2006-present

Member, Public Relations Search Committee, UNC 2006

Chair, JOMC 53 Committee, UNC 2005-2006

Chair, Scholarship Committee, UNC 2004-2006

Chair, Minority Activities Committee, UNC 2005-2006

Coordinator, Student Research Participant Pool, UNC 2003-2006

Coordinator, Grammar Slammer, UNC 2001-2006

Member, IRB Committee, UNC 2004-2005

Member, Minority Activities Committee, UNC 2002-2005

Member, Hearst Contest Committee, UNC 2001-2004

Member, JOMC 53 Committee, UNC 2001-2004

Member, Scholarship Committee, UNC 2001-2004

Division Leader, UNC State Employees Combined Campaign, UNC 2003

Chairwoman, Texas Tech University Women's Studies Task Force, 2000-2001

Faculty adviser, Texas Tech University Student Chapter of Women in Communications, 1999-2001

Chair, Faculty Awards Committee, Texas Tech University School of Mass Communications, 1999-2000

Member, Faculty Awards Committee, Texas Tech University School of Mass Communications, 2001

School of Mass Communication Scholarship Committee, Texas Tech University, 1997-1999

Journalism Division Coordinator, Texas Tech University, 1997-1998

Editor of Update, the University of Houston School of Communication's quarterly newsletter (1995-1997)

Member of University of Houston School of Communication Policy Committee, 1996-1997

Member of University of Houston School of Communications Publications Committee, 1995-1997

Member of University of Houston School of Communication Courtyard Committee, 1995-1997

To the University

Member, UNC Caregiving Task Force, 2020-2021

Member, Faculty Governance Nominating Committee, 2020

Member, General Education Oversight Committee, 2019-2020

Member, Summer Undergraduate Research Fellowship Selection Committee, 2018

Chair, Faculty Welfare Committee, 2017-2019

Member, Provost's Committee on LGBTQ Life, 2016-present

Member, Sexuality Studies Advisory Board, 2016-2019

Member, Faculty Athletics Subcommittee on College Sports, 2016-2018

Chair, Mary Turner Lane Award Committee, 2015-2016

Board Member, Association of Women Faculty and Professionals, 2013-2016

IDST 194: Modes of Inquiry Presentation: "Empirical research in journalism," September 2014.

Member, Faculty Welfare Committee, 2014-present

Member, Glass Professorship Selection Committee, 2014

Member, Graduate School Administrative Board, 2012-2018

Parr Ethics Center Presentation (with Penny Abernathy): "New Questions for the Fourth Estate," Nov. 2011.

Treasurer, Association of Women Faculty and Professionals, 2011-2014

Member, Gender Equity Committee, 2010-2011

Secretary, Association of Women Faculty and Professionals, 2010-2011

President, Association of Women Faculty and Professionals, 2007-2008

Vice President, Association of Women Faculty and Professionals, 2006-2007

Summer Undergraduate Research Fellows Selection Committee, 2006

General College Adviser, 2004-2006

Secretary, Association of Women Faculty and Professionals, 2001-2005

Speaker, Graduate Student Orientation, August 2004, August 2005, August 2006, August 2008

Safe Zone Ally, 2001-present

Speaker, Women's Week, March 2004

Member, The Daily Tar Heel Community Feedback Board, 2002

Texas Tech University Student Publications Committee, 1999-2001

"Violence in the Media" panel presentation, Texas Tech University, University Center, March 8, 2001.

Journalism faculty representative to University of Houston Undergraduate Committee, May 1996

Member of University of Alabama at Birmingham Board of Student Publications, 1993-1995

To the Discipline/Profession

Manuscript Reviewer, European Journal of Communication, 2018

Manuscript Reviewer, International Communication Association, 2016-2018

Manuscript Reviewer, Association for Education in Journalism and Mass Communication, 2013-present

Division Head, GLBT Interest Group, AEJMC, 2012-2013

Research Chair, GLBT Interest Group, AEJMC, 2009-2010

Vice Head and Programming Chair, GLBT Interest Group, AEJMC, 2008-2009

Professional Freedom & Responsibility Chair, GLBT Interest Group, AEJMC, 2006-2007

Editorial Board, *Mass Communication and Society*, 2007-present

Editorial Board, *Newspaper Research Journal*, 2001-2015

Teaching Standards Chair, GLBT Interest Group, AEJMC, 2004-2005

Instructor, NCPA Newspaper Academy, 2002, 2003, 2004, 2005, 2006, 2007

Instructor, North Carolina Scholastic Media Institute, 2004, 2005

Manuscript reviewer, Southeast Colloquium Open and Newspaper divisions, 2002-2015

Newspaper Competition Judge, North Carolina Scholastic Media Institute Competition, 2004, 2005, 2006

Research Chair, GLBT Interest Group, AEJMC, 2003-2004

Manuscript Reviewer, *Journalism & Mass Communication Quarterly*, 2004-present

Manuscript Reviewer, *Media Psychology*, 2001-2006

Manuscript reviewer, *Mass Communication & Society*, 2001-present

Instructor, Knight Summer Institute for Midcareer Copy Editors, 2003

Research Chair, Newspaper Division, AEJMC, 2001-2003

Instructor, "Professional Writing," Raleigh Correctional Facility for Women, 2002

Manuscript reviewer, *International Journal of Psychology*, 2001

Manuscript reviewer, AEJMC RJTV Division, 2001

Manuscript reviewer, *Southwestern Mass Communication Journal*, 2000-2001

Secretary, Newspaper Division, AEJMC, 1998-2001

Adviser for student chapter of Society of Professional Journalists, University of Houston, 1995-1997

"So, You Want to Be a Medical Reporter?" presented to the Houston Museum of Health & Medical Science's Health Reporter Summer Camp, June 9, 1997

"Crisis Communications: How to Deal with the Media in Times of Crisis," presented to HydroChem employees, Houston, TX, Nov. 13, 1996.

"Crisis Communications: Preparing Your Company for the Worst," presented to Mann Industries, Birmingham, AL, Sept. 10, 1995.

"Media Advertising -- How to Be An Informed Consumer," presented to Holy Infant of Prague Church Feb. 6, 1994.

Chad Stevens Heartwood
Associate Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill

211 Carroll Hall
Campus Box 3365
chadstevens@unc.edu

EDUCATION

Ohio University
Master of Arts in Visual Communication, August 2009.

Western Kentucky University
Bachelor of Arts in Photojournalism, May 1999.

ACADEMIC EXPERIENCE

University of North Carolina at Chapel Hill
Associate Professor, School of Media and Journalism, July 2009-current.

Ohio University
Photojournalist-in-residence, January 2009-June 2009.
Teaching Assistant, September 2006-June 2007.

International Center of Photography
Adjunct Professor, January-May 2008.

Western Kentucky University
Photojournalist-in-residence, January 2003-May 2006.

PROFESSIONAL EXPERIENCE

Y'ALL Documentary Collective. A collaboration of filmmakers, photographers and media creators who create work in the South. 2016 – present.

MediaStorm. Multimedia producer and film editor, June 2007-June 2009. www.mediastorm.com

Kalamazoo Gazette
Staff photojournalist and designer, October 1999-August 2001.

Jackson Hole Guide
Intern photojournalist, May 1998-August 1998.

National Geographic Magazine
Intern photojournalist, August 1997-December 1997.

The Hartford Courant
Intern photojournalist, May 1997-August 1997.

USA Today
Freelance photographer, 1997-2001.

Chicago Tribune
Freelance photographer, 1997-2001.

Detroit Free Press
Freelance photographer, 1997-2001.

HONORS

Individual Honors

University and Hussman School Awards

Edward Vick Prize for Innovation in Teaching. This award recognizes a Hussman faculty member “whose creativity and innovation in teaching over the past academic year most meaningfully enhanced his or her students’ learning experience,” 2020.

Senior Faculty Research and Scholarly Leave. Awarded for Spring 2018. During Spring 2018 I leveraged my award-winning documentary film, *Overburden*, the national public television broadcast of the film, and my partnership with regional environmental organizations to create an innovative curriculum and implement a regional educational screening campaign.

David Brinkley Teaching Excellence Award. This award recognizes a UNC-CH journalism faculty member for excellence in teaching and for commitment to helping students inside and outside the classroom, 2015.

Tanner Award for Excellence in Undergraduate Teaching. This University of North Carolina teaching award recognizes excellence in inspirational teaching of undergraduate students, 2013.

Professional Honors

***Farmsteaders*, feature-length documentary film.** Length: 59:05. Role: Producer, Story Consultant and Cinematographer.

41st Annual News and Documentary Emmy Awards, nominee. *Farmsteaders* was one of five nominees for “Best Economy Documentary” in the 41st Annual News and Documentary Emmy Awards. The Emmy Awards are considered the Oscars of television and recognizes excellence in television broadcast, online reporting, and documentary film, 2020.

Selected for POV/PBS National Broadcast: *Farmsteaders* broadcast nationally on September 2, 2019, on POV, a PBS documentary series televised to 97% of the American viewing public, with an average viewing audience of 2.5 million per episode. According to the POV site, “POV premieres 14-16 of the best, boldest and most innovative programs every year on PBS.”

Honors:

- **World Premiere. Athens International Film + Video Festival**, Athens, OH, April 9, 2018. *Farmsteaders* was selected out of 1300 submissions as the opening night film.
- **Best Feature Film**, Indie Grits Film Festival, Columbia, SC, April 13, 2018.
- **Audience Award**, Indie Grits Film Festival, Columbia, SC, April 13, 2018.

International juried film festival screenings:

- **NATURÆ19 Festival**. (European Premiere). Montebelluna, Italy. February 5, 2019.
- **WinterFilm Festival 2019**. Treviso, Italy. March 11-13, 2019.

Domestic juried film festival screenings:

- **Big Sky Documentary Film Festival**, Missoula, MT. February 17, 2019.
- **Cucalorus Film Festival**, Wilmington, NC. November 11, 2018.
- **Boone Film Festival**, Boone, NC. November 11, 2018
- **Hot Springs Documentary Film Festival**, Hot Springs, AK. October 21, 2018.
- **Chagrin Documentary Film Festival**, Chagrin Falls, OH. October 6 and 7, 2018.
- **Newburyport Documentary Film Festival**, Newburyport, MA. September 15, 2018.
- **Independent Film Festival Boston**, Boston, MA. April 29, 2018
- **Indie Grits Film Festival**, Columbia, SC. April 13, 2019.
- **Athens International Film + Video Festival** (World Premiere), Athens, OH. April 9 and 15, 2018.

***Overburden*, feature-length documentary film.** Length: 1:05:00. Role: Director and Cinematographer.

Honors:

- **World Premiere. Full Frame Documentary Film Festival**, April 10, 2015. *Overburden* was selected out of 1300 submissions to compete in the New Docs program at this 18th Annual Full Frame Documentary Film Festival in 2015. This festival is a qualifying festival for the Producers Guild of America awards for Best Documentary, as well as a qualifying festival for the Academy Awards.
- **Best Environmental Film**, New York WILD Film Festival, 2016.

- **Spotlight Film Awards**, Gold Award. Selected as one of the best documentaries of the year, 2015.
- **Special Jury Prize**, Amsterdam Film Festival. Amsterdam, Netherlands, 2015.
- **Special Jury Mention**, Banff Mountain Film Festival. Banff, Alberta, Canada, 2015.
- **Duke University Nicholas School Environmental Award in documentary**, honorable mention. Full Frame Film Festival, 2015.
- **2016 Sir Edmund Hillary Award Winners**, Documentary Competition, Mountain Film Festival, 2016.
- **Jack Spadaro Documentary Award**, Appalachian Studies Association, 2016.

International juried film festival screenings:

- **Transitions Film Festival** (Australian Premiere). Melbourne, Australia. February 26, 2016.
- **Brescia Winter Film 2015** (European Premiere). Brescia, Italy. December 15, 2015.
- **Banff Mountain Film Festival** (International Premiere). Banff, Alberta, CA. November 1, 2015.

Domestic juried film festival screenings:

- **Lyons Film Festival**. Lyons, CO. June 4, 2016.
- **Rainier Independent Film Festival**. Ashford, WA. May 15, 2016.
- **Athens International Film and Video Festival**. Athens, OH. April 9, 2016.
- **The Environmental Film Festival at Yale University**. New Haven, CT. April 9, 2016.
- **Environmental Film Festival in the Nation's Capital**. Washington, D.C. March 21, 2016.
- **Project Native Film Festival**. South Hadley and Great Barrington, MA. March 5, 12-13, 2016.
- **Big Sky Documentary Film Festival**. Missoula, MT. February 24, 2016.
- **Colorado Environmental Film Festival**. Golden, CO. February 20, 2016.
- **RVA Environmental Film Festival**. Richmond, VA. February 6, 2016.
- **New York WILD Film Festival**. New York, NY. January 30, 2016.
- **Wild & Scenic Film Festival**. Nevada City, CA. January 16, 2016.
- **Red Rock Film Festival**. Canyon City, UT. November 7, 2015.
- **American Conservation Film Festival**. Shepherdstown, WV. October 24, 2015.
- **Syracuse University Human Rights Film Festival**. Syracuse, NY. September 25, 2015.
- **DocuWest International Film Festival**. Denver, CO. September 11, 2015.
- **San Francisco Green Film Festival**. San Francisco, CA. May 30, 2015.
- **Full Frame Film Festival**. Durham, NC. April 10, 2015.

Caught in the Crossfire, multimedia documentary series. Length: 40:20. Role: Story editor and project advisor. Publication: December 2010.

Summary: Documented by *Los Angeles Times* photographer Barbara Davidson over two years, *Caught in the Crossfire* follows six families enduring the aftermath of gang violence in Los Angeles. The role of story editor included crafting the story structure of each short film and the centerpiece video from over 15 hours of interviews and advising the *Los Angeles Times* staff on editing, storyline and presentation.

Honors:

- **National Emmy Award for News and Documentary.** *Caught in the Crossfire* was awarded the National Emmy Award in the New Approaches to News & Documentary Programming: Documentaries category; the Emmy Awards are considered the Oscars of television and recognizes excellence in broadcast and online reporting, 2011.
- **Pulitzer Prize for Feature Photography.** *Caught in the Crossfire* was awarded the Pulitzer Prize for Feature Photography, the most renowned award in visual journalism. The multimedia documentary series was a part of the *Los Angeles Times*' Pulitzer submission, 2011.
- **National Press Photographers Association's Best of Photojournalism, 3rd Place Multimedia Package.** This competition is one of the largest and most prestigious photojournalism contests in the world, receiving 20,000-30,000 entries annually, 2011.

Intended Consequences, documentary film series. Length: 59:25. Role: Concept, editing and production. Publication: October 2008.

Summary: *Intended Consequences* tells the stories of women who are victims of sexual violence which was used as a weapon of war during the 1994 Rwandan Genocide. Some 20,000 children were born as a result of these rapes. This documentary project explores the incredible complexity of how a woman can care for a child that is the son or daughter of the man who raped her.

Honors:

- **National Emmy Award for News and Documentary.** One of three nominees in this professional competition, considered the Oscars of television; recognizes excellence in broadcast and online reporting, 2010.
- **Alfred I. duPont-Columbia University Journalism Award.** Recognizes excellence in broadcast and digital journalism; regarded today as the most prestigious prizes in broadcast news, the equivalent of the Pulitzer Prizes, which are also administered at the Columbia University Graduate School of Journalism, 2010.
- **New York University's Top Ten Works of Journalism of the Decade.** The competition honors journalism work of exceptional importance and quality – journalism that brilliantly met the challenges of reporting between 2000 and 2010, 2010.
- **The Anthropographia Award for Multimedia and Human Rights.** This juried competition shortlisted the world's top works of journalism and hosted a traveling international exhibition, 2010.

- **Webby Award for Documentary: Individual Episode.** International award presented annually by The International Academy of Digital Arts and Sciences for excellence on the Internet; receives 10,000 entries annually, 2009.
- **FotoWeek Festival, Award of Excellence.** The FotoWeek Festival in New York, N.Y., is an international competition that celebrates the transformative power of photography through the exhibition of inspiring and provocative images and multimedia, 2009.

Leveling Appalachia: The Legacy of Mountaintop Removal Coal Mining, documentary film. Length: 20:07. Role: Cinematography, editing and production. Publication: October 2009.

Summary: During the last two decades, mountaintop removal mining in Appalachia has destroyed or severely damaged more than a million acres of forest and buried nearly 2,000 miles of streams. This video report focuses on the environmental and social impacts of this practice and examines the long-term effects on the region's forests, waterways and communities.

Honors:

- **Online News Association, 2010 Online Journalism Award Winner, Online Video Journalism.** International competition that launched in 2000 to honor excellence in digital journalism around the world; administered by the Online News Association in partnership with the University of Miami School of Communication, 2010.
- **American Society of Magazine Editors National Magazine Award for Digital Media, Best Documentary.** Known as the Oscars of the magazine industry, other winners include *National Geographic*, *Sports Illustrated*, the *New Yorker*, *Foreign Policy* and *Wired*, 2010.
- **Webby Award for Documentary: Individual Episode**, nominee. International award presented annually by The International Academy of Digital Arts and Sciences for excellence on the Internet; receives 10,000 entries annually, 2010.
- **National Press Photographers Association's Best of Photojournalism 2010, 1st Place Documentary Video.** One of the largest and most prestigious photojournalism contests in the world; receives 20,000-30,000 entries annually, 2010.
- **KobreGuide Video Awards, 1st Place, Environment category.** A curated site showcasing the Web's best video and multimedia journalism, 2010.

Common Ground, documentary Film. Length: 7:21. Role: Editing and production. Publication: July 2008.

Summary: This short documentary film explores the disappearance of the American family farm and the cultural and environmental impact of the resulting suburban sprawl.

Honors:

- **National Press Photographers Association's Best of Photojournalism 2009, 1st Place Feature Video.** One of the largest and most prestigious photojournalism contests in the world; receives 20,000-30,000 entries annually, 2009.

- **Illinois Press Photographers' Association Pictures of the Year Competition, Best of Multimedia and 1st Place Pro Team Video.** Illinois state competition, includes Chicago, 2008.

Marlboro Marine, documentary film. Length: 16:07. Role: Cinematography, editing and production. Publication: November 2007.

Summary: This short documentary explores the emotional and psychological effects of war by giving the viewer an unprecedented glimpse into the mind of a veteran suffering from Post-Traumatic Stress Disorder.

Honors:

- **National Emmy Award for News and Documentary.** One of three nominees in this professional competition, considered the Oscars of television; recognizes excellence in broadcast and online reporting, 2008.
- **Pictures of the Year International, 2nd place, Best Multimedia Project.** International photojournalism and multimedia competition founded in 1944; receives 30,000-40,000 entries annually, 2008.

Pictures of the Year International. International photojournalism and multimedia competition founded in 1944; receives 30,000-40,000 entries annually.

- **1st Place, Best Use of Multimedia.** Winning entry: MediaStorm Web site. Role: Editor and producer, 2008.
- **3rd Place, Best Use of Multimedia.** Winning entry: The Mountain Workshops Web site. Role: Multimedia coach, 2008.

National Press Photographers Association's Best of Photojournalism. One of the largest and most prestigious photojournalism contests in the world; receives 20,000-30,000 entries annually.

- **1st Place Feature Video.** Winning entry: *Kentucky Reptile Zoo*, 2008.
- **2nd Place Feature Video.** Winning entry: *Surgery of the Soul*, 2008.
- **1st Place Best Use of Web.** Winning entry: *Soul of Athens*, 2008.
- **1st Place Best Multimedia Package.** Winning entry: *Soul of Athens*, 2008.
- **2nd Place Special Section Editing Division.** Winning entry: *Kalamazoo Gazette*, 2000.
- **Honorable Mention.** Interactive Multimedia, Winning entry: *Handheld Magazine*, 1999.
- **1st Place College Photographer of the Year.** 1997.

New York Photo Awards, 1st Place Multimedia. International competition part of the New York Photo Festival; over 3,000 submissions from 87 countries; 2.5 million unique visits to the New York Photo Festival website, Winning entry: *Curse of the Black Gold*, Role: Editing and production, 2008.

Kentucky News Photographers' Association Pictures of the Year Competition, 1st Place Pictorial, 2nd Place Feature, Honorable Mention, Pictorial, Portrait and Feature. Kentucky's state photojournalism competition, 2005.

Michigan Press Photographers Association/Michigan Pictures of the Year Competition, 1st Place Feature, 1st Place Picture Story, Honorable Mention Michigan Photographer of the Year. Michigan state photojournalism competition, includes Detroit, 2000.

Hearst Photojournalism Competition. Considered the Pulitzer Prize of college journalism.

- National Finalist, 1999.
- 2nd Place National Championship, 1997.

Extracurricular Student Project Honors

Beginning my tenure in the Hussman School of Journalism and Media in 2009, I committed extracurricular teaching responsibility to producing the Powering a Nation student project during summers from 2009 through 2013. The following is a list of the projects and their corresponding national and international awards.

Over Water Under Fire, an innovative cross-platform multimedia documentary report from Powering a Nation. Role: Producer and coach. Publication date: July 3, 2013.

Summary: The interactive documentary, *Over Water Under Fire*, combines a video narrative with motion graphics and text to present the Colorado River as a living timeline of our nation's innovations and exploitations with water as the river's uncertain future echoes the precarious state of water resources in this country. The graphics and text pieces focus on how humans have physically altered the environment along the river in response to limited water resources, how the river has responded to those changes and what choices the country will have to make in the future.

Honors:

- Selected for the **31st Annual International Environmental Film Festival (Fife)**. The festival takes place in France and attracts large audiences, more than 14,000 last year, 2014.
- **SXSW Interactive Festival**, Student Category nominee, 2014.

100 Gallons, a special multimedia documentary report for Powering a Nation. Role: Producer and coach. Publication date: July 27, 2012.

Summary: *100 Gallons* is an experiment in journalistic storytelling. Led by faculty in the Hussman School of Journalism and Media, ten MEJO students spent ten innovative weeks exploring humanity's connection to water. The resulting project consisted of character-driven video stories, informative data-driven interactives and motion graphic animations.

Honors:

- Nominated for a **National Award for News and Documentary**. The Emmy Awards are considered the Oscars of television and recognizes excellence in broadcast and online reporting, 2013.
- Nominated for a national **Webby Award** in the Green category. The Webby Awards is the leading international award for excellence on the internet, 2013.
- *A Beautiful Waste*, a short documentary featured in *100 Gallons*, shot and edited by my student, Jon Kasbe, was accepted at the **Doc NYC Film Festival** in New York, N.Y. November 14 – 21, 2013. www.docnyc.net.
- Nominated for a national **Webby Award** in the Green category. The Webby Awards is the leading international award for excellence on the internet, 2013.
- *A Beautiful Waste*, a short documentary featured in *100 Gallons*, shot and edited by my student, Jon Kasbe, was also nominated for a **Webby Award** in the Online Film and Video category, 2013.

Coal: A Love Story, the first special report by the Powering a Nation project. Role: Producer and coach. Publication date: July 23, 2011.

Summary: *Coal: A Love Story* “explores our modern culture’s complicated relationship with coal.” The Powering a Nation special report is a groundbreaking multimedia report that represents a shift away traditional journalism. Utilizing an immersive online experience, the website challenges the viewer to engage with energy issues in a highly personalized way.

Honors:

- **Grantham Prize for Excellence in Environmental Reporting**, Special Merit Award. The Grantham Prize is known nationally as a prestigious award in non-fiction environmental reporting, 2012.
- **SXSW Interactive Festival**, Student Category winner, 2012.
- *Born Into Coal*, **Vimeo Staff Pick**, 2012.
- *Born Into Coal*, **Pictures of the Year International**, Third Place, Issue Reporting Multimedia Story, 2012.

BIBLIOGRAPHY

National Television Broadcast

***Farmsteads* documentary film:**

Farmsteads broadcast nationally on September 2, 2019, on POV, a PBS documentary series televised to 97% of the American television viewing public, with an **average viewing audience of 2.5 million** per episode. According to the POV site, “POV premieres 14-16 of the best, boldest and most innovative programs every year on PBS.”

***Overburden* documentary film:**

Overburden was picked up for broadcast by the documentary series, Reel South. The film aired nationally on the WORLD Channel on January 22, 2017. Reel South has an 81% carriage

(meaning it aired in 81% of public television markets in the U.S.). As of April 1, 2017, *Overburden* had broadcast on 62 unique public television stations. The film will continue to air on public television stations around the country throughout 2018.

Textbooks

Houtman, Anne, Susan Karr, and Jeneen Interlandl. *Scientific American Environmental Science for a Changing World*. N.p.: W H Freeman &, 2012. Print.

- Producer, 5-minute video on mountaintop removal coal mining featured in the ancillary materials for environmental sciences textbook, 2013.
www.whfreeman.com/environmentalscienceforachangingworld

Kobre, Kenneth. *Videojournalism: Multimedia Storytelling*. Waltham, MA: Focal, 2012. Print.

- Featured in two case studies and interview section. 25-26 and 59.

Photography Published in Books

Youth Renewing the Countryside. Publication of 12 images illustrating stories on the economic transition in Appalachia, including the book cover, 2005.

One Day: 24 hours in the life of Vanderbilt Medical Center. Portfolio of images published in 81-page full-color publication, 2005.

America 24/7, Kentucky ed. and Virginia ed., DK Publishing, New York, NY, 2004. Publication of 40 images in the Kentucky and Virginia state books. The STATES 24/7 Series is a collection of 50 hardcover books showcasing more than 80,000 photographs from every state in the nation. The state books were sequels to The New York Times bestseller, *America 24/7*, and the series was the largest one-day release of titles in U.S. publishing history, 2004.

The Best of Photojournalism No. 22. Portfolio included as a result of being named the College Photographer of the Year, 1997.

Film Review

Stevens, Chad A. "The Last Mountain." *Journal of Appalachian Studies* 18.1,2 (2012): 316-19. Print.

Products of Engaged Scholarship

Tales from the American South. An interdisciplinary project with the Center for the Study of the American South, Morehead Planetarium and Science Center and the School of Media and Journalism. Created an experiential learning, special topics course – co-taught with Jay Heinz, Director of Creative and Experiential Design at Morehead Planetarium and Science Center – in which students created short documentaries throughout the American South. These films will be hosted on the Center for the Study of the American South website. Fall 2018.

Overburden Impact Campaign. During a competitive research leave in the spring of 2018, I developed an engagement workshop program, including three unique curricula (a half-day workshop focused on environmental justice, a one-day workshop exploring white privilege, and a two-day workshop focused on corporate power, privilege and identity), a 17-page community screening discussion guide, and a destination website for the project, which can be seen at www.milesfrommaybe.com/engagement-workshops. The workshops use my film as a catalyst for discussion and awareness-building, engaging community members to organize and tackle local, regional and/or national issues. Each workshop is structured to create dialogue and discussion among participants and uses design thinking techniques to find solution-based strategies relevant to the participants. On April 27, 2018, in collaboration with Appalachian Voices, I facilitated a half-day workshop focused on environmental justice issues in North Carolina and the Appalachia region.

Raising the Score: Empowering the Community for Maternal Health Care, Interactive documentary project for CARE USA. The project, a product of a co-taught J584 course with Steven King, is a collaboration with CARE USA and documents their maternal health care program in Malawi. I facilitated the collaboration, and CARE contributed \$80,000 to this project-based educational experience. Role: Concept, project management, editing and production. Publication: May 1, 2015.

Celebrating the Power of Photography, National Geographic Magazine video series. The project included the creation of 38 videos profiling the most influential National Geographic photographers and the production of a two-minute trailer and a seven-minute short film. All of the videos will have multiple lives on National Geographic's digital platforms, and the trailers were published with the October 2013 Photography Special Issue. The short film premiered at the Visa pour l'Image international photography festival in Perpignan, France in September, 2013. Role: Concept, project management, editing and production. Publication: October 2013.

Creative Activity: Documentary Filmmaking

The Great Forest. Role: Producer. Feature documentary that follows experts throughout southern Appalachia as they struggle to conserve one of the most biodiverse regions in the temperate world. Expected release date: 2022.

Chorus of the Union (working title). Role: Co-director and Cinematographer. Co-directed by a collective of acclaimed documentary filmmakers, *Chorus of the Union* is "A grand-scale ethnography of one of America's most tumultuous, transformative and historically defining years." Unknown release date.

Farmsteaders. Length: 59:00. Role: Producer, Story Consultant, Post-Production Supervisor and Cinematographer. World premiere: April 9, 2018. *Farmsteaders* was selected for Season 32 of the PBS series, POV – the longest-running and most prestigious television documentary series in the United States. The film premiered at the Athens International Film + Video Festival, screened at twelve national film festivals and two international film festivals.

Film synopsis: Clear-eyed and intimate, *Farmsteaders* follows Nick Nolan and his young family on a journey to resurrect his late grandfather's dairy farm as agriculture moves toward large-scale farming. A study of place and persistence, *Farmsteaders* points an honest and tender lens at everyday life in rural America, offering an unexpected voice for a forsaken people: those who grow the food that sustains us.

Broadcast: *Farmsteaders* broadcast nationally on September 2, 2019, on POV, a PBS documentary series televised to 97% of the American viewing public, with an average viewing audience of 2.5 million per episode. According to the POV site, "POV premieres 14-16 of the best, boldest and most innovative programs every year on PBS."

Distribution: The film was picked up for worldwide education, DVD, streaming and video-on-demand distribution by the acclaimed distribution company, Bullfrog Films. Bullfrog is the leading education distributor for documentary films in the country.

Screenings, film festivals: *Farmsteaders* has been selected in 16 juried national and international film festivals and was awarded the Best Feature Film and Audience Award at the Indie Grits Festival.

POV Community Network screenings: Through POV *Farmsteaders* is included in a library of more than 200 award-winning documentaries available to schools and libraries around the U.S. To date, *Farmsteaders* has screened at more than 50 public libraries and community events.

POV Curriculum Development: Via the POV Engage program, standards-aligned lessons plans and reading lists were created and distributed to educational institutions throughout the country.

Overburden. Length: 1:05:00. Role: Director and Cinematographer. World premiere: April 10, 2015. This feature-length documentary film premiered at the Full Frame Film Festival, was broadcast worldwide on November 18, 2015, and has screened internationally and nationally in ten film festivals, as of January 1, 2016.

Film synopsis: The gas that caused the explosion was completely invisible. But when a spark ignited the methane, a fireball ripped through miles of underground tunnels killing everything it touched, including 29 men. That explosion changed everything and united two unlikely heroes: Betty, a pro-coal activist, and Lorelei, an environmentalist fighting to build the first wind farm in coal country. After seven years exploring the social, environmental and economic complexities in this underrepresented community, *Overburden* takes the audience on an intimate journey into the lives of these two women as they take on the most dangerous coal company in the United States.

Distribution: The film was picked up for worldwide distribution by the acclaimed distribution company, Filmbuff, based in New York, NY. The company is distributing the film through

broadcast, video-on-demand, subscription and DVD markets.

Educational distribution: *Overburden* is distributed to the educational market, including universities, K-12, public libraries and non-profit organizations, by Collective Eye, an educational distributor based in Portland, OR.

Broadcast: *Overburden* was picked up for broadcast by the documentary series, Reel South. The film aired nationally on the WORLD Channel on January 22, 2017. Reel South has an 81% carriage (meaning it aired in 81% of public television markets in the U.S.). As of April 1, 2017, *Overburden* had broadcast on 62 unique public television stations. The film will continue to air on public television stations around the country throughout 2018.

Screenings: *Overburden* has been selected in juried competition for many film festivals around the world. The film has also been screened at universities and in communities in the U.S.

Growing Local film series. Role: Assistant Editor. Project consists of three short documentaries: *Growing Local*, *Seeding a Dream* and *Changing Hands*. The series screened nationally in 12 film festivals. 2015.

In Coal Country, a Community Fights for Wind, National Geographic Magazine. This short documentary was published with the April 2014 feature article, [Can Coal Ever Be Clean?](#). Length: 8:00. Role: Cinematography, editing and production. Publication: March 20, 2014. ngm.nationalgeographic.com/2014/04/coal/mountaintop-video.

United Nations Population Fund's *End Child Marriage* campaign video. On October 11, 2012, the International Day of the Girl Child, UNFPA released a report on child marriage and what should be done to address the issue. As part of the campaign, I created a 30-second video that played for one month on the MTV screen in Times Square in New York City. Role: Concept and Edit, September and October 2012. www.unfpa.org/endchildmarriage.

Leveling Appalachia: Our Choice edit, Video included in iPad App enhanced e-book version of *Our Choice* by Al Gore. Length: 4:00. Role: Concept, cinematography, editing and production. Publication: May 2011. www.pushpoppress.com/ourchoice.

Change from Within: Three Stories from New Orleans, Open Society Foundations. Length: 7:50. Role: Concept, editing and production. Publication: August 2010. www.soros.org/change-from-within.

Expanding the Circle: The Engaged Photographer, Open Society Foundations. Length: 6:17. Role: Concept, editing and production. Publication: August 2009. www.soros.org/expanding-the-circle.

Leveling Appalachia: The Legacy of Mountaintop Removal Coal Mining, Yale University Environment 360 magazine. Length: 20:07. Role: Cinematography, editing and production. Publication: October 2009. www.e360.yale.edu/leveling-appalachia.

Witness: Defining Conservation Photography, International League of Conservation Photographers. Length: 17:22. Role: Editing and production. Publication: October 2009. www.ilcp.com/witness.

Coal River Wind Project public service announcement, Hulu. Length: 0:30. Role: Concept, cinematography, editing and production. Publication: 2009. www.hulu.com.

Foundation Rwanda public service announcement, Hulu. Length: 0:30. Role: Concept, editing and production. Publication: 2009. www.hulu.com.

Intended Consequences, MediaStorm. Length: 59:15. Role: Concept, editing and production. Publication: October 2008. www.mediastorm.com/publication/intended-consequences.

Curse of the Black Gold, MediaStorm. Length: 10:30. Role: Concept, editing and production. Publication: August 2008. www.curseoftheblackgoldbook.com.

Common Ground, MediaStorm. Length: 7:21. Role: Concept, editing and production. Publication: July 2008. www.mediastorm.com/publication/common-ground.

The Power of 10,000, Starbucks. Length: 19:37. Role: Cinematography, photography, editing and production. Publication: December 2008. www.mediastorm.com/clients/power-of-10000-for-starbucks.

Marlboro Marine, *Los Angeles Times* and MediaStorm. Length: 16:07. Role: Cinematography, editing and production. Publication: November 2007. www.mediastorm.com/publication/the-marlboro-marine.

Love in the First Person, MediaStorm. Length: 11:16. Role: Concept, cinematography, editing and production. Publication: September 2007. www.mediastorm.com/publication/love-in-the-first-person.

Creative Activity: Licensed Work

Water is Life, Global Mosaic television series, PBS and Link TV. Footage from *Overburden* incorporated in television series, multiple episodes and online. Expected publication date: September 15, 2021.

The Fight for the Coal, Zweites Deutsches Fernsehen, ZDF, German public television. Planet E series. Footage from *Overburden* incorporated in video series. Publication date: September 12, 2018. <https://www.zdf.de/dokumentation/planet-e/planet-e-der-kampf-um-die-kohle-100.html>

How Mountaintop Mining Affects Life and Landscape in West Virginia, PBS NewsHour. Footage from *Overburden* incorporated in PBS NewsHour story. Broadcast date: May 3, 2017. <http://www.pbs.org/newshour/bb/mountaintop-mining-affects-life-landscape-west-virginia/>.

The Patterning Instinct: A Cultural History of Humanity's Search for Meaning, Prometheus Books. Footage from *Overburden* incorporated video promotional video for book. Publication date: May 2017.

From the Ashes, National Geographic Films. Footage from *Overburden* licensed for feature length documentary which premiered at the Tribeca Film Festival in New York, NY. The film was purchased by National Geographic. Premiere date: April 2017. <https://www.tribecafilm.com/festival/archive/from-the-ashes-2017>.

Iraq, 10 Years On, CNN.com. Excerpts of a previous documentary, *Marlboro Marine* (Role: Editor and Producer), were incorporated in this short documentary that premiered on CNN as part of its coverage of the 10-year anniversary of the beginning of the Iraq War. Broadcast date: March 19, 2013. www.cnn.com/2013/03/19/us/marlboro-marine.

Sanctity of Sanctuary: Paul Strauss and the Equinox Farm directed by Blis Hanousek DeVault. Footage featured in this documentary, winner of Best Environmental Film at the Byron Bay International Film Festival. Broadcast: March 2013. www.sanctityofsanctuary.com.

If God is Willing And Da Creek Don't Rise directed by Spike Lee, HBO Documentaries. Footage featured in this four-hour documentary focusing on the rebirth of New Orleans five years after Hurricane Katrina. Role: Cinematography. Broadcast: August 2010. www.hbo.com/documentaries/if-god-is-willing-and-da-creek-dont-rise.

Deep Down directed by Jen Gilomen and Sally Rubin, PBS Independent Lens. Footage featured in *Deep Down*, a one-hour documentary about mountaintop removal coal mining in eastern Kentucky. Role: Cinematography. Broadcast: 2010. www.pbs.org/independentlens/deep-down.

Harnessing Coal River Wind in Appalachia with Lorelei Scarbro, Copenhagen Climate Conference. Footage licensed for the international climate conference for public presentation and online broadcast. Role: Cinematography. Broadcast: December 2009. www.cop15.org.

How to Boil a Frog directed by Jon Cooksey. Footage featured in *How to Boil a Frog*, an 88-minute documentary about climate change. Role: Cinematography. Broadcast: 2010. www.howtoboilafrog.com.

Barack Obama's Coal Conundrum, BBC News, Footage licensed for the BBC online and international television broadcast. Role: Cinematography. Broadcast: December 2009. news.bbc.co.uk.

Coal in Kentucky, University of Kentucky, Footage featured in *Coal in Kentucky*, a one-hour documentary about the role of coal in Kentucky's history and economy. Role: Cinematography. Broadcast: October 2009.

Face-off at Coal River Mountain, Al Jazeera. Footage licensed for the Al Jazeera online and international television broadcast. Role: Cinematography. Broadcast: July 2009.
www.aljazeera.net.

Creative Activity: Professional Media Collaborations

Caught in the Crossfire, *Los Angeles Times*. Multimedia story editor for the *Los Angeles Times* Pulitzer Prize-winning photography and documentary project, *Caught in the Crossfire*, an investigative report on gang violence. Role: Story editor. Publication: December 2010.
www.latimes.com.

Moving Walls 21 video series, Open Society Foundations. Story editor for five multimedia videos featuring internationally renowned photographers. Role: Story editor and project leader. Publication: March 2014. www.opensocietyfoundations.org/moving-walls.

Moving Walls 20 video series, Open Society Foundations. Story editor for five multimedia videos featuring internationally renowned photographers. Role: Story editor and project leader. Publication: October 2013. www.opensocietyfoundations.org/moving-walls.

Moving Walls 19 video series, Open Society Foundations. Story editor for seven multimedia videos featuring internationally renowned photographers. Role: Story editor and project leader. Publication: July 2012. www.opensocietyfoundations.org/moving-walls.

Moving Walls 18 video series, Open Society Foundations. Story editor for seven multimedia videos featuring internationally-renowned photographers. Role: Story editor and project leader. Publication: July 2011. www.opensocietyfoundations.org/moving-walls.

Mary Babcock Foundation. Hired as a consultant for the Mary Babcock Foundation to guide them on copyright issues and ownership rights in regard to multimedia contracts. Role: Consultant. April 2012.

Duke University Center for Documentary Studies, *Time of Our Lives: Living with Brain Cancer*. Story editor for this documentary directed by Alex Harris, founder of the Center for Documentary Studies. Role: Story editor. Publication: Fall 2011.
www.southerndocumentaryfund.org/projects/the-time-of-our-lives/.

Documentary Photography Production Grants video series, Open Society Foundations. Story editor for nine multimedia videos featuring photographers from Central Asia, the Caucasus, Afghanistan, Mongolia and Pakistan. Role: Story editor and project leader. Publication date: May 11, 2011. www.opensocietyfoundations.org/initiatives.

Creative Activity: Photography Published on Online News Publications

West Virginia's Complicated Relationship with Mining, CNN.com. A selection of 15 photographs focused on mountaintop removal coal mining. Publication date: March 31, 2013. www.cnn.com/west-virginias-complicated-relationship-with-mining.

Lisa Jackson's Choice on Dec. 1st: Crucify Appalachia or Stand Up to Big Coal Lobby by Jeff Biggers, Huffington Post, photography publication. Publication date: November 29, 2010. www.huffingtonpost.com/jeff-biggers/lisa-jacksons-choice.

Massey Energy Mine Disaster Memorial, msnbc.com, photography publication. Publication date: April 6, 2010. www.msnbc.msn.com.

International Juried Film Screenings

Farmsteaders

- NATURÆ19 Festival. (European Premiere). Montebelluna, Italy. February 5, 2019.
- WinterFilm Festival 2019. Treviso, Italy. March 11-13, 2019.

Overburden

- Transitions Film Festival. Melbourne, Australia. February 26, 2016.
- Brescia Winter Film 2015. Brescia, Italy. December 15, 2015.
- Banff Mountain Film Festival (International Premiere). Banff, Alberta, CA. November 1, 2015.

International Invited Film Screenings

National Geographic: The Photographers on Photography

- This short film premiered at the international photography festival Visa Pour l'Image, Perpignan, France, 2013.

Witness: Defining Conservation Photography

- Queens University, Ecology, Evolution and Biology Lecture Series, Kingston, Ontario, 2010.
- Fotonatura, Natural History Conference, La Plama, Canary Islands, 2010.
- World Wilderness Congress, Merida, Mexico, 2009.

Expanding the Circle: The Engaged Photographer

- Chobi Mela V International Festival of Photography, Dhaka, Bangladesh, February 2009.

AIDchild

- XV International AIDS Conference, Bangkok, Thailand, 2004.

National Juried Film Screenings

Farmsteaders

- Big Sky Documentary Film Festival, Missoula, MT. February 17, 2019.

- Cucalorus Film Festival, Wilmington, NC. November 11, 2018.
- Boone Film Festival, Boone, NC. November 11, 2018
- Hot Springs Documentary Film Festival, Hot Springs, AK. October 21, 2018.
- Chagrin Documentary Film Festival, Chagrin Falls, OH. October 6 and 7, 2018.
- Newburyport Documentary Film Festival, Newburyport, MA. September 15, 2018.
- Independent Film Festival Boston, Boston, MA. April 29, 2018
- Indie Grits Film Festival, Columbia, SC. April 13, 2019.
- Athens Internaional Film + Video Festival (World Premeire), Athens, OH. April 9 and 15, 2018.

Overburden

- Lyons Film Festival. Lyons, CO. June 4, 2016.
- Rainier Independent Film Festival. Ashford, WA. May 15, 2016.
- Athens International Film and Video Festival. Athens, OH. April 9, 2016.
- The Environmental Film Festival at Yale University. New Haven, CT. April 9, 2016.
- Environmental Film Festival in the Nation's Capital. Washington, D.C. March 21, 2016.
- Oneota Film Festival, Decora, IA. March 6, 2016.
- Project Native Film Festival. South Hadley and Great Barrington, MA. March 5, 12-13, 2016.
- Big Sky Documentary Film Festival. Missoula, MT. February 24, 2016.
- Colorado Environmental Film Festival. Golden, CO. February 20, 2016.
- RVA Environmental Film Festival. Richmond, VA. February 6, 2016.
- New York WILD Film Festival. New York, NY. January 30, 2016.
- Wild & Scenic Film Festival. Nevada City, CA. January 16, 2016.
- Red Rock Film Festival. Canyon City, UT. November 7, 2015.
- American Conservation Film Festival. Shepherdstown, WV. October 24, 2015.
- Syracuse University Human Rights Film Festival. Syracuse, NY. September 25, 2015.
- DocuWest International Film Festival. Denver, CO. September 11, 2015.
- San Francisco Green Film Festival. San Francisco, CA. May 30, 2015.
- Full Frame Film Festival. Durham, NC. April 10, 2015.

Witness: Defining Conservation Photography

- World premiere, 9th Annual Wild & Scenic Film Festival, Nevada City, Calif., January 15, 2011.
- Juneau Watershed Partnership, Wild & Scenic Film Festival National Tour, Juneau, Alaska, February 17, 2011.
- Cascadia Wildlands, Wild & Scenic Film Festival National Tour, Eugene, Ore., February 22, 2011.
- Stroud Water Research Center, Wild & Scenic Film Festival National Tour, Glen Mills, Pa., February 24, 2011.
- Dickinson College, Wild & Scenic Film Festival National Tour, Carlisle, Pa., February 25, 2011.

- Grand Canyon Wolf Recovery Project, Wild & Scenic Film Festival National Tour, Flagstaff, Ariz., March 4, 2011.
- Kentucky Waterways Alliance, Wild & Scenic Film Festival National Tour, Louisville, Ky., March 5, 2011.
- Organization of the Assayed River, Wild & Scenic Film Festival National Tour, Maynard, Mass., March 9, 2011.
- Green Guerillas, Wild & Scenic Film Festival National Tour, New York, N.Y., March 9, 2011.
- E-INC, Wild & Scenic Film Festival National Tour, Boston, Mass., March 25, 2011.
- Pro Peninsula, Wild & Scenic Film Festival National Tour, San Diego, Calif., April 13, 2011.
- Wild Virginia, Wild & Scenic Film Festival National Tour, Charlottesville, Va., April 13, 2011.
- Norwalk Seaport Association, Wild & Scenic Film Festival National Tour, Norwalk, Conn., April 15, 2011.
- Rio Bravo Wildlife Institute, Wild & Scenic Film Festival National Tour, Brownsville, Texas, April 15, 2011.
- Southeast Land Trust of New Hampshire, Wild & Scenic Film Festival National Tour, Portsmouth, N.H., April 22, 2011.
- St. Paul's School, Wild & Scenic Film Festival National Tour, Concord, N.H., April 22, 2011.
- Alliance of Chesapeake Bay, Wild & Scenic Film Festival National Tour, Harrisburg, Pa., April 26, 2011.
- Carolina Green Fair, Wild & Scenic Film Festival National Tour, Columbia, S.C., April 27, 2011.

National Invited Film Screenings

Farmsteaders

- Ohio University Fall Sustainability Series, Screening. October, 17, 2018.
- POV Community Network – Screening Campaign: Via the POV Community Network, *Farmsteaders* is available to public libraries, community organizations and education institutions throughout the U.S. To date, the film has screened at more than 50 venues through this program.

Overburden

- White Privilege Conference. Screening and workshop titled “What about the poor white people?” Kansas City, MO. April 27-28, 2017.
- 40th Annual Appalachia Studies Association Conference. Screening with Q&A. Blacksburg, VA. March 10, 2017.
- Episcopal Center at Duke University. Screening and discussion. March 3, 2017.
- Western Kentucky University, School of Journalism and Broadcasting, Educational screening. March 15, 2016.

- Weatherspoon Art Museum, Sustainability Film & Discussion Series, Greensboro, NC. February 25, 2016.
- Appalachian State University, Sustainability Film Series, Boone, NC. February 16, 2016.
- University of California Berkeley, Graduate School of Journalism, Educational screening. Berkeley, CA. November 20, 2015.
- University of Oregon, School of Journalism and Communication, Educational screening. Eugene, OR. November 11, 2015.
- University of Oregon, Graduate School of Journalism, Educational and public screening. Portland, OR. November 10, 2015.
- University of Colorado Boulder, Center for Environmental Journalism, Educational and community screening. Boulder, CO. October 14, 2015.
- University of Notre Dame, Center for Social Concerns, Educational screening. South Bend, IN. October 6, 2015.
- Middlebury College, Environmental Studies program, Educational and public screening. Middlebury, VT. September 17, 2015.
- City University of New York, Graduate School of Journalism, Educational Screening. New York, NY. September 3, 2015.
- Barton College, Educational screening for the incoming freshman class. Wilson, NC. August 14, 2015.

Witness: Defining Conservation Photography

- North American Nature Photography Association, National Conference, Reno, Nev., 2010.
- Centers for Islands and Oceans, Homer, Alaska, 2010.

Leveling Appalachia: The Legacy of Mountaintop Removal

- Yale School of Forestry and Environmental Studies, New Haven, Conn., 2009.

Exhibitions

The Power of Photography, National Geographic: 125 Years, Annenberg Space for Photography. The Annenberg Space for Photography is a premiere gallery in Los Angeles, Calif., exhibiting digital and print photography. Exhibition of the National Geographic short film, October 2013.

Witness: Defining Conservation Photography, Forward Thinking Museum. Forward Thinking Museum is an innovative, online museum hosting world-renowned artists in a variety of media. Exhibition of the film, April 2011.

Appalachia!, Dairy Barn Arts Center. Exhibition of three photographs in the national, juried photography exhibition, Athens, Ohio, September 2010.

Western Kentucky University Hearst Exhibition 1990-2009, Western Kentucky University Mass Media and Technology Hall Gallery. Group photography exhibition, Bowling Green, Ky., February 2010.

Intended Consequences, Galapagos Art Space. Exhibition of the film and accompanying photography. Brooklyn, N.Y., September 2009.

Intended Consequences, Aperture Gallery, Exhibition of the film and accompanying photography. New York, N.Y., April 2009.

Moving Walls 14 group exhibit, Open Society Foundation, Multimedia installation of *Curse of the Black Gold*. Curated by Susan Meiselas, New York, N.Y., September 2008.

Moving Walls 14 group exhibit, Open Society Foundation. Multimedia installation of *Intended Consequences*, Curated by Susan Meiselas, New York, N.Y., September 2008.

Women's Global Health Imperative, 6th Annual International Women's Day Symposium. Solo photography exhibition, San Francisco, Calif., May 2006.

Digital Forms of Scholarship

FilmSync, a synchronized second-screen app to be used during the documentary or news video viewing experience, is a collaboration with MEJO colleague, Assistant Professor Steven T. King. The project, in prototype phase, will be utilized by media organizations and independent filmmakers. The app allows viewers to engage with the content in many ways, including: interactive maps and timelines, enhanced graphics, data visualizations, satellite imagery, trivia and even interact with other audience members viewing the film. April 2014.

TEACHING ACTIVITIES

Courses

MEJO 180 Beginning Photojournalism. 3 Credits. An introductory course in photojournalistic technique and content gathering. Students photograph, edit, and publish assignments, including general news events, sports, feature and portrait assignments, and a picture story. Fall 2009 (Enrollment: 21), Spring 2010 (Enrollment: 19), Spring 2014 (Enrollment: 16), Fall 2014 (Enrollment: 18), Spring 2016 (Enrollment: 15), Fall 2016 (Enrollment: 20), Spring 2017 (Enrollment: 18).

MEJO 121 Audio/Video Information Gathering. 3 Credits. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students learn to deliver news stories using multiple platforms, taking advantage of the strengths of each. Fall 2009 (Enrollment: 14) and Fall 2016 (Enrollment: 20).

MEJO 390 (490) Media and Journalism Entrepreneurship. Online. 3 Credits. Students gain an understanding of visual communication entrepreneurship. The course will utilize online learning tools to give students the skills and concepts necessary to manage a photography/video production business. Summer 2016 (Enrollment: 15), Summer 2017 (Enrollment: 12), and Summer 2018 (Enrollment: 20).

MEJO 580 Advanced Photojournalism. 3 Credits. Advanced course in photojournalism content gathering, history, ethics and storytelling. Students shoot advanced newspaper and magazine assignments and create short multimedia stories combining photography, audio, and video. Spring 2010 (Enrollment: 12), Fall 2011 (Enrollment: 9), Spring 2012 (Enrollment: 14), Fall 2012 (Enrollment: 12), Spring 2016 (Enrollment: 8) and Spring 2017 (Enrollment: 10).

MEJO 681 Documentary. 3 Credits. Students study the documentary tradition and produce stories within the social documentary genre of photojournalism. Students choose a relevant social issue and create a multimedia Web site featuring long-form documentary storytelling. Spring 2010 (Enrollment: 11), Fall 2010 (Enrollment: 11), Spring 2011 (Enrollment: 16), Spring 2013 (Enrollment: 16), Fall 2013 (Enrollment: 9), Spring 2014 (Enrollment: 12), Spring 2015 (Enrollment: 7) and Fall 2016 (Enrollment: 10).

MEJO 491 Special Topics in Visual Communication Entrepreneurship. 3 Credits. Students gain an understanding of visual communication entrepreneurship. The course is project based and will guide students through the completion of a video post-production project for a major publication. In the course we worked with National Geographic Magazine to produce 24 videos and a trailer. All the content is featured on the National Geographic Magazine iPad app in the October 2013 issue. The trailer will be screened internationally and premiered at the Visa Pour l'Image photography festival in Perpignan, France. Spring 2013 (Enrollment: 12).

MEJO 582 Multimedia Narratives. 3 Credits. Students learn audio and video content gathering, editing and story-telling techniques, and how to publish these media onto a variety of multimedia platforms. Fall 2010 (Enrollment: 18), 2 sections in Spring 2011 (Enrollment: 25), Fall 2011 (Enrollment: 9), Spring 2012 (Enrollment: 9), Fall 2012 (Enrollment: 8), Spring 2013 (Enrollment: 7), Fall 2013 (Enrollment: 6), Spring 2014 (Enrollment: 7), Fall 2014 (Enrollment: 7), Spring 2015 (Enrollment: 8), Spring 2016 (Enrollment: 18) and Spring 2017 (Enrollment: 19).

MEJO 584 Documentary Multimedia Storytelling (Sections 001 and 002). 3 Credits. International documentary project set in Malawi. A collaboration with the international health organization, CARE. Spring 2015 (Enrollment: 24).

MATC Summer Video Course. 3 Credits. During the MADC campus program, students learn basic concepts of documentary video storytelling. Co-taught with Shaena Mallett. Summer 2016 (Enrollment:), Summer 2017 (Enrollment: 9), Summer 2018 (Enrollment: 13), (Solo taught) Summer 2019 (Enrollment: 15) and Summer 2021 (Enrollment: 15).

News21 Seminar, co-teaching with Laura Ruel. 3 Credits. Funded by the Knight-Carnegie

Foundations, UNC-CH's News21 *Powering a Nation* investigates the political, economic, and scientific tensions behind US energy through advanced reporting to engage citizens and inspire informed decision-making. Spring 2010 (Enrollment: 10), Spring 2011 (Enrollment: 10), Spring 2012 (Enrollment: 10), and Spring 2013 (Enrollment: 10).

Master's Theses Chaired

Hadley Green, M.A., candidate, *Transforming Justice: Responding to Gender Violence Outside the Carceral System*, Thesis Committee Chair, 2021.

Andie Rea, M.A., candidate, *Overlooking: Experimenting with Collaboration for Justice-Driven Journalistic Practice*, Thesis Committee Chair, 2020.

Bryan Cerejjo, M.A., candidate, *Into the Unknown*, Thesis Committee Chair, 2020.

Anna Spelman, M.A., candidate, *Las Luchadoras*, Thesis Committee Chair, 2017.

Michelle Lotker, M.A., candidate, *Keeping the Land*, Thesis Committee Chair, 2017.

Gabriela Arp, M.A., candidate, *Traces*, (UNC's first VR 360 video masters project), Thesis Committee Chair, 2016.

Kelly Creedon, M.A., candidate, *In This World: One teen's relentless quest to escape into the spotlight*, Thesis Committee Chair, 2015.

Evey Wilson, M.A., candidate, *The Invisible Citizen*, Thesis Committee Chair, 2015.

Ligaiya Romero, M.A., *(M)otherland*, Thesis Committee Chair, 2014.

Mika Chance, M.A., *Growing Season*, Thesis Committee Chair, 2013.

Terri Flag, M.A., *Canyon*, Thesis Committee Chair, 2012

Mimi Schiffman, M.A., *Amendment One*, Thesis Committee Chair, 2012

Elena Rue, M.A., *Shared Origins: An adoptive family's exploration of culture and heritage*, Thesis Committee Chair, 2011.

Master's Theses Committees

Emma Tobin, M.A., *Natural Disasters and Trauma: An Investigation of Trauma's Impact on Survivors and Journalists*, Thesis Committee Member, 2021.

Megan Mendenhall, MATC, *Made You Look: Do Video Thumbnails with Portraits Attract and Hold Users' Attention?*, Thesis Committee Member, 2021.

Alicia Carter, M.A., *Capturing Authenticity: An exploration in journalistic short documentary video storytelling to define brand values and further social impact*, Thesis Committee Member, 2021.

Natalie Taylor, M.A., *How to Oyster: Collaboration between fishermen and scientists and the upheaval of commercial fishing in North Carolina*, Thesis Committee Member, 2014.

Caitlin Kleiboer, M.A., *UNSEEN: Stories of the Parallel Epidemics of HIV and Incarceration in North Carolina*, Thesis Committee Member, 2014.

Jagmeeth Mac, M.A., *Walter's Walk*, Thesis Committee Member, 2014.

Jeffrey Middlestadt, M.A., *Wildsides*, Thesis Committee Member, 2012.

Catherine Orr, M.A., *Dreams Delayed: Access to higher education for undocumented students*, Thesis Committee Member, 2011.

Lauren Frohne, M.A., *Homeless in Durham*, Thesis Committee Member, 2010.

Undergraduate Honors Theses Committees

Mary I. Stevens, B.A., *Feeding Dreams: Influences and Implications of Documenting Food Insecurity*, Honors Thesis Committee Member, Spring 2014.

Caitlyn Greene, B.A., *Immortal: A non-traditional documentary exploration of our obsession with not dying*, Honors Thesis Committee Member, Spring 2011.

Reilly Wooten, B.A., *Over Exposed: Using violent images to compare the decision making process of journalists and the public*, Honors Thesis Committee Member, Spring 2010.

GRANTS

Farmsteaders, documentary film.

- Southern Documentary Fund Film Grant, \$7,000, 2016. As producer on this film, received this prestigious national grant for completion funds.

Overburden, documentary film.

- Pare Lorentz Documentary Film Grant, \$15,000, 2014. Administered by the International Documentary Association, the Pare Lorentz Documentary Grant is a highly competitive

funding award supporting feature-length documentary films that examine “pressing U.S. issues.” In 2015 only five projects were awarded.

- University Research Council Publication Award, \$3000, 2014. Awarded the publication award in support of the film’s screening campaign, titled: *The Overburden Outreach Campaign: Utilizing Documentary Film as a Tool for Social Engagement*.
- Southern Documentary Fund, accepted for fiscal sponsorship. This competitive award allows the documentary project to receive tax-deductible donations via the Southern Documentary Fund’s 501(c)(3) status, 2014.
www.southerndocumentaryfund.org/projects/overburden/
- Junior Faculty Development Grant, \$7500, 2012-2013.
- UNC-CH Arts and Humanities Grant, \$8,700, 2010-2011.
- Roy W. Dean New York Film Grant, \$15,000, 2009-2010.
- Ohio University Student Enhancement Award, \$5,500, 2007.

FilmSync, a synchronized second screen app to be used during the documentary or news video viewing experience, is a collaboration with MEJO colleague, Steven T. King. The project, in prototype phase, will be utilized by media organizations and independent filmmakers. The app allows viewers to can engage with the content in many ways, including: interactive maps and timelines, enhanced graphics, data visualizations, satellite imagery, trivia and even interact with other audience members viewing the film. Shared award with team member, Steven T. King.
Knight Foundation’s Knight Prototype Fund, \$35,000, 2014.

Documenting End-of-Life Experiences: A Multi-Media Approach. This interdisciplinary seminar would prepare teams of students to create five-minute multi-media narratives about end-of-life care experiences. Professors, advanced undergraduates, and graduate students will use narrative, visual media, and other creative forms to acquire an understanding of how patients and clinicians express their experiences with illness, disability, and death. Shared award with Bowman and Gordon Gray Distinguished Term Associate Professor Jane Thrailkill, **UNC College of Arts and Sciences Interdisciplinary Initiatives**, \$5000, 2012-2013.

Scientists With Stories: A Duke and UNC Collaboration Advancing Science Communication. Finalist for the C. Felix Harvey Award to Advance Institutional Priorities. The Harvey Award, a highly-competitive UNC fund, awards exemplary faculty scholarship that reflects the University’s commitment to innovation, 2013.

Digital Innovation Lab/Institute for Arts and Humanities Fellowship Program. Finalist for the DIL/IAH Faculty Fellowship. The fellowship supports faculty who utilize the digital humanities in their research and creative activity, 2013.

Of Uganda By Uganda: Participatory photography workshops in East Africa, **Private donor**, \$7,150, 2004.

SERVICE | PROFESSIONAL

Professional Project Advisor

Untitled McCloskey Project. Humanities advisor for this feature length documentary film. Awarded the California Humanities Documentary Project Research & Development grant, 2017-2018.

Juror: International

World Press Photo Foundation. Long form multimedia juror. World Press Photo, based in Amsterdam, hosts the world's most prestigious visual journalism competition. 2016, 2017 and 2018.

38th Annual News and Documentary Emmy Awards. The National Academy of Television Arts and Sciences. The Emmy Awards are considered the Oscars of television and recognizes excellence in broadcast and online reporting. Short form documentary judge. May 2017.

Full Frame Film Festival. Shorts competition juror. Full Frame is a qualifying event for consideration for the nominations for both the Academy Award for Best Documentary Short Subject and the Producers Guild of America Awards. April, 2016.

FotoWeek DC. Juror for the multimedia storytelling categories in this international journalism competition. October, 2012. www.fotoweekdc.org.

Juror: National

White House News Photographers' Association. National competition juror, Washington, D.C., February 2011.

Society of Travel Writers. Photography competition juror, May 2011.

Michigan Press Photographers' Association. Photography and multimedia competition juror, Lansing, Mich., March 2008.

Presentations: International

Royal Ontario Museum, Toronto, Canada. *Overburden*, *Work-in-progress screening*, presentation of the feature-length documentary for the environmental visual communication program and community at the Royal Ontario Museum. Nov. 12, 2014.

Royal Ontario Museum. Toronto, Canada. “Environmental Visual Communication: Spotlight with Chad A. Stevens,” presentation on the effectiveness of narrative storytelling in the translation of science to mainstream audiences, May 16, 2012.

Open Society Foundation’s Documentary Photography Project. Tbilisi, Georgia. “Multimedia Storytelling,” presentation on using video, audio and photography to create compelling web documentaries, January 19, 2012.

Presentations: National

Power + Privilege Workshop with Documentary Overburden. In collaboration with Appalachian Voices, I facilitated a half-day workshop focused on environmental justice issues in North Carolina and the Appalachia region. Boone, NC. April 27, 2018.

White Privilege Conference. Invited speaker and facilitator for workshop titled “What about the poor white people?” Kansas City, MO. April 27-28, 2017.

The Image Deconstructed Workshop. Invited speaker during this inaugural workshop hosted by University of North Carolina at Chapel Hill, March 24, 2013.

Duke University, Nicholas School of the Environment. Panelist, “Effective science communication and research translation,” a panel discussion exploring the use of visual communication and environmental science, September 25, 2012.

Edward R. Murrow Journalism Program at UNC. Invited speaker (with Laura Ruel), "Innovative Storytelling," University of North Carolina at Chapel Hill, November 5, 2011.

Columbia University Graduate School of Journalism. Panelist, “Innovative Storytellers,” Presented by the Tow Center and the Alfred I. duPont Awards for outstanding journalism, New York, N.Y., September 6, 2011.

White House News Photographers’ Association. Invited speaker, "A Thousand Little Cuts: The Story Behind the Story," National Geographic Society, Washington, D.C., February 2011.

The Mountain Workshops (A leading national photojournalism and multimedia journalism workshop.)

- Invited speaker, "Multimedia Storytelling in Appalachia," Elizabethtown, Ky., October 2010.
- Invited speaker, "The Coal War: Journalism and Documentary Filmmaking," Murray, Ky., October 2009.
- Invited speaker, "The Marlboro Marine," Mayfield, Ky., October 2008.
- Invited speaker, "Reporting on AIDS in Africa," Cave City, Ky., October 2002.

Yale University School of Forestry and Environmental Studies. Panelist, “The Legacy of Mountaintop Removal.” Yale University, New Haven, Conn., 2009.

PhotoNight at UNC-CH. Invited speaker, "Retrospective," Chapel Hill, N.C., September 3, 2009.

Michigan Press Photographers' Association. Invited speaker, "Multimedia and the MediaStorm Method," Lansing, Mich., March 2008.

Training: International

Environmental Visual Communication Ontario College Graduate Certificate program, Toronto, Ontario, Canada. Role: Guest Lecturer in the pilot year of this international visual communication program focused on environmental science communication. Hosted by the Royal Ontario Museum and developed through Flemming College, this program is one of its kind. October 2-6, 2012, October 14-17, 2013 and November 11-15, 2014. www.eviscomm.ca

Production Grantee Workshop for Photographers from Central Asia, the South Caucasus, Afghanistan, Mongolia, and Pakistan. Located in Tbilisi, Georgia. International journalism training program with the Open Society Foundation's Documentary Photography Project bringing 10 journalists from the Caucasus region for multimedia training. Role: Multimedia and Photography Trainer. January 2012.

Together Liberia. Role: Multimedia storytelling trainer. This international journalism training program brought journalists and educators from around the world to lead multimedia workshops with Liberian journalists. The project is a collaboration among Syracuse University, University of Massachusetts Boston, University of Oregon, New School University and the University of North Carolina at Chapel Hill. International partners include: the University of Liberia, the Republic of Liberia National Elections Commission, Liberia Media Initiative for Peace Democracy and Development, and other Liberian-based journalism institutions. www.togetherliberia.org. August 2011.

Of Uganda By Uganda. Role: Director and instructor. Ugandan residents were invited to participate in a series of participatory documentary photography training workshops. A panel of judges determined the final images for display and sale at the U.S. embassy benefiting AIDchild, a Ugandan-based orphanage for children living with AIDS. June-July 2004.

Training: National

The American Board of Pediatrics. Role: Trainer. Facilitated one-day workshops on video storytelling for the ABP communications staff. 2018 and 2019.

UNC Center for Innovation and Sustainability in Local Media's 360 Video Storytelling Workshop. Attendee. September 30 – October 1, 2016.

National Geographic Magazine 125th Anniversary Project. In collaboration with National Geographic Magazine, I designed a new visual communication entrepreneurship course in which the class of 12 students worked on a real-life client project with the magazine. Students

transcribed and edited 24 videos, profiling National Geographic's best photographers. National Geographic will be publishing these videos along with a trailer of the content to be featured on the iPad edition of the October 2013 issue of the magazine. I continued the project beyond the semester completing the iPad trailer and an additional trailer to be shown at the Visa pour l'image (www.visapourlimage.com), the premiere photojournalism conference in the world in Perpignan, France in September, 2013. The Journalism School and the students will receive credit on each video and on the trailers. And one student, Kathryn Carlson, was hired as National Geographic's multimedia intern for the summer of 2013. Spring 2013.

Full Frame Documentary Film Festival Fellows Program. Role: Faculty advisor and liaison between the Full Frame Documentary Film Festival and MEJO. Facilitated the Journalism School's inclusion in the fellowship program with the top-tier international film festival. 2013-2016.

The Image Deconstructed Workshop. Role: Organized in collaboration with renowned industry blog, The Image Deconstructed, and hosted by the University of North Carolina at Chapel Hill. Approximately 100 attendees from around the U.S. March 22-24, 2013 and April 11-13, 2014.

Online News Association's MJ Bear Fellowships Program Mentor. Role: Advised first-time filmmaker Tricia Fulks, whose interactive documentary project "Hollow" is a Tribeca Film Institute New Media Fund recipient. 2012-2013. www.hollowdocumentary.com

SALT Institute for Documentary Studies. Role: Guest lecturer via Skype with multimedia course covering topics in narrative storytelling, filmmaking and journalism. November 13, 2012.

The Mountain Workshops (A leading national photojournalism and multimedia journalism workshop.)

- Role: Multimedia Storytelling Coach, 2007, 2009, 2010 and 2011.
- Role: Multimedia Staff, 1998, 2000, 2002, 2003, 2004, 2005, 2006, 2008.
- Role: Participant, 1996, 1999.

UNC Multimedia Bootcamp. Role: Video instructor, Chapel Hill, N.C., May 2011.

MediaStorm Multimedia Storytelling Workshops. Role: Multimedia storytelling and editing coach, New York, N.Y., July 2008.

Eddie Adams Workshop. Role: Multimedia instructor and producer, Jeffersonville, N.Y., October 2007.

Appalachian Cultural Project. Role: Founder, director and coach, Whitesburg, Ky., 2003-2007.

SERVICE | UNIVERSITY

Tales from the American South. An interdisciplinary project with the Center for the Study of the

American South, Morehead Planetarium and Science Center and the School of Media and Journalism. Advisor, 2017-2018.

Thrive@Carolina. A UNC program with “a mission to help Carolina become a national leader in undergraduate graduation rates by enhancing student support and by eliminating disparities in retention.” Collaborated with Professors Dana McMahan and Terence Oliver to create three spoken-word videos for Thrive@Carolina. Role: Advisor. 2017. <http://thrive.unc.edu/>.

Scientists with Stories: A Duke and UNC Collaboration Advancing Science Communication. Role: Faculty Advisor, Fall 2013-current. www.scientistswithstories.com

Sierra Club Student Coalition. Role: Faculty Advisor, Fall 2009-2011.

Music Saves Mountains at UNC. Invited speaker, “Mountaintop Removal and UNC,” Chapel Hill, N.C., November 18, 2010.

Coal Free UNC. Panelist, "Coal, Climate Change, and UNC," Chapel Hill, N.C., March 17, 2010.

SERVICE | SCHOOL OF JOURNALISM AND MEDIA

Diversity and Inclusion Committee. Role: Committee member, 2019-present.

Residential MA Task Force, Chaired by Spencer Barnes. 2021.

Ed Vick Prize for Innovation in Teaching Committee. Committee Chair, 2021.

Residential MA Task Force, Chaired by Tom Linden. 2018-2019.

Journalism Faculty Search Committee. Role: Committee member. Fall 2020.

Graduate Admissions Committee. Role: Committee member, Spring 2010-current.

Hearst Photography Selection Committee. Role: Lead advisor for photojournalism finalists and semi-finalists, Fall 2009-current.

Hearst Multimedia Selection Committee. Role: Lead advisor for multimedia finalists and semi-finalists, Fall 2009-current.

Brinkley Teaching Award Committee. Committee Chair, 2016. Committee Member, 2017 – 2018.

Graduate Program Task Force. Role: Committee member, Fall 2012-current.

Scholarship Committee. Role: Committee member, 2015.

Hearst Visiting Professionals Committee. Role: Chair, 2015.

“Reporting Sex Trafficking: A Local Problem with Global Dimensions,” a workshop organized by UNC and funded by the McCormick Foundation, Invited speaker, Chapel Hill, N.C., November 15, 2013.

News21 Powering a Nation. *Powering a Nation* investigates the political, economic, and scientific tensions behind US energy through advanced reporting to engage citizens and inspire informed decision-making; funded by the Knight-Carnegie Foundations, Role: Producer, coach and story editor, 2009-2014. www.poweringanation.org.

Full Frame Fellows Program. Faculty advisor and liaison between the Full Frame Film Festival and MEJO. Facilitated the Journalism School's inclusion in the fellowship program with the top-tier international film festival. Ten MEJO students participated along with two faculty advisors.

UNC Multimedia Bootcamp. Director, 2012-2015.

UNC Multimedia Bootcamp. Invited speaker, Chapel Hill, N.C., May 18, 2011, May 20, 2012 and May 20, 2013.

Korean Educators Association. Invited speaker, “Innovative Storytelling,” Chapel Hill, N.C., Fall 2010 and 2011.

Student Chapter of the National Press Photographers’ Association. Role: Faculty Advisor, Spring 2010-current.

Kappa Tau Alpha Honor Society. Role: Faculty Advisor, Spring 2010-Spring 2013.

IT Search Committee. Role: Committee member, Spring 2010.

Visual Communication Faculty Search Committee. Role: Committee member, Spring and Fall 2010.

PhotoNight Speaker Series Coordinator. Role: Using professional contacts to bring industry leaders to campus for monthly speaking events, Spring 2010-2019.

37th Frame Annual Gallery Exhibit. Role: Advisor and juror, 2010-current.

Mountain Workshops/UNC Student Storyteller Grant. Role: Creator and administrator, Fall 2009-2012.

News21 National Meeting. Role: UNC-CH representative. Phoenix, Ariz., February 2010.

College Photographer of the Year competition. Role: Competition advisor, Fall 2009-current.

National Press Photographers Association Business Practices Workshop. Role: Organizer and presenter, January 2010, January 2011.

National Press Photographers Association Internship Preparation Workshop. Role: Presenter, February 2011, October 2011.

Visual Communication Guest Speakers:

Organized an array of industry professionals to speak in various courses to enhance the students' understanding of the journalism field and prepare them for entry into the profession. The following is an abbreviated list of speakers who attended classes between the Fall 2009 and Spring 2020: Sarah Leen, Director of Photography at National Geographic; Pamela Chen, former multimedia director at Open Society Foundation and Senior Photo Editor at National Geographic Magazine; Annie Crawley, author and photographer; Travis Dove, freelance photographer for National Geographic Magazine; Arkasha Stevenson, photographer at the Los Angeles Times and Miami Herald; Catherine Orr, freelance multimedia journalist; and Dominic Chavez, international freelance photographer; Katie Falkenberg, staff photojournalist at the Los Angeles Times; Jared Soares, freelance photographer in D.C.; Elena Rue and Catherine Orr, founders of StoryMine Media; Pattie McNab, president of PJ Photo Editors; Uwe Martin, Bombay Flying Club multimedia production company based in Germany; Kainaz Amaria, National Public Radio Visuals Team; Josh Davis, New York Times; Johanna Hamilton, Filmmaker, 1971; Cath Spangler, The New Yorker; Maggie Steber, National Geographic Magazine; Erin Brethauer, San Francisco Chronicle; Andrea Wise, freelance photographer; Carolyn Van Houten, The Washington Post; Margaret Cheatham Williams, The New York Times; Alyssia Steele, Pulitzer Prize-winning author; and Pilar Timpane, filmmaker, Santuario screening.

Jason Armond, Los Angeles Times staff photojournalist - Visual Reporting During a Pandemic
Emily Rhyne, The New York Times video journalist - Covering the George Floyd/BLM/Racial Justice Protests

Lauren Frohne, The Seattle Times video journalist - Covering the George Floyd/BLM/Racial Justice Protests

Michael Rubenstein, Freelance and Sony camera rep - In-depth on Sony Cameras

Barb Lee, Founder, Point Made Films - Making Docs and Learning How to be Anti-Racist

André Lee, Filmmaker, Point Made Films - Making Docs and Learning How to be Anti-Racist

Maddie McGarvey, Freelance, National Geographic - Representation and Dignity in Photography

Carolyn Van Houten, Washington Post staff photographer - "Human Stories from the Migrant Caravan"

Heidi J. Hennink-Kaminski

201 Pathwood Lane, Durham, NC 27705
361 Carroll Hall, Chapel Hill NC 27599
(o) 919.962.2555 (c) 616.502.1213
h2kamins@unc.edu

EDUCATION

Ph.D., Mass Communication, 2006

Grady College

University of Georgia
Athens, Georgia

- Specialization in advertising, health communication
- Dissertation: *The content of cosmetic surgery advertisements and consumer interpretations of cosmetic surgery advertising*. Advisers: Dr. Leonard N. Reid and Dr. Karen Whitehill King

M.A., Communication, 1992

Department of Communication

Western Michigan University
Kalamazoo, Michigan

- Dual emphasis on telecommunication management and advertising
- Thesis: *The transnational advertising agency: Global messages and free market competition*. Adviser: Dr. Richard A. Gershon

B.A., Communication, 1987

Department of Communication Studies

University of Michigan
Ann Arbor, Michigan

ACADEMIC EXPERIENCE

Professor, 2020 – present

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Associate Professor, 2013 – 2020

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Assistant Professor, 2006 – 2013

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Instructor of Record/Graduate Teaching Assistant, 2004-2006

Department of Advertising and Public Relations, Grady College

University of Georgia
Athens, Georgia

Graduate Research Assistant, 2003-2004

Cox Center for International Mass Communication Research

University of Georgia
Athens, Georgia

Adjunct Instructor, 2002-2003

Department of Communication Arts and Sciences

Calvin College
Grand Rapids, Michigan

Adjunct Instructor, 1993-1994

Department of Communication

Western Michigan University
Kalamazoo, Michigan

RELEVANT PROFESSIONAL EXPERIENCE

Principal, 1997-1999; 2002-2003

- Consulting clients included the National Hockey League, Duhadway, Kendall and Associates and Grand Valley State University.

Insight Marketing
Grand Rapids, Michigan

Public Relations Manager, 2000-2002

- Directed all public relations activities with \$700K annual budget
- Developed co-branded initiatives with industry leaders such as Coach and IBM.

Steelcase, Inc.
Grand Rapids, Michigan

Marketing Communications Manager, 1999-2000

- Directed marketing communication strategy for new website and textile line launch

Steelcase, Inc.
Grand Rapids, Michigan

Vice President of Marketing, 1993-1997

- Directed consumer marketing, corporate public relations, and investor relations activities with \$20M annual budget

Horizon Group, Inc.
Norton Shores, Michigan

Media Planner, 1990-1991

J.W. Messner Advertising, Inc.
Grand Rapids, Michigan

Regional Marketing Coordinator, 1989-1990

The May Company/Caldor
Norwalk, Connecticut

Advertising Coordinator, 1987-1989

R.H. Macy Company
New York, New York

ACADEMIC HONORS

The Richard Cole Distinguished Service Award, 2016, (\$2,500). UNC-Chapel Hill School of Media and Journalism.

The David Brinkley Teaching Excellence Award, 2013, (\$2,500). UNC-Chapel Hill School of Journalism and Mass Communication.

Second Place Faculty Paper, 2012, Communicating about Science, Health, the Environment and Risk Division, at the Association for Education in Journalism and Mass Communication Conference, *Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina.* (Co-authored with Jessica Willoughby and Dana McMahan).

The Edward Vick Prize for Innovation in Teaching, 2010, (\$10,000). UNC-Chapel Hill School of Journalism and Mass Communication.

Top Paper Award, 2009, International Public Relations Research Conference. *Maximizing applied and academic research outcomes: A case study in social marketing and public health collaboration.* (Co-authored with Elizabeth Dougall).

BOOK CHAPTERS (Invited)

Hennink-Kaminski, H. J. (2020). Media and telecommunications marketing. In R.A. Gershon, *Media, Telecommunications, and Business Strategy*. (3rd Ed.) New York, NY: Routledge.

Hennink-Kaminski, H. J. (2013). Media and telecommunications marketing. In R.A. Gershon, *Media, Telecommunications, and Business Strategy*. (2nd Ed.) New York, NY: Routledge.

Hennink-Kaminski, H. J. (2009). Telecommunications marketing. In R.A. Gershon, *Telecommunications and Business Strategy*. (pp. 321-339). New York, NY: Taylor & Francis.

UNDER REVIEW

Kay, M.C., **Hennink-Kaminski, H.**, Kerr, Z.Y., Gildner, P., Ingram, B.M., Cameron, K.L., Houston, M.N., Linnan, L.A., Marshall, S.W., Peck, K.Y., Register-Mihalik, J.K. Factors and expectations influencing concussion disclosure within NCAA Division I athletes: A mixed methodological approach.

REFEREED PUBLICATIONS

Vaughn, A.E., **Hennink-Kaminski, H.**, Moore, R., Hales, D., Ward, D.S. (2021). Evaluating a child care-based social marketing approach for improving children's diet and physical activity: Results from the Healthy Me, Healthy We cluster-randomized controlled trial. *Translational Behavioral Medicine*, 11(3), 775-784. doi: 10.1093/tbm/ibaa113

Callahan, C.E., Kay, M.C., Kerr, Z.Y., Hinson, M.T., Linnan, L.A., **Hennink-Kaminski, H.**, Gilder, P., Marshall, S.W., Houston, M.N., Peck, K.Y., Cameron, K.L., Register-Mihalik, J.K. (2020). Association between previous concussion education and concussion care-seeking outcomes among NCAA division I student-athletes. *Journal of Athletic Training*. PMID: 33150430 DOI: [10.4085/211-20](https://doi.org/10.4085/211-20)

Register-Mihalik, J.K., Marshall, S.W., Kay, M.C., Kerr, Z.Y., Peck, K.Y., Houston, M.N., Linnan, L.A., **Hennink-Kaminski, H.**, Gildner, P., Svoboda, S.J., Cameron, K.L. (2020). Perceived social norms and concussion disclosure behaviors among first-year NCAA student-athletes: Implications for concussion prevention and education. *Research in Sports Medicine*. <https://doi.org/10.1080/15438627.2020.1719493>

Register-Mihalik, J.K., Cameron, K.L., Kay, M.C., Kerr, Z.Y., Peck, K.Y., Houston, M.N., Linnan, L.A., **Hennink-Kaminski, H.**, Gildner, P., Svoboda, S., Marshall, S.W. (2018). Determinants of intention to disclose concussion symptoms in a population of U.S. military cadets. *Journal of Science and Medicine in Sport*. <https://doi.org/10.1016/j.jsams.2018.11.003>.

Vaughn A.E., Bartlett, R., Luecking C.T., **Hennink-Kaminski, H.** and Ward D.S. (2018). Using a social marketing approach to develop Healthy Me, Healthy We: A nutrition and physical activity intervention in early care and education. *Translational Behavioral Medicine*. <https://doi.org/10.1093/tbm/iby082> PMID: 30107586.

Hennink-Kaminski, H., Ihekweazu, C., Vaughn, A. and Ward D.S. (2018). Using formative research to develop the *Healthy Me, Healthy We* campaign: Partnering childcare and home to promote healthy

eating and physical activity behaviors in preschool children. *Social Marketing Quarterly*, 24(3), 194-215. doi 10.1177/1524500418785357

Hennink-Kaminski, H., Vaughn, A., Hales, D., Moore, R.H., Luecking, C., and Ward, D.S. (2018). Parent and child care provider partnerships: Protocol for the Healthy Me, Healthy We (HMHW) cluster randomized control trial. *Contemporary Clinical Trials*, 64, 49-57. doi 10.1016/j.cct.2017.11.007

Luecking, C.T., **Hennink-Kaminski, H.**, Ihekweazu, C., Vaughn, A., Mazzucca, S., and Ward, D.S. (2017). Social marketing approaches to nutrition and physical activity interventions in early care and education centres: A systematic review. *Obesity Reviews*, 18, 1425-1438. doi: 10.1111/obr.12596

Jeffries, J.K., Thayer, L., **Hennink-Kaminski, H.**, Noar, S. (2015). Rural Adults' Perspectives on School Food in a North Carolina County. *Preventing Chronic Disease*, 12. doi: 10.5888/pcd12.140484

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2014). Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina. *Science Communication*, 36(1), 30-55. doi: 10.1177/1075547013492434

Pecot-Hebert, L. & **Hennink-Kaminski, H. J.** (2012). "I did it for me!" Negotiating identity and agency. *Health, Culture & Society*, 3(1), 78-94.

Hennink-Kaminski, H. J., & Reichert, T. (2011). Using sexual appeals in advertising to sell cosmetic surgery: A content analysis from 1986 to 2007. *Sexuality and Culture*, 15(1), 41-51.

Hennink-Kaminski, H. J., Reid, L. N. & King, K. W. (2010). The content of cosmetic surgery advertisements placed in large city magazines, 1985-2004. *Journal of Current Issues in Advertising Research*, 32(2), 41-57.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Myths, mysteries and monsters: When shaken babies make the news. *Social Marketing Quarterly*, 15(4), 25-48.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Tailoring hospital education materials for the period of purple crying: Saving babies in North Carolina media campaign. *Social Marketing Quarterly*, 15(4), 49-64.

Runyan, D. K., **Hennink-Kaminski, H. J.**, Zolotor, A., Barr, R. G., Murphy, R., Barr, M., Sullivan, K., Dougall, E. K., & Nocera, M. (2009). Designing and testing a shaken baby syndrome prevention program: The period of purple crying: Saving babies in North Carolina. *Social Marketing Quarterly*, 15(4), 2-24.

Sung, Y. & **Hennink-Kaminski, H. J.** (2008). The Master Settlement Agreement and visual imagery of cigarette advertisements in youth-oriented magazines. *Journalism and Mass Communication Quarterly*, 82(2), 331-352.

Avery, E. J., **Hennink-Kaminski, H. J.**, Lariscy, R. W., & Tinkham, S. (2007). Advertising message and media strategies as predictors of election outcome in state legislative campaigns. Published in the proceedings of the American Academy of Advertising, 129-138.

REFEREED CONFERENCE PRESENTATIONS

Luecking, C., Vaughn, A., Burney, R., **Hennink-Kaminski, H.**, Hales, D. and Ward, D. (2020, December). *Evaluation of intervention and implementation fidelity of Healthy Me, Healthy We*. Paper presented at the 13th Annual Conference on the Science of Dissemination and Implementation, Virtual.

Lazard, A., Brennen, S., Adams, E., **Hennink-Kaminski, H.**, Love, B., & Ruel, L. (2018, August). *Social presence in a health app*. AEJMC Washington DC, 2018.

Hennink-Kaminski, H., Vaughn, A.E., & Ward, D.S. (2018, June). *Healthy Me, Healthy We: Encouraging parent-provider relationships to improve the quality of pre-school children's diets and physical activity levels*. Paper presented at the 25th annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H., Shea, C. & Preble, A. (2018, June). *Expanding the UNC-Chapel Hill Three Zeros initiative: A residence hall composting campaign pilot study*. Paper presented at the 25th annual Social Marketing Conference, Clearwater Beach, FL.

Luecking, C., Ihekweazu, C., Vaughn, A., Ward, D.S. & **Hennink-Kaminski, H.** (2016, June). *Buzzword or Best Practice: A systematic review of the use of social marketing principles in nutrition and physical activity interventions in childcare centers*. Paper presented at the 24th annual Social Marketing Conference, Clearwater Beach, FL

Hennink-Kaminski, H., Ihekweazu, C., Vaughn, A. & Ward, D.S. (2015, August). *Healthy Me, Healthy We: Formative research to creating effective partnerships between parents and child care providers to support child health. Ninth Annual National Conference on Health Communication, Marketing and Media*, August 11 – 13, Hyatt Regency Atlanta, Atlanta, GA.

Hennink-Kaminski, H., Noar, S. M., Jeffries, J., & Thayer, L. (2014, June). *Food explorers: Developing a campaign to increase fruit & vegetable consumption in rural NC elementary schools*. Paper presented at the 23rd annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H., Ruel, L. & Breland, C. (2014, June). *Join the conquest: Increasing participation in clinical research through website engagement*. Paper presented at the 23rd annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2012, August). *Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina*. Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

- 2nd Place Faculty Paper Award, Communicating about Science, Health, the Environment and Risk Division.

Hennink-Kaminski, H. J. & Dougall, E. K. (2011, August). *Shaken baby syndrome in the news: 1994-2008*. Presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

Harlow, J.D. & **Hennink-Kaminski, H. J.** (2011, June). *Distraction and the provision of risk and benefit information in prescription drug television ads: A content analysis*. Presented at the American Marketing Association Marketing and Public Policy Conference, Washington, DC.

Hennink-Kaminski, H. J. (2011, April). *Ethical advertising and cosmetic surgery: A content analysis of advertisements in large city magazines*. Presented at the American Academy of Advertising Conference, Mesa, AZ.

Pecot-Hebert, L. & **Hennink-Kaminski, H. J.** (2010, August). *"I did it for me!" Agency and cosmetic surgery advertising*. Presented at the Association for Education in Journalism and Mass Communication Conference, Denver, CO.

Ortiz, R. R., Goetschius, A., Kruse, K., & **Hennink-Kaminski, H. J.** (2010, August). *Getting them off the fence! Developing a social marketing campaign to encourage uptake of H1N1 vaccine among 18-24-year-olds in North Carolina*. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Hennink-Kaminski, H. J. & Newton-Ward, M. (2010, June). *Training the next generation of social marketers: Equipping an interdisciplinary class of students to promote the H1N1 vaccine among adults 18-24 in North Carolina*. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, FL.

Woo, C. & **Hennink-Kaminski, H. J.** (2009, August). *Overcoming a (false) bad rep: Designing and testing messages to reposition teens and secure funding for adolescent health initiatives in North Carolina*. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Hennink-Kaminski, H. J., Dougall, E. K., Barr, R. G., Pike, I., Rajabali, F., & Tsui, H. (2009, April). *Perceptions of infant crying and caregiver soothing in Canada and the United States: A replication study*. Presented at the Society for Research in Child Development Conference, Denver, CO.

Hennink-Kaminski, H. J. & Reichert, T. (2009, March). *How is sex used to sell surgery? A content analysis of ads using sexual appeals to advertise cosmetic surgery, 1985-2007*. Presented at the American Academy of Advertising Conference, Cincinnati, OH.

Dougall, E. K. & **Hennink-Kaminski, H. J.** (2009, March). *Maximizing applied and academic research outcomes: A case study in social marketing and public health collaboration*. Presented at the International Public Relations Research Conference, Miami, FL.

➤ Top Paper Award

Dougall, E. K. & **Hennink-Kaminski, H. J.** (2008, October). *Shaken baby syndrome in the news: A longitudinal study*. Presented at the Seventh International Conference on Shaken Baby Syndrome, Vancouver, British Columbia, Canada.

Hennink-Kaminski, H. J. & Dougall, E. K. (2008, August). *A crying shame: Shaken baby syndrome in the news*. Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Hennink-Kaminski, H. J. & Dougall, E. K. (2008, June). *Preventing shaken baby syndrome in North Carolina: Tailoring messages for non-parent audiences*. Presented at the Social Marketing in Public Health Conference, Clearwater, FL.

Hennink-Kaminski, H. J. (2008, March). *Appeals and physician characteristics in cosmetic surgery magazine advertisements in ten large city magazines 1985-2004*. Presented at the American Academy of Advertising Conference, San Mateo, CA.

Avery, E. J., **Hennink-Kaminski, H. J.**, Lariscy, R. A. & Tinkham, S. (2007, March). *Advertising message and media strategies as predictors of vote in state legislative races*. Presented at the American Academy of Advertising Conference, Vermont, NH.

Sung, Y. & **Hennink-Kaminski, H. J.** (2005, August). *Characteristics of cigarette advertising in two youth magazines before and after the master settlement agreement*. Presented at the Association for Education in Journalism and Mass Communication Conference, San Antonio, TX.

Hennink-Kaminski, H. J. (2005, March). *Transnational advertising agencies and the niche breadth strategy: A case for IMC at the parent company level*. Presented at the American Academy of Advertising Conference, Houston, TX.

Hennink-Kaminski, H. J. (2005, February). *The transnational advertising agency and the niche breadth strategy*. Presented to the Media Management and Economics Division at the Midwinter meeting of the Association for Education in Journalism and Mass Communication, Brunswick, NJ.

Hennink-Kaminski, H. J. (2004, March). *A First Amendment analysis of the world health organization's framework convention on tobacco control: Reexamining the current status of U.S. regulation of tobacco advertising and promotion*. Presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Tampa, FL.

CONSULTING

Institute for Defense and Business, Chapel Hill, NC (Summer 2018, 2019, 2020). Work with IDB leadership and staff to develop a 2.5 week *Communications in the Information Age* professional education program for military information operations officers as part of the U.S. military's larger industrial-based broadening initiative.

Centers for Disease Control and Prevention, Atlanta, GA (March-July, 2016). Social marketing consulting for *Training, Technical Assistance, and Evaluation Support for Implementation of Essentials for Childhood: Safe, Stable, Nurturing Relationships and Environments* project to help communities promote relationships and environments that help children grow up to be healthy and productive citizens through the prevention of child abuse and neglect. Consulting and technical provided to services to representatives from state health departments in California, Colorado, Massachusetts, North Carolina, and Washington.

REFEREED PANEL PRESENTATIONS

Panelist (2012, April). *Can online education beat the classroom? Latest methods, programs and curriculum*. American Academy of Advertising Conference, Myrtle Beach, SC.

Organizer and Panelist (2009, June). *Designing a social marketing campaign to prevent shaken baby syndrome in North Carolina*. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, FL.

INVITED PANEL PRESENTATIONS

Panelist (2015, August). *Early Career Guidance: Landing the First Faculty Job and Beyond*. Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.

Panelist (2011, August). *Strategic solutions at the intersection of content and channel*. Pre-conference teaching workshop at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

Panelist (2010, September). *Statewide prevention of abusive head trauma in North Carolina*. The Eighth International Conference on Shaken Baby Syndrome, Atlanta, GA.

OTHER NON-REFEREED WORKS

Becker, L. B., Vlad, T., **Hennink-Kaminski, H. J.**, & Coffey, A. J. (2004, August). *Annual enrollment report: Growth in the field keeps up with overall trend*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

Becker, L. B., Vlad, T., Coffey, A. J., & **Hennink-Kaminski, H. J.** (2004, August). *Pilot evaluation of a video message to increase minority enrollment in mass communication doctoral programs: A supplement report to the 2003 Annual Surveys of Journalism and Mass Communication*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

Becker, L. B., Vlad, T., Coffey, A. J., & **Hennink-Kaminski, H. J.** (2004, August). *2003 Annual Survey of Journalism and Mass Communication Graduates*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

TEACHING RECORD

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

Summer I 2021:	MEJO 475 – Concepts of Marketing (n=20)
Spring 2021:	MEJO 475 – Concepts of Marketing (n=36)
	MEJO 992 – Master’s (Non-Thesis) (n=1)
Fall 2020:	MEJO 475 – Concepts of Marketing (n=36)
Summer I 2020:	MEJO 475 – Concepts of Marketing (n=27)
Spring 2020:	MEJO 475 – Concepts of Marketing (n=44)
	MEJO 992 – Master’s (Non-Thesis) (n=1)
	MEJO 691 – Honors Thesis (n=1)
Fall 2019:	MEJO 475 – Concepts of Marketing (n=44)
	MEJO 992 – Master’s (Non-Thesis) (n=1)
Summer II 2019:	MEJO 992 – Master’s (Non-Thesis) (n=1)

Summer I 2019:	MEJO 475 – Concepts of Marketing (n=23)
Spring 2019:	MEJO 475 – Concepts of Marketing (n=53) MEJO 900 – Reading and Research (n=1)
Fall 2018:	MEJO 992 – Master’s (Non-Thesis) (n=1)
Summer II 2018:	MEJO 992 – Master’s (Non-Thesis) (n=1)
Summer I 2018:	MEJO 475 – Concepts of Marketing (n=24)
Spring 2018:	MEJO 475 – Concepts of Marketing (n=37) MEJO 900 – Reading and Research (n=2) MEJO 992 – Master’s (Non-Thesis) (n=1)
Fall 2017:	MEJO 475 – Concepts of Marketing (n=52)
Summer I 2017:	MEJO 475 – Concepts of Marketing (n=24)
Spring 2017:	MEJO 475 – Concepts of Marketing (n=28) MEJO 992 – Master’s (Non-Thesis) (n=1) MEJO 691 – Honors Thesis (n=1)
Fall 2016:	JOMC 475 – Concepts of Marketing (n=75) JOMC 720 – Strategic Communication (n=18)
Summer I 2016:	JOMC 475 – Concepts of Marketing
Spring 2016:	JOMC 475 – Concepts of Marketing
Fall 2015:	JOMC 720 – Strategic Communication (online)
Summer I 2015:	JOMC 475 – Concepts of Marketing
Spring 2015:	JOMC 475 – Concepts of Marketing JOMC 992 – Master’s (Non-Thesis)
Fall 2014:	JOMC 720 – Strategic Communication JOMC 992 – Master’s (Non-Thesis)
Summer I 2014:	JOMC 475 – Concepts of Marketing
Spring 2014:	JOMC 671 – Social Marketing Campaigns JOMC 992 – Master’s (Non-Thesis)
Fall 2013:	JOMC 475 – Concepts of Marketing JOMC 720 – Strategic Communication (online) JOMC 992 – Master’s (Non-Thesis)
Summer II 2013:	JOMC 475 – Concepts of Marketing
Spring 2013:	JOMC 475 – Concepts of Marketing JOMC 671 – Social Marketing Campaigns
Fall 2012:	JOMC 475 – Concepts of Marketing JOMC 720 – Strategic Communication (online) JOMC 691 – Honors Thesis
Summer II 2012:	JOMC 475 – Concepts of Marketing
Spring 2012:	JOMC 473 – Advertising Campaigns JOMC 475 – Concepts of Marketing
Fall 2011:	JOMC 475 – Concepts of Marketing JOMC 272 – Advertising Media
Summer II 2011:	JOMC 475 – Concepts of Marketing
Spring 2011:	JOMC 473 – Advertising Campaigns JOMC 475 – Concepts of Marketing JOMC 992 – Master’s (Non-Thesis)
Summer II 2010:	JOMC 475 – Concepts of Marketing
Spring 2010:	JOMC 473 – Advertising Campaigns JOMC 475 – Concepts of Marketing

	JOMC 991 – Master’s (Thesis)
Fall 2009:	JOMC 475 – Concepts of Marketing JOMC 473 – Advertising Campaigns
Summer II 2009:	JOMC 475 – Concepts of Marketing
Spring 2009:	JOMC 272 – Advertising Media JOMC 475 – Concepts of Marketing JOMC 900 – Readings and Research JOMC 992 – Master’s (Non-thesis)
Fall 2008:	JOMC 475 – Concepts of Marketing JOMC 473 – Advertising Campaigns JOMC 900 – Readings and Research
Summer II 2008:	JOMC 475 – Concepts of Marketing
Spring 2008:	JOMC 272 – Advertising Media JOMC 473 - Advertising Campaigns JOMC 900 – Readings and Research
Fall 2007:	JOMC 475 – Concepts of Marketing JOMC 473 – Advertising Campaigns
Spring 2007:	JOMC 272 – Advertising Media JOMC 473 – Advertising Campaigns
Fall 2006:	JOMC -272 – Advertising Media JOMC 473 – Advertising Campaigns

University of Georgia, Grady College of Journalism and Mass Communication

APR 5710 - Advertising Management

Calvin College, Department of Communication Arts & Sciences

CAS 285 – Advertising and Public Relations

Western Michigan University, Communication Department

COM 3590 – Broadcast Writing

GRADUATE AND UNDERGRADUATE STUDENT COMMITTEES

Dissertations

Committee member: Jessica Link (2019, Spring – DrPH, Gillings School of Global Public Health); Joanna Williamson (2010, Spring); Terri Bailey (2007, Spring)

Master’s Theses (M.A. Media and Communication; M.A. Digital Communication)

Committee chair:

Barry Morris (2020, May). Understanding MARSOC’s Target Audiences: Marketing Communication Insights for the Recruitment of MARSOC Special Operations Capability Specialists

Hamlet, Taylor (2018, December). *Understanding Bold Rock's target audience: Consumer attitudes, motivations, and behaviors.* (thesis project)

Roberts, Holly (2018, August). *Tiny houses, tiny opportunities? Understanding policymaker perspectives to inform a social marketing campaign.* (thesis project)

Scalora, Christine (2018, May). *Countering Mental Health Stigma: Recommendations for a UNC-Chapel Hill social marketing campaign.* (thesis project)

Abdalla, Mariana (2017, May). *First-person narratives for non-profit public relations: Empathy, engagement, empowerment and change.* (thesis project)

Crawford, Meg (2015, May). *Development of a personal branding seminar for professional communication students* (thesis project)

Fosdal, Victoria (2015, May). *The Walking Classroom: Pathway to success.* (thesis project)

Passingham, Danielle (2014, December). *Understanding Bobble's primary target audience: Consumer beliefs and behaviors in the filtration and reusable water bottle categories.* (thesis project)

Waddell, Marshale (2014, May). *Corporations, creeds and cause-related marketing campaigns: Defining the graces that save, and the sins that sink, corporate social responsibility endeavors with faith-based, nonprofit organizations.* (thesis project)

Bowman, Brian (2013, December). *Digital media and the branding of downtowns: Strategies for engagement used paid, earned and owned media.* (thesis project)

Andrews, Delphine (2011, May). *Guerillas in the urban jungle: Marketing plans for the Broadway musicals, "In the Heights" and "Shrek, the Musical."* (thesis project)

Harlow, Jennifer (2010, May). *Distraction and the provision of risk and benefit information in television advertising of prescription drugs* (traditional thesis)

Woo, Courtney (2009, May). *Overcoming a (false) bad rep: Designing and testing messages to reposition and secure funding for adolescent health initiatives in North Carolina* (traditional thesis)

Committee member: Sara Edwards (2019, December); Kasha Ely (2019, December); Jack Rodenfals (2019, December), Jordan Fieulleateau (2018, August); Joshua Kleinstreuer (2018, May); Jane Kim (2018, May), Natalie Roush (2018, May); Mandy Dailey (May, 2017); Pamela Schools (May, 2017); Samantha Carpenter (May, 2017); Ashley White (2017, May) Pablo Mino (2017, May); Christopher Jasinski (2016, May); Alexia Victor (2016, May); Crystal George (2016, May); Miranda Dotson (2015, December); Alanna Brock (2014, December); Elizabeth Walters (2014, May); Lex Alexander (2013, Fall); Meg Eason (2013, Fall); Cindy Austin (2013, Spring); Gillian Wheat (2012, Spring); Deborah Neffa (2011, Spring); Jed Williams (2010, Spring); Kathryn Macon (2010, Spring); Christine Perry (2010, Spring)

Senior Honors Theses

Committee chair:

McArtor, Mac (2020, Spring).

Pare, Alex (2017, Spring). *Identity performance, gender, and social media; College students and Facebook.*

McIlwain, Katherine (2013, Spring). *Silly Rabbit! Ads are for kids: Food advertising and its potential influence on child-parent purchase dynamics.*

Committee member: Kate Rand (2017, Spring), Jordan Chatham (2011, Spring), Megan Dawson (2007, Spring)

GRANTS AWARDED

Jordan Institute for Families (10/1/18-3/31/20) \$170,000

The Effect of Intensive Alternative Family Treatment on Rates of Admission to Psychiatric Residential Treatment Facilities

Role: Co-Investigator (Lanier, P. PI)

5% effort/9 months.

National Institutes of Health (3/30/18-2/28/23) UL1TR002489-02, \$6,281,669

UNC Clinical and Translational Science Award (CTSA)

Role: Co-Investigator (Buse, PI)

Each Year: 5% effort/12 months

National Collegiate Athlete Association and Department of Defense (05/20/16-04/20/18) \$400,000

Concussion disclosure behaviors, attitudes, norms, and knowledge in civilian and military emerging adults.

Role: Co-Investigator (Register-Mahalik, J. and Marshall, S., PIs)

5% effort/9 months and 10% Summer (3 months)

National Institutes of Health (07/01/13-06/30/18) UL1TR001111-02, \$7,651,702

UNC Clinical and Translational Science Award (CTSA)

Role: Co-Investigator (Runge, PI)

Each Year: 5% effort/12 months

National Institutes of Health (12/1/2013-04/30/2019) 5R01HL120969-05

Our Year of Healthy Living: A social marketing intervention for child care & home

Role: Co-Investigator (Ward, D. PI)

Year 1: 25% effort/12 months

Year 2: 10% effort/12 months

Year 3 5% effort/12 months

Year 4: 10% effort/12 months

Year 5: 15% effort/12 months

Year 6: 10% effort/12 months

Blue Cross Blue Shield Foundation of North Carolina (2012-2014), \$100,000,

“BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan”

Role: Co-Investigator (Ammerman, A., PI)

NIH National Center for Advancing Translational Sciences (5/01/2008 – 05/01/2014) UL1TR000083
The North Carolina Translational and Clinical Sciences (NC TraCS) Institute
Role: Co-Investigator (Runge, PI)

Doris Duke Charitable Foundation (2007-2012) \$2.1 million.
“The Period of Purple Crying: Keeping Babies Safe in North Carolina”
Role: Co-Investigator (Barr, R. G., PI)

Centers for Disease Control and Prevention (2007-2012) 1 U49 CE001275-01, \$2.6 million.
“The Period of Purple Crying: Keeping Babies Safe in North Carolina”
Role: Co-Investigator (Runyan, D. K., PI)

Ueltschi Service-Learning Course Support Grant (2014, Spring) \$500.
Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Support Grant (2013, Spring) \$500.
Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Support Grant (2011, Spring) \$700.
Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Development Grant (2009, Fall) \$2,000.
Award to design a social marketing campaigns service-learning course.

UNC-CH Faculty Development Grant (2007, Summer) \$10,000.
Began program of research following first year on faculty.

GRANT APPLICATIONS

UNC Center for Health Equity Research and NC TraCS, Integrating Special Populations component
Project Title: “Development of a Mobile Health intervention to Promote Physical Activity among African American Adolescents”
Role: Co-investigator (PI, Michelle White UNC SOM)
Proposed project period 9/1/18-8/31/18
Award requested: \$50,000

NICHD P50 CAPSTONE Center (RFA-HD-18-012)
<https://grants.nih.gov/grants/guide/rfa-files/RFA-HD-18-012.html>
CAPSTONE Center for Multidisciplinary Research in Child Abuse and Neglect
Project title: “Breaking the Cycle of Maltreatment: A National Implementation Approach to Intervention, Implementation, and Education.”
Role: Co-Investigator (Co-PIs: Paul Lanier, David Rubin, Joanne Wood)
Proposed project period: 07/01/2018–07/01/2023
Total UNC sub-award requested = \$886,252

CDC National Center for Injury Prevention and Control R01 (RFA-CE-16-001) (2016) \$557,585
“Developing Evidence-Based Implementation Strategy to Engage Parents in Primary Prevention of Maltreatment”

Role: Co-investigator (Lanier, P PI, School of Social Work)

Gordon and Betty Moore Foundation, Patient Care Program (2016) \$504,818
“Family Engagement in Evidence-Based Maternal and Child Health Home-Visiting”

Role: Co-investigator (Lanier, P PI, School of Social Work)

NIH Center for Scientific Review R01 HL140303-01 (2017, July) \$3,758,382
“A social marketing campaign in child care to reduce excess beverage calories.”

Role: Co-investigator (Ward, D. PI, UNC Center for Health Promotion and Disease Prevention)

Centers for Disease Control and Prevention AN:3913393 (2015, June) \$182,492
“Developing an Evidence-based Implementation Strategy to Engage Parents in the Primary Prevention of Maltreatment.”

Role: Co-Investigator (Lanier and Zolotor, PIs)

NIH National Center for Advancing Translational Sciences (2015, July), \$15.7 million.
“The Clinical and Translational Science Award Network Recruitment Innovation Center”

Role: Co-Investigator (P.I.s: Buse, J., Alexander, J. & Peterson, E.)

Robert Woods Johnson Foundation (2015, May), \$700k.
“Creating a Culture of Health in Appalachia: Disparities and Bright Spots”

Role: Co-Investigator (PI: Graham, J.)

Robertson Foundation (2012, April) \$405,000.
“Effectively Communicating about Sea-Level Rise in the Carolinas”

Role: Primary Investigator, collaborating with five units across the University: Institute for the Environment, the School of Journalism and Mass Communication, the Institute for Marine Sciences, the Department of Marine Sciences, and the Kenan-Flagler Business School.

United States Department of Agriculture (2010, Summer) \$1.1 million.
“Farm-to-School in Robeson County: A Local Food System Approach to Childhood Obesity”

Role: Co-Investigator (Ammerman, A., PI)

LEADERSHIP TRAINING

Institute for the Arts and Humanities Academic Leadership Program (2016-17). *The Institute for the Arts and Humanities selects eight fellows annually to help them develop leadership skills, clarify their career commitments, build a leadership network within the campus and extend their contacts to other leaders beyond the University.*

Scripps Howard Academic Leadership Academy, Manship School of Mass Communication, Louisiana State University (Summer 2016). *This program is designed for new chairs, deans and directors, and*

faculty and professionals interested in journalism education leadership. The Academy selects 12-15 participants. By bringing together professionals and scholars with seasoned administrators, the program aims to give participants the opportunity to learn about the challenges and rewards of leading an academic program.

Faculty Administrator Development Program, Center for Faculty Excellence, UNC-Chapel Hill (Fall 2014). *The Faculty Administrator Development Program (FADP) is an extensive introduction and overview to UNC Administrative Groups and Services for current or newly appointed leaders. Participants will strengthen their network of support and contacts across UNC, become oriented to campus administrative systems, and develop as leaders.*

SERVICE

Service to the Discipline

Leadership

Chair, Graduate Studies Subcommittee, Association of Schools and Colleges of Communication and Journalism, 2020-2021

Member, Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2011-2014 (three-year term)

Chair, Professional Freedom and Responsibility, Advertising Division, Association for Education in Journalism and Mass Communication, 2012-13

Chair, Student Research Papers, Advertising Division, Association for Education in Journalism and Mass Communication, 2011-12

Program Reviewer

School of Journalism, Moody College of Communication, University of Texas at Austin, Spring 2019

Promotion and Tenure Dossier Reviewer

Moody College of Communication, University of Texas at Austin, Summer 2021

College of Journalism and Communications, University of Nebraska-Lincoln, Fall 2018

Department of Advertising, University of Florida, Fall 2017

Department of Advertising and Public Relations, University of Alabama, Summer 2015

Manuscript Reviewer

Science Communication

Journal of Communication

Journal of Health Communication

Journal of Interactive Advertising

Sexuality and Culture

American Academy of Advertising (conference submissions) 2009 to present

Association for Education in Journalism and Mass Communication, ComSHER Division (conference submissions) 2010 to present

Association for Education in Journalism and Mass Communication, Advertising Division (conference submissions) 2009 to present

Committees

Presidential Task Force on Graduate Education, Association for Education in Journalism and Mass Communication, 2017-18

Membership Committee, American Academy of Advertising, 2007-2011

Guest Lectures

The intersection of social marketing and health communication. Grady College of Mass Communication, University of Georgia, February 2016.

Academic Conference Participation

Organizer and Moderator (2012, August). *Brands under fire: The importance of authenticity, transparency and trust*. Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Discussant (2010, August), *Top Papers Session*, Advertising Division, Association for Education in Journalism and Mass Communication Conference, Denver, CO.

Service to UNC-Chapel Hill

Advising

Strategic communication adviser to the North Carolina Translational and Clinical Sciences Institute (NC TraCS) (2008 to present). Provide strategic communication assistance to the chief operating officer and communication specialist of NCTraCS to communicate to internal stakeholders, position UNC as a communication leader among peer CTSA's and to improve recruitment efforts for UNC-based clinical trials.

Affiliate Faculty, Injury Prevention Research Center (2014 to present).

Strategic planning adviser for the Associate Vice-Chancellor for Research, 2011-2012. Directed the strategic planning process to restructure the role of the Office of Research Communication and develop a communication plan to more effectively communicate about UNC's research and creative activities and their impact on North Carolina.

Strategic communication adviser, Medical Decision Aid project, UNC Internal Medicine Clinic (2010-2011). Conducted formative research and developed a branded campaign to encourage participatory decision-making between medical providers and patients.

Guest Lectures

Guest lecturer, UNC Research Ethics Grand Rounds (2016, March). The clinical trial recruitment conundrum: Prospective participant behaviors, attitudes and knowledge.

Guest speaker (2014, November), Skills and Practices of Engaged Scholarship: Engaged Teaching and Fundamentals of Service-Learning, Carolina Center for Public Service

Guest lecturer (2013, November), Social & Behavioral Aspects of Pharmaceutical Use (DPOP 803), Eshelman School of Pharmacy.

Guest speaker (2011, November), presentation with Dr. Daren Brabham on strategic messaging and channel trends at the UNC Research Centers and Institutes retreat, Chapel Hill, NC.

Guest lecturer (2010, June), Marketing and Public Relations for Health Leaders (HPM 962), DrPH program, UNC-CH Gillings School of Global Public Health.

Committees

Member, (2018-19) Graduate School Administrative Board and Fellowship Committee

Member, (2016-17 to present) Faculty Advisory Committee, UNC Institute for the Environment

Member, (2013-14 to 2017-18) Selection committee for the UNC Graduate Education Advancement Board Impact Awards

Member, (2017-18) Selection committee for the UNC Graduate School Summer Research Fellowships

Co-Chair, Education Sub-Committee, Provost's Task Force on the Environment (2015-16)
Member (2013-14), Member, Search Committee for Director of Office of Research Communication.

Member (2012-2013), University Teaching Awards Committee, Tanner/Friday Committee, UNC-CH Office of the Provost

Other

Faculty Host, Robertson Scholar Finalists (2010 to 2014)

Judge, Carolina Challenge, Social Track (2010 to 2014)

Service to Hussman School of Journalism and Media

Leadership

Senior Associate Dean of Graduate Studies, 2013 to present.

Member, Dean's Cabinet, 2013 to present.

Chair, PhD Advisory Committee, 2019 to present.

Chair, Graduate Admissions Committee, 2013 to present.

Chair, Online Master's Program Working Group, 2017-18,

Chair, Task Force for Review of Residential M.A. Program, 2011-12 to 2015-16.

Director, Master's Program, 2011 to 2013.

Committees

Member, Promotion and Tenure Committee, 2020 to present

Member, search committee for Knight Chair in Digital Advertising and Social Media, 2019

Chair, search committee for Graduate Studies Student Services Manager, 2016, 2017, 2018.

Member, PhD Advisory Committee, 2014-15 to present

Chair, search committee for Edgar Cato Distinguished Professorship in Public Relations/fixed term, Fall 2014

Chair, search committee for Graduate Program Marketing and Instructional Design Coordinator, Fall 2014.

Member, search committee for digital research scholar – tenure track, Fall 2014

Member, David Brinkley Teaching Excellence Award committee, Spring 2015 and 2016.

Member, Edward Vick Prize for Innovation in Teaching, Spring 2015

Chair, David Brinkley Teaching Excellence Award committee, Spring 2014

Member, search committee for assistant professor in visual communication/MATC program, Fall 2013

Member, search committee for assistant professor in public relations/professional tenure track, Fall 2013

Member, School of Journalism and Mass Communication assessment planning committee, 2012-13

Member, search committee for assistant professor in strategic communication/MATC program, Fall 2012

Member, Reese Felts Steering Committee, 2012-13

Member, graduate admissions committee, 2010 to present

Member, Edward Vick Prize for Innovation in Teaching committee, 2012-13

Member, search committee for Knight Chair in Digital Marketing and Advertising, 2011-2012

Chair, Edward Vick Prize for Innovation in Teaching committee, Spring 2011

Member, search committee for Richard Cole Eminent Professorship, 2007-2008

Member, research center committee, 2006-2007

Member, selection committee for North Carolina Advertising Hall of Fame, 2006-2010

Member, Reese Felts gift committee, School of Journalism and Mass Communication, 2009

Interviewer, Ph.D. candidates, Spring 2012

Interviewer, M.A. candidates, Spring 2010, 2011, 2012

Guest Lectures

Guest lecturer, Mass Communication Research Methods (JOMC 701), 2012, 2013, 2014, November. Using multi-method research in campaign development and evaluation.

Guest lecturer, Interdisciplinary Health Communication Seminar (JOMC 825), 2009-2013. November. Social marketing and the *Period of PURPLE Crying: Keeping Babies Safe in North Carolina* research project.

Guest speaker, Mass Communication Pedagogy (JOMC 702), 2011, April. Panel on merging academic and personal life.

Guest lecturer, Talk Politics: An Introduction to Political Communication (JOMC 244), 2007-2008, March. Media planning and advertising.

Guest speaker, Principles of Advertising (JOMC 137), 2008, April. Panel on the use of sexual appeals in advertising.

Other

Moderator, UNC Ad Club Advertising Symposium, February 2007, 2008.

Service to the Community

Public Lectures

Strategic Communication 101, presentation given to Fort Bragg communicators, 2018, October.

Moderator, Chief marketing officer panel, Triangle Chapter of the American Marketing Association, 2010, March.

Guest speaker, North Carolina Division of Public Health, Presentation on social marketing best practices, 2008, November.

Committees

Judge, National Council of Farmer Cooperatives Information Fair, Marketing and Advertising submissions, 2007 to present

Professional Memberships

American Academy of Advertising (AAA)

Association for Education in Journalism and Mass Communication (AEJMC)

- Advertising Division
- Communicating Science, Health, Environment & Risk Division

Social Marketing Association of North America (SMANA)

CURRICULUM VITAE

Joe Bob Hester

Address (home):
14 Pinestraw Way
Durham, NC 27713
Phone 919.599.6005

Address (work):
University of North Carolina–Chapel Hill
Hussman School of Journalism and Media
Carroll Hall, CB#3365
Chapel Hill, NC 27599
e-mail joe.bob.hester@unc.edu

Education

- May 1998 University of Alabama - Ph.D. (Mass Communication).
Dissertation: *The Environment Issue 1987-1991: A Time Series Analysis of TV News, Real-World Cues, and Public Opinion.*
- May 1988 Texas Tech University - M.A. (Mass Communication).
Thesis: *The Organizational Impact of Advertising Awards.*
- May 1982 Texas Tech University - B.A. (Advertising).

Experience

Academic Experience

- *July 2007 - present*
Associate Professor, University of North Carolina—Chapel Hill
- *January 2008 – December, 2010*
Associate Dean for Undergraduate Studies, School of Journalism & Mass Communication, University of North Carolina—Chapel Hill
- *July 2001 – June 2007*
Assistant Professor, University of North Carolina—Chapel Hill
- *Sept. 1997 - May 2001*
Assistant Professor, Texas Tech University
- *Sept. 1995 - Sept. 1997*
Instructor, Southwest Texas State University
- *Sept. 1994 - Aug. 1995*
Visiting Assistant Professor, University of Southern Mississippi
- *Aug. 1992 - Aug. 1994*
Graduate Teaching Assistant, University of Alabama
- *Sept. 1991 - May 1992*
Instructor and Acting Director, ADV/PR Division, Texas Tech University

- *Sept. 1989 - May 1990*
Part-time instructor, Texas Tech University
- *Sept. 1987 - May 1989*
Instructor, Texas Tech University

Professional Experience

- *May 1989 - Oct. 1990*
Marketing Director, Gardski's Loft, Inc., Lubbock, Texas.
- *Sept. 1983 - Jan. 1989*
Art Director, R. Richard Communications, Lubbock, Texas.

Honors/Awards

- Top Paper Award – Mass Comm and Society Division (with Suzannah Evans and Dan Riffe), AEJMC annual conference, 2015
- Semester Research Leave, School of Journalism & Mass Communication, University of North Carolina–Chapel Hill, Fall 2006.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2003.
- Top Faculty Paper award (with Gibson, R.), AEJMC Southeast Colloquium, 2002.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2002.
- School of Mass Communications' Nominee for President's Excellence in Teaching Award, Texas Tech University, 2000.
- Top Paper Award - News Division (with Gibson, R.), Broadcast Education Association annual conference, 2000.
- Ex-Students Association New Faculty Award & Stipend, College of Arts & Sciences, Texas Tech University, 1999.
- L.U. Kaiser Creative Teaching Award and stipend, First Place, School of Mass Communications, Texas Tech University, 1999.
- Top Paper award (with Jablonski, P.M.), Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, 1998,
- L.U. Kaiser Creative Teaching Award and stipend, Second Place, School of Mass Communications, Texas Tech University, 1998.
- Outstanding Graduate Teaching Assistant (doctoral), College of Communication, University of Alabama, 1993.
- American Advertising Federation 10th District (Arkansas, Louisiana, Oklahoma, and Texas) Educator of the Year, 1992.
- L.U. Kaiser Creative Teaching Award and stipend, First Place, School of Mass Communications, Texas Tech University, 1992.

Bibliography

Book Chapters

Hester, J.B. (2014). Hyper-targeted and Social: Why Facebook Advertising May Be the Advertising at its Best. In C. Pardun (Ed.), *Advertising and Society: An Introduction* (2nd ed.). Wiley-Blackwell: West Sussex, UK, 164-169.

Hester, J.B., & Ganahl, D. (2009). The Power of New Ideas. In B. Bendinger (Ed.), *Advertising & The Business of Brands: An Introduction to Careers & Concepts in Advertising & Marketing* (fourth edition). The Copy Workshop: Chicago, 562-597. (first edition published 2000).

Byars, Q, & **Hester, J.B.** (2008). Faculty Diversity Must Be the Culture of the Campus. In R. Izard (Ed.), *Diversity That Works: Report and Recommendations of a Conference on Successful Programs in Higher Education Diversity*. Manship School of Mass Communication: Baton Rouge, LA, 53-61.

Hester, J.B. (2005). *NY Times' Coverage Before, During and After 9/11*. In E.K. Grusin & S.H. Utt (ed.) *Media in an American Crisis: Studies of September 11, 2001*. Lanham, Maryland: University Press of America, Inc., 39-47.

Perry, S. D., Jenzowski, S. A., **Hester, J. B.**, Yi, H., & King, C. M., (1999). Die kraft des humors: Kontextwirkungen von humorvollen programmumfeldern (The strength of humor: Context effects of humorous programming.) In M. Friedrichsen & S. Jenzowski (ed.), *Fernsehwerbung (TV Commercial)* (pp. 337-356), Opladen, Germany: Westdeutscher Verlag.

Articles in Refereed Journals and Proceedings

Comfort, S.E. & **Hester, J.B.** (2019). Three dimensions of social media messaging success by environmental NGOs. *Environmental Communication*, 13(3), 281-286.

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(40), 492-506.

Sobel, M., Riffe, D., & **Hester, J.B.** (2016). Twitter diplomacy? A content analysis of eight U.S embassies' Twitter feeds. *The Journal of Social Media in Society*, 5(2), 75-107.

Hester, J.B. (2013). Sampling considerations for social media research. In Yi, G. & Li, Z. (Eds.) *The Strategic Use of New Media's Impact on Management and Risk in Theory and Practice: Proceedings of the 16th Annual International Public Relations Research Conference*. University of Miami, 223-336. Available online at http://www.iprrc.org/docs/IPRRC_16_Proceedings.pdf

- Hester, J.B., & Dougall, E.** (2007). The Efficiency of Constructed Week Sampling for Content Analysis of Online News. *Journalism & Mass Communication Quarterly*, 84(4), 811-824.
- Hester, J.B., & Gibson, R.** (2007). Effects of gay-themed advertising content on emotional response, attitude toward the ad, and changes in attitude toward the brand. *Advertising & Society Review*, 8(2), http://muse.jhu.edu/journals/asr/v008/8.2hester_gibson.html.
- Hester, J.B., & Gibson, R.** (2007). The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage. *Mass Communication & Society*, 10(3), 299-317.
- Gibson, R., & **Hester, J.B.** (2007). Effects of sources in coverage of same-sex marriage. *Newspaper Research Journal*, 28(2), 71-81.
- Hester, J.B., & Gibson, R.** (2007). The relationship between tone of TV news coverage and public opinion for a controversial issue. *Electronic News*, 1(2), 89-102.
- Hester, J.B., & Jeong, Y.** (2006). Magazine ad pricing revisited: Setting rates vs. selling pages. In Richards, J. (Ed.) *Proceedings of the 2006 Conference of the American Academy of Advertising*. The University of Texas at Austin, 255-261.
- Hester, J.B., & Gibson, R.** (2003). The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy. *Journalism & Mass Communication Quarterly*, 80(1), 73-90.
- Gibson, R., & **Hester, J.B.** (2001). Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories? *Web Journal of Mass Communication Research*, 5(1), <http://www.scripps.ohiou.edu/wjmcr/vol05/5-1a.htm>.
- Gibson, R., **Hester, J.B.**, & Stewart, S. (2001). Pull quotes shape reader perceptions of news stories. *Newspaper Research Journal*, 22(2), 66-78.
- Gibson, R., & **Hester, J.B.** (2000). Student Understanding of the Use of Quotes and Paraphrases. *Journalism and Mass Communication Educator*, 54(4), 59-66.
- Hester, J.B.** (1999). An experiment in computer-mediated communication: Using a Web-based interactive test as a learning tool. *Journalism and Mass Communication Educator*, 54(1), 35-41.
- Hester, J.B.** (1999). URLs in print advertising: An experimental investigation of their effects on evaluation of the advertiser. In Roberts, M.S. (Ed.) *Proceedings of the 1999 Conference of the American Academy of Advertising*. The University of Florida, 238-241.

- Jablonski, P.M., & **Hester, J.B.** (1999). A longitudinal time series analysis of agenda setting for the education issue: The agendas of the president, the media, and the public. *Southwestern Mass Communications Journal*, 14(2), 1-12.
- Hester, J.B.**, & Hudson, J.C. (1998). Abstract: Value and Prices, Brands and Customer Service among Senior Shoppers. *Western Social Science Association, Denver 1998 Abstracts*, 85.
- Perry, S.D., Jenzowski, J., **Hester, J.B.**, King, C. M., & Yi, H. (1997). The influence of commercial humor on program enjoyment and evaluation. *Journalism and Mass Communication Quarterly*, 74(2), 388-399.
- Perry, S.D., Jenzowski, S., King, C.K., Yi, H., **Hester, J.B.**, & Gartenschlaeger, J. (1997). Using humorous programs as a vehicle for humorous commercials. *Journal of Communication*, 47(1), 20-39.
- Hester, J.B.**, & Gonzenbach, W.J. (1995). The environment: TV news, real-world cues, and public opinion over time. *Mass Comm Review*, 22(1 & 2), 5-20.
- Hester, J.B.**, (1994). Abstract: The Presentation of Information Cues in Magazine Advertisements. In King, K.W. (Ed.) *Proceedings of the 1994 Conference of the American Academy of Advertising*. The University of Georgia, 206.
- Schweitzer, J.C., & **Hester, J.B.** (1992). The importance of winning advertising awards shows. *Southwestern Mass Communication Journal*, 7(1), 56-67.

Refereed Academic Papers Presented at National and International Conferences

- Hester, J.B.** (2018). *Two Decades of Scholarly Research in Advertising: Beyond the Leading Journals*. Paper presented at the annual conference of the American Academy of Advertising, New York.
- Mahin, S. & **Hester, J.B.** (2018). *Tweet This! How Activist Organizations Use Mobilizing Information During Crises*. Paper presented at the 68th Annual ICA conference, Prague, Czech Republic.
- Lu, W. & **Hester, J.B.** (2016). *Sampling Strategy for Conducting Content Analysis of Digital Native Sites*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Minneapolis.
- Evans, S., Riffe, D., & **Hester, J.B.** (2015). *NGOs, Hybrid Connective Action, and the People's Climate March*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA. *Top Paper, Mass Comm and Society Division*.

- Myrick, J., Pavelko, R., Verghese, R., & **Hester, J.B.** (2015). *A Study of Audience Reactions to a Celebrity's Announcement of Cancer via Social Media: The Roles of Audience Involvement, Emotion, and Gender*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Sobel, M., **Hester, J.B.**, & Riffe, D. (2014, May). *Twitter Diplomacy: A Content Analysis of Eight U.S. Embassies' Twitter Feeds*. Paper presented to the International Communication Association 64th Annual Conference, Seattle, WA.
- Hester, J.B.** & Vargo, C.J. (2013, April). *Social Network Sites and Social Media: A New Research Paradigm for Strategic Communication?* Paper presented to the Annual Conference of the American Academy of Advertising, Albuquerque, NM.
- Hester, J.B.** (2013, March). *Sampling Considerations for Social Media Research*. Paper presented at the 16th International Public Relations Research Conference, Miami, FL.
- Hester, J.B.** (2010, August). *The Effects of Random Error in Content Analysis: What Does Intercoder Reliability Really Mean?* Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Hester, J.B.** (2010, August). *Incorporating Social Media in a Required Research Course for Advertising / PR / Strategic Communication Majors*. Top 7 Paper (out of 49 entries) in AEJMC Social Media in the Classroom competition. Available online at <http://aejmc.blogspot.com/2010/05/incorporating-social-media-in-required.html>
- Gibson, R., Smith, D.C., & **Hester, J.B.** (2008, August). *Effects of Gay and Lesbian Exemplars in News Stories on Reader Perceptions*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Gibson, R., & **Hester, J.B.** (2007, August). *Sexuality on Network TV: A Comparison of Sexual References and Behavior by Gay/Lesbian and Heterosexual Characters*. Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Jeong, Y. & **Hester, J.B.** (2007, April). *Three ads in a pod: The impact of the length of the immediately surrounding commercials on advertising effectiveness*. Paper presented to the 2007 Conference of the American Academy of Advertising, Burlington, VT.

- Jeong, Y., & **Hester, J.B.** (2007, January). *The Impact of Length of Immediately Neighboring Commercials on Advertising Effectiveness in Super Bowl Broadcasts*. Paper presented at the Ad Bowl Symposium (The Super Bowl: Advertising, Audience and American Culture), Columbia, SC.
- Jeong, Y., & **Hester, J.B.** (2006, August). *Brought to You By?: The Impact of Television Billboards on Advertising Effectiveness in Sports Broadcasts*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco.
- Gibson, R., & **Hester, J.B.** (2006, April). *Sourcing Effects in News Coverage of Same-Sex Marriage*. Paper presented at Media and Sexual Minorities: A GLBT Media Studies Conference, Plymouth, NH.
- Hester, J.B.**, & Jeong, Y. (April, 2006). *Magazine Ad Pricing Revisited: Setting Rates vs. Selling Pages*. Paper presented to the annual conference of the American Academy of Advertising, Reno, NV.
- Hester, J.B.**, & Gibson, R. (August, 2005). *The Agenda-Setting Function of National vs. Local Media: A Time-Series Analysis for the Issue of Same-Sex Marriage*. Paper presented to the Communication Theory and Methodology Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio.
- Hester, J.B.**, & Gibson, R. (August, 2005). *Effects of Gay-Themed Advertising Content on Emotional Response, Attitude Toward the Ad, and Changes in Attitude Toward the Brand*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, San Antonio.
- Gibson, R., & **Hester, J.B.** (August, 2003). *Gays in the Military: A second-level agenda-setting analysis of TV news coverage*. Paper presented to the RTVJ Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Kansas City.
- Meyer, P., & **Hester, J.B.** (May, 2003). *Trust and the value of advertising: A test of the influence model*. Paper presented to the annual conference of the American Association of Public Opinion Research, Nashville.
- Hester, J.B.**, & Gibson, R. (April, 2003). *Network television news coverage of gays and lesbians: An agenda-setting approach*. Paper presented to the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper Award (News Division).
- Hester, J.B.**, & Gibson, R. (April, 2002). *Second-level agenda setting and the economy: A time-series analysis of televised economic news and public opinion about the*

economy. Paper presented to the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper Award (News Division).

Hester, J.B. (2001). *Online Newspapers: A Content Analysis of Ad Formats and Rates*. Paper presented to the Advertising Division of the Annual Convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Gibson, R., & **Hester, J.B.** (2001). *Violence vs. Sex: Differences in Rap Lyrics by Male and Female Artists*. Paper presented to the Mass Communication & Society Division at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Gibson, R., & **Hester, J.B.** (2001). *Differences in Rap Lyrics by Male and Female Artists: A Content Analysis*. Paper presented to the Gender Issues Division of the Broadcast Education Association annual conference, Las Vegas.

Gibson, R., **Hester, J.B.**, & Stewart, S. (2000). *Visual "Super Quotes": The Effects of Extracted Quotation in News Stories on Issue Perception*. Paper presented to the Visual Communication Division at the annual convention of the Association for Education in Journalism and Mass Communication, Phoenix.

Hester, J.B., & Gibson, R. (2000). *Reporters as Sources: To What Degree Do Broadcast News Personnel Offer Expert Testimony in News Stories?* Paper presented to the News Division of the Broadcast Education Association annual conference, Las Vegas. Winner of Top Paper award.

Hester, J.B. (1999). *URLs in Print Advertising: An Experimental Investigation of Their Effects on Evaluation of the Advertiser*. Paper presented at the annual conference of the American Academy of Advertising, Albuquerque.

Hester, J.B. (1998). *An Experiment in Computer-Mediated Communication: Using a Web-based Interactive Test as a Learning Tool*. Paper presented to the Teaching Standards Committee for the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore. Received 5th Place award.

Pasadeos, Y., **Hester, J.B.**, & Yu, J. (1997). *Effectiveness of Amount vs. Type of Information in Newspaper Advertisements*. Paper presented to the Newspaper Division of the mid-year meeting of the Association for Education in Journalism and Mass Communication, St. Petersburg, Florida.

Hester, J.B. (1994). *Signs of the Times: An Exploratory Content Analysis of Award-Winning Trademarks from the 1960s to the 1990s*. Paper presented to the Visual Communication Division of the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.

- Hester, J.B.** (1994). *The Presentation of Information Cues in Magazine Advertisements*. Paper presented to the annual conference of the American Academy of Advertising, Tucson.
- Perry, S., Jenzowski, S., Gartenschlaeger, J., **Hester, J.B.**, Jablonski, C., & Yi, H. (1994). *The Power of Humorous Context to Affect Perception of Commercials, Programs, and Products*. Paper presented to the Advertising Division of the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta.
- Perry, S., Jenzowski, S., Gartenschlaeger, J., **Hester, J.B.**, Jablonski, C.K., & Yi, H. (1994). *Humorvoller Kontext: Die Wahrnehmung von Werbung, Produkten und Programm (Humorous Context: The Perception of Advertisements, Products, and Programs)*. Paper presented at the Seventh Film and Television Science Colloquium, Patsdam Babelsberg, Germany.
- Breecher, M.M., Farnall, O.F., **Hester, J.B.**, Johnson, E., Kim, B., & Self, W. (1993). *The Four-Stage Evolution of Content Analysis Methodology: An Annotated Bibliography with Interpretation and Commentary*. Paper presented to the annual meeting of the American Journalism Historians' Association, Salt Lake City.
- Hester, J.B.**, & Schweitzer, J. C. (1990). *The Importance of Advertising Awards*. Paper presented to the Advertising Division Special Topics Session at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis.

Refereed Academic Papers Presented at Regional Conferences

- Hester, J.B.**, & Gibson, R. (March, 2002). *The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy*. Paper presented to the AEJMC Southeast Colloquium, Gulfport, MS. Winner of Top Faculty Paper award.
- Gibson, R., & **Hester, J.B.** (1999). *Paying Attention to Quotes: Recognizing the Power of Direct Quotations vs. Paraphrases in News Reports*. Paper presented to the Newspaper Division of the 1999 AEJMC Southeast Colloquium, Lexington.
- Jablonski, P.M., & **Hester, J.B.** (1998). *A Longitudinal Time Series Analysis of Agenda Setting for the Education Issue: The Agendas of the President, the Media, and the Public*. Paper presented to the Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, El Paso. Received Top Paper award.
- Hester, J.B.**, & Hudson, J. C. (1998). *Value of Prices, Brands and Customer Service Among Senior Shoppers*. Paper presented to the 40th Annual Conference of the Western Social Science Association, Denver.

Unrefereed Works

Hester, J.B. (2006, Winter). [Review of the book *Setting the Agenda: The Mass Media and Public Opinion*]. *Journalism & Mass Communication Quarterly*, 82(4), 1004-1005.

Hester, J.B. (2004). [Review of the book *Advertising Media Planning: A Brand Management Approach*]. *Journal of Advertising Education*, 8(2), 47-48.

Hester, J.B. (2000). *Integrating Technology Across the Advertising Curriculum*. 90-minute invited presentation to the pre-conference Teaching Session for the Annual Convention of the Association for Education in Journalism and Mass Communication, Phoenix.

Hester, J.B. (1999). [Review of the book *Advertising and the World Wide Web*]. *Journal of Advertising Education*, 3(2), 61-62.

Bryant, J.B., Rockwell, S.C., **Hester, J.B.**, Love, C.P., Maxwell, M., Oppliger, P., Pope, J., & Shastri, V.N. (1992) "*Integrated Science 7*" and "*Integrated Science 8*". Center for Communication and Educational Technology (CCET), University of Alabama.

Invited Presentations

Hester, J.B. (2017, June 16). *Data-Driven Creative: The Marriage of Data and Creative Messaging*. Presented at the MBA@UNC New York Immersion Experience.

Hester, J.B. (2017, May 17). *Writing for Social Media to Grow Your Audience*. Presented to the North American Travel Journalist Association Conference, Chapel Hill.

Hester, J.B. (2015, September 29). *Data & Analytics: A View from 30,000 Feet at 400 MPH*. Presented at the American Association of Airport Executives/Sixel Digital Media Summit, Raleigh, NC.

Hester, J.B. (2014, April 18). *Hacking the API: Accessing Media Content and Metadata Via Application Programming Interfaces for Communication Research*. Presented at the University of Alabama College of Communication and Information Sciences Institute for Communication and Information Research Colloquium, Tuscaloosa, AL.

Hester, J.B. (2014, January 31). *Social Media Engagement*. Presented to the UNC Annual Engagement Units Summit, Chapel Hill, NC.

Hester, J.B. (2013, October 9). *Public Information Strategies for Social Media*. Presented to of the National Attorneys General Training and Research Institute (NAGTRI) of the National Association of Attorneys General (NAAG), Chapel Hill, NC.

- Hester, J.B.** (2012, March 31). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to the UNC Young Alumni Leadership Council, Chapel Hill, NC.
- Hester, J.B.** (2012, November 16). *Trendspotting in Social Media*. Presented to the NC Association of Government Information Officers' Annual Seminar, Chapel Hill, NC.
- Hester, J.B. & Harrison, K.** (2012, February 16). *From Tailgating to Tweeting: An Examination of Social Media, Alumni Communications and Fundraising Among Journalism and Mass Communication Programs*. Presented to the ASJMC Winter Workshop, Las Vegas, NV.
- Hester, J.B.** (2012, February 16). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to the ASJMC Winter Workshop, Las Vegas, NV.
- Hester, J.B.** (2011, November 9). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to UNC Campus Communicators.
- Hester, J.B.** (2011, April 8). *The Social Media Effect: How One UNC Professor Integrates Social Media into the Curriculum*. Presented to UNC School of Journalism & Mass Communication Board of Advisors.
- Hester, J.B.** (2010, March). *Social Networking In and Out of the Classroom*. Panelist at AEJMC Southeast Colloquium, Chapel Hill, NC.
- Byars, Q., & **Hester, J.B.** (2008, May). *Diversity and Faculty Recruitment in the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill*. Paper presented to the Diversity That Works conference, Baton Rouge, LA.
- Hester, J.B.** (2007, October). *Methodological Opportunities in New Media Research: An "Old Media" Researcher Learns New Tricks*. Presentation to the Mary Junck Research Colloquium Series, UNC–Chapel Hill School of Journalism and Mass Communication.

Other

AEJMC International Logo Competition, August, 2010: entry placed in top 15 out of 169 entries.

Teaching Activities

Courses Taught (Last 3 years)

- 2021 Spring
 - MEJO 690.001 Topics in Advertising (19 enrolled)
 - MEJO 860.001 Seminar in Content Analysis (6 enrolled)
- 2020 Fall
 - MEJO 371.002 Advertising Creative (20 enrolled)
 - MEJO 372.001 Advertising Media (31 enrolled)
 - MEJO 992.064 Masters Non-Thesis (1 enrolled)
- 2020 Spring
 - MEJO 371.002 Advertising Creative (19 enrolled)
 - MEJO 596.064 Individual Study (2 enrolled)
 - MEJO 690.001 Topics in Advertising (20 enrolled)
 - MEJO 992.064 Master's Non-Thesis (1 enrolled)
- 2019 Fall
 - MEJO 371.002 Advertising Creative (18 enrolled)
 - MEJO 372.001 Advertising Media (32 enrolled)
 - MEJO 992.064 Masters Non-Thesis (2 enrolled)
- 2019 Spring
 - MEJO 371.002 Advertising Creative (17 enrolled)
 - MEJO 596.064 Individual Study (1 enrolled)
 - MEJO 690.001 Topics in Advertising (19 enrolled)
 - MEJO 992.064 Masters Non-Thesis (1 enrolled)
- 2018 Fall
 - MEJO 371.002 Advertising Creative (10 enrolled)
 - MEJO 372.001 Advertising Media (27 enrolled)

Dissertations Chaired

- Vargo, C. J. (2014). Brand Messages on Twitter: Predicting Diffusion with Textual Characteristics.
- Jeong, Y. (2007). The Relationship between Television Program Genres and Audience Evaluation of Embedded Commercials: A Model for Measuring the Impact of Context on the Effectiveness of Television Advertising.

Master's Theses/Projects Chaired

- Black, C. (2020). Aligning a Digital Marketing Strategy with the Consumer Decision Journey: Applications for Small Business Start-Ups.
- Ammerman, W. (2015). Programmatic Advertising: An Industry Survey.
- Macon, K. (2010). Segmentation Opportunities for the EAS Brand: An Account Planner's Perspective.

Undergraduate Honors Theses Chaired

- Roth, J. (2019). The Communications Doctor: A Marketing Prescription to Reach the Scientific Community.

- Coy, S. (2015). A Cold, Hard Look: Focus Group Analysis of the ALS Ice Bucket Challenge.
- Leidolf, E. (2015). The Rise of Fashion Blogs: A Content Analysis of Fashion Blogs as an Advertising Tool.
- Jasmine, L. (2012). Disability Escape: Facebook Use by High School Students with Developmental Disabilities.
- Neffa, D. (2009). The environment: A tough sell? The appeal of green magazine covers on the newsstand.
- Dawson, M. (2007). Reaching Television Audiences Beyond the 30-second Spot: Comparing the Effectiveness of Product Placement versus Traditional Television Commercials.
- Searcy, J. (2006). ¿Una Visión Cómica?: A Content Analysis of Humor in U.S. Hispanic and English-Language TV Advertising.
- Biggers, L.A. (2004). Political Dissent in Rap Music: Has Commercialization Negatively Affected the Content?

Grants

- Course Development Grant, UNC–Chapel Hill School of Journalism and Mass Communication. (2014). \$5,000.
- Grant for the Study of Media Coverage of Entrepreneurship, UNC–Chapel Hill Office for Research and Economic Development and UNC–Chapel Hill School of Journalism and Mass Communication. (2008-2009). \$10,000 per summer.
- Summer Grant for Research and Graduate Program-Related Activities, UNC–Chapel Hill School of Journalism and Mass Communication. (2003). \$6,500.
- Research Grant (with Rhonda Gibson), Center for the Study of Sexual Minorities in the Military, University of California, Santa Barbara. (2003). \$1,000.
- 2002 UNC–Chapel Hill/IBM Instructional Technology Development Grant (\$2,500).
- Summer Grant for Research and Graduate Program-Related Activities, UNC–Chapel Hill School of Journalism and Mass Communication. (2002). \$1,500.
- Faculty Incentive Grant, Texas Tech University Teaching, Learning, and Technology Center. (2001). \$4,980.
- William S. Morris III Scholar in Newspapers Award, Texas Tech University. (1999). \$4500 in travel and salary stipends over two years (2000-2001).
- School of Mass Communications' Faculty Research Award, Texas Tech University. (1999). \$500.
- Yellow Pages Publishers Association, National Advertising Competition (1998). \$2,000.
- Core Data Resources, Amarillo, TX. Advertising Creative Strategy course competition. (1998). \$1,000.

Service

UNC Hussman School of Journalism and Media

- Advertising Search Committee, Chair (2019).
- IRB Committee, Chair, 2017-present; member, 2003-2005.
- Research Activity Coordinator for Subject Pool, 2006-present. The pool provides approximately 1,400 hours of research participation annually for 12 – 20 research projects by faculty and students.
- Ph.D. Admissions Committee, 2004-2005, 2014-present.
- MA Admissions Committee, 2017-present.
- Faculty Advisor, UNC Ad Club, 2006-present.
- Faculty Advisor, AAF National Student Advertising Competition team, 2006-2009, 2013-present. (placed 6th nationally in 2014; placed 5th nationally in 2015).
- *Hacking Communication Research: A Workshop Introducing Programming with Python*. A 5-week workshop for graduate students and faculty with a focus on using the Python programming language in communication research. January – February 2014.
- *Google Analytics Workshop: Understand Your Online Presence*. Reese News Lab Open Lab Series. February 28, 2014. (with Jiang Gao).
- Cato Professorship Search Committee, 2014-2015.
- Advertising Search Committee, 2013-2014.
- Knight Chair in Digital Advertising (and Marketing), Search Committee, 2010-2012.
- Public Relations Search Committee, 2010.
- Curriculum Committee, Chair, 2008-2010.
- Scholarship Committee, Chair (2006-2010), member (2001-2006).
- Knight Chair in Digital Economics, Search Committee, 2007.
- Advertising Search Committee, 2007-2008.
- Advertising Search Committee, 2005-2006.
- N.C. Advertising Hall of Fame Committee, 2005-2007.
- Ad Hoc Committee on Research Subject Pool, 2004-2005.
- Electronic Communications Search Committee, 2004-2005.
- JOMC Undergraduate Honors adviser, 2003 – 2004, 2005 – 2006, 2006-2007, 2008-2009, 2014-2015.
- Advertising Search Committee, 2003-2004.
- Distance Education Committee, 2001-2002.

To the University

- UNC Faculty Council (2018-2019).
- Search Committee for UNC Director of Content Development (2017).
- Provost's Committee on Enrollment Excellence Implementation, 2009-2010.

- Team of Examiners, UNC General Administration, Licensing of the Art Institute of Charlotte to conduct post-secondary degree activity (advertising), 2009-2010
- Provost's Task Force on Enrollment Excellence, 2008 – 2009.

To the Discipline

Association for Education in Journalism and Mass Communication

- Editorial Board, *Journal of Advertising Education*, 2002-2004, 2011-present.
- Reviewer
 - *Journalism & Mass Communication Quarterly*, 2008 - present.
 - *Journal of Advertising Education*, 1999 – 2000, 2010-present.
 - Advertising Division, 2005 – 2010, 2012 - present.
 - Newspaper Division, 2002-2003, 2008 - 2010.
 - Communication Technology & Policy Division, 2004.
 - *Mass Communication & Society*, 2001-2003.
 - Advertising Division Student Paper Competition, 2000 annual convention.
 - *Journalism & Mass Communication Educator*, 1999.
- Advertising Division Web master, 2004 – 2011. Responsible for maintenance and updating of organization Web site.
Revised 2010: <http://AdDivision.wordpress.com>
- *Journal of Advertising Education* Web master, June 2007 – 2011.
- Advertising Division Publications Committee, 1993-1994.

American Academy of Advertising

- AdForum listserv administrator, 2006 – present.
- Web master, 1999 – 2006. Responsible for redesign, maintenance and updating of organization Web site. <http://advertising.utexas.edu/AAA>
- Publications Committee Subcommittee, 2004-2006.
- Task Force on Electronic Publishing, 1999-2002.
- Reviewer
 - Papers for 2000, 2003 - 2009 annual conferences.
 - Special topics proposals for 2001, 2003 -2005 conferences.
 - Manuscripts for special issue of *The Journal of Advertising*, 2001.
- Discussant, 2004 & 2006 conferences

Other

- Judge, Society of American Travel Writers Foundation Lowell Thomas Travel Journalism Competition, 2014
- Tenure Dossier Reviews
 - University of Miami, 2011

- Texas Tech University, 2009
- Boston University, 2009
- VCU, 2009
- University of Oklahoma, 2008
- University of Florida, 2008
- Judge, Atlanta Interactive Marketing Association Awards, 2011.
- Reviewer, *Health Communication*, 2011.
- Reviewer, *Electronic News*, 2008.
- Reviewer, *Psychology & Marketing*, 2007.
- Reviewer, *Political Communication*, 2005.
- Judge, Advertising Division, 2003 Newspaper of the Year Contest, Pennsylvania Newspaper Association Foundation.
- Judge, Advertising competition entries, *National Council of Farmer Cooperatives*, 2001-2006 Cooperative Information Fairs
- Judge, *North American Guild of Beer Writers*, 2002 Writing Contest
- Reviewer, *Journal of Broadcasting and Electronic Media*, 2001.

Other universities

Texas Tech University

- Faculty Advisor, AAF National Student Advertising Competition Team, 1990-1992, 1988-1989, 1999-2000, 2000-2001. (advised team that placed 1st in 10th District and 8th in the nation in 1989).
- Faculty Advisor for students entering the 1999 PPCEF National Collegiate Competition in Promotional Products Marketing. Three student teams placed 2nd (national), 3rd (national), and 3rd (district).
- Faculty Advisor for students entering the 1998 Yellow Pages Publishers Association Marketing Competition. Two student teams placed 2nd (national) and Honorable Mention (national).
- Judge, Texas Tech University & Howard Hughes Medical Center Undergraduate Research Days, March 29-30, 2001.
- Graduate Curriculum Committee, School of Mass Communications, 2000-2001.
- Faculty Awards Committee, School of Mass Communications, 2000-2001.
- Chair, Education/Training subcommittee of Technology Committee, School of Mass Communications, 1998-2001.
- Technology Committee, School of Mass Communications, 1998-2001.
- Scholarship Committee, School of Mass Communications, 1998-2001.
- Chair, Search Committee, School of Mass Communications, 1998-1999.
- Faculty Advisor, American Advertising Federation Student Chapter, 1997-present, 1990-1992, and 1988-1989.
- Faculty Advisor for students attending DSVC/DAL Student Seminar and Tour, April 1999.

- Faculty Advisor for students attending the Houston Advertising Federation Student Competition and Conference, November, 1998 - 2000.
- Committee on Policies for Adjunct Instructors, School of Mass Communications, Summer 1998.
- Curriculum Committee, School of Mass Communications, 1997-1998.

College of the Southwest Center for Business Leadership

- Seminars for small- and medium-sized businesses, "Developing your Marketing, Public Relations, and Advertising Program" (Carlsbad, New Mexico, Sept. 18, 1997; Hobbs, New Mexico, Sept. 25, 1997)

Southwest Texas State University

- Faculty Associate Advisor, American Advertising Federation National Student Advertising Competition Team, 1996-1997 (team placed 1st in 10th District and 4th in the nation).
- Faculty Advisor, American Advertising Federation Student Chapter, 1996-1997.
- Technology Committee, Department of Mass Communication, 1996.
- Search Committee for advertising position, 1995.

Gary Victor Kayye

gary@theraveagency.com

kayye@email.unc.edu

+1.919.868.3358

<https://www.linkedin.com/in/gkayye>

Twitter, Instagram and Facebook: @gkayye

Teaching Assistant Professor, University of North Carolina at Chapel Hill
Founder, rAVe [PUBS]; Founder & Creative Director, THE rAVe Agency

Employment and Expertise

Teaching Assistant Professor

University of North Carolina at Chapel Hill

Hussman School of Journalism and Media | 2017 - Present

Teaches *Principles of Advertising* every semester since the spring of 2018. *Principles of Advertising and Public Relations* introduces students to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. This course helps build a foundation in understanding advertising and public relations and provides a solid understanding of their relationship to each other, journalism, marketing and business.

Teaches *Advertising Creative* since the Spring of 2021. *Advertising Creative* is meant to give students an understanding of how advertising creatives (art directors and writers) work and the kind of thinking required in this area of the industry. The focus is on concept development and discovering the ideas that lead to compelling advertising messages. The course uses many examples of excellent creative advertising to help you learn two guiding principles: 1. How to establish core creative ideas; 2. How to craft the message to the core idea.

Teaches *New Media Technologies and Its Impact on the Future of Advertising Marketing and PR (NMTIFAMP)* each fall at UNC-CH. The NMTIFAMP curriculum focuses on new media technologies, digital media trends and social media platforms and how each evolves to affect marketing and communications in the future. Effectively teaches how emerging technologies will create new methods of communication focusing on the advertising and marketing fields. This course curriculum changes approximately 40% each year because of the fast-paced evolution of both digital media and social media marketing. In addition, the tools used in new media marketing are evolving in real-time. For example, in the Fall 2017 semester, we integrated AR (augmented reality) and VR (virtual reality) into the course as well as Snapchat advertising and marketing strategy. In 2018, we added marketing via dating apps as well as through TikTok. And, last semester (Fall 2020) as we all transitioned to on-line teaching, I also transitioned the class project to virtual, too. That semester's class projects were virtual events where students from UNC, Duke and NC State compete, in real-life and virtually, to complete a series of campus-pride related events and earn points. Over 4000 students registered and participated in the events and both campaigns have garnered over 2.7 million social media points of engagement.

Teaches *The Branding of Me* (the subsequent class to NMTIFAMP) each spring at UNC-CH. The Branding of Me is a semester-long personal branding class where students, by crafting a personal brand, learn the importance and the value of brand creation, cultivation and curation and are taught the skills necessary to market their brand in today's job market. Students must create and maintain a personal or professional blog, throughout the semester, along with focusing on cleaning-up and maintaining a more professional social media "image" to cultivate their own brand. The byproduct of this is not only a personal brand that they can market but, also a clear understanding of the value and process of building corporate branding as well.

Adjunct Lecturer

University of North Carolina at Chapel Hill

School of Media and Journalism (pre-Hussman) | 2009 - 2017

Developed course and taught *New Media Technologies and Its Impact on the Future of Advertising Marketing and PR* (NMTIFAMP) each fall at UNC-CH. The NMTIFAMP curriculum focuses on new media technologies, digital media trends and social media platforms and how each evolves to affect marketing and communications in the future. Effectively teaches how emerging technologies will create new methods of communication focusing on the advertising and marketing fields.

Developed course and taught *The Branding of Me* (the subsequent class to NMTIFAMP) each spring at UNC-CH. The Branding of Me is a semester-long personal branding class where students, by crafting a personal brand, learn the importance and the value of brand creation, cultivation and curation and are taught the skills necessary to market their brand in today's job market. Students must create and maintain a personal or professional blog, throughout the semester, along with focusing on cleaning-up and maintaining a more professional social media "image" to cultivate their own brand. The byproduct of this is not only a personal brand that they can market but, also a clear understanding of the value and process of building corporate branding as well.

Founder and Creative Director

THE rAVe Agency (formerly Kaye Consulting, Inc. | 2003 - Present

Founded the audiovisual and UCC industry's only full-service creative agency focused on branding, marketing, digital advertising campaign, strategy and social media marketing. In addition, the agency has a patent-pending VR technology used by major brands such as EPSON, NEC and LG top market new technology. Other clients of the agency have included Cisco, Zoom, Canon, HP, Sony and Barco.

In early 2020, THE rAVe Agency created a virtual- and hybrid-events platform known as LAVNCH. LAVNCH has hosted over 60-events in 2020 including the annual DPAA - the digital out-of-home marketing association annual show.

Founder

rAVe [PUBS] | 1999 - Present

Founded a news organization that provides coverage of the commercial (ProAV) and residential (HomeAV) audiovisual trade industries via a website, e-newsletters, blogs, video, social media, podcasts and a variety of other mediums. rAVe [PUBS] is currently the leading commercial audiovisual publication in the world.

Co-founder and Board Member

Swim for Smiles Foundation | 2005 - Present

Co-founded a Chapel Hill, N.C. based non-profit organization in 2005 that benefits the UNC Children's Hospital through an annual youth triathlon and other youth athletic events throughout the year.

Co-founder

DVI Gear | 2003 - 2008

Co-founded a leading supplier of digital connectivity solutions for professional, commercial and residential smart home applications. Developed the entire branding and marketing strategy, wrote all marketing collateral and developed the website for DVI Gear. Sold DVI Gear to a technology venture investment firm in 2008.

VP of Marketing and Sales

AMX | 1997 - 1999

Directed the Sales and Marketing teams in strategy, creative and client support for the second largest manufacturer of HomeAV and CommercialAV automation systems. Managed approximately 130 employees including sales support, customer care, marketing, advertising, branding graphic design, PR (public relations), programming and order processing.

VP of Sales and Marketing

Extron Electronics | 1987 - 1997

Managed day-to-day operations of the sales, marketing, product development and training teams of the world largest manufacturer of signal routing and distribution systems. Additionally, lead the expansion of Extron Electronics into Europe, Asia, South America and the Middle East, including opening offices in Singapore and The Netherlands.

Education

University of North Carolina at Chapel Hill

Bachelor of Arts in Journalism, Advertising; School of Media and Journalism, 1987

Honors and Awards

2021 Keynote speaker at over 20 international (virtual) events in technology

2020 Selected as the Keynote Speaker for the Almo E4 Experience

2019 Selected as the Keynote Speaker for the Almo E4 Experience

2019 Selected as the Opening Keynote Speaker for UBTech Conference, it's only 3-time keynote speaker

2018 Selected as the Opening Keynote Speaker for UBTech Conference

2018 Reese News Lab Fellow

2017 Selected as the Opening Keynote Speaker for UBTech Conference

2017 PRSSA Southeast Regional Conference Keynote Speaker

2016 The Val Lauder Award for Teaching, UNC-CH School of Media and Journalism

2009 Chapel Hill Village Pride Award Winner

2007 NSCA Instructor of the Year

2005 InfoComm Educator of the Year

1995 InfoComm Board of Governor's Distinguished Achievement Award

University of North Carolina Service & Volunteer Work

School of Media and Journalism

Helped conceptualize and design the technology as well as the Hyflex classrooms in the new CMC (Curtis Media Center)

Headed up the Reese News Lab redesign as the technology architect for the Classroom of the Future - already recognized by University Business magazine as a forward-thinking classroom. Helped secure over \$80,000 of room upgrades as in-kind donations | 2017-2018

Curriculum Committee member | 2016 - Present

Next Media World Symposium co-creator and presenter | 2013 - 2019

PRSSA Southeast Regional Conference Speaker | 2017

University of North Carolina at Chapel Hill

Developed and delivered a free LinkedIn Workshop open to all students at UNC | 2017 to Present

TEDxUNC Speaker | 2017

Professional Organizational Service & Volunteer Work

Personal Branding Workshop | 2017, 2018, 2019, & 2020

NC Girl Scouts

UNC BSM

Student Union

Bell Leadership Symposium

Hussman School of Journalism and Media

UBTech Conference

Opening Keynote Speaker | 2017, 2018 & 2019

Digital Signage Expo

APEX Awards Judge | 2015 and 2018

AVIXA (formerly InfoComm International)

Academy Adjunct Faculty | 2002 - Present

InfoComm Show Innovations Showcase Committee and Judge | 2015 - Present

Chairman, Professional Education and Training Committee (PETC) | 1993 - 2002

Board Member | 1997 - 2000

NSCA - National Systems Contractors Association

Co-Chair, Strategic Planning Committee | 2002 - 2008

University of South Carolina School of Journalism and Mass Communications

CreatAthon@USC Mentor and Team Leader | 2018

Personal Passion Service & Volunteer Work

Swim for Smiles Foundation: 2005 - Present

USA Swimming: 2004 - Present

USA Triathlon: 2015 - Present

Susan Robinson King

Hussman School of Journalism and Media
University of North Carolina, Chapel Hill
120 Carroll Hall | Campus Box 3365
Chapel Hill, North Carolina 27599-3365
919.962.1205 | susanking@unc.edu

Education

Fairfield University, Fairfield, Connecticut M.A. Communications

Marymount College, Tarrytown, New York B.A. English

University College, London University

Professional Experience

UNC Hussman School of Journalism and Media **2012 - present**
Dean, John Thomas Kerr Distinguished Professor

UNC Hussman is one of 12 members of the Carnegie-Knight Initiative on the Future of Journalism Education. It has an undergraduate student body of more than 900 and is the third-largest undergraduate major at UNC. Its residential graduate program has approximately 80 M.A. students and nearly 40 Ph.D. students. Its online M.A. in Digital Communication averages 45 students and its online Certificate in Digital Communication also averages 45. Approximately 50 faculty members teach, research and innovate in the areas of journalism, advertising and public relations.

AY 2020-21 Results: Surpassed \$75 million campaign goal ahead of schedule; secured \$1 million gift from Knight Foundation to renovate Carroll 111; balanced FY 2020-21 and FY 2021-22 post-reduction budgets without eliminating existing personnel or open positions; secured sixth overall Hearst Championship win in seven years; initiated task force to reimagine the residential M.A. program; initiated bi-weekly virtual staff meetings to maintain connection and culture; organized technology and pedagogy trainings for faculty to support remote teaching; implemented professional development funding for staff.

Prior Results: \$25M naming gift; \$10M construction gift; relocation of Ida B. Wells Society for Investigative Reporting from Harvard to Hussman; moved SHRA and EHRA staff and pre-tenure faculty to market rate; stabilized the business office; re-organized student services into the Undergrad Hub; established pre- and post-tenure faculty leave programs; initiated first phase of school leadership organizational review; began planning and execution of AEJMC accreditation self-study; secured graduate program private funding through 2023 (5 years vs. 3 years); transformed the school's Hall of Fame event into a major annual fundraiser; revamped the undergraduate curriculum; increased scope and frequency of immersive learning opportunities; implemented competitive faculty seed grants to kick-start external research funding; launched podcast interview series with alumni to increase engagement; established the Knight-funded Center for Innovation and Sustainability in Local Media (CISLM); secured an additional \$2.3M from Knight Foundation for CISLM; co-founded the Knight-funded Center for Information Technology and Public Life (CITAP); developed programs with Capitol Broadcasting Company and Bloomberg News to increase diversity in the workforce; secured multi-year funding renewals for the Chuck Stone and Capitol Broadcasting-UNC diversity programs and the Bloomberg-UNC Diversity Business Journalism program.

Carnegie Corporation of New York 1999 - 2011
Vice President, External Affairs & Director Journalism Initiative,
Special Initiatives and Strategy 2006 - 2011
Vice President, Public Affairs 1999 - 2006

A corporate officer responsible for leveraging the ideas and strategies of the Carnegie Corporation's work. Played central role in decisions about the more than \$100 million in annual grants and in its policies. Oversaw all external and internal communications. Managed the media and journalism grant portfolio; created the multi-million dollar dissemination award program; launched the Carnegie-Knight Initiative on the Future of Journalism Education in 2005 that now includes 12 of the leading universities in the nation. Led the special initiatives grant-making portfolio, which included a 2006 \$14 million grant cluster investing in New Orleans intellectual infrastructure.

Results: Launched *Carnegie Reporter* a semi-annual magazine; created *Carnegie Challenge Papers*, in depth looks as specific issues; created *Carnegie Results*, a quarterly publication focused on what was learned from grants; introduced *Carnegie Forums*, occasional in-person seminars on critical issues for invitation-only audiences; produced successful and innovative dissemination programs for initiatives like the Russia Initiative, Carnegie Scholars program, and Schools for A New Society urban school reform work. Shaped and manage the Carnegie-Knight Initiative on the Future of Journalism Education involving a dozen major U.S. research universities and the Knight foundation. Central player in creating and establishing a strategy that led to a newly focused grant-making portfolio for the Corporation in 2007. Established the Carnegie Medal of Philanthropy program given every two years by the Carnegie family of organizations and which returned to NYC in fall 2009.

United States Government, Washington, D.C. 1995 -1999
Assistant Secretary for Public Affairs in Department of Labor

Confirmed twice by the Senate and served under Secretary Robert B. Reich and Alexis M. Herman. Managed all strategic communications for the department including government data, initiatives in pension programs, worker protections, enforcement responsibilities and workplace advances. Handled long-term communication strategies and breaking news demands, including the successful *No Sweat* garment industry initiative and the UPS strike.

Results: The *No Sweat* campaign was awarded the prestigious Kennedy School Judged Innovations in Government Award and triggered a presidential task force that resulted in an NGO, which works with business and government to end sweatshop labor. Credited with building the public capital of the agency's work.

Executive Director, Family and Medical Leave Commission

Led the work of the congressionally mandated commission; reported to the board, which was made up of congressman and Senators, business leaders and activists

Results: In less than 10 months, produced the strategic plan for the Report to Congress that included arranging hearings held around the country, a National Science Foundation convocation and a \$600,000 research project to gauge public needs and experiences.

Assistant Secretary Designate, Department of Housing and Urban Development

Established communication strategy for Secretary of HUD, Andrew Cuomo during the first four months of his term and before Labor had a confirmed cabinet officer.

Journalism Career

Independent Journalist

1994

Reported for CNN and ABC Radio News, served as host of NPR's Diane Rehm Show and Talk of the Nation, hosted CNBC's Equal Time.

WJLA TV News, Washington, D.C., Anchor and Featured Journalist

1987 - 1993

Anchored the 5:00 PM, 6:00 PM and 11:00 PM newscasts regularly. Led the stations' political coverage with live reporting from around the country. Recruited to the station to bring the award winning *Coverstory*, a 3-1/2minute 11:00 PM news feature known for its ability to convey complex government, political and diplomatic information in an understandable and powerful way.

WRC TV News, Washington, D.C., Anchor and Featured Journalist

1983 - 1987

Anchored the 6:00 PM and 11:00 PM newscasts regularly. Led the station's political coverage with live reporting from around the country. Created the award winning *Coverstory* feature, which garnered a number of Emmy Awards and recognition from national journalistic organizations for its in-depth analysis and ability to communicate. Produced special documentaries from Lebanon and South Africa.

ABC News, Washington, D.C., Washington Bureau Correspondent

1979 - 1983

Reported for ABC News programs including World News Tonight, Good Morning America and Nightline. Served as White House correspondent at the beginning of the Reagan administration. Covered George Bush 1980 presidential campaign.

WTOP TV News, Washington, D.C., Anchor and Journalist

1975 - 1979

Served as weekend anchor at highly rated station owned by Washington Post. Reported on political, community and social and health issues.

WGR TV News, Buffalo, N.Y., Anchor and Journalist

1972 - 1975

First woman to anchor major weekday newscast. General assignment reporting.

CBS News, New York Assistant to National Editor, Correspondent for Walter Cronkite

1970 -1972

NBC News, New York Assistant, NBC White Paper Documentary Unit

1969 - 1970

Honors

Scripps Howard Administrator of the Year, Scripps Howard Foundation and the Association for Education in Journalism and Mass Communication, 2019.

Lifetime Achievement Award, International Women's Media Foundation, 2019.

Earle Gluck Distinguished Service Award, North Carolina Association of Broadcasters, 2018.

DeWitt Carter Reddick Award for Communication Excellence, Moody College of Communications, University of Texas – Austin, April 2015.

Buffalo Broadcasters Hall of Fame, Buffalo, New York, induction September 2014.

Matrix Award, Washington Women in Communications, 1999.

John F. Kennedy School of Government Innovations in Government Award, *No Sweat: Ending Sweatshops*, U.S. Department of Labor, 1996.

Signet Award, Marymount College, Tarrytown, New York, 1997

Washington, D.C. Area Emmy Awards, Outstanding Individual Achievement, Cover Story, Susan King Reporter, September 29, 1984 – February 14, 1985, WRC TV.

Washington, D.C. Area Emmy Awards, Outstanding Individual Achievement, THIS IS LEBANON, Susan King – Reporter, December 16, 1983, WRC TV.

Women’s Political Caucus, Outstanding Reporting, TV, 1984, 1985, WRC TV.

AP Award for Best Reporting, New York State, 1974

Publications

Susan King, “Dean’s Update,” Weekly newsletter (~2,000 words) that engages faculty, staff, graduate students, board members (Foundation Board, Board of Advisers and Alumni Board), Dean’s Circle Members, retired faculty and staff, and emeritus board members with the school’s ongoing mission and activities. 2014 – Present.

Susan King, “The Value of a Free Press when Democracy is Challenged,” Public Statement, January 7, 2021.

Walter Hussman and Susan King, “At UNC, a \$25 million investment to foster media trust,” Op-Ed, **News & Observer and Charlotte Observer**, September 16, 2019.

Susan King, “Let’s remember the power and the gift of the First Amendment,” Op-Ed, **News & Observer**, September 21, 2018.

Susan King, “Challenging Young Journalists,” **DTH**, December 2018.

<https://susankingblog.wordpress.com>. Weekly musings about deaning, journalism education and media changes, 2013 – 2014.

Susan King, “ABC News Summer Institute: A partnership between ABC News and Carnegie Corporation of New York provided top journalism students with a summer fellowship that immersed them in the world of investigative journalism and world-class broadcast news,” **Carnegie Results**, Winter 2011, pp. 1-12.

Susan King, “The Carnegie-Knight Initiative on the Future of Journalism Education: Improving how journalists are educated and how their audiences are informed,” **Daedalus**, Journal of the American Academy of Arts & Sciences, Spring 2010, pp. 126-127.

Susan King, “Media Grantmaking Strategies: When the Impact is in Question,” **Carnegie Results**, Winter 2009, pp. 1-8.

Susan King, “In Russia, News for Sale,” **The Washington Post**, December 18, 1993, p.A-25.

Susan King, "This is the Story I will Tell My Daughter," *Washingtonian Magazine*, May 1992, pp. 58-61 and 141-143.

Panels and Presentations

Panelist, "Roundtable on Race," **Episcopal Diocese of North Carolina podcast** hosted by Reverend Kathy Walker, full-time missionary for black ministry for Episcopal Diocese of NC, with co-panelist Prof. Tracy Everbach, Mayborn School of Journalism, University of North Texas. Third podcast segment on Race and the News Media. June 17, 2021

Moderator, "What Can the Data Tell Us?" **Hussman School Alumni Engagement Webinar** with Associate Prof. Deen Freelon, Associate Prof. Ryan Thornburg, Annie Daniel '14 and Rachel Crumpler '22. May 18, 2021.

Keynote Panelist, "Conversation about Racial Justice & Journalism," **Kelcey Carlson Symposium**, St. David's School. April 28, 2021.

Moderator, **NC Media & Journalism Hall of Fame Inductee Panel**: Rebecca Darwin (Publisher, Garden & Gun); Peter Gammons (Baseball Sportswriter and Broadcaster); Nikole Hannah-Jones (Investigative Journalist); Torod Neptune (CCO, Medtronic); and Judy Woodruff (Managing Editor and Anchor, PBS NewsHour). April 8, 2021.

Moderator, "What Have We Learned About Audience Engagement in the Age of COVID?," **Hussman School Alumni Engagement Webinar** with Prof. Francesca Dillman Carpentier, Associate Prof. Allison Lazard and Rhyan Vereen. March 25, 2021.

Moderator, "The Rise & Fall of the Media and the Rise Again," **The Conversation** with Ben Smith, New York Times; Jason Smith, CEO Bloomberg Media Group; and Carlos Watson, CEO OZY Media. February 25, 2021.

Moderator, "Social Media and its Power," **Hussman School Alumni Engagement Webinar** with Asst. Prof. Shannon McGregor, Asst. Prof. Joe Czabovsky and Michael Steel. February 23, 2021.

Moderator, "Presidential Transitions," **The Conversation** with David Gergen, Harvard and CNN and Phil Bennett, Duke University and Frontline. January 21, 2021.

Panelist, "Media and fake news," **On the Record** (WRAL public affairs program). January 16, 2021.

Interviewer, Karen Parker '65, **Eve Carson Lecture**. Parker is the first African American woman undergraduate at UNC. The interview was a discussion about her experience at UNC through the lens of her journal, now housed in Wilson Library. December 2, 2020.

Moderator, "A Lifetime of Bravery: Then and Now," **IWMF Courage Conversations – International Webinar** with former Courage in Journalism winners on the role of women reporters with focus on Africa (Catherine Gicheru '92), Latin America (Claudia Duque '10) and Europe (Janie diGiovanni '16). October 27, 2020.

Moderator, "Election Night Expectations," **The Conversation** with Sam Feist, CNN Washington Bureau Chief and Steve Kornacki, National Political Correspondent for NBC and MSNBC News. October 29, 2020.

Organizer and Moderator, “Navigating an Election Year on a College Campus,” **PageConnect Education Webinar**, with Ferrel Guillory, director of the Program on Public Life and Tom Martin, executive-in-residence, College of Charleston. September 9, 2020.

Interviewer and Moderator, Marty Baron, Managing Editor Washington Post, **Nelson Benton Lecture**, September 23, 2020.

Interviewer, Brooke Baldwin '01, CNN Anchor, **Tar Heels Together Webinar**: Brooke Baldwin’s Bout with Covid-19. May 13, 2020.

University Representative, **Campaign for Carolina Salon**, Summit, New Jersey, October 6, 2019.

Co-Host, **Chancellor’s Women’s Insider Experience**, Chapel Hill, September 20, 2019.

Invited Panelist, “Administrators Session: Telling Our Own Stories,” **AEJMC Conference**, Toronto, August 8, 2019.

Invited Moderator, “Racial Justice: IS Christianity Help or Hindrance,” **Veritas Forum**, Memorial Auditorium, UNC, March 7, 2019.

Invited Speaker, “Trump, Twitter and Trust: Preparing Journalists in an Era of “Fake News,” **Lessons for Colombia from the 2016 US Presidential Campaign and News in the Era of Disruptive Sources**, Caracol Television Conference, Bogota, Colombia, Nov. 1, 2017.

Invited Speaker, “Preparing the Next Generation of Professional Journalists,” **Watauga Club**, Rizzo Conference Center, March 21, 2017.

Keynote Panelist, **Symposium on Future of Television in Colombia**, Bogota, Colombia, Sept. 15, 2016.

Invited Speaker, “The Media and the 2016 Presidential Election,” **Carolina Living Legends Fall Meeting**, William and Ida Friday Center, Sept. 11, 2015.

Honors Convocation Speaker, “From Dot Com to Dot Gov to Dot Org to Dot EDU,” **Moody College of Communications**, University of Texas – Austin, April 2015.

Interviewer, Discussion with Gerhard L. Weinberg, William Rand Kenan, Jr. Professor of History, Emeritus and leading scholar of World War II, for **Global Education Leaders’ Program of World View** at UNC-CH, June 19, 2014.

Moderator: Education – Fueling Innovation. IWF Cornerstone Conference: Innovationskraft Berlin. A conversation on education innovation worldwide with Andreas Schleicher, Deputy Director for Education and Skills and Special Advisor on Education Policy to the OECD General Secretary, Dr. Pasi Sahlberg, Director of the Finnish Education Ministry, Sara de Freitas, Associate Deputy Vice Chancellor and Professor of Teaching and Learning at Curtin University, Perth, Australia, Ivo Hajnal, Professor of Linguistics & Language History, University of Innsbruck Austria. Berlin, Germany, May 2014.

Panelist, **St. David’s Senior Seminar on the Media & Ethics**, with John Drescher, Executive Editor, News & Observer, David Crabtree, Anchor, WRAL-TV, and Don Curtis, CEO, Curtis Media, April 25, 2014.

*Interview with Senator Jim Sasser, **Morehead-Cain Symposium**, UNC, March 2014.*

*Presenter, **CBC – UNC Diversity Fellowship Program**, a partnership with Capital Broadcasting Company & JOMC to create a pipeline of diverse broadcaster reporters, editors and producers. Spring Break 2013, 2014, 2015, 2016, 2017.*

*Panel Facilitator, **Women in Media Leadership**, Amanda Bennett, JOMC Interview Series, March 2014.*

*The Deficit Road Show, an evening with Stan Druckenmiller and Ron Canada, **Robertson Scholars Program**, Memorial Hall, December 2013.*

*Panel Facilitator, **Women in Media Leadership**, Brooke Baldwin, JOMC Interview Series, September, 2013.*

*Panel Facilitator, **Women in Media Leadership**, Kayla Tausche, JOMC Interview Series, February, 2013.*

*Panel Facilitator, **Women in Media Leadership**, former Governor Bev Perdue, JOMC Interview Series, January 2013.*

*Moderator, Redesigning Democracy Summit, **Emerging Issues Panel**, NC State, December 10, 2012.*

Start Here / Never Stop Podcasts

David Zucchino '73: Pulitzer Prize-winning journalist and author of the acclaimed book "Wilmington's Lie." Published February 27, 2020.

Jeremy Spearman '11: Executive producer for WRAL-TV in Raleigh-Durham. He received his master's in strategic communication at American University in 2018. Published December 9, 2019.

Julie "Jules" Dixon '91: NC Media & Journalism Hall of Fame publicist and a senior communications strategist with over 28 years of top-tier expertise in crisis communications, social media relations, sports marketing, integrated marketing, entertainment, corporate communications, internal communications and diversity/inclusion recruitment. Published November 20, 2019

Lauren Berry '08: Managing editor for data-driven news and automation at Bloomberg, where she manages a team of editors across the Americas that analyzes regular patterns in financial statements. Published November 12, 2019.

Jordan Fieulleteau '16, '18 (M.A.): Research fellow at the American Voices Project, a project undertaken by the Stanford Center on Poverty and Inequality, Princeton University's Center for Research on Child Wellbeing and the American Institutes for Research. Published October 10, 2019.

Walter Hussman, Jr. '68: Publisher of the Arkansas Democrat-Gazette, CEO of WEHCO Media and NC Media & Journalism Hall of Fame inductee. Published September 9, 2019.

Joyce Fitzpatrick '76: Owner of Fitzpatrick Communications, Inc. with thirty years of experience helping clients use public relations to their advantage. Published August 21, 2019.

Jacqueline Charles '94: Pulitzer Prize finalist and Emmy Award-winning Caribbean Correspondent at The Miami Herald, a McClatchy-owned paper which circulates in greater Miami and is read throughout Latin America and the Caribbean. Published July 16, 2019.

Corrie MacLaggan '02: Managing editor of The Texas Tribune, located in Austin, Texas. Published June 24, 2019.

Bill Morton '62: Chair emeritus of Jack Morton Worldwide, a leading experiential marketing agency founded by his father, Jack Morton, in 1939. Published June 4, 2019.

Ilana Finley '00: Vice president of global communications and social impact at Converse in Boston; previously served as the senior director of communications for Nike, Inc. Published April 4, 2019.

Anu Anand '95: Host of Marketplace Morning Report from the BBC World Service. Published March 27, 2019.

Allen Bosworth '81: President at EP+Co, an award-winning integrated marketing firm in New York and South Carolina. Published March 21, 2019.

Caitlin Owens '14: Reporter for Axios covering health care and other policy areas on Capitol Hill. Published March 5, 2019.

Stefan Prelog '96 (M.A.): Senior vice president at Rubenstein in New York City. Published Feb. 27, 2019.

Leah Ashburn '92: CEO and president of Highland Brewing Company. Published Feb. 20, 2019.

Ashlan Cousteau '02: Co-star of the Travel Channel's Caribbean Pirate Treasure, a former Entertainment Tonight correspondent and a fill-in anchor for E! News. Published Feb. 13, 2019.

Grace Raynor '15: Clemson beat reporter for The Post and Courier in Charleston, South Carolina, and two-time recipient of the South Carolina Sportswriter of the Year. Published Feb. 5, 2019.

Panel discussion: How to tell the stories of diverse cultures and communities with sensitivity and respect an important topic within the UNC School of Media and Journalism. Published Dec. 17, 2018.

David Tinson '96: Senior vice president of marketing communications at Electronic Arts. Published Nov. 8, 2018.

Delia D'Ambra '14: General assignment and investigative reporter for NBC2 WBBH news in Fort Myers, Florida, and the creator of the Counter Clock Podcast. Published Oct. 31, 2018.

Patrick Winn '03: Asia correspondent at Public Radio International, focusing on the process of redefining the portrayal of criminals in Southeast Asia. Published Oct. 3, 2018.

Haleh Moddasser '85: Lead adviser of Stearns Financial Group in Chapel Hill. Published Sept. 18, 2018.

Chris Brown '91 and C.L. Brown '94: Chris has written and produced sports programming for national Christian and secular media portals alike. C.L. is a senior writer for The Fieldhouse, the college basketball

branch of The Athletic — a subscription-based website featuring in-depth sports coverage. Published July 23, 2018.

Kit Hoover '92: Television personality, sportscaster, broadcast journalist and the current co-host of Access Hollywood Live. Published June 27, 2018.

Andrew Schorr '71: Medical journalist and the founder of Patient Power. Published May 29, 2018.

Robyn Tomlin '96: Executive editor of The News & Observer and The Herald-Sun, and the first regional editor for the Carolinas for The McClatchy Company. Published May 24, 2018.

Lindsay Shookus '02: Producer at Saturday Night Live who has been nominated for seven Emmy Awards. Published May 15, 2018.

Reema Khrais '12: Reporter for NPR's radio show, Marketplace. Published April 30, 2018.

Lisa Arney '03 (M.A.): Senior communications manager at Walt Disney World Parks & Resorts. Published April 6, 2018.

Kat Downs Mulder '06: Director of product at The Washington. Published March 29, 2018.

Brian Strong '00: Senior vice president of brand communications at FOX Sports. Published March 8, 2018.

Natasha Duarte '11, '16 (M.A.): Policy analyst at Center for Democracy & Technology (CDT). Published Feb. 23, 2018.

Christina Vidal '12: Brand and marketing strategist focused on travel and the founder of Jetset Christina. Published Feb. 16, 2018.

Jason Cooper '01: Virtual and augmented reality specialist and Chief Digital Officer at Horizon Productions. Published Feb. 5, 2018.

Parth Shah '15: Second graduate of the MJ-school to receive the prestigious Kroc Fellowship from National Public Radio who is a producer at NPR working on Hidden Brain. Published Dec. 14, 2017.

Rachel McMahan '17 (M.A.): First graduate of the UNC Environment and Science Communication dual-degree program. Published Nov. 30, 2017.

Pailin Wedel '04: Thai-American video journalist based in Thailand and the founder of TwentyFifty Productions in Bangkok. In 2017, she received a Whicker's World Funding Award for her documentary, Hope Frozen, a film probing the ethics and morality of cryogenics and the meaning of death. Published Nov. 22, 2017.

Alexandra Rizk Keane '14: Film producer, writer and editor and the founder of an independent production company — Rizk Pictures — and producer for the 2017 feature film Literally, Right Before Aaron. Published Nov. 10, 2017.

Emily Steel '06: Business reporter at The New York Times. Published Oct. 23, 2017.

Claudia Howard '03: Global brand manager at The Weather Company. Published Oct. 3, 2017.

Jess Clark '15 (M.A.): WUNC's Fletcher Fellow for Education Policy Reporting. Published March 2, 2017.

Kathryn Walker '16: Double major in political science and public relations with a minor in history who is a member of the Presidential Scholar. Published Jan. 25, 2017.

Lisa Stockman '91, '13 (M.A.): President of communications for inVentiv Health. Published Dec. 22, 2016.

Tarini Parti '12: Capitol Hill reporter for BuzzFeed, based in Washington, D.C. Published Nov. 18, 2016

Leigh Goodwyn '88: Executive with 20 years of marketing experience with major television networks including Turner Broadcasting and Discovery Networks. Published Nov. 3, 2016.

Roxane Coche '13 (Ph.D.): Former sports journalist who earned her Ph.D. and is now an assistant professor at University of Memphis. Published Aug. 12, 2016.

Aaron Dodson '15: Assistant editor for The Undefeated, ESPN's premier platform for exploring the intersections of race, sports and culture. He previously worked in the sports departments at The Baltimore Sun and The Washington Post. Published July 21, 2016.

Brad Hamm '96 (Ph.D.): Dean of the Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications. Published June 29, 2016.

Nikole Hannah-Jones '03 (M.A.): Won a 2016 Peabody Award for her collection of "This American Life" episodes on school segregation called "The Case for School Desegregation Today." The collection includes "Three Miles" and a two-part series called "The Problem We All Live With." Published May 20, 2016.

Jeff Mittelstadt '12 (M.A.): Founder and president of WildSides. Published May 4, 2016.

Brooke Baldwin '01: CNN news anchor. Published April 19, 2016.

Rochelle Riley '81: Metro Columnist for the Detroit Free Press who was inducted into the Michigan Journalism Hall of Fame, housed at Michigan State University. Published April 4, 2016.

Justin Lyons '06: Received the Lois and H.C. Cranford Jr. Award from the school as the outstanding graduating senior in public relations. Published March 18, 2016.

Carolyn Van Houten '14: 2015 Newspaper Photographer of the Year, 2015 College Photographer of the Year and placed first in the 2014-15 Hearst Journalism Awards Photojournalism Competition. Published Feb. 29, 2016.

Teaching

The Media Revolution: From Gutenberg to Zuckerberg (MEJO 101), Fall 2013, Fall 2015, Fall 2016 (283 students), Fall 2017 (301 students), Fall 2018 (262 students), Spring 2019 (153 students), Fall 2019 (287 students).

Covering Presidential Elections Seminar (JOMC 491), Fall 2012.

University Service

*Member, **UNC Vice Provost for Enrollment Search Committee**, Spring 2021 – Present.*

*Member, **WUNC Board of Trustees**, Spring 2015 – Present.*

*Member, **UNC Undergraduate Admissions Committee**, Fall 2014 – Present.*

*Member, **UNC TV Presidential Search Committee**, UNC System, Fall 2018 – Spring 2019.*

*Judge, **3MT (3-Minute Thesis)**, Fall 2016.*

*Member, **UNC Think Tank on Big Ideas**, Fall 2014 – Spring 2016.*

*Member, **WUNC Community Advisory Board**, Spring 2013 – Spring 2015.*

*Member, **Provost's On-Line Task Force**, 2014.*

*Member, **UNC TV Blue Ribbon Committee on the Future**, 2014.*

*Chair, **Search for Dean, UNC Kenan-Flagler School of Business**, Summer 2013 – January 2014.*

*Member, **Faculty Leadership Class**, 2013 - 2014.*

*Member, **Search Committee, UNC Associate Vice Chancellor, Communications and Public Affairs**, Summer 2013.*

Community and Higher Education Service

*Board of Directors, **Carolina Beacon**, 2021 - Present.*

*Member, **Paul H. Douglas Award for Ethics in Government Selection Committee**, 2020 - Present.*

*Chair, **Hearst Journalism Awards Steering Committee**, 2020 - Present*

*Member, **Arthur W. Page Society**, April 2019 – Present*

*Board of Trustees, **Carnegie Council on Ethics in International Affairs**, 2015 – Present.*

*Board of Trustees, **WUNC Radio**, 2016 – Present.*

*Member, **Carnegie Knight Dean's Council**, January 2012 – Present.*

*Board of Trustees, **National Leadership Roundtable on Church Management**, 2006 - Present.*

*External Reviewer, Visiting Professor Mark Schoofs, **USC Annenberg School of Journalism**, February 2020.*

*Member, **Hearst Journalism Awards Steering Committee**, 2018 – 2019*

Board of Directors, IREX, Washington, D.C., 2012 – 2018.

Chair, BBC Global Media Action, USA 2010 – 2018.

Advisory Committee, Center for Independent Media Assistance, National Endowment for Democracy 2007 – 2017.

Board of Trustees, Fairfield University, Fairfield, Connecticut, 2006 - 2019.

External Academic Reviewer, Columbia Journalism School, October 2017.

Judge, Scripps Howard Awards, 2016, 2017 and 2018.

Member, Search for WUNC –TV President and General Manager, 2015.

External Examiner, Bachelor of Journalism Curriculum, The University of Hong Kong, School of Journalism and Media Studies Centre, 2011 – 2017.

Member, National Review Board, United States Conference of Catholic Bishops, 2011-2013.

Board of Directors, Philanthropy New York, New York, N.Y., 2011.

Member, PBS Task Force: Funding the Vision II, 2010-2011.

Member, World Economic Forum’s Global Agenda Councils: Future of Journalism Council 2008-2010, Chair, 2009. Member of reconstituted GAC: Informed Societies Council, 2009 - 2014.

Founder and Board of Directors, International Women’s Forum, Washington, D.C., 2004 – 2010 and Women’s Forum of New York, 2007 – 2010.

Board of Trustees, House of Friendship, Honduran orphanages 2005 – 2012.

Board of Trustees, BBC Global Inc. London, England. 2005 – 2017.

Member, Public Affairs Committee, Independent Sector, 2001 - 2005 and Council of Foundations, Washington, D.C., 2000 – 2004.

Board of Trustees, Marymount College, 1993 – 2002 and Marymount College of Fordham University, 2002

Steven T. King
The University of North Carolina at Chapel Hill
School of Media and Journalism
Kenan-Flagler Business School

Associate Professor of Emerging Technology
Chief Innovation Officer of Reese News Lab
Faculty Lecturer and Director of KF-Next

142 E. Franklin St.
Chapel Hill, NC 27514
steven.king@unc.edu
919-360-8907

EDUCATION

University of Liverpool, United Kingdom
Master of Computer Science in Internet Communications, December 2013.

Western Kentucky University
Bachelor of Arts in Photojournalism, December 2003.

ACADEMIC EXPERIENCE

[The University of North Carolina at Chapel Hill](#)
Associate Professor, School of Media and Journalism, July 1, 2013-current.
Faculty Lecturer, Kenan-Flagler Business School, January 1, 2017- current.
Instructor, School of Media and Journalism, July 1, 2011- June 30, 2013.

PROFESSIONAL EXPERIENCE

The Washington Post
Director of Video, July 2010 - July 2011.

The Washington Post
Editor of Innovations, September 2008 - July 2010.

International Mission Board
Overseas Correspondent, May 2006 - September 2008.

Lexington Herald-Leader
Freelance Multimedia Editor/Producer for Kentucky Derby, May 2006, 2007, 2008 and 2009.

Washingtonpost.Newsweek Interactive
Multimedia Editor, January 2004 - May 2006.

MSNBC.com, Olympics.com
Multimedia Producer, January 2002 - April 2002.

HONORS, AWARDS AND RECOGNITION

Richard Cole Service Award, 2021

This award recognizes one junior and one senior faculty member who each strive to create a collaborative culture within the school. Steven was recognized for his service to UNC during the pandemic. Some of his contributions include developing a monitoring kiosk that registers whether or not someone is wearing a mask and Hall Pass, an app that catalogues and manages campus COVID-19 testing experience and data.

Governor's Awards for Excellence in Efficiency and Innovation, 2021

This award is the absolute highest honor a state employee is eligible to receive. Steven was nominated for his leadership and central role in successfully mitigating the risks of COVID-19 exposure at UNC using emerging technologies to create the Hall Pass system and Health Greeter Kiosks. The finalist will be announced on Fall of 2021

Online News Association Awards

ONA is the world's largest association of online journalists with a mission to inspire innovation and excellence in media.

Excellence and Innovation in Visual Storytelling

Project: *Undercurrent 360*

Summary: Science storytelling website that includes interactive graphics, VR content and narrative video.

Role: Co-Executive Producer, Design and Development Lead and Drone Pilot.

Award Date: October 9, 2016.

Publication Date: April 17, 2016.

White House Correspondents Association

Presented an innovative 3D project live at the 2015 White House Correspondents Dinner to media executives, high-ranking government officials, celebrities and journalists.

Project: Intensive Care for a Damaged Dome

Summary: A non-touch gesture interface for controlling 3D models and 360-degree video. Application provides additional information about the dome's renovation through motion tracking.

Role: Producer, Designer and Developer.

Publication Date: March 1, 2015.

Presentation Date: March 17, 2015.

Funding: Development funded by \$20,000 Washington Post Innovation Fund.

Tony Blair's Commission on Africa

After working directly with the organization through the peak of the epidemic, the organization honored the project for "helpful and outstanding work in efforts to fight the Ebola outbreak."

Project: Ebola in Liberia

Summary: Data visualization site used for decision making at the request of the Minister of Information in Liberia during the Ebola crisis in 2014-15 .

Praised in multiple speeches by Chancellor Carol Folt, including University Day, as engaged research and was noted as "the top opportunity for students to make an impact in the world" at the December 2014 graduation.

Horizon Interactive Awards

The Horizon Interactive Awards are one of the most prestigious awards in the field of interactive and creative media. The competition recognizes the best websites, interactive design, videos and mobile applications.

Gold in Interactive Presentation for *Living Galapagos*, 2012

Gold in Interactive Presentation for *Andaman Rising*, 2009

National Edward R. Murrow Award

The Murrow Awards are considered the most prestigious awards in broadcast news "honoring excellence in electronic journalism,"

Award for Online News Video for *Congresswoman Shot*, 2012.

Award for Online News Video for *Under Suspension*, 2012.

Regional Emmy Awards

The Regional Emmy Awards are considered the Oscars of local television and recognizes excellence in broadcast and online reporting.

Award for Historic/Cultural Program or Feature, *Remembering the Shuttle Era*. 2012

Award for News, *Under Suspicion: Voices about Muslims in America*. 2012

Award for Political Show, *The Fix*. 2012

Pictures of the Year International

International photojournalism and multimedia competition founded in 1944 and receives 30,000-40,000 entries annually.

3rd Place, Best Use of Multimedia. The Mountain Workshops website, Role: Multimedia coach and producer, 2008.

1st Place, News Picture Story. *Afghan Election*, Role: Multimedia Editor, 2004.

1st Place, Issue Reporting Picture Story. *Monument to Failure*, Multimedia Editor, 2004.

3rd Place, Best Use of Multimedia. *Camera Works*, washingtonpost.com/photo,

Role: Multimedia Producer, 2004.

National Press Photographers Association's Best of Photojournalism

One of the largest and most prestigious photojournalism contests in the world and receives 20,000-30,000 entries annually.

3rd Place Multimedia Package. *Reframing Mexico*, 2012.

2nd Place News Video. *Able to Serve, Unable to Give*, 2009.

National Thoroughbred Racing Association

Eclipse Award for Media. *Lexington Herald-Leader*: Kentucky Derby Interactive, 2007

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Innovations and New Technologies

Health Greeter Kiosk

Using artificial intelligence (AI), specifically computer vision and machine learning, these kiosks detect if a person is wearing a mask or remaining properly spaced when entering a building. The computer vision team has tested the kiosks with a variety of skin tones, masks colors and patterns, and accessories. <https://reeseinnovate.com/kiosk/>

Paper accepted and presented at SIGGRAPH, the world's foremost academic conference for computer vision technologies. Presentation August 12, 2021 *Health Greeter Kiosk: Tech-enabled Signage to Encourage Face Mask Use and Social Distancing*

Adventure Squad

Adventure Squad is an augmented reality app that leverages storytelling, gamification and augmented reality to engage pediatric hospital patients in physical activity. The app leads 8- to 13-year-old patients on a journey through the hospital floor to find clues and solve problems. Collaborating with UNC pediatrician and faculty member Dr. Richard Hobbs, M.D., the Lab designed the experience to improve patient outcomes and solve the problem of motivating long-term pediatric patients to exercise. <http://statapps.org/adventure-squad/>

Mr. Reese: Artificially intelligent journalist messaging bot

Leveraging IBM's Watson Cognitive Computing technology, the Mr. Reese bot uses thousands of newspaper readers questions and hundreds of journalists' responses and indexes of local and national media sites and information services to provide responsive answers about the local community to readers. The first implementation is with The Star News in Wilmington, N.C. but is built for broader deployment.

Faciem AR: Augmented Reality and Facial Recognition Experience for field/beat journalists
Faciem (Latin for Face) uses Microsoft's HoloLens and facial recognition algorithms to present the names, titles and publically-available information about public figures to journalists via a heads-up display allowing journalist to identify public figures at events in their community.

C-Note: Community Notification Tool for Local Media Publishers

This three-pronged approach provides an administration tool, Android app and iOS app that enables small, family-owned publishers to deliver timely push notifications to their readers in an inexpensive way. This innovation solves economic and technology issues that face publishers like the Whitesville News Reporter that is the testing market for the technology.

VR Drone: Flying camera platform for recording live Virtual Reality Video

The custom-built large hexacopter captures smooth 360-degree video aerial content for news organizations and film productions using a custom gimbal commissioned for this solution. The New York Times is a partner and will be the first to use the drone in an upcoming international project to be published in Spring 2017. The VR Drone was presented at Journalism Interactive in October 2017.

VR Robot: Human-tracking robot for recording and streaming live Virtual Reality Video (360 Video)

Ducille is a semi- autonomous rover that captures smooth 360-degree video content. It can be controlled remotely or can follow an on-camera reporter. The prototype was presented during the opening keynote at Journalism Interactive and presented at Online News Association Conference in 2016. Journalism Interactive is the top academic media innovation conference and ONA the largest professional organization. Ducille is being used by WRAL, a local news broadcaster and was used by The Washington Post at the 2016 presidential political conventions. The robot is in the commercialization process for launch in Spring 2018.

VR LifeStream: Mobile Real-time stitching and streaming process for 360 video content.

Application developed to provide broadcast organizations and police vehicles real-time video streams of live situations. The project was tested with the Kentucky State Police but was suspended due to lack of funding and competition from consumer cameras.

FilmSync: Contextual information delivery system for asynchronous viewing of linear experiences

The FilmSync app uses open-source digital watermarking technologies and pitch-detection processes in a unique way to provide delivery of server-based content in sync with linear presentations when viewing live events or when recorded or streamed later. The project was a recipient of Knight Prototype Grant in 2014.

This technology engages with the journalism industry through second-screen experience apps. News and documentary producers can provide additional, contextual information in sync with

the video content for an informed viewing experience. It also has implications in online learning environments and distributed classrooms.

Non-touch Gesture Interfaces for interacting with 3D models and 360 videos.

This new experience was envisioned and developed as an interface for *The Washington Post* to display a 3D model of the U.S. Capital dome. The interface allows users to interact with the content without touching any computer device. The technology was presented at the 2015 White House Correspondents dinner as part of a future technology exhibit.

Non-touch Gesture Interfaces for Consuming News and Social Media

A technology using a consumer gaming gesture sensor (Microsoft Kinect) to consume and interact with news and social media. This was a collaboration with the Massachusetts Institute of Technology Media Lab team working on the open-source DepthJS library. The concepts, research and a version of the technology was implemented by *The New York Times* in 2013 as the first gesture-controlled news app.

Bibliography

KF-Next Tarqwin VR, Day-in-the-live Virtual Reality Experience that that engages students through into the life of a South African student using immersive storytelling. Published by Reese Innovation Lab, Spring 2021.

Inside the Amazon, *Time Magazine*

An augmented reality experience telling the story of how the Amazon stands close to a tipping point, as rampant deforestation combines with climate change to threaten the rain forest's very existence. Now you can be a witness to the crisis unfolding in the Amazon with TIME's "Inside the Amazon: The Dying Forest" AR (augmented reality) experience. This story was supported by the Pulitzer Center. <https://time.com/longform/inside-amazon-rain-forest-vr-app/>

The 2050 Project, *Quartz News*

An augmented reality experience telling the story of how By 2050, two-thirds of the world's population is expected to live in cities. This massive shift means that we have to rethink how we provide housing, care for the elderly, and conserve and produce energy. The 2050 Project is an exploration of creative solutions to the challenges of urban living. We tell the stories of innovation by highlighting unique buildings in eight international cities.

KF-Next Endurance VR, Fully-immersive Virtual Reality Experience that simulates the failed 1914 expedition of Earnest Shackleton to Antarctica. Published by Reese Innovation Lab, Fall 2020.

KF-Next Cameroon, Virtual Reality business simulation that engages business students through immersive storytelling. Published by Kenan-Flagler Business School, Fall 2017.

First Look VR, 360-degree video application to engage middle and high school students in rural North Carolina about college opportunities. Created partnerships with UNC Visitor's Center, UNC General Administration and the Federal GearUP program, May 2017

Out of the Blue: Galapagos in 360, *The Washington Post*, May 27, 2016
<https://www.washingtonpost.com/graphics/lifestyle/galapagos/>

***Innovative Interactivity* Editor and Contributor**

Innovative Interactivity is an online publication reaching more than 5,000 multimedia journalism professionals. Wrote and cultivate articles on current issues facing the visual storytelling industry. Editor from 2012-2014.

Contributor to Open Source Development Projects

News Quiz: Interactive news quiz technology used by various media organizations. Contributor and provided responsive design upgrades and enhancements. Publication Date, 2014.

DepthJS: JavaScript engine for controlling web pages through non-touch gestures. Contributor and provided fixes and feature enhancements to the Massachusetts Institute of Technology Media Lab project. Publication Date, 2013-2014.

Photography Published in Online News Publications

Evolving in The Industry, NPPA: The Visual Student, Publication Date, January 18, 2010.
<http://blogs.nppa.org/visualstudent/2010/01/18/evolving-in-the-industry-steven-king/>

Inside TimeSpace, *The Washington Post*, Publication Date, February 27, 2009.
<http://www.washingtonpost.com/wp-dyn/content/article/2009/02/27/AR2009022702008.html>

Photography Published in Books

America 24/7, Alabama ed., Publication of seven images published in the Alabama state book. Publication date, 2004.

Government and Industry Consulting and Service

WRAL

Developed Virtual Reality strategy for local broadcaster in 2017 for deployment in 2017 and 2018.

***News Reporter*, Whitesville, N.C.**

Helped develop revenue and technology strategy with other faculty members for the small, family-owned newspaper and then produced C-Note tool to solve some of the identified problems. 2017-2018

Office of the Joint Chiefs, United States Military

Worked with multiple officers from the Pentagon and government contractors to help in a multi-branch, multi-agency preparedness simulation that included implementing and teaching with new media technologies during intense situations in Summer 2017.

Time Magazine

Consulted on Virtual Reality and Augmented Realty concepts and designed a 360-video player used in 2016 publications.

Central Intelligence Agency, United States Government.

Trained subject matter experts and intelligence analysts to use narrative, data visualizations and emerging technologies to better communicate with internal stakeholders. April, 2015.

The Washington Post

Consulted on new and emerging technologies such as non-touch gesture sensors, Virtual Reality, Augmented Reality and mobile app development. 2014 – current.

The New Republic

Consulted on interactive media and digital newsroom workflow, Spring 2015.

TEACHING RECORD

European Union Faculty Exchange Program

Presented lectures and worked directly with faculty on leveraging emerging technologies such as Virtual Reality and Augmented Reality for narrative storytelling. Summer 2017.

Institute for Defense and Business

Media Engagement Workshop for Thailand National Broadcasting and Telecommunications Commission

A one-week course implementing community engagement and human-centered design techniques to work with broadcast and social media to solve difficult issues concerning an Islamic insurgency in southern Thailand. Summer 2015 and 2017

Cooperation on Stability Operations

A one-week course using case studies to teach problem solving and media relations in crisis situations. Fall 2014, 2015, 2016.

Communications University of China, Beijing.

MC600 Multimedia Workshop, 3 Credits. Students learned to find, document and present stories using photos, video and text and publish them online, Summer 2013.

[The University of North Carolina at Chapel Hill](#)

ABC 11 Interactive Media Workshop, Three, two-day workshops to train ABC11 newsroom in storytelling on the web. Summer 2015

UNC Interactive Media Design Workshop, One-week course. A project-based workshop where professionals learned how to design, develop and create interactive data applications using HTML, CSS and JavaScript. Summer 2013, 2014 and 2015.

Center for Student Media Association's Journalism Teaching Fellowship Program, 3 Credits. This summer school course teaches high school journalism teachers about photojournalism and how to teach it in their classrooms. Summer 2014, 2015.

JOMC 187 Introduction to Multimedia Storytelling. 3 Credits. An introductory course in interactive development techniques and content presentation. Students learn to design, develop and publish storytelling work, including an interactive magazine. Fall and Spring 2011 to current.

JOMC 491.003 390.001 Mobile App Design and Development. 3 Credits. An intermediate course in mobile application design and development techniques. Students learn to conceive, design, develop and deploy mobile applications. Fall 2014.

JOMC 586 Intermediate Multimedia Journalism. 3 Credits. An advanced course in interactive development techniques and data visualization. Students learn to present interactive interfaces and how to create data visualizations. Fall and Spring 2011 to current.

JOMC 583 Advanced Multimedia Programing. 3 Credits. An advanced course for journalist to developer database driven applications that provide services to readers. Students learn to think logically, finding and presenting data in visual ways while developing a robust database application. Spring 2012 and 2013.

JOMC 584 International Documentary Projects, co-teaching with Patrick Davison. 3 Credits. Students learn to find, document and present stories in other countries for a final documentary website. AndamanRising.org, ReframingMexico.org, LivingGalapagos.org Summer 2008, Spring 2010 and Spring 2012.

JOMC 660 Emerging Technologies, 3 Credits. Students learn how to tell stories in Virtual Reality and Augmented Reality and how to implement those technologies. Fall 2017, Spring 2017 and 2018.

JOMC 717 Information Visualization MATC 3 Credits. Explores the overlap between several

disciplines: cognitive science, graphic design and information visualization. Student learn the basics of graphic design and how to present data visually. Summer 2013 and 2014.

ONA and NPPA Internship and Job Workshop. Student learn from an editor's perspective how to best present themselves for employment through a portfolio, resume and cover letter workshop. 2013, 2014 and 2015.

UNC Multimedia Bootcamp, One week course. A project-based workshop where students and professionals learn how to shoot, edit and publish video stories. Summer 2011 and 2012.

MASTER'S THESES COMMITTEE CHAIR

Roush, Natalie, M.A. Migration into Thailand. Thesis committee chair, Pending Spring 2017

Lau, Adam, M.A. Environmental Issues with an oil pipeline in North Carolina. Thesis committee chair, Pending Spring 2017 Note: this is a joint thesis with Conway.

Conway, Veasey, M.A. Southern Politics role with an oil pipeline in North Carolina. Thesis committee chair, Pending Spring 2017 Note: this is a joint thesis with Lau.

Hammond, Elizabeth, M.A.T.C Usability Study of Augmented Reality Application. Thesis committee chair, Pending Fall 2017

Ritter, Tyler, M.A.T.C Study of Online Video Learning technology. Thesis committee chair, Pending Fall 2017

Geier, Scott Christopher, M.A. Millennium Memory Project. Thesis committee chair, Fall 2016.

White, Ashlie, M.A.T.C Reporting Policy: Examines Insurance Company Policies and Promotes Awareness of Prosthetics Issues. Thesis Committee Chair, Fall 2015.

Whitehouse, Ray, M.A. Believers: Inside the Iowa Caucus. Thesis committee chair, Spring 2016

Roberts, John, M.A.T.C. Computer and Human-assisted Curating of storytelling. Thesis Committee Chair, Pending Fall 2015

Whitley, Jason, M.A.T.C *Diagnosing your Doppelganger*. Thesis committee chair, 2015

Mac, Jagmeet, M.A. *Walter's Walk: Documentary on Homeless Life in North Carolina*. Thesis Committee Chair, 2014

MASTER'S THESES COMMITTEES

Hove, Meagan Thesis Chair, 2020

Nelson, Amy, M.A. Muslim Religious Pilgrimage. Thesis committee member, Spring 2017

Robbs, Maureen, M.A.T.C. Eye Tracking Usability Tasks on a Cisco Webpage Thesis Committee member. Pending Fall 2017

Schmidt, Kiersten, M.A. No News Is Bad News. Thesis Committee Member, Fall 2016

Mendenhall, Grayson, M.A. *10,000 a Day*. Thesis Committee Member, 2015.

Comfort, Ryan, M.A. *Protecting the Boundary*. Thesis Committee Member, 2014.

Faulkner, Kathryn, M.A. *Mobile First as a Practical Design Theory*. Thesis Committee Member, 2012.

Patchett, Vanessa, M.A., *PTSD Veterans: Tracking the issues facing soldiers suffering from Post-Traumatic Stress Disorder*. Thesis Committee Member, 2012.

GRANTS AND FUNDING

GEARUP Mississippi and Mississippi State, Sponsored Research Grant. \$580,281 for innovation in 360 videos for middle and high school students. July 2018-current.

GEARUP NC and UNC General Administration, Sponsored Research Grant. \$420,000 for innovation in 360 videos for middle and high school students. July 2017-current.

Kenan-Flagler Business School. \$1.2m for content creation and innovation in virtual reality development. 2017-current.

Lenovo and Zeno Partnership VR Experience . \$100,000 for working with students to create VR experiences. 2020-current

Google News Initiative – To create a tool for local journalists to engage with minority and less-covered communities. \$140,000 2020-current

Morehead Science Center VR Experience, Hidden No More, Less-known historical and present-day scientists \$80,000, 2020-2021

UNC General Administration, FirstLook VR, Sponsored Research Grant. \$79,000 for innovation in 360 videos for middle and high school students. July 2016-2017.

Knight Foundation, \$3 million grant to four faculty members to create the Center for Innovation and Sustainability in Local Media. 2015 to current.

CARE USA, Sponsored Research Grant. \$80,000 for content creation and interactive development for non-profit aid organization working in Malawi. May 2015.

The Washington Post Innovation Fund. \$20,000 for development of non-touch gesture interfaces of 3D models. January-April 2015.

Knight Foundation Prototype Grant. \$35,000 for innovation in public service to create FilmSync. February 2014.

SERVICE | UNIVERSITY

HallPass.unc.edu, Led, built and deployed a web-based application that to manage the COVID testing of thousands of students per week at three locations for the Carolina Together Testing Program. The application connects to 9 different data and reporting sources and has ensured a healthy campus. The system also manages the notifications

UNC Officer of the Chancellor, Capital Campaign 2017. Faculty Ambassador. Engage with senior university leadership and high-level donors throughout the campaign, 2017 to current.

Thailand Media Engagement Seminar. Faculty leader, instructor and advisor on Thai Media and human-centered policy writing. Bangkok, Thailand. Taught and helped create curriculum on a strategic communication plan for Thai National Broadcasting and Telecommunications Commission (equivalent to United States Federal Communications Commission) dealing with Islamic insurgents in the Deep South of Thailand, Summer, 2015.

Ebolainliberia.org. Co-creator, developer and data visualizer. At the request of the Ministry of Information in Liberia, worked with colleagues and students to create a data dashboard that was used by the government in Liberia to make important healthcare decision in fighting Ebola and was used to brief the president of Liberia daily. August 2014 through March 2015.

onField inField. Role: Creator and Evangelist. Worked with UNC Athletic Director Bubba Cunningham to start reforms to NCAA academic rules that help student-athletes become more successful on the field and in their field of study. 2014 - 2015

Scientist with Stories Workshop and Festival. Invited Speaker and Panel Moderator, "Scientists with Cameras," 2012.

LiNK: Liberty in North Korea at UNC. Invited speaker, "Inside View of North Korea," Chapel Hill, N.C., November 2011.

SERVICE | SCHOOL OF MEDIA AND JOURNALISM

Reese News Lab. Chief Innovation Officer, 2017 – current.

Reese News Lab. Interim Director, July 2016 – August 2017.

Hussman School of Journalism and Media. Tenure and Promotion Committee member, 2020-2021

Hussman School of Journalism and Media. Harvey Award Committee member, 2018-2021

UNC School of Media and Journalism. Faculty Compensation Committee member, 2015 – 2016.

UNC School of Media and Journalism. VisCom curriculum coordinator and Curriculum Committee member, 2015 – 2016.

UNC Interactive Workshop. Director, Chapel Hill, N.C., May 2013, 2014 and 2015.

UNC School of Media and Journalism. Faculty Search Committee for MATC and VisCom Design Professor, 2014.

Resound Magazine. Technical advisor and developer consultant for student-driven and grant funded entrepreneurial project, November 2012 – 2014.

VII Master Class and Forum. Moderator and Host presenting with world-renowned photojournalists and documentary film makers from Agency VII, 2013.

Breaking News Coverage. Led students to cover Super Storm Sandy on the Virginia and Maryland coast for *The Washington Post*. Student work was presented on homepage of washingtonpost.com for 20 hours and became the most-viewed video on the site for two days. October 2012.

ONA: Online News Association Student Chapter. Faculty Advisor, Fall 2012- current.

Reese News Lab. Consultant and Speaker, Fall 2011-current.

Korean Producers and Directors Educational Institute. Invited speaker, "Future of Interactive Television," Chapel Hill, N.C., July 2012.

UNC Multimedia Bootcamp. Invited speaker, "Future of Online Journalism," Chapel Hill, N.C., May 2012.

Korean Broadcast Journalist Association. Invited speaker, "Covering and Election in a New Media World. Case Study of *The Washington Post*" Chapel Hill, N.C., Fall 2011.

Korean News Editors Association. Invited speaker, "Journalist and Interactive Tools You Can Use," Chapel Hill, N.C., Fall 2011 and 2012.

Student Chapter of the National Press Photographers' Association. Faculty Consultant. Fall 2011-2012.

Journalism Interactive Conference. Board Member, University of Florida 2012, University of Maryland 2013, 2017 and University of Missouri 2014.

Invited and organized the presentations of the technology and journalism professionals of *The Washington Post* Research and Design team, Spring 2012.

Invited and organized presentations with professional game designers working for the Scripts-funded FiveNineOne Games, October 2012.

SERVICE | COMMUNITY AND INDUSTRY

South by Southwest Interactive Conference. Panel member: Future of AR in News, Pending March 2018.

Journalism Interactive Conference. Invited Speaker. "Future of Virtual Reality and Augmented Reality," October 2017.

Interactive Journalism Conference. Invited Speaker. "Teaching and Creating Data Journalism," April 2015.

Journalism Interactive, National Board Member, January 2012 - 2015.

Online News Association. Invited Speaker, "Future of Virtual Reality Journalism," October 2014.

Interactive Journalism Conference, Invited Speaker, "Tools for Interactive Journalism," April 2014.

Interactive Journalism Conference. Panel Moderator, "Current State and Future of Data Journalism with Hannah Fairfield of NYTimes and Jeremy Bowers of NPR," April 2014.

Online News Association. Invited Speaker, "Future of Non-Touch Gesture-Based Storytelling," October 2013.

PhotoGenX, International Injustice Storytelling Track. Professor of multimedia storytelling in Jakarta, Indonesia. June 2013.

Interactive Journalism Conference, Guest Speaker. "Future of Non-Touch Gesture-Based Storytelling," February 2013.

Chapel Hill Bible Church, Consultant and communications team member for community outreach. November 2012 – current.

North Carolina Virtual Public School, Curriculum Advisory Panel for Photography and Videography courses, July 2012 - current.

North Carolina Museum of Art, Art of Videography Think Tank, Panelist, Curriculum Advisor and Editor, July 2012.

North Carolina Museum of Art, Power of the Image Symposium. Invited speaker, "Behind the Camera of History Changing Moments," presented to North Carolina educators and high school students at NCMA, Raleigh, N.C., April 12, 2012.

The Mountain Workshops, The leading national photojournalism and multimedia journalism workshop. Invited speaker and Story concept consultant, "Video Journalism at *The Washington Post*," Somerset, KY., October 2012.

PhotoNight at UNC Chapel Hill. Invited speaker, "From Overseas Correspondent to Newsroom Editor to Professor," Chapel Hill, N.C., September 2011.

Temple University, School of Computer Science. Guest Lecture, "Visual Development for Innovation," April 2010.

News Innovations Conference. Guest Speaker, "How to Innovate in a Print Newsroom," February 2010.

Judging

National Emmy Awards. Juror, May 2013 and May 2014.

Society of Travel Writers. Interactive website competition juror, May 2012, 2013 and 2014.

Society of Travel Writers. Mobile application competition juror, May 2012, 2013 and 2014.

Southeastern Journalism Conference Contest. Interactive News Website competition juror, January 2012.

Training

Mobile Journalism Tools and Technology Workshop. Developed and taught for the WTVD newsroom over three, two-day courses, Summer 2016.

Interactive Journalism Workshop. Developed and taught Intro to Programming for Journalists as workshop instructor, College Park, M.D., April 2013.

UNC Interactive Design and Development Workshop. Director and faculty, Chapel Hill, N.C. May 2013, 2014 and 2015.

UNC Multimedia Bootcamp. Interactive journalism Instructor, Chapel Hill, N.C., May 2012.

Eddie Adams Workshop. Multimedia instructor and producer, Jeffersonville, N.Y., October 2010.

Speaking Engagements and Media Appearances

Friday, 7/24/20 – Confluence virtual roundtable panel: The COVID19 Digital Reckoning in Higher Ed

Monday, 7/27/20 – IDB Panel Future of Training and Education in the Information Age

Tuesday, 8/4/20 – CBS Media – COVID Tracking Kisks

Wednesday, 8/5/20 – Intel Circuit Interview – UNC Poacast for COVID with Teri McFaul

Wednesday, 8/5/20 – Health Kiosk Research Project Interview with Deborah Clarke

Monday, 8/10/20 – Washington Post Interview

Wednesday, 9/2/21 – Employees Forum Meeting

Thursday, 9/10/20 – UNC VR Stories

Tuesday, 9/29/20 – IB2:10 Storytelling

Friday, 10/2/20 – Run of Show for Techworld

Wednesday, 10/7 – Innovate Carolina’s Network Forum

Wednesday, 11/11/20- Pitch Day presentation

Monday, 11/16 – 2020 Annual Nuclear Security Summit, Use of Emerging Technologies for Disaster Management Cases of Nuclear Incidents and the COVID-19 Pandemic.

Thursday, 11/17/20 – IB2:10 Traditional Medial Presentation

Friday, 1/15/21 UNCTV Introduction: Media X Social Impact

Tuesday 2/23-Wednesday, 2/24/21 – Air Force Workshop

Thursday, 3/18-Friday, 3/19 – HackReality

Thursday, 3/25/21 Matt Swenson at Corporate News Event – Greet Health and its technologies

Friday, 3/26/21 – BCC Podcast Interview

Friday, 4/9/21 – Kansas Collegiate Media Annual Conference – Keynote Speaker
Thursday, 4/22/21 – Podcast for Reese Innovation Lab
Thursday, 4/29/21 – Pitch Day presentations

DANIEL KREISS

377 Carroll Hall, Chapel Hill NC 27599

(c) 415.238.6924

dkreiss@gmail.com

Website: <http://danielkreiss.com>

Twitter: @kreissdaniel

EDUCATION

Ph.D., Communication, 2010
Department of Communication

Stanford University
Stanford, California

M.A., Communication (Journalism), 2004
Department of Communication

Stanford University
Stanford, California

B.A., Political Science, 1999
Department of Political Science

Bates College
Lewiston, Maine

ACADEMIC EXPERIENCE

*Edgar Thomas Cato Distinguished Scholar, December 2019-
Associate Professor*
Hussman School of Media and Journalism

University of North Carolina
Chapel Hill, North Carolina

Associate Professor, July 2016 – December 2019
Hussman School of Media and Journalism

University of North Carolina
Chapel Hill, North Carolina

Adjunct Professor, 2019-present
School of Information and Library Sciences

University of North Carolina
Chapel Hill, North Carolina

Adjunct Professor, 2014-Present
Department of Communication

University of North Carolina
Chapel Hill, North Carolina

Assistant Professor, July 2011 – June 2016
School of Media and Journalism

University of North Carolina
Chapel Hill, North Carolina

Faculty Affiliate, 2015-Present
UNC Center for Media Law and Policy

University of North Carolina
Chapel Hill, North Carolina

Affiliate Fellow, 2011-Present
Information Society Project at Yale Law School

Yale University
New Haven, Connecticut

Postdoctoral Associate, 2010-2011
Yale Law School

Yale University
New Haven, Connecticut

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Senior Director of Programs and Development, VoterWatch.org.
Palo Alto, CA. January 2007 – November 2008

Director of Major Gifts, The After-School Corporation.
New York, NY. November 2003 – August 2004

Founding Director, Church Avenue Merchants Block Association One World After-School Program.
Brooklyn, NY. November 2001 – September 2003

Development Director and Electoral Organizer, Citizen Action of New York and the Public Policy and Education Fund.
Brooklyn, NY. January 2001 – October 2001

Senior Manager of Foundation Giving, New York Cares.
New York, NY. June 1999 – December 2001

ACADEMIC HONORS

Ed Vick Prize for Innovation in Teaching, 2017. UNC School of Media and Journalism

The Nathan Maccoby Dissertation Award, 2010. Department of Communication, Stanford University. Dissertation title: *Taking Our Country Back?: Political Consultants and the Crafting of Networked Politics from Howard Dean to Barack Obama*.

Awarded in those years when there is an outstanding dissertation in the Department of Communication.

Rebele First Amendment Fellow, September, 2008 – December, 2009. Department of Communication, Stanford University

Fellowship awarded to students of particular promise in the study of journalism, media, and democracy.

Centennial Teaching Assistant Award, 2009. Department of Communication, Stanford University.

Awarded to a single teaching assistant in the Department every two years for excellence in teaching.

Phi Beta Kappa, 1999. Bates College.

The nation's oldest academic honor society.

Charles A. Dana Scholar, 1995.

Bates College Awarded for academic excellence and promise, leadership potential, and service to the college and community.

SCHOLARLY PUBLICATIONS AND PRESENTATIONS

Note: Asterisk () indicates student at time research was conducted*

BOOKS

Adams, K.* and **D. Kreiss**. (co-authors) (2021). *Power in Ideas: A Case-Based Argument for Taking Ideas Seriously in Political Communication*. New York, NY: Cambridge University Press.

Kreiss, D., Adams, K.*, Ciesielski, J.*, Frauenfelder, K.*, Lowe, B.*, McDougal, H.*, and Micchia, G.*. (In press). *Recoding the Boys' Club: The Experiences and Future of Women in Political Technology*. New York, NY: Oxford University Press.

Kreiss, D. (2016). *Prototype Politics: Technology-Intensive Campaigning and the Data of Democracy*. New York, NY: Oxford University Press.

- Winner of the 2017 Information Technology and Politics Division, American Political Science Association, Best Book Award in Information Technology and Politics.
- Reviewed in *The International Journal of Press/Politics*, *New Media & Society*, *Annals of the International Communication Association*, *The New York Review of Books*, and *The Journal of Information Technology and Politics*.
- CHOICE Outstanding Academic Title for 2017

Kreiss, D. (2012). *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama*. New York, NY: Oxford University Press.

- Reviewed in *The International Journal of Press/Politics*, *LSE Review of Books*, *Presidential Studies Quarterly*, and *Political Communication*.

EDITED BOOK SERIES

Journalism and Political Communication Unbound Series. Oxford University Press. Co-edited with Nikki Usher, College of Media, University of Illinois.

BOOK CHAPTERS

Kreiss, D. and McGregor, S.C. (In press). "Owning Identity: Struggles to Align Candidates with Voters During the 2020 U.S. Democratic Primaries." Chapter in forthcoming volume on the 2020 US presidential election.

Kreiss, D. (2019). "Digital Opportunity Structures: Explaining Variation in Digital Mobilization During the 2016 Democratic Primaries." *Digital Media & the Future(s) of Democracy*, M.X. Delli Carpini (ed.). *University of Pennsylvania Press*.

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Kreiss, D. and Brennen, J.S.* (2016). “Normative Theories of Digital Journalism.” In C.W. Anderson, D. Domingo, A. Hermida, and T. Witschge (Eds.), *Sage Handbook of Digital Journalism Studies*. New York: Sage.

Brennen, J.S.*, and **Kreiss, D.** (co-authors). (2016). Entries on “digitalization,” “information society,” and “network society.” In K.B. Jensen, R.T. Craig, J. Pooley, and E. Rothenbuhler (Eds.), *The International Encyclopedia of Communication Theory and Philosophy*. Oxford, UK: Wiley-Blackwell and the International Communication Association.

Welch, C.* and **Kreiss, D.** (2015). “Internet, Society, and Politics.” In M. Shally Jensen, (Ed.), *Encyclopedia of American Political Culture*. New York, NY: NYU Press, pp. 614-619.

Kreiss, D. (2015). “Digital Campaigning.” In D. Freelon and S. Coleman (Eds.), *Handbook of Digital Politics*. (pp. 118-135). New York, NY: Edgar Elgar.

Kreiss, D. (2014). “A Vision of and for the Networked World: John Perry Barlow's ‘Declaration of the Independence of Cyberspace’ at Twenty.” In J. Bennett, P. Kerr, and N. Strange (Eds.), *Media Independence: Working With Freedom or Working for Free?* (pp. 117-136). New York, NY: Routledge.

Kreiss, D. and Meadows, L.* (co-authors). (2014). “Intra-movement Agenda Setting: Strategic New Media Messaging During a LGBT Ballot Campaign.” In J. Girouard and C. Sirianni (Eds.), *Varieties of Civic Innovation: Deliberative, Collaborative, Network, and Narrative Approaches*. (pp. 75-91). Nashville, TN: Vanderbilt University Press.

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Reddi, M., Kuo, R., & **Kreiss, D.** (2021). Identity propaganda: Racial narratives and disinformation. *New Media & Society*, 14614448211029293

McGregor, S. C., Barrett, B.*, & **Kreiss, D.** (2021). Questionably legal: Digital politics and foreign propaganda. *Journal of Information Technology & Politics*, 1-17.

Freelon, D., Marwick, A., & **Kreiss, D.** (2020). False equivalencies: Online activism from left to right. *Science*, 369(6508), 1197-1201.

Barrett, B.* and Kreiss, D. (co-authors). (2020). "Platform Transience: Changes in Facebook's Policies, Procedures, and Affordances in Global Electoral Politics." *Internet Policy Review* 8(4), 1-22.

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- Winner of the "Lynda Lee Kaid Best Published Article in Political Communication" award, Association for Education in Journalism and Mass Communication Political Communication Division, 2020

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Kreiss, D., and Saffer, A.J. (co-authors). (2017). "Networks and Innovation in the Production of Communication: Explaining Innovations in US Electoral Campaigning From 2004 to 2012." *Journal of Communication* 67, no. 4: 521-544.

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- This chapter was originally presented at the *Democratizing Inequalities* workshop in 2010. The final version is adapted from *Taking Our Country Back* (2012).

Anderson, C.W. and **Kreiss, D.** (co-authors). (2013). “Black-boxes As Capacities for and Constraints on Action: ANT and Ethnography of Electoral Politics and Journalism.” *Qualitative Sociology* 36(4): 365-382.

Barnard, L.* and **Kreiss, D.** (co-authors). (2013). “A Research Agenda for Online Advertising: Surveying Campaign Practices, 2000-2012.” *International Journal of Communication* 7, 2046-2066.

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Kreiss, D. (2012). “Performing the Past to Claim the Future: Sun Ra and the Afro-Future Underground, 1954-1968.” *African American Review*, 45(1-2), 197-203.

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Kreiss, D. (2011). “Open Source as Practice and Ideology: The 2003-2004 Howard Dean Campaign’s Organizational and Cultural Innovations in Electoral Politics.” *Journal of Information Technology and Politics*, 8, 367-382.

Kreiss, D., Finn, M, and Turner, F. (2011). “The Limits of Peer Production: Some Reminders From Max Weber for the Network Society.” *New Media & Society*, 13(2), 243-259.

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Kreiss, D. (2009). "Developing the 'Good Citizen': Digital Artifacts, Peer Networks, and Formal Organization During the 2003-2004 Howard Dean Campaign." *Journal of Information Technology and Politics*, 6(3), 281-297.

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- Reprinted in Carroll, M. (ed.) *Music and Ideology*. The Library of Essays on Music, Politics, and Society series. Surrey, U.K.: Ashgate Publishing, 2012.

EDITED JOURNAL SPECIAL ISSUE

Karpp, D., **Kreiss, D.**, Nielsen, R. K., and Powers, M. (Eds.) (2015). Qualitative Political Communication Research: New Methodological Approaches in a Time of Technological and Institutional Change. Special Section, *International Journal of Communication*, 9, 1888-2091.

INVITED ARTICLES

Kreiss, D. and S. McGregor. (In press). "Owning Identity: Struggles to Align Candidates with Voters During the 2020 U.S. Democratic Primaries." Chapter in forthcoming volume on the 2020 US presidential election.

Kreiss, D. (2020). "Media and Social Media Platforms Finally Begin to Embrace Their Roles as Democratic Gatekeepers." *U.S. Election Analysis 2020: Media, Voters and the Campaign*. Available online at: <https://www.electionanalysis.ws/us/president2020/section-5-social-media/media-and-social-media-platforms-finally-begin-to-embrace-their-roles-as-democratic-gatekeepers/>

Kreiss, D. and B. Barrett*. (2020). "Democratic Tradeoffs: Platforms and Digital Political Advertising." *Ohio State Technology Law Journal*.

Kreiss, D., Lawrence, R., and McGregor, S.C. (2020). "Political Identity-Ownership: Symbolic Contests to Represent Members of the Public." *Social Media & Society* 6(2).

Baldwin-Philippi, J., L. Bode, **D. Kreiss**, and A. Sheingate. (2020). "Digital Political Ethics: Aligning Principle With Practice." UNC Center for Information, Technology, and Public Life Report. Available online at: https://citapdigitalpolitics.com/?page_id=1911

Barrett, B. *, **D. Kreiss**, A. Fox*, and T. Ekstrand. (2020). "Political Advertising on Platforms in the United States." UNC Center for Information, Technology, and Public Life Report. Available online at: https://citapdigitalpolitics.com/?page_id=33

B. Barrett*, **D. Kreiss**, and M. Reddi*. (2020). "Enforcers of Truth: Social Media Platforms and Misinformation." UNC Center for Information, Technology, and Public Life Report. Available online at: https://citapdigitalpolitics.com/?page_id=2508

Kreiss, D. (2018). "The Social Identity of Journalists." *Journalism*, 20(1), 27-31.

Kirsten Adams*, Jenni Ciesielski*, Kate Frauenfelder*, Emma Harrison*, Brinley Lowe*, Meredith Martinez*, Haley McDougal*, Gabrielle Micchia*, Samantha Paisley*, Sumner Park*, Meredith Randolph*, Holly Roberts*, Abbey Rogers*, Jordan Townsend*, with **Daniel Kreiss**, "Recoding the Boys' Club: Women vs. the Political Tech Ceiling." Won an undergraduate research grant (\$5,000) from UNC to lead a semester long research course. Released a public report and website (recodingtheboysclub.com) at GoogleDC (in-kind sponsor) with Facebook, Microsoft, and WPAi event sponsors (raised \$7,500).

- Report featured in *Axios*
- Report featured in the *Daily Tarheel*:
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Kreiss, D. (2017). "Micro-targeting, the quantified persuasion." *Internet Policy Review* 6, no. 4.

Kreiss, D., Barker, J.O.*, and Zenner, S.* (2017). "Trump Gave Them Hope: Studying the Strangers in their Own Land." *Political Communication* 34(3), 470-478.

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- Invited translated republish in *Cicero*. Available online at: <http://cicero.de/weltbuehne/aufstieg-von-donald-trump-facebook-und-twitter-warens-nicht->

Kreiss, D. (2016). "Beyond Administrative Journalism: Organized Skepticism in a New Key." In J. C. Alexander, E. Breese and M. Luengo, *The Crisis of Journalism Reconsidered: From Technology to Culture*. Cambridge, UK: Cambridge University Press.

Karpf, D., **Kreiss, D.**, Nielsen, R. K., and Powers, M. (equal authors) (2015). "The Role of Qualitative Methods in Political Communication Research: Past, Present, and Future." *International Journal of Communication*, 9, 1888-1906.

Kreiss, D. (2015). "The Networked Democratic Spectator." First Issue/Manifesto. *Social Media and Society*. Available online at:
<http://m.sms.sagepub.com/content/1/1/2056305115578876.full.pdf>

Kreiss, D. (first author) and Welch, C.* (2015). "Strategic Communication in a Networked Age." In V. A. Farrar-Myers and J. S. Vaughn (Eds.), *Controlling The Message?: New Media in American Political Campaigns*. (pp. 13-31). New York: New York University Press.

Kreiss, D. (2015). Afterword to the Special Issue, "The Objects of Journalism." *Journalism: Theory, Practice and Criticism*, 16(1), 153–156.

Kreiss, D. (2014). "The Virtues of Participation Without Power: Campaigns, Party Networks, and the Ends of Politics." *Sociological Quarterly* 55, 537-554.

Kreiss, D. (2012). "Crowds and Collectives in Networked Electoral Politics." *Limn*, 2.

Kreiss, D. (2012). "Yes We Can (Profile You): A Brief Primer on Campaigns and Political Data." *Stanford Law Review Online*, 64, 70-74.

Ananny, M. and **Kreiss, D.** (co-authors) (2011). "Journalism for and by the Public: Creating a Free Press." *Communication Currents*, 6(6).

REFEREED CONFERENCE PRESENTATIONS

Barrett, B.* , **D. Kreiss**, and M. Reddi*, "Empirical Approaches to Platform Governance Research." Workshop on Empirical Approaches in Platform Governance Research. Humboldt Institute for Internet and Society. June 17, 2020. Virtual.

Kreiss, D. "Social Trust and Social Knowledge." *70th Annual International Communication Association Annual Conference*, virtual, May 26-30, 2020.

Adams, K* and **Kreiss, D.** "Ideas are Not Frames: The Antecedents of American Identity Politics." APSA Political Communication Preconference, August 30th, 2019.

McGregor, S.C., Barrett, B.* and **Kreiss, D.** "Barely Legal: Strategic Communication Campaigns by Foreign Actors in the U.S." APSA Political Communication Preconference, August 30th, 2019.

Kreiss, D., Lawrence, R. and McGregor, S.C. "Communicating Identity-Ownership: Toward a Theoretical Synthesis." International Communication Association Annual Conference, 2019. May 25, 2019.

Kreiss, D. discussant, “Internet Ideologies: How Blurry are the Filter Bubble Boundaries.” International Communication Association Annual Conference, 2019. May 27, 2019.

Kreiss, D. and S. McGregor. “The ‘Arbiters of What Our Voters See’: Facebook and Google’s struggle with policy, process, and enforcement around political advertising.” Presented at the Political Communication preconference, American Political Science Association, August 29, 2018.

Kreiss, D. and S.C. McGregor. “Interpreting the User: Technology Firms’ Limited Imaginations of Their Democratic Responsibilities” in Social Media Platforms: A Crisis of Democracy? May 28, 2018 International Communication Association Annual Conference.

Kreiss, D. and H. Roberts*. “Navigating Difficult Terrain: Revealing the Hidden Experiences of U.S. Women Working in Political Technology, 2004-2016” in Consulting the Consultants: Methodological Pluralism and Pragmatism in Studying Communications Intermediaries, Mon, May 28, 17:00 to 18:15. 2018 International Communication Association Annual Conference.

Freelon, D., **Kreiss, D.**, and Napoli, P. “A State-Level View of the Crisis in U.S. Democracy: Mapping the Political and Media Dynamics of North Carolina Over the Past Decade” in Global Populism, Local Populism: Comparing Sub-National Dynamics of the Crisis of Democracy, May 26, 2018 International Communication Association Annual Conference.

McGregor, S.*, Zenner, S.*, and **Kreiss, D.** “An Emergent Public: Journalistic Representation of Social Media as Public Opinion.” Political Communication Interest Group. Presented at the Association for Education in Journalism and Mass Communication Annual Conference, August 2017.

Kreiss, D. and McGregor, S.C.* “From Distribution Channels to Active Intermediaries: How Technology Firms Shape Political Communication.” Political Communication Division Best Paper Award. Presented at the International Communication Association Annual Conference, May, 2017.

Kreiss, D., Lawrence, R., and McGregor, S.C.*. “Instastyle: Campaign Communication in a Selfie Era.” Presented at the International Communication Association Annual Conference, May, 2017.

McGregor, S.*, **Kreiss, D.**, and R. Lawrence, “Instastyle: Campaign Communication in the Selfie Era.” Presented at the American Political Science Association Annual Conference, September, 2016.

Kreiss, D., Saffer, A., Harker, J.* and Hedding, K.* “Party Networks and the Production of Political Communication.” Presented at the American Political Science Association Annual Conference, September, 2016.

Kreiss, D., Saffer, A., Harker, J.* and Hedding, K.* “A Network Analysis of the Production of Campaign Communication in a Digital Age.” Presented at the International Communication Association Annual Conference, Fukuoka, Japan. June, 2016.

Kreiss, D. (2016, April 7). “An Ethics of Care for Infrastructural Repair.” Presented at *The Maintainers*. Stevens Institute of Technology. Hoboken, NJ., USA.

Kim, Young Mie, and **Kreiss, D.** (2015, October). “Political Advertising in the Age of Big Data: Microtargeting and its Implications for Political Science Research.” Presented at The Empiricist's Challenge: Asking Meaningful Questions in Political Science in the Age of Big Data conference, MZES, University of Mannheim, Germany.

Kreiss, D., and Jasinski, C.* (2015, September). The Sources of Innovation in Political Communication: A Comparative Analysis of the Careers of Digital, Data, and Analytics Staffers on Republican and Democratic Presidential Campaigns and Partisan Firm Founding, 2004-2012. Presented at the Political Communication Preconference, American Political Science Association Annual Conference.

Kreiss, D., and Brennen, J.S.,* (2015, May). Normative Theories of Digital Journalism. Presented at a Journalism Studies Division Panel at the International Communication Association Annual Conference, San Juan, Puerto Rico.

Kreiss, D. (2014, August) Performative Power and Social Media: Presidential Campaigns’ Use of Twitter During the 2012 Electoral Cycle. Presented at the American Political Science Association Annual Meeting, Washington, D.C.

Kreiss, D. Explaining Technical Breakdown: Data, Analytics, and the Mitt Romney Presidential Campaign.

Presented at the International Communication Association Annual Meeting, Seattle, Washington (2014, May).

Presented at the National Communication Association Annual Meeting, Washington, DC. (2013, November).

Kreiss, D., and Meadows, L.* (2013, August). Campaigning from the Closet: Contexts of Messaging During the Campaign to Defeat North Carolina’s Amendment One. Presented at the annual Association for Education in Journalism and Mass Communication conference, Washington, DC.

Kreiss, D. and Meadows, L.* Political Performance and Active Spectatorship: Symbolically Organizing the Polity During the 2012 Democratic National Convention.

Presented at the International Conference: Media and the Public Sphere. Examining the Challenges in the New Communication Landscape. Athens, GA.

(2013, September).

Presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC., (2013, August).

Presented at the International Communication Association Annual Meeting, London, United Kingdom. (2013, June).

- Top three faculty paper award, Journalism Studies Division.

Karpf, D., **Kreiss, D.**, and Nielsen, R.K. (equal authors) (2013, May). A New Era of Qualitative Political Communication Research?: A History and a Case For New Approaches. Presented at the International Communication Association Annual Meeting, London, United Kingdom.

Kreiss, D., and Anderson, C.W. (2013, June). Tracing the Objects of Journalism and Politics: A Methodological Approach to Ethnographies of Objects. Presented at the ICA Pre-Conference, "The Objects of Journalism: Media, Materiality and the News." International Communication Association Annual Meeting, London, United Kingdom.

Kreiss, D. and Meadows, L.* (2013, March). Media Events in a Networked Age: Twitter Publics and Active Spectatorship. Presented at the Theorizing the Web annual conference, New York, NY.

Kreiss, D. Developing Technologies of Control: Producing Political Participation in Online Electoral Campaigning.

Presented at the Society for the Social Study of Science Annual Meeting, Copenhagen, Denmark. (2012, October).

Accepted at the American Political Science Association Annual Meeting, New Orleans, LA. (Paper was accepted but not presented given the cancellation of the conference due to Hurricane Isaac). (2012, September).

Presented at the International Communication Association Annual Conference, Phoenix, Arizona. (2012, May).

Presented at the Information, Communication and Society-Oxford Internet Institute, *A Decade in Internet Time* symposium, Oxford University, Oxford, United Kingdom. (2011, September).

Presented at the Network Politics: Objects, Subjects and New Political Affects symposium, Ryerson University, Toronto, Canada. (2010, October).

Kreiss, D. (2012, May). Acting in the Networked Public Sphere: the Obama Campaign's Strategic Use of New Media to Shape Narratives of the 2008 Presidential Race. Presented at the International Communication Association Annual Conference, Phoenix, Arizona.

Kreiss, D. (2012, May). The OWS Movement: Analyzing the Contexts and Role of Media in Mass Mobilization. Presented at the International Communication Association Annual Conference, Phoenix, Arizona.

Kreiss, D. and Barnard, L.* (2012, May). Yes We Can (Profile You): Political Campaigns and Online Advertising, 2000-2012. Presented at the International Communication Association Annual Conference, Phoenix, Arizona.

Kreiss, D. (2011, May). Funding Quality News: A Case For Institutional Subsidies of Amateur Producers. Presented at the Extending Expertise? Experts and Amateurs in Communication and Culture conference, University of Ottawa, Ottawa, Canada.

Kreiss, D. (2010, October). From Amateurs to Professionals: The Formalization of Democratic Internet Campaigning, 2004-2008. Presented at the Democratizing Inequalities conference, Institute for Public Knowledge, New York University, New York.

Kreiss, D. (2010, May). Open Source as Practice and Ideology: The 2003-2004 Howard Dean Campaign's Organizational and Cultural Innovations in Electoral Politics. Presented at the Journal of Information Technology and Politics 'The Politics of Open Source' conference, University of Massachusetts, Amherst, MA.

- Conference Best Paper Award

Kreiss, D. (2009, August). Institutional Contexts of Use of New Media in Electoral Politics: From Howard Dean to Barack Obama. Presented at the American Sociological Association Annual Meeting, San Francisco, California.

Kreiss, D., and Ananny, M. (2009, August). A New Contract For the Press: Copyright, Public Domain Journalism, and Self-Governance in a Digital Age. Presented at the American Association for Education in Journalism and Mass Communication, Boston, Massachusetts.

- Third Place, Top Student Paper Competition.

Kreiss, D. (2008, May). Sun Ra and the Black Panthers: Consciousness and African American Technological Appropriation. Presented at the International Communication Association Annual Meeting, Montreal, Canada.

Kreiss, D. (2008, April). Taking Our Country Back: The New Left, Yuppies, Deaniacs, and the Production of Contemporary American Politics. Presented at the Politics: Web 2.0: An International Conference, Royal Holloway, University of London, London, United Kingdom.

Kreiss, D., Nordenstreng, K, and Glasser, Theodore, G. (2007, April). Innovation and Journalism – An Impossible Equation? Presented at The Third Conference on Innovation Journalism, Stanford University, Stanford, CA.

Kreiss, D. (2006, November). From Avant-garde Jazz to Hip Hop: Race and Technology During the 1950s-1970s. Presented at the Society for Social Studies of Science Annual Meeting, Vancouver, Canada.

Kreiss, D., Nordfors, D., and Sandred, J. (2005, April). Benchmarking the Swedish Market: Introducing the Innovation Journalism Index. Presented at The Second Conference on Innovation Journalism, Stanford University, Stanford, CA.

ORGANIZED CONFERENCES AND PANELS

Baldwin-Philippe, J., Bode, L., **Kreiss, D.** and A. Sheingate (equal organizers). “Digital Media in the 2020 Election.” Johns Hopkins University. November 12, 2019.

Baldwin-Philippe, J., Bode, L., **Kreiss, D.** and A. Sheingate (equal organizers). “Digital Political Ethics Conference.” Washington, DC. October 16-17, 2019.

Franklin-Fowler, E., Ganter, S.A., Karpf, D., Kleis Nielsen, R., **Kreiss, D.** and McGregor, S. (equal organizers). 2019 International Communication Association Post-conference on “The Rise of Platforms: Individual, Institutional, and Governance Questions for Communication Research.” Washington, DC. May 29th.

Anderson, C.W., Karpf, D., **Kreiss, D.**, Nielsen, R.K., and Powers, M. (equal organizers). (2017, May). ICA pre-conference on Normative Theories in Communication Research. Held at the Department of Communication, University of California, San Diego.

Lee, C., **Kreiss, D.**, Tufekci, Z., and Thornburg, R.. (equal organizers). What Should We Be Worried About: Information and Media in the Trump Era. Joint event with the UNC School of Information and Library Science and School of Media and Journalism. May 31, 2017.

Kreiss, D., Normative Theories of Digital Journalism. Journalism Studies Division Panel at the International Communication Association Annual Conference, San Juan, Puerto Rico, May 2015.

Karpf, D., **Kreiss, D.**, Nielsen, R.K., and Powers, M. (equal organizers). (2014, May). Pre-conference on Qualitative Political Communication Research. Held at the International Communication Association Annual Meeting. University of Washington. Seattle, Washington.

Kreiss, D. and Turow, J. (co-organizers). (2012, May). Data-Crunched Democracy: Where Do We Go From Here? Conference held at Annenberg School at the University of Pennsylvania, Philadelphia, PA. Featured in: “Power Needs to Be Restored to Internet Users,” *The Nation*, May 14, 2018. Available online at: <https://www.thenation.com/article/power-needs-to-be-restored-to-internet-users/>

Gillespie, T., Annany, M, **Kreiss, D.**, and Gray, M. (2012, October). The Politics of Algorithms. Panel held at the Society for Social Studies of Science Annual Meeting. Frederiksberg, Denmark.

Kreiss, D., (co-organizer). (2012, January). UNC Center for Media Law and Policy brown bag lunch on “Social Networks, Privacy, and Politics.” School of Journalism and Mass Communication, University of North Carolina at Chapel Hill.

Kreiss, D., (co-organizer). (2011, November). UNC Center for Media Law and Policy symposium on “Social Networks and the Law.” School of Journalism and Mass Communication, University of North Carolina at Chapel Hill.

Kreiss, D. (2010, October). Yale Information Society Project Privacy and Innovation Symposium. Sponsored by the Kauffman Foundation and Yale Law School.

Kreiss, D. (2009, October). Artifacts, Institutions, and Practices in the Production of Contemporary U.S. Politics. Panel held at the Society for Social Studies of Science Annual Meeting, Washington, D.C.

Kreiss, D. (2009, May). New Media and Political Communication: Rebele First Amendment Fellowship Panel. Held at and sponsored by the Department of Communication, Stanford University, Stanford, CA.

SELECT INVITED TALKS

Kreiss, D. To present at the “Digital Campaigning in Dissonant Public Spheres” workshop, Villa Collina, Cadenabbia, Italy. September 20-23, 2020. Talk was cancelled due to COVID-19.

Kreiss, D., S. McGregor, and R. Tromble. George Washington University IDDP Webinar. "Arbiters of Truth: Platform Content Policies and the US Elections"? Virtual. June 23, 2020.

Kreiss, D. Participant in Free Speech Project: Should We Think Twice Before Limiting Political Advocacy? *New America Foundation*. June 2, 2020. Virtual.

Kreiss, D. “Platforms, Politics, and Democratic Life,” University of Leeds. March 13, 2019. Talk was cancelled due to COVID-19.

Kreiss, D. “Democracy in the Era of Technology-Intensive Politics,” University of Sheffield. March 11, 2019. Talk was cancelled due to COVID-19.

Kreiss, D. “Technology-Intensive Politics and Political Polarization,” University of Liverpool. March 9, 2019. Talk was cancelled due to COVID-19.

Kreiss, D. “Platforms, Political Speech, and Elections: Democratic Threats and Opportunities.” “Technological Threats and Opportunities for Elections and Election Laws” symposium. Ohio State University, Ohio. January 17, 2020.

Kreiss, D. “Four Provocations for the Field.” Meeting of the Knight Research Network. Miami, Florida. December 16, 2019.

Kreiss, D. and S.C. McGregor, “Identity-Ownership and Politics,” Brigham Young University, November 22, 2019.

Research fellowship, “Weizenbaum Institute for the Networked Society,” WZB Berlin Social Science Center. Berlin, Germany. July 2019.

Kreiss, D. Keynote talk for the conference “‘Scraping the Demos’: Political Epistemologies of Big Data.” 8 July, 2019. WZB Berlin Social Science Center. Berlin, Germany.

Kreiss, D. “Social Media and the New Politics of Identity.” Presented at the Klein College of Media and Communication, Temple University, February 22, 2019.

Kreiss, D. Participant in the panel “Data is (political) power!” CPDP Conference, Brussels, January 30, 2019.

Kreiss, D. “Social Media and the New Politics of Identity.” Presented at the *Themes and Leaders Beyond Ideologies* conference, Associazione Italiana di Comunicazione Politica, University of Perugia, Italy. December 14, 2018.

Kreiss, D. “Prototype Politics: Technology-Intensive Campaigning and Electoral Data.” Presented to the Democracy, Citizenship, and Technology Series program, “Elections and Technology,” Thursday, November 1, 2018, Massachusetts Institute of Technology.

Kreiss, D. “Designing Multi-Method Research.” Tow Center Research Methods Workshop, Columbia Journalism School. June 15, 2018.

Kreiss, D. “Technology-intensive Campaigning: Reflections on the US case and the 2016 cycle” and “Social Media and Politics” presented at Humlab, Umeå university, Sweden. May 22 and 23, 2018.

Kreiss, D. Workshop on Digital Methods. Texas State Digital Scholarship Panel. May, 2018.

Kreiss, D. “What We Owe Each Other: Social Media Mobilization and the Obligations of Democratic Life.” Presented at the Social Media and Citizenship Symposium, University of Michigan. March 16, 2018.

Kreiss, D. “Identity, Communication, and Politics.” Presented at the Communication, Populism, and the Crisis of Democracy conference, School of Journalism and Mass Communication, University of Wisconsin. March 2, 2018.

Kreiss, D. “Microtargeting, the quantified persuasion.” Keynote address at the *Amsterdam Symposium on Political Microtargeting*. September 22, 2017.

Kreiss, D. *Prototype Politics: Technology-Intensive Campaigning and the Data of Democracy*.

Presented at Bloomberg, San Francisco. May 24, 2017.

Presented at the “Beyond Brexit, Trump, and Fake News Conference,” Bloomberg School of Public Health, Johns Hopkins University, May 8, 2017

Presented at the Centre for the Study of Democratic Citizenship, Concordia University, Montreal, Canada, March 24, 2016.

Presented at the School of Information and Communication, Rutgers University, March 6, 2017.

Presented at the Department of Journalism, Media Studies, and Public Relations, Lawrence Herbert School of Communication, Hofstra University, February 16, 2017.

Presented at the Department of Communication, Texas A&M University, February 2-4, 2017.

Presented to Wilson Perkins Allen Opinion Research Annual Retreat, South Beach, Miami, January 14, 2017.

Presented at the Columbia School of Journalism, December 15, 2016.

Presented at Stanford Law School, December 1, 2016.

Presented at the CUNY Graduate Center, October 13, 2016.

Presented at the Konrad-Adenauer Foundation, International Conference for Political Communication, Berlin, Germany, October 10, 2016.

Presented at *Targeted Victory*, September 15, 2016.

Presented at the *American Enterprise Institute*, September 22, 2016.

Presented at the School of Media and Public Affairs, George Washington University, September 15, 2016.

Presented at the Department of Communication, Stanford University, March 2016.

Presented at the Forum for Entrepreneurship, Analytics, Scholarship, & Thought, Brown University, February 29, 2016.

Presented at the School of Journalism and Mass Communication, University of Texas at Austin, February 15, 2016.

Class Guest Lectures (virtual)

Ammina Kothari, Rochester Institute of Technology

Brooke McKeever, University of South Carolina

Zizi Papacharissi, University of Illinois-Chicago

Nate Persily, Stanford University

Katie Searles, Louisiana State University

Kreiss, D. and Saffer, A. "Networks and Innovation in the Production of Communication: Explaining Innovations in U.S. Electoral Campaigning from 2004-2012." Presented at Microsoft DC, April 11, 2017.

Kreiss, D. "Sociological and STS Approaches to the Study of Digital Politics," part of The Past, Present, and Future of Digital Politics Research: A Roundtable. Presented at the American Political Science Association Annual Conference, Philadelphia, PA, September, 2016.

Kreiss, D. Theory and Political Communication Research. Presented at the Political Communication Preconference, American Political Science Association Annual Conference. Philadelphia, PA, September, 2016.

Kreiss, D. "Silicon Valley Meets Washington D.C." Presented at the Penn Program on Democracy, Citizenship, and Constitutionalism, University of Pennsylvania. May 6, 2016.

Kreiss, D. "Prototype Politics." Presented at the Political Discourse Symposium on the Impact of Redistricting, Campaign Finance and the Media in Modern Elections. Iowa Public Policy Center, University of Iowa. December 4, 2015.

Kreiss, D. Comunicacione Departamento, "Pontificia Universidad Católica de Chile". Three talks, "The Myths and Realities of Social Media and the Obama 2012 Campaign," "Field Studies in a

Time of Media and Technological Change,” “U.S. Presidential Campaigning in the Social Media Age.” June 29-July 1, 2015.

Kreiss, D. “Online Political Advertising.” Bipartisan Policy Center (sponsored by Google). Washington D.C. June 24, 2015.

Kreiss, D. “Heading into 2016: Data, Technology, Targeting.” Covering Campaigns: A Conference for Journalists Reporting on the 2016 Election, Nieman Foundation and Institute of Politics, University of Chicago. May 9, 2015. Available online at: <http://nieman.harvard.edu/sites/covering-campaigns/videos/>

Kreiss, D. Political Innovation: Digital Technologies, Social Media, and Databases in Electoral Politics, 1998-2014. Presented at the International Workshop on Political Communication, Université Laval, Québec City, Canada. April 25, 2015.

Kreiss, D. Innovation and Inertia in Political Campaigning: Digital Technologies and the Republican and Democratic Parties, 2004-2014. Presented at the University of North Carolina at Chapel Hill Law School in a sponsored event by the American Constitution Society and UNC Center for Media Law and Policy. March 25, 2015.

Kreiss, D. The Future of Voter Mobilization and Engagement. The Campaign of the Future: A Conference on the Emerging Technology of Campaign Communication, Mobilization, and Fundraising. Presented at Stanford University Law School for the Federal Election Commission. February 20, 2015.

Kreiss, D. Performative Power and Social Media: Presidential Campaigns’ Use of Twitter During the 2012 Electoral Cycle. Presented at Microsoft Research New England. In residence, June 2-6, 2014.

Kreiss, D. Explaining Technical Breakdown: Data, Analytics, and the Mitt Romney Presidential Campaign.
Presented at Microsoft Research New England. (2014, June 3).
Presented at the CRADLE Seminar, School of Information and Library Science, University of North Carolina, Chapel Hill, NC. (2014, March 7).
Presented at the Visiting International Scholars program, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill, NC. (2014, January 17).

Kreiss, D. Power in Parties: Campaigns, Democratic Spectacles, and Participation Without Decision-Making. Presented to the Civic Paths Working Group at the Annenberg School, University of Southern California. March 11, 2014.

Kreiss, D. Political Performance and Active Spectatorship: Symbolically Organizing the Polity During the 2012 Democratic National Convention. Presented at the Department of Communication, the University of Illinois, Chicago, IL. September 4, 2013.

Kreiss, D. Power in Parties: Campaigns, Democratic Spectacles, and Participation Without Decision-Making. Presented at the Cultural Sociology on Participatory Democracy roundtable at the Annual Meeting of the American Sociological Association, New York City, NY. August 11, 2013.

Kreiss, D. Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama. (Invited book talks after publication).

Presented at the Yale Law School Information Society Project, New Haven, CT. (2013, December 6).

Presented at the School of Communication, American University. Washington, DC. (2012, November 27).

Presented at the Ash Center Democracy Seminar, Kennedy School, Harvard University, Cambridge, MA. (2012, November 14).

Presented at The Rosenfield Program, Grinnell College, Grinnell, IA. (2012, November 8).

Presented at the School of Media and Public Affairs, George Washington University, Washington, DC. (2012, November 1).

Department of Communication, Cornell University, Ithaca, NY. (Talk was canceled due to Hurricane Sandy). (2012, October 29).

International Scholars Presentation, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill, NC. (2012, October 12).

Presented at the Stanford Center on Democracy, Development and the Rule of Law, Program on Liberation Technology, Stanford, CA. (2012, September 27).

Presented at the Program in the Humanities and Human Values panel "Election Season Essentials." Flyleaf Books, Chapel Hill, NC. (2012, July 25). (Aired on C-SPAN).

Kreiss, D. Electoral Stability and Technological Change: Data, Strategic Communications, and the 2012 Presidential Election. Presented at the American Association of Legal Scholars Annual Meeting, New Orleans, LA. January 5, 2013.

Kreiss, D. Part of the panel, Tweeting Your Way to the White House: Social Media and the 2012 Election. Held at the Robert T. Matsui Center for Politics and Public Service, Institute of Governmental Studies, University of California, Berkeley, CA. October 1, 2012.

Kreiss, D. The Long History of Big Data. Presented at the Personal Democracy Forum, New York, NY. June 12, 2012.

Kreiss, D. Yes We Can (Profile You): A Brief Primer on Campaigns and Political Data. Presented at the Stanford Law Review 2012 Symposium: The Privacy Paradox, Stanford Law School, Stanford University, Stanford, CA. February 3, 2012.

Kreiss, D. Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama. (Invited talks based on forthcoming book manuscript)

Presented at the School of Information and Library Science, University of North Carolina, Chapel Hill, NC. (2011, November 18).

Presented at the Korean Broadcast Journalist Association, University of North Carolina, Chapel Hill, NC. (2011, September 1 and October 20).

Presented at the Columbia Communications Colloquium, Communications Ph.D. Program at the Graduate School of Journalism, Columbia University. New York, NY. (2011, November 24).

Kreiss, D. The Whole World is Networking: Crafting Networked Politics From Howard Dean to Barack Obama, Presented at the HUMlab, Umeå University, Umeå Sweden. December 11, 2009.

Kreiss, D. Developing the ‘Good Citizen’: Digital Artifacts, Peer Networks, and Formal Organizations in Contemporary Political Campaigning. Presented at the Stanford Electrical Engineering Computer Systems Colloquium, Stanford University, Stanford, CA. February 25, 2009.

INVITED WORKSHOP PRESENTATIONS

Dommett, K. and **Kreiss, D.** (co-authors.) “Re-Conceptualizing Democracy in the Platform Era.” University of Brisbane. May 19, 2020. Workshop was cancelled due to COVID-19.

Participant in Facebook US Election Workshop. Menlo Park, CA. November 5-6, 2019.

Kreiss, D. and B. Barrett*. “*Facebook and Google as Global Democratic Infrastructures: A Preliminary Five Country Comparative Analysis of Platforms, Paid Political Speech, and Data.*” Presented at the Data and Political Targeting Conference, University of Victoria, British Columbia, Canada. April 29, 2019.

Kreiss, D. Participant in the Social Media and the Prospects for Expanded Democratic Participation in National Policy-Settings symposium. College of Communication, Boston University. Boston, Massachusetts. Presented “The Problem of Citizens: Social Media and Policy-making for Actually Existing Democracy” and panel discussant, opening plenary. April 9, 2015.

Kreiss, D. The Sources and Contexts of Innovation and Inertia in Political Campaigning: Digital Media and the Republican and Democratic Parties, 2004-2012. Presented at the Innovation, Organization, and Society Conference, hosted by the Tuck School of Business at Dartmouth, co-organized with Northwestern University, Stanford University, and University of Chicago. Dartmouth College, Dartmouth, NH. November 7, 2014.

Kreiss, D. Participant in The Crisis of Journalism Reconsidered: From Technology to Culture conference. IESE Business School, University of Navarra, Barcelona, Spain. May 1-3, 2014.

Kreiss, D. The Future of Public Discourse: Understanding the New Power Dynamics of Information. University of Haifa, Haifa, Israel. November 10, 2013.

Kreiss, D. and Meadows, L. Political Performance and Active Spectatorship: Symbolically Organizing the Polity During the 2012 Democratic National Convention. Presented at the Civic Paths Working Group, University of Southern California, Los Angeles, CA. April 15, 2013.

Kreiss, D. Campaigning from the Closet: The Contexts of Messaging During the Campaign to Defeat North Carolina's Amendment One. Presented at the American Politics Research Group, Department of Political Science, University of North Carolina, Chapel Hill, NC. January 25, 2013.

Kreiss, D. An Ethnography of an Assemblage: The Contexts of Messaging during the campaign to defeat North Carolina's Marriage Amendment. Presented at the Department of Sociology, Culture and Politics Workshop, University of North Carolina, Chapel Hill, NC. September 14, 2012.

Kreiss, D. Acting in the Networked Public Sphere: the Obama Campaign's Strategic Use of New Media to Shape Narratives of the 2008 Presidential Race. Presented at the Harvard-MIT-Yale Cyberscholars Working Group, Harvard Berkman Center, Cambridge, MA. April 20, 2012.

Kreiss, D. Wiring the Party: Everyday Infrastructure Building in Democratic Politics, 2004-2008. Presented at the Social Media in Everyday Politics Workshop, School of Communication and Information, Rutgers University, Rutgers, NJ. April 11, 2011.

ENGAGED SCHOLARSHIP

Co-organizer, “Emerging Scholars of Media and Politics.” <https://polcommscholars.org/>

Co-organizer, Platform Governance Research Network and Conference, March 24-26, 2021. <https://www.platgov.net/>

Panelist, Challenges and Considerations for Misinformation Research, University of Washington, Center for an Informed Public, May 6, 2021

Panelist, Center for International Governance Innovation, Global Platform Governance Network, April 27, 2021.

Panelist, #HashtagActivism, McGannon Center, Fordham Law School, March 2, 2021.

Panelist, “Elections Under COVID: The United States of America Experience.” Ateneo School of Government, Philippines. February 16, 2021.

Panelist, “How did we get here? Where do we go next? Information, media, & U.S. democracy.” UNC Center for Information, Technology, and Public Life. January 6, 2021.

Panelist, “Digital Technology, Social Media, and the 2020 Presidential Election.” Stanford Cyber Policy Center. December 10, 2020.

Participant, “News and Information Disorder in the 2020 Presidential Election.” Knight Foundation: <https://knightfoundation.org/news-and-information-disorder-in-the-2020-presidential-election/>

Reviewer, “Just Tech COVID-19: Rapid Response Grants.” SSRC. Fall 2020. <https://www.ssrc.org/fellowships/view/just-tech-covid-19-rapid-response-grants/>

Participant, "Social Media Manipulation by Foreign Nation States: How Can U.S. Government Agencies and Social Media Companies Better Respond?," Duke Sanford School of Public Policy and School of Law.

Co-organizer, “Election Coverage and Democracy Network.” *Working Group*, September 2020-January 2021. Available online: <https://mediafordemocracy.org/>

Co-organizer, “Additional Steps Platforms Can Take to Protect the Vote.” *Working Group*, August 2020. Available online at: <https://citap.unc.edu/additional-steps-platforms-can-take-to-protect-the-vote/>

Panelist, Election Integrity, Global Civil Servant Working Group, Apolitical. July 9, 2020.

Panelist, “Difficult Conversations: Race.” Parr Center for Ethics, UNC Chapel Hill. November 16, 2016.

Partner School, Electionland, Fall, 2016.

Member, *Scholars Strategy Network*

Member, *Scholars for North Carolina’s Future*

Public Pieces

Marwick, A. and D. Kreiss (2021, June 2). “The Conservative Disinformation Campaign Against Nikole Hannah-Jones.” *Slate*. Available online at: <https://slate.com/technology/2021/06/nikole-hannah-jones-unc-1619-project-disinformation-campaign.html>

Kreiss, D. and B. Barrett* (2021, June 23). “Democratic Decay: What Can and Should Platforms be Responsible For?” *Tech Policy Press*. Available online at: <https://techpolicy.press/democratic-decay-what-can-and-should-platforms-be-responsible-for/>

Kreiss, D. and S. McGregor. (2021, April 5.). “Polarization Isn’t America’s Biggest Problem – or Facebook’s.” *Wired*. Available online at: <https://www.wired.com/story/polarization-isnt-americas-biggest-problem-or-facebooks/>

Kreiss, D. and S. McGregor. (2021, March 1). “Facebook’s Oversight Board Must Uphold the Ban on Trump.” *Wired*. Available online at: <https://www.wired.com/story/facebook-oversight-board-trump-ban/>

Kreiss, D. (2021, February 19). “Why is Facebook’s Decision to Restrict News in Australia So Significant?” Center for International Governance Innovation. Available online at: <https://www.cigionline.org/articles/why-facebooks-decision-restrict-news-australia-so-significant/>

McGregor, S. and **D. Kreiss**. (2020, October 20). “Americans are Too Worried About Political Misinformation.” *Slate*. Available online at: https://slate.com/technology/2020/10/misinformation-social-media-election-research-fear.amp?_twitter_impression=true

Ananny, M. and **D. Kreiss**. (2020, October 9). “Put Trump’s Tweets on a Time Delay.” *Wired*. Available online at: <https://www.wired.com/story/opinion-put-trumps-tweets-on-a-time-delay/>

Kreiss., D. (2020, October 5). “Should Big Tech Be Setting the Terms of Political Speech?” *CIGI*. Available online at: <https://www.cigionline.org/articles/should-big-tech-be-setting-terms-political-speech/>

Kreiss, D. and B. Barrett*. “The Bright Line Platforms Should Draw Around Election Misinformation.” *Protego Press*. 7/19/2020. Available online at: <https://proteGOPress.com/the-bright-line-platforms-should-draw-around-election-misinformation/>

Participant in: “Trump Versus Social Media.” *Columbia Journalism Review Gallery*. June 2020. Available online at: https://galley.cjr.org/public/conversations/-M8pyADKU3lp0M6R0_NT

“The Lawfare Podcast: Bridget Barrett and Daniel Kreiss on the Chaos of Social Media Advertising.” *Lawfare*. February 27, 2020. Available online at: <https://www.lawfareblog.com/lawfare-podcast-bridget-barrett-and-daniel-kreiss-chaos-social-media-advertising>

“Four Ways to Fix Social Media’s Political Ads Problem – Without Banning Them.” With Matt Perault. *The New York Times*. November 16, 2019. Available online at: <https://www.nytimes.com/2019/11/16/opinion/twitter-facebook-political-ads.html>
Featured in *Politico’s Morning Tech*.

Co-authored, “What Does Twitter’s Ban on Political Ads Mean for Platform Governance?” *CIGI*. November 5, 2019. Available online at: <https://www.cigionline.org/articles/what-does-twitters-ban-political-ads-mean-platform-governance>

“Conservatives Say Google and Facebook are Censoring Them. Here’s the Real Background.” *The Washington Post*. August 1, 2019. Available online at: <https://www.washingtonpost.com/politics/2019/08/01/are-google-facebook-censoring-conservatives-problem-is-more-widespread-than-that/>

“Forget Russian Trolls. Facebook’s Own Staff Helped Win the Election.” With Shannon McGregor. *BuzzFeed*. October 3, 2017. Available online at: <https://www.buzzfeednews.com/article/danielkreiss/forget-russian-trolls-facebooks-own-staff-did-more>

“Here’s What White Supremacy Looks and Sounds Like Now. (Hint: It’s Not Your Grandfather’s KKK.)” With Kelsey Mason*. *The Monkey Cage, The Washington Post*. August 17, 2017. Available online at: https://www.washingtonpost.com/news/monkey-cage/wp/2017/08/17/heres-what-white-supremacy-looks-and-sounds-like-now-its-not-your-grandfathers-kkk/?utm_term=.3b95c6439ea7

“Trump, Breitbart, and the Rejection of Multi-Cultural Democracy.” *Vox.com*. January 30, 2017. Available online at: http://www.vox.com/the-big-idea/2017/1/30/14431544/trump-breitbart-rejection-multicultural-democracy?utm_campaign=vox&utm_content=entry&utm_medium=social&utm_source=twitter

“2016: The Proving Ground for Political Data.” *The Conversation*. June 21, 2016. Available online at: <http://theconversation.com/2016-the-proving-ground-for-political-data-59434>

“A Trump Campaign Will Only Increase the Democrats’ Advantage in Data and Analytics.” *The Money Cage, The Washington Post*. May 20, 2016. Available online at: https://www.washingtonpost.com/news/monkey-cage/wp/2016/05/20/a-trump-campaign-will-only-increase-the-democrats-advantage-in-data-and-analytics/?postshare=2251463761411331&tid=ss_tw

“Bernie Sanders, Digital Opportunities, and Networked Political Participation,” *UCLA Digital Cultures Lab* (February 15, 2016) and *NYU Press From The Square* (February 19, 2016). Available online at: <http://digitalcultures.net/berniesandersdigital/> and <https://www.fromthesquare.org/?p=7959#.Vu9YEhIrKRt>

“Back Into the Breach: Sanders, Clinton, and the Democratic Party’s Data,” *Cyborgology*, February 29, 2016. Available online at: <https://thesocietypages.org/cyborgology/2016/02/29/back-into-the-breach-sanders-clinton-and-the-democratic-partys-data/>

Featured in, “United States’ Eight Maps,” in GovLab’s *Open Data’s Impact Case Studies*. Available online at: <http://odimpact.org/case-united-states-eightmaps.html>

“Digital Strategies an Important Weapon in Election Arsenal.” (with Christopher Jasinski*). *Social Trends Institute*. Available online at: <http://www.socialtrendsinstitute.org/news/v/en/news/n1368/digital-strategies-an-important-weapon-in-the-election-arsenal>

“The Democratic advantage in digital, data, and analytics isn’t going away easily.” *The Money Cage Blog, The Washington Post*, May 13, 2015. Available online at: <http://www.washingtonpost.com/blogs/monkey-cage/wp/2015/05/13/the-democratic-advantage-in-digital-data-and-analytics-isnt-going-away-easily/?postshare=9401431532140448>

“The real story about how the Obama and Romney campaigns used Twitter.” *The Money Cage, The Washington Post*, December 9, 2014. Available online at: <http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/12/09/the-real-story-about-how-the-obama-and-romney-campaigns-used-twitter/>

Founder and blogger, Qualitative Political Communication Research. Available online at: <http://qualpolcomm.wordpress.com>

“Digital Media and Society Syllabus: Covering Social Media, Technology, and a Networked World.” Joan Shorenstein Center on the Press, Politics, and Public Policy Journalist’s Resource. Available online at: <http://journalistsresource.org/syllabi/digital-media-and-society-syllabus-covering-social-media-technology-and-a-networked-world>

Invited guest blogger at the National Science Foundation funded, Culture Digitally: Examining Contemporary Cultural Production blog. <http://culturedigitally.org>. 2012-present.

Invited guest blogger, OrgTheory blog, November 2012-December 2012.

SELECT MEDIA APPEARANCES

Quoted in, “Trump is Staking Out His Own Universe of ‘Alternative Facts.’” *The New York Times*, May 13, 2020. Available online at: <https://www.nytimes.com/2020/05/13/opinion/trump-digital-campaign.html>

Quoted in, “How to Deal with Manipulated Content from the Top.” *Deutschlandfunk*. April 7, 2020. Available online at: https://www.deutschlandfunk.de/social-media-im-us-wahlkampf-wie-umgehen-mit-manipulierten.2907.de.html?dram:article_id=474200

Quoted in, “Democratic Groups to Spend Millions Hitting Trump Over Coronavirus Response.” *The Washington Post*. March 17, 2020. Available online at: https://www.washingtonpost.com/politics/democratic-groups-to-spend-millions-hitting-trump-over-coronavirus-response/2020/03/17/5f9fadba-686c-11ea-9923-57073adce27c_story.html

Quoted in, “Democratic Presidential Campaigns Adapt to Coronavirus Concerns.” *NPR*. March 17, 2020. Available online at: <https://www.npr.org/2020/03/17/817047585/democratic-presidential-campaigns-adapt-to-coronavirus-concerns>

Featured in, “Technology-intensive Campaigning and Computational Propaganda.” *Australian Broadcasting Corporation, Future Tense*. March 15, 2020. Available online at: <https://www.abc.net.au/radionational/programs/futuretense/technology-intensive-campaigning-and-computational-propaganda/12029694>

Quoted in, “Bernie TV: How the Sanders Campaign’s Live Videos Help It Build Community.” *NPR*. February 28, 2020. Available online at: <https://www.npr.org/2020/02/28/810150316/bernie-tv-how-the-sanders-campaigns-live-videos-help-it-build-community>

Quoted in, “Democratic Presidential Campaigns Adapt to Coronavirus Concerns.” *NPR*. March 17, 2020. Available online at: <https://www.npr.org/2020/03/17/817047585/democratic-presidential-campaigns-adapt-to-coronavirus-concerns>

Research cited in, “Spot Trump’s Winning Post-Impeachment Ad Copy.” *Quartz*. December 23, 2019. Available online at: <https://qz.com/1774205/spot-trumps-winning-post-impeachment-facebook-ad/>

Quoted in, “Watch Golf Own Guns? Trump Data Team Has Ads Just for You.” *Christian Science Monitor*. December 17, 2019. Available online at: <https://www.csmonitor.com/USA/Politics/2019/12/17/Watch-golf-Own-guns-Trump-data-team-has-ads-just-for-you>

Quoted in, “Facebook’s ad tools subsidize partisanship, research shows. And campaigns may not even know it.” *The Washington Post*. December 10, 2019. Available online at: <https://www.washingtonpost.com/technology/2019/12/10/facebooks-ad-delivery-system-drives-partisanship-even-if-campaigns-dont-want-it-new-research-shows/>

Featured in, “TBD: Technology By Design.” Duke Science and Society Podcast. December 4, 2019. Available online at: <https://scienceandsociety.duke.edu/technologybydesign/>
Featured in *Politico’s Morning Tech*.

Featured in, “‘A Crisis in Public Trust’: How Social Media Has Changed Throughout The Decade.” *The Daily Tar Heel*. December 3, 2019. Available online at: <https://www.dailytarheel.com/article/2019/12/decade-in-review-social-media>

Guest on, “How Can Social Media Pave the Way for Better Political Speech?” *WUNC The State of Things*. December 3, 2019. Available Online at: <https://www.wunc.org/post/how-can-social-media-pave-way-better-political-speech>

Quoted in “Twitter sets our exemptions to political ad ban.” *Financial Times*. November 20, 2019. Available online at: <https://www.ft.com/content/8759cb2c-07cf-11ea-a984-fbbacad9e7dd>

Quoted in, “Facebook’s ad chief walks back comment on possible changes to political ad targeting.” *CNBC*. November 19, 2019. Available online at: <https://www.cNBC.com/2019/11/19/facebooks-ad-chief-walks-back-comment-on-political-ad-targeting.html>

Quoted in, “How Trump is using Facebook to Amplify His Fight Against Impeachment.” *Vox*. November 14, 2019. Available online at: <https://www.vox.com/policy-and-politics/2019/11/14/20959559/donald-trump-facebook-ads-impeachment-2020-hearing-house>

Quoted in, “Both Facebook and Twitter are Getting it Wrong When it Comes to Political Ads.” *CNBC*. November 3, 2019. Available online: <https://www.cNBC.com/2019/11/03/facebook-and-twitter-get-it-wrong-when-it-comes-to-political-ads.html>

Quoted in, “Twitter’s Political Advertising Ban Puts Ball in Facebook’s Court.” *Washington Examiner*. November 2, 2019. Available online at: <https://www.washingtonexaminer.com/news/twitters-political-advertising-ban-puts-ball-in-facebooks-court>

Quoted in, “What Twitter’s Political Ban Means for Campaigns of All Sizes.” *Yahoo*. October 31, 2019. Available online at: <https://finance.yahoo.com/video/twitters-political-ban-means-campaigns-153845220.html?guccounter=1>

Quoted in, “Twitter’s Political Ad Ban is Disingenuous.” *Bloomberg*. October 31, 2019. Available online at: <https://www.bloomberg.com/opinion/articles/2019-10-31/twitter-s-political-ad-ban-belies-its-trump-bump-dependence?srnd=opinion>

Panelist on, “What’s Behind Facebook’s Earnings Beat?” *Yahoo Finance*. October 31, 2019. Available online at: <https://finance.yahoo.com/video/whats-behind-facebooks-earnings-beat-155026922.html>

Quoted in, “Twitter to Ban All Political Advertising, Raising Pressure on Facebook.” *The Guardian*. October 30, 2019. Available online at: <https://www.theguardian.com/technology/2019/oct/30/twitter-ban-political-advertising-us-election>

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Participated in “Campaign Ads and the 2012 Election” Google Chat with ProPublica reporters Lois Beckett and Jeff Larson, and Joseph Turow from UPenn Annenberg. Friday, October 10, 2012. Listed at: <http://www.propublica.org/article/campaign-ads-2012-election-join-us-google-plus>

Presented talk, “Taking Our Country Back: The Crafting of Networked Politics From Howard Dean to Barack Obama.” Program in the Humanities and Human Values, “Election Season Essentials.” Flyleaf Books, Chapel Hill, July 25, 2012. Aired on C-SPAN August 8, 2012 and archived online at: <http://c-spanvideo.org/program/Networked&showFullAbstract=1>

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Author of “Yes We Can (Profile You): A Brief Primer on Campaigns and Political Data.” Cross-posted on the *Huffington Post Politics*, February 6, 2012. Available online at: http://www.huffingtonpost.com/daniel-kreiss/campaign-voter-data_b_1257966.html

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BOOK REVIEWS

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Kreiss, D. (2019). “From Epistemic to Identity Crisis: Perspectives on the 2016 US Presidential Election.” [Review of the books *Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics* by Yochai Benkler, Robert Faris & Hal Roberts; *Cyberwar: How Russian Hackers and Trolls Helped Elect a President What We Don’t, Can’t, and Do Know* by Kathleen Hall Jamieson; and, *Identity Crisis: The 2016 Presidential Campaign and the Battle for the Meaning of America* by John Sides, Michael Tesler & Lynn Vavreck]

Adams, K.* and **Kreiss, D.** Book review. (co-authors). [Review of the book, *Networked News, Racial Divides: How Power and Privilege Shape Public Discourse in Progressive Communities.*] *Journal of Mass Communication Quarterly*. Online first, 2018.

Adams, K.* and **Kreiss, D.** Book review. (co-authors). [Review of the book, *Columns to Characters: The Presidency and Press Enter the Digital Age.*] *New Media and Society* 20(8), July 24, 2018.

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Kreiss, D., and Nielsen, R.K. (co-authors). Book Review. [Review of the book *The Hybrid Media System: Politics and Power* by A. Chadwick.] *Social Forces*. Advanced review published online October 23, 2014.

Kreiss, D. Review Essay. [Review of the books *Collective Action in Organizations: Interaction and Engagement in an Era of Technological Change*, by B. Bimber, A. J. Flanagan, and C. Stohl,

iPolitics: Citizens, Elections, and Governing in the New Media Era, by R. L. Fox and J. M. Ramos, eds., and *Rebooting American Politics: The Internet Revolution*, by J. Gainous and K. Wagner.] *Perspectives on Politics* 11(3), 942-945.

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TEACHING RECORD

Awarded the *Ed Vick Prize for Innovation in Teaching*, UNC School of Media and Journalism. 2017.

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

MEJO 490: Seminar in Undergraduate Research in Political Communication, Spring 2020

MEJO 890: Fault Lines: The Big Debates in Political Communication Research, Spring 2020

MEJO 490 – The Washington Experience, Fall, 2017, Fall 2019

MEJO 140: Ethics, Fall 2019

MEJO 490: Research and Reading on Women Working in Political Technology, Spring 2019

URCT 001: Women in Political Technology, Spring 2018

MEJO 703 – Theories of Communication, Fall 2017

MEJO 850 – Seminar in Qualitative Field Research, Spring 2019, Spring 2018, Spring 2017, Spring 2016, Spring, 2014.

MEJO 490 – Advanced Readings and Research in Political Communication; Spring 2017 (1 and 3 credit classes).

MEJO 701 – Mass Communication Research Methods

Fall, 2016; Fall, 2015; Fall, 2014; Fall, 2013; Fall, 2012; Fall 2011

MEJO 244 – Talk Politics: An Introduction to Political Communication

Fall, 2016; Spring, 2016; Fall, 2013; Spring, 2013; Fall, 2012; Spring, 2012

MEJO 490 – Presidential Campaigning in the Social Media Age, Spring 2016

JOMC 087 – First Year Seminar, Science and Media in Public Life

Fall, 2015; Fall, 2014

JOMC 890 – The History of the Study of Political Communication

Spring, 2014, Spring 2019

JOMC 703 – Mass Communication Qualitative Methods

Spring, 2013

Independent Study: Tegan Bratcher, Fall, 2019
Independent Study: Bridget Barrett, Fall, 2019
Independent Study: Kirsten Adams, Spring, 2019
Independent Study: Michele Meyer, Spring 2019
Independent Study: Morgan Burke, Fall, 2014
Independent Study: Scott Brennen, Fall, 2014
Independent Study: David Bockino, Spring, 2014
Independent Study: Scott Brennen, Fall, 2012
Independent Study: Leticia Mazon, Summer II, 2012
Independent Study: Anasa Sinegal, 2012

Stanford University

Department of Communication

Comm 108/208: Media Processes and Effects
Winter, 2010.

Comm 111S: Digital Media and the Political Process.
Summer, 2009.

Teaching Assistant

Comm 166/266: Virtual People, Prof. Jeremy Bailenson.
Spring, 2008.

Comm 106/206: Communication Research Methods, Lecturer Victoria Groom.
Winter, 2008.

Comm 125/225: Perspectives on American Journalism, Prof. Theodore Glasser.
Fall, 2007.

Comm 120/220: Digital Media in Society, Prof. Fred Turner.
Spring, 2006.

Comm 1B: Media, Culture, and Society, Prof. Fred Turner and Prof. Shanto Iyengar.
Winter, 2006.

Comm 1: Media Technology, People, and Society, Prof. Clifford Nass.
Fall, 2005.

Center for Teaching and Learning Graduate Teaching Consultant
2009-2010

GRADUATE AND UNDERGRADUATE STUDENT COMMITTEES

Tenure and Promotion, Advising

Alice Warwick, Mentorship Cluster, Department of Communication, University of North Carolina at Chapel Hill

Post-doctoral Advising

Fenwick McKelvey (2013, June). Programming the Vote. Department of Communication, University of Washington.

Dissertations

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

Committee chair:

Scott Brennen

- Dissertation title: “Science In Pieces: Public Science in the Deformation Age.”
- Post-doctoral researcher, Oxford Internet Institute and Reuters Institute for the Study of Journalism
- Degree completion: May, 2018

Kylah Hedding

- Dissertation title: “What the Frack are We Talking About? The Interrelated Roles of Science, Media, and Strategic Communication in the Public Debate of Fracking in North Carolina and New York
- Assistant Professor in the School of Journalism and Mass Communication, University of Iowa
- Degree completion: May, 2016

David Bockino

- Dissertation title: “The Noble Path: The Vocational Training of American and Indian Journalism Students”
- Assistant Professor in the School of Communication at Elon University
- Degree Completion: May, 2015

Laura Meadows

- Dissertation title: “Queering Dixie: A Case Study of the LGBT Movement in North Carolina”
- Assistant Professor in the Department of Mass Communication, UNC-Asheville
- Assistant Professor in the School of Media at Indiana University
- Degree Completion: December, 2014

Kirsten Adams

- Fourth Year
- Expected Degree Completion: August, 2021

Michele Meyers

- Fourth Year
- Expected Degree Completion: August, 2021

Madhavi Reddi

July 27, 2021

- Second Year
- Expected Degree Completion: May, 2022

Erik Brooks

- Second Year
- Expected Degree Completion: May, 2023

Bridget Barrett

- First Year
- Expected Degree Completion: May, 2024

Committee member:

Meredith Clark

- Dissertation title: “To Tweet Our Own Cause: An Exploration of Media Framing and Participant Narratives Surrounding the #BlackTwitter Phenomenon”
- Assistant Professor in the Media Studies Department, University of Virginia
- Assistant Professor in the Mayborn School of Journalism, University of North Texas
- Degree Completion: August, 2014

Suzannah Evans Comfort

- Dissertation title: “Low Emissions, High Concern: How Climate Communicators Grapple with a Transnational Issue in the Philippines.”
- Assistant Professor in the School of Media, Indiana University
- Degree Completion: May, 2016

Jeanette Porter

- Dissertation title: “In the Pastor’s Study: A Grounded Theory Analysis of American Baptist Ministers’ Communication on Mental Health and Illness”
- Assistant Professor, School of Journalism, University of Missouri
- Degree Completion: December, 2017

Ian Murphy

- Dissertation Title: “The Process, Regulation, and Strategies of U.S.-based Media Distribution Since 2000
- UNC Department of Communication
- Degree Completion: May, 2018

Dorian Davis (reader)

- School of Communication, American University
- Degree Completion: May, 2018

Kriste Patrow

- Fifth Year
- Expected Degree Completion: August, 2021

July 27, 2021

Deborah Dwyer

- Fifth Year
- Expected Degree Completion: August, 2021

Martin Riedl

- Fourth Year
- University of Texas, Austin
- Expected Degree Completion: August, 2021

Master's Theses

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

Committee chair:

Bridget Barrett (2020, May). MA Thesis. "Platforms and Outsiders in Party Networks: The Evolution of the Digital Political Advertising Network."

Andrea Martin, (2019, December). MADC Thesis. "Incivility Online: Exploring the Local Newspaper Journalist-Audience Relationship."

Cinnamon Moore (2018, July). Masters Thesis. "Teaching in the Crosshairs: When Politics Permeate the Classroom"

Lily Carollo (2018, May). Masters thesis. "Our Political Moment: The Constitution's Trouble with Parties — and Democracy"

Kaylon Kirk (2018, May). MATC thesis. "The Anatomy of a Digital Campaign: How the Richard Burr and Deborah Ross Campaigns Teamed with Technology in a Battleground Race for U.S. Senate"

John Frank (2016, November). MATC thesis. "The Purple State Project: A Pilot Project at The Denver Post in Explanatory Journalism and Digital Storytelling During the 2016 Election."

Zack Rearick (2015, November). MATC thesis. "Every Click Counts: Best Practices to Help Women Incumbents Achieve Strong Branding and Design on Official Congressional Websites"

Scott Brennen (2013, May). *The Scientific Construction of Publics: Mars One, Reality TV, and Democratic Rhetoric* (traditional thesis).

Leticia Mazon (2013, May). *The Party In Disservice: An Ethnographic Look at the Walter Dalton for North Carolina Governor Campaign's Relationship with the Democratic Party* (traditional thesis).

Committee member:

July 27, 2021

50

Evelyn Mitchell, (2019, April). “Self, Style, and Service: Communicating Professionalism as Women Tattoo Artists.”

Yasmin Bendaas Evans (2017, May). “Ahead of the Herd: A Project Examining the Impact of Environmental Change on the Shepherding Industry in Rural Algeria” (professional thesis)

Jessica Collier (2016, May). Political Identity and Online Dating: A Mixed Methods Approach to Understanding Political Identity Expression (traditional thesis)

Ray Whitehouse (2016, May). *Believers* (professional thesis)

Jess Clark (2015, May). *Las Diamantes* (professional thesis)

John Remensperger (2013, May). *Managing Political Crises and Threats: A Case Study of Planned Parenthood* (traditional thesis).

Undergraduate Honors Theses

Committee Chair

Miranda DiPaolo, (2021, May). “Indoctrination and Political Development in College.”

Brinley Lowe, (2019, April). “Running Women: Gender and Strategic Communications in 2018 North Carolina Congressional Races”

Kelsey Mason (2018, April). Highest Honors. “The Republican Party After Charlottesville: America’s Gatekeepers of Democracy in the Age of Trump — Sort of”

Margaret Schneider (2015, April). “Yes, Madam President: A study of how female candidates navigate political campaigns.”

Committee Reader

Rebecca Kronebusch (2018, May). “Modern Susceptibility to Fake News”

Florence Bryan (2013, May). “Presidential candidates’ wives in the media: An analysis of how newspapers and political blogs framed Ann Romney and Michelle Obama during the 2012 general election”

Ronald E. McNair Scholar (serving low income first-generation college students and people under-represented in the academy to prepare them for doctoral studies)

Jada Harkins Andrews, 2016-2018

- Research project: “The Effects of Implicit and Explicit Rhetorical Appeals on Public Opinion”

Committee Advisor

Laura Elizabeth Selby, Department of Communication, 2019-2020.

GRANTS

Awarded

The UNC Center for Information, Technology, and Public Life

Principal Researchers: Deen Freelon, Daniel Kreiss, Alice Marwick, and Zeynep Tufekci

Administrative Dean: Gary Marchionini

Center covered in numerous national and North Carolina media outlets

Funding Sources:

The John S. and James L. Knight Foundation: \$5 million over six years
(with additional University of North Carolina at Chapel Hill in-kind match)

Awarded June, 2019

Percent effort: 22%

The Hewlett Foundation: \$600,000

Awarded June, 2019

Percent effort: 5%

The Luminate Foundation: \$750,000

Awarded June, 2019

Percent effort: N/A

Social Science One, Facebook data access, PIs: Deen Freelon, Daniel Kreiss, Shannon McGregor, Megan Squire, and Alice Marwick

Awarded June, 2018

Award is data access and direct project funding

UNC Undergraduate Research Consortium Training, \$5,000. Women in Political Technology. Grant leveraged \$7,500 in additional funds from Facebook, Microsoft, and WPAi.

School of Media and Journalism, University of North Carolina at Chapel Hill, Research Center Seed Grant (February, 2017). \$5,000. w/Adam Saffer. "The New Political Networks."

School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Research Center Seed Grant (February 9, 2013) \$5,000. "Unplugging the Party: The Dismantling of Republican Campaign Infrastructure, 2000-2012"

Role: Primary investigator

Applied for

National Science Foundation, Convergence Accelerator Track F: Countering dis- and misinformation about elections. Pending. Amount requested: \$749,149.

“A Global Analysis of Social Media Firms and Electoral Politics.” Submitted to UNC internal competition for Carnegie Fellows Program. Not Funded.

“The New Intermediaries in The Technology Firms that are New Infrastructure of Democracy.” Submitted to the *National Science Foundation*, Science, Technology, and Society Program, 2016, 2018. Not Funded.

“New Media and Political Voice in the Rural South.” Christopher Bail (UNC-CH Sociology), Melanie Green (UNC-CH Psychology), Daniel Kreiss (UNC-CH, School of Journalism and Mass Communication), and Andrew Perrin (UNC-CH Sociology). Submitted to the *National Science Foundation*, Interdisciplinary Behavioral and Social Science Research Program, 2012, 2013, 2014. Not funded.

SERVICE

Service to the Discipline

Editorial Roles

Associate Editor, Political Communication

Award Committees

2021 Association for Education in Journalism and Mass Communication, Lynda Lee Kaid Award, Best Article Published in Political Communication

2020 American Political Science Association, Information, Technology, and Politics Division, Best Book Award

2019 Political Communication Division, International Communication Association, Best Dissertation Award

2019 APSA Information Technology and Politics Section Best Public-Facing Scholarship Award Committee

Editorial Board

Journal of Information Technology and Politics, 2013-2018

Frontiers in Political Science

Journal of Broadcasting and Electronic Media

Social Media and Society

Journal of Cultural Economy

Journalism: Theory, Practice, and Criticism

Advisory Board

Research Advisory Board Member to the George Washington University's Graduate School of Political Management's Global Center for Political Management

Grant reviewing

National Science Foundation: Science, Technology, and Society Program, 2013

National Science Foundation: Science, Technology, and Society Program, 2010

Manuscript reviewing

New Media and Society (2021)

Journal of Communication (2021)

Information, Communication, and Society (2021)

Polity Press (2020)

Yale University Press (2019)

Columbia University Press (2019)

Choice Reviews (2019)

Big Data & Society (2019)

Party Politics (2019)

New Media & Society (2020, two in 2019)

Communication Theory (2019)

Journal of Information Technology and Politics (Four in 2019)

Journalism (2020, 2019)

International Journal of Press/Politics (2019)

Social Media and Society (Three in 2019, 2017)

Data and Society (2018)

Journal of Broadcasting and Electronic Media (2019)

MIT Press (three books in 2018, 2017, 2015, 2012)

Harvard University Press (two books in 2018)

Information, Communication, and Society (2018, 2011)

International Journal of Press Politics (2018)

Communication, Culture, and Critique (2018)

International Journal of Communication (2018)

Journalism (2018, 2017, 2016)

Political Communication (Two articles in 2019, two articles in 2018, 2017)

Journalism Studies (Two articles in 2017)

Polity Press (2017)

Party Politics (2017)

Journalism and Mass Communication Quarterly (2017)

New Media & Society (Two manuscripts in 2017)

International Journal of Communication (2017, three articles in 2016, 2014)

Journal of Cultural Economy (2016)

New Media & Society (Two manuscripts in 2016)

Social Media & Society (Two manuscripts 2016)

Columbia University Press (2016)

Communication Theory (2016)

Harvard University Press (2016)

Oxford University Press (One book in 2018, one book in 2017, two books in 2016, two books in 2013, 2012)
American Journal of Sociology (2015)
Princeton University Press (2015)
International Journal of Press Politics (2015)
Journal of Broadcasting and Electronic Media (2015, 2012)
Social Media & Society (Two articles in 2015)
Political Communication (Two articles in 2016 and two articles in 2015)
Journal of Communication (2017, 2016, 2015, 2011)
Journal of Information Technology and Politics (2016, 2015, 2013)
New Media & Society (Three articles in 2016, 2014, 2010)
Yale University Press (2014, 2013)
American Behavioral Science Review (2013)
University of Illinois Press (2013)
Theory and Society (2012)
Polity Press (2012)
Research in Social Movements, Conflicts, and Change (2012)
Public Culture (2012)
Games and Culture (2011)
Social Studies of Science (2010)
Journal of Information Technology and Politics (2010)

International Communication Association, Political Communication Division (conference submissions) 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012
International Communication Association, Journalism Studies Division (conference submissions) 2020, 2019, 2018, 2017, 2016, 2015, 2014

Conference Committees

2017 Journalism and the Search for Truth Conference, Boston University, April 23-25.
2017 Social Media and Society Conference, London, Canada. July 11-13.
2016 Social Media and Society Conference, London, Canada. July 11-13.

Service to the University of North Carolina at Chapel Hill

Strategic Objective Lead, Initiative #5 – Renew Democracy, Carolina Next: Innovations for Public Good

Member, Search Committee for Assistant Professor in Information, Technology, and Public Life, UNC Center for Information Technology and Public Life, Academic year 2019-2020

Member, Search Committee for Executive Director, UNC Center for Information Technology and Public Life, Academic year 2019-2020

Carolina Campaign Faculty Ambassador, 2017-2019

Committee Member, University Strategy Objectives and Metrics Working Group, 2017

July 27, 2021

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Carolina Seminars Advisory Board, 2014-2017

Participant, Carolina Seminars, Toward a Technics of Aesthetics: Technology, Politics, and Contemporary Culture, 2014-2017

Participant, Honors Carolina Food for Thought, April 1, 2015.

Service to UNC Hussman School of Journalism and Media

Member, Search Committee for Richard Cole Eminent Professor, UNC Hussman School of Journalism and Media, Academic Year 2021-2022.

Member, Search Committee, Research Director, Center for Innovation and Sustainability in Local Media, Fall 2020.

Awarded *The Richard J. Cole Service Award, 2015*. School of Media and Journalism, University of North Carolina at Chapel Hill.

Ph.D. Director, 2015-2020.

Strategic Plan Committee, 2019

Member, Search Committee for Assistant Professor in Advertising, Fall, 2019

Moderator, Park Lecture: Tucker Carlson (2018), Dana Perino (2014), Albert Brooks (2012)

Chair, *Ed Vick Prize for Innovation in Teaching*, UNC School of Media and Journalism. 2018. Member, 2019, 2020.

Chair, Search Committee for Assistant/Associate Media Law Professor, Fall 2017

Member, Ph.D. Program Advisory Committee, 2014-2019

Member, Ph.D. Program Admissions Committee, 2015-2020

Coordinator, Mary Junck Research Colloquium, 2014-2017

Member, Undergraduate Curriculum Committee, 2016-2017

Member, M.A. Mass Communication Admissions Committee, 2013-2017

Co-Coordinator, Chuck Stone Symposium, October 24, 2014

Member, Search Committee for Assistant Professor in Digital Communication, Fall, 2014

Member, Committee for Competitive 4th Year Ph.D. Funding, Spring 2014-2016

Member, Search Committee for Assistant Professors in Public Relations and Strategic Communication (three positions), Fall 2013

Co-Coordinator, Hearst Visiting Professional Awards, 2012-2014

Member, Task Force, Residential MA Program, 2012-2013

Member, Intern Committee, Charlotte Observer Democratic National Convention project, Spring, 2012

Member, Masters of Arts in Technology and Communication admissions committee, Spring, 2013

Member, M.A. Mass Communication admissions committee, Spring 2013

Member, Masters of Arts in Technology and Communication admissions committee, Spring 2012

Member, Search Committee for Assistant Professor in Mass Media Law, Spring 2012

Organized Talks (in addition to the Mary Junck Colloquium)

Alice Marwick and Rebecca Lewis, “*Looking past the facts: a sociotechnical approach to fake news, media manipulation, and the far-right alternative press.*” March 8, 2018. School of Media and Journalism.

Sarah Sharma, “In the Meantime: Temporality and Cultural Politics.” School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, April 10, 2014

Fred Turner, “The Democratic Surround: Multimedia and American Liberalism from World War II to the Psychedelic Sixties.” School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, March 27, 2014

Alexis Ohanian, “Without Their Permission.” School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, November 11, 2013

Hector Postigo, “The Digital Rights Movement, What it Knew About the Participatory Web and a Theory of Counter Architectures,” Mary Junck Research Colloquium, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, April 25, 2013.

Megan Finn, "Information Orders after the 1906 Earthquake," co-organized with the School of Information and Library Science. School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, April 19, 2013.

Laura DeNardis, "The World Wide War for Internet Governance," Mary Junck Research Colloquium, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. February 28, 2013.

David Karpf, "The MoveOn Effect: The Unexpected Transformation of American Political Advocacy," Mary Junck Research Colloquium, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. January 17, 2013.

Neal Caren, "Names in the News: How important are American Social Movement Organizations," School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. September 20, 2012

Jen Schradie, "Iron Law 2.0 – Digital Democracy or Hierarchy?" School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. September 12, 2012.

"The South and Presidential Politics," with Kareem Crayton, Ferrel Guillory, Daniel Kreiss, and Gene Nichol, The PPL at the 2012 Democratic National Convention. September 3, 2012.

Nation Hahn, "Community Building to Defeat Amendment One." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. April 26, 2012.

Rasmus Kleis Nielsen, "Ground Wars: Personalized Political Communication in American Campaigns." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. April 11, 2012.

C.W. Anderson, "The Long History of Data Journalism: Reporting, Social Science, and Document Analysis in 1912 and 2012 (With a Brief Stop in 1979)." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. April 5, 2012.

Mary Gray, "There are No Gay People Here": Expanding the Boundaries of Queer Youth Visibility in the Rural United States." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. March 15, 2012.

Mike Ananny. "Networked Journalism and a Public Right to Hear in an Age of Newswire and APIs." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. December 7, 2011.

Deen Freelon. "Where the Revolution Meets the Peanut Gallery: The Roles of Twitter In the Arab Spring." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. November 18, 2011.

John McMillan. "Smoking Typewriters: The Sixties Underground Press and the Rise of Alternative Media in America." School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. November 17, 2011.

PROFESSIONAL MEMBERSHIPS

American Political Science Association

- Political Communication Division

International Communication Association

- Political Communication Division
- Journalism Studies Division

ALLISON LAZARD, PHD

Associate Professor | Hussman School of Journalism and Media | University of North Carolina at Chapel Hill | lazard@unc.edu

EDUCATION

- 2015 **Ph.D., Advertising**, Stan Richards School of Advertising and Public Relations, Moody College of Communication, The University of Texas at Austin
Research area: Impact of Visual and Interactive Design on Health Communication
Dissertation: "Photo Manipulation: The Influence of Implicit Visual Arguments on Dual Processing"
- 2009 **M.S., Media Arts and Science**, School of Informatics, Indiana University-Purdue University Indianapolis
Major area of study: Multimedia and 3D Design
Thesis Project: "Take a Drink: A Visual Campaign for the Center for Earth and Environmental Science"
- 2005 **B.S., Visual Communication**, School of Visual Communication, Ohio University
Major area of study: Commercial Photography
Minor area of study: Anthropology

ACADEMIC APPOINTMENTS

- 2020-present *Associate Professor*
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
- 2020-present *Member*
Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill
- 2015-2020 *Assistant Professor*
Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
- 2018-2020 *Associate Member*
Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill
- 2013-2015 *Teaching Assistant*
Stan Richards School of Advertising and Public Relations, The University of Texas at Austin
- 2014-2015 *Graduate Research Assistant*
School of Public Health, The University of Texas Health Science Center at Houston-Austin
- 2014 *Graduate Assistant*
Center for Health Communication, The University of Texas at Austin
- 2010-2012 *Instructor*
The Art Institute of Indianapolis

HONORS AND AWARDS

- 2021 David Brinkley Teaching Excellence Award, UNC Hussman School of Journalism and Media
- 2020 E. Reese Felts Jr. Distinguished Associate Professor - Term Professorship

- 2015 American Academy of Advertising Dissertation Proposal Competition Award
- 2014 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2014 Doctoral Honors Seminar, Mass Communication Division of the National Communication Association
- 2014 Tracy-Locke/Morris Hite Endowed Presidential Scholarship for Advertising Studies
- 2013 Texas Advertising Continuing Fellowship, The University of Texas at Austin
- 2012 Pre-emptive Graduate Fellowship, The University of Texas at Austin
- 2010 Spring Faculty Member of the Quarter - Adjunct, The Art Institute of Indianapolis
- 2005 College Photographer of the Year, University of Missouri, Gold in Illustration Category
- 2005 Outstanding Senior Award, School of Visual Communication, Ohio University
- 2005 Society of News Design, Design Contest for College Students, Honorable Mention in Photography
- 2004 College Photographer of the Year, University of Missouri, Silver in Photo Illustration
- 2002 Kodak Professional Photography Scholarship, School of Visual Communication, Ohio University

BOOK

Mackert, M., **Lazard, A.**, & Love, B. (2017) *Designing Effective Health Messages*. Dubuque, IA: Kendall Hunt Publishing Company.

REFEREED JOURNAL PUBLICATIONS

Note: Asterisk (*) indicates supervised graduate or undergraduate student.

- 81 **Lazard, A.**, *Collins, M., *Hedrick, A., Horrell, L., *Varma, T., Love, B., Valle, C., & Benedict, C. (Online first) Initiation and Changes in Use of Social Media for Peer Support among Young Adults with Cancer. *Psycho-Oncology*. doi:10.1002/pon.5758
- 80 **Lazard, A.** (2021) Social Media Message Designs to Educate Adolescents about E-cigarettes. *Journal of Adolescent Health*. 68(1), 130-137. doi: 10.1016/j.jadohealth.2020.05.030
- 79 **Lazard, A.**, *Nicolla, S., *Darida, A., & Hall, M. (Online First) Negative Perceptions of Young People Using E-cigarettes on Instagram: An Experiment with Adolescents. *Nicotine & Tobacco Research*. doi: 10.1093/ntr/ntab099
- 78 Cornacchione Ross, J., **Lazard, A.**, King, J., Noar, S., Reboussin, B., Jensen, D., & Sutfin, E. (In press) Responses to Pictorials versus Text-Only Cigarillo Warnings among a Nationally Representative Sample of U.S. Young Adults. *Tobacco Control*.
- 77 Hall, M., **Lazard, A.**, Grummon A., Higgins, I., Bercholz, M, Richter, A. P. C., Taillie, L. S. (2021) Designing Warnings for Sugary Drinks: A Randomized Experiment with Latino and non-Latino Parents. *Preventive Medicine*. 148, 106562. doi: 10.1016/j.ypmed.2021.106562
- 76 Wagoner, K. G., **Lazard, A.**, Romero-Sandoval, E. A., & Reboussin, B. A. (Online first) Health Claims about Cannabidiol (CBD) Products: A Retrospective Analysis of FDA Warning Letters from 2015-2019. *Cannabis and Cannabinoid Research*. doi: 10.1089/can.2020.0166

- 75 *Vereen, R. N., **Lazard, A.**, *Pulido, M., *Richter, A.P., Vandegrift, S. M., Higgins, I., *Shelus, V., *Frank, S., Hall, M.G., & Ribisl, K. (2021) Motivations, Barriers, and Communication Recommendations for Promoting Face Coverings during the COVID-19 Pandemic: Survey Findings from a Diverse Sample. *PLoS One*. 16(5), e0251169. doi: org/10.1371/journal.pone.0251169
- 74 Dasgupta, N., **Lazard, A.**, & Brownstein, J. (2021) Covid-19 Vaccine Apps Should Deliver More to Patients. *Lancet Digital Health*. 3(5), E278-E279. doi: 10.1016/S2589-7500(21)00021-2
- 73 Benedict, C., **Lazard, A.**, *Collins, M., Smith, S., Agrawal, A., & Love, B. (In press) A Peer-to-Peer Support App for Young Adults affected by Cancer: Evaluating User Experience and Feedback. *Journal of Applied Communication Research*.
- 72 *Bartels, S., *Gora Combs, K., **Lazard, A.**, *Shelus, V., *Davis, C. H., *Rothschild, A., *Drewry, M., *Carpenter, K., *Newman, E., *Goldblatt, A., Dasgupta, N., Hill, L., & Ribisl, K. (2021) Development and Application of an Interdisciplinary Rapid Message Testing Model for COVID-19 in North Carolina. *Public Health Report*. 136(4), 413-420. doi: 10.1177/003335492111018676
- 71 Sutfin, E., **Lazard, A.**, Cornacchione Ross, J., Noar, S., Reboussin, B. (In press) Waterpipe Tobacco Warnings: An Experimental Study among a Nationally Representative Sample of U.S. Young Adults. *Nicotine & Tobacco Research*.
- 70 Kemp, D., Mackert, M., Bouchacourt, L., **Lazard, A.**, Wolfe, J., Stewart, B., Kahlor, L., George, C., Hughes Wagner, J., & Wilcox, G. (In press) Promoting Community Water Fluoridation: Testing Message Effects and the Role of Normative Beliefs. *Journal of the American Dental Association*.
- 69 Bock, M. & **Lazard, A.** (In press) Narrative Transparency and Credibility First-Person Process Statements in Convergent Video News. *Convergence*.
- 68 Baig, S., Noar, S., Gottfredson, N., **Lazard, A.**, Ribisl, K., & Brewer, N. (2021) Message Perceptions and Effects Perceptions as Proxies for Behavioral Impact in the Context of Anti-smoking Messages. *Preventive Medicine Reports*. 23, 101434. doi: 10.1016/j.pmedr.2021.101434
- 67 Sutfin, E. L., **Lazard, A.**, Soule, E. K., Kimes, C. M., King, J., Jenson, D., Cornacchione Ross, J. (2021) Health Claims, Marketing Appeals, and Warnings on Popular Brands of Waterpipe Tobacco Packaging Sold in the U.S. *Nicotine & Tobacco Research*. 23(7), 1183-1190. doi: 10.1093/ntr/ntab002
- 66 Carl, A. E., Taillie, L. S., Grummon, A. H., **Lazard, A.**, Higgins, I., Mendel, J. R., & Hall, M. G. O (2021) Awareness of and Reactions to the Health Harms of Sugary Drinks: An Online Study of U.S. Parents. *Appetite*. 164, 105234. doi: 10.1016/j.appet.2021.105234
- 65 *Collins, M. & **Lazard, A.** (Online first) How Narrative Engagement with Young Adult Literature Influences Perceptions of Anorexia Nervosa. *Health Communication*. doi: 10.1080/10410236.2020.1785375
- 64 Cornacchione Ross, J., King, J., **Lazard, A.**, Noar, S., Reboussin, B., Jensen, D., & Sutfin, E. (2021) Developing Pictorial Cigarillo Warnings: Insights from Focus Groups. *Nicotine & Tobacco Research*. 23(2), 383-389. doi: 10.1093/ntr/ntaa130
- 63 Brosso, S. N., Sheeran, P., **Lazard, A.**, & Muscatell, K. A. (2021) Harnessing Neuroimaging to Reduce Socioeconomic Disparities in Chronic Disease: A Conceptual Framework for Improving Health Messaging. *Frontiers in Human Neuroscience*. 15, 576749. doi: 10.3389/fnhum.2021.576749
- 62 Baig, S., Noar, S., Gottfredson, N., **Lazard, A.**, Ribisl, K., & Brewer, N. (2021) Incremental Criterion Validity of Message Perceptions and Effects Perceptions in the Context of Anti-Smoking Messages. *Journal of Behavioral Medicine*. 44, 74-83. doi: 10.1007/s10865-020-00163-0

- 61 Mackert, M., Bouchacourt, L., **Lazard, A.**, Wilcox, G., Kemp, D., Kahlor, L. A., George, C., Stewart, B., & Wolfe, J. (2021) Social Media Conversations about Community Water Fluoridation: Formative Research to Guide Health Communication. *Journal of Public Health Dentistry*. 81(2), 162-166. doi: 10.1111/jphd.12404
-2020-
- 60 *Shelus, V., *Frank, S., **Lazard, A.**, Higgins, I., *Pulido, M., *Richter, A.P., Vandegrift, S. M., *Vereen, R. N., Ribisl, K & Hall, M. G. (2020) Motivations and Barriers for the Use of Face Coverings during the COVID-19 Pandemic: Messaging Insights from Focus Groups. *International Journal of Environmental Research and Public Health*. 17, 9298. doi: 10.3390/ijerph17249298
- 59 **Lazard, A.** (2020) Design Cues for Tobacco Communication: Heuristic Interpretations and Usability of Online Health Information about Harmful Chemicals. *International Journal of Medical Informatics*. 141, 104177. doi: 10.1016/j.ijmedinf.2020.104177
- 58 Kowitt, S., Cornacchione Ross, J., Jarman, K., Kistler, C., **Lazard, A.**, Ranney, L., Sheeran, P., Thrasher, J., & Goldstein, A. (2020) Tobacco Quit Intentions and Behaviors in Response to COVID-19. *International Journal of Environmental Research and Public Health*. 17, 5368. doi:10.3390/ijerph17155368
- 57 Avishai, A., Meernik, C., Goldstein, A. O., **Lazard, A.**, Ranney, L., & Sheeran, P. (2020) Impact and Mechanisms of Cigarillo Flavor Descriptors on Susceptibility to Cigarillo Use Among Young Adult Nonusers of Tobacco. *Journal of Applied Social Psychology*. 50(12), 699-708. doi: 10.1111/jasp.12706
- 56 Klein, E., Macisco, J., **Lazard, A.**, Busho, A., Oslock, A., & Worley, B. (2020) Framing Pregnancy-Related Tobacco Cessation Messages for Women of Reproductive Age. *Addictive Behavior Reports*. 12, 100290. doi: 10.1016/j.abrep.2020.100290
- 55 Smith, M. K., Cao, B., Fu, R., Zhao, Y., Liu, C., **Lazard, A.**, & Tucker, J. (2020) Leveraging Crowdsourcing for HIV Testing Posters: A Visual Content Analysis and Cognitive Responses Among Chinese Men Who Have Sex with Men. *Sexually Transmitted Diseases*. 47(9), 580-586. doi: 10.1097/olq.0000000000001213
- 54 Hall, M.G., Grummon, A.H., **Lazard, A.**, Maynard, O.M., Smith Taillie, L. (2020) Reactions to Graphic and Text Warnings for Cigarettes, Sugar-Sweetened Beverages, and Alcohol: An Online Randomized Experiment of US Adults. *Preventive Medicine*. 137, 106120. doi: 10.1016/j.ypmed.2020.106120
- 53 **Lazard, A.**, Brennen, J.S., *Adams, E. & Love, B. (2020) Cues for Increasing Social Presence for Mobile Health App Adoption. *Journal of Health Communication*. 25(2), 136-149. doi: 10.1080/10810730.2020.1719241
- 52 **Lazard, A.**, Bock, M., & Mackert, M. (2020) Impact of Photo Manipulation and Visual Literacy on Consumers' Response to Persuasive Communication. *Journal of Visual Literacy*. 39(2), 90-110. doi: 10.1080/1051144X.2020.1737907
- 51 Hall, M., **Lazard, A.**, Grummon, A, Mendel, J., & Taillie, L. (2020) The Impact of Front-of-Package Claims, Fruit Images, and Health Warnings on Consumer's Perceptions of Sugar-Sweetened Fruit Drinks: Three Randomized Experiments. *Preventive Medicine*. 132, 1059998. doi: 10.1016/j.ypmed.2020.105998
- 50 Horrell, L., Knafl, G., Brady, T., **Lazard, A.**, Linnan, L., & Kneipp, S. (2020) Communication Cues and Engagement Behavior: Identifying Advertisement Strategies to Attract Middle-aged Adults to a Study of the Chronic Disease Self-Management Program. *Preventing Chronic Disease*. 17, 190413. doi: 0.5888/pcd17.190413

- 49 **Lazard, A.,** Saffer, A., Horrell, L., Benedict, C., & Love, B. (2020) Peer-to-Peer Connections: Perceptions of a Social Support App Designed for Young Adults with Cancer. *Psycho-Oncology*. 29(1), 173-181. doi: 10.1002/pon.5220
- 48 Brennen, J. S., **Lazard, A.,** & *Adams, E. (2020) Multimodal Mental Models: Understanding Users' Design Expectations for mHealth Apps. *Health Informatics Journal*. 26(3), 1493-1506. doi: 10.1177/1460458219882271
- 47 **Lazard, A.,** Byron, M. J., Peters, E., & Brewer, N. (2020) Communicating about Chemicals in Cigarette Smoke: Impact on Knowledge and Misunderstanding. *Tobacco Control*. 29(5), 556-563. doi: 10.1136/tobaccocontrol-2018-054863
- 46 **Lazard, A.** & King, A. (2020) Objective Design to Subjective Evaluations: Connecting Visual Complexity to Aesthetic and Usability Assessments of eHealth. *International Journal of Human-Computer Interaction*. 36(1), 95-104. doi: 10.1080/10447318.2019.1606976
- 45 King, J., **Lazard, A.,** Reboussin, B., Ranney, L., Cornachhoine Ross, J., Wagoner, K., & Sutfin, E. (2020) Optimizing Warnings on E-Cigarette Advertisements. *Nicotine & Tobacco Research*. 22(5), 630-637. doi: 10.1093/ntr/ntz091
- 44 King, A., **Lazard, A.,** & White, S. (2020) The Influence of Visual Complexity on Initial User Impressions: Testing the Persuasive Model of Web Design. *Behaviour & Information Technology*. 39(5), 497-510. doi: 10.1080/0144929X.2019.1602167
- 43 **Lazard, A.,** *Pikowski, J., *Horrell, L., Cornacchoine Ross, J., Noar, S., & Sutfin, E. (2020) Adolescents' and Young Adults' Aesthetics and Usability Preferences for Online Tobacco Education. *Journal of Cancer Education*. 35, 373-379. doi: 10.1007/s13187-019-1475-4
-2019-
- 42 Brewer, N., Jeong, M., Hall, M., Baig, S., Mendel, J., **Lazard, A.,** Noar, S., Kameny, M., & Ribisl, K. (2019) The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke. *Tobacco Control*. 28, e64-e70. doi: 10.1136/tobaccocontrol-2018-054878
- 41 Horrell, L., **Lazard, A.,** Bhowmick, A., Hayes, S., Mees, S., & Valle, C. (2019) Attracting Users to Online Health Communities: Analysis of LungCancer.net's Facebook Advertisement Campaign Data. *Journal of Medical Internet Research*. 21(11): e14421. doi: 10.2196/14421
- 40 **Lazard, A.,** Byron, M. J., Vu, H., Peters, E., *Schmidt, A., & Brewer, N. (2019) Website Designs for Communicating about Chemicals in Cigarette Smoke. *Health Communication*. 34(3), 333-342. doi: 10.1080/10410236.2017.1407276
- 39 *Baig, S., Byron, M. J., **Lazard, A.,** & Brewer, N. (2019) "Organic," "Natural," and "Additive-Free" Cigarettes: Comparing the Effects of Advertising Claims and Disclaimers on Perceptions of Harm. *Nicotine & Tobacco Research*. 21(7), 933-939. doi: 10.1093/ntr/nty036
- 38 Sutfin, E., Cornacchione, J., **Lazard, A.,** *Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., Wolfson, M., & Noar, S. (2019) Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco. *Health Communication*. 34(3), 343-351. doi: 10.1080/10410236.2017.1407277
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- 111 Hall, M.G., **Lazard, A.**, Higgins, I., Blitstein, J., Duffy, E., Greenthal, E., Sorscher, S, Taillie, L.S. "Nutrition-related Claims Lead Parents to Choose Less Healthy Drinks for Young Children: A Randomized Trial in A Virtual Convenience Store" to be presented at the American Public Health Association Annual Meeting, Denver, CO (& virtual due to COVID-19), October.
- 110 Collins, M., **Lazard, A.**, Hedrick, A., & Varma, T. (2021) "'It's Nothing like Cancer': Examining how Young Adults with Cancer Perceive and Use Entertainment Media following Diagnosis" to be presented at the Association for Education in Journalism and Mass Communication Conference (virtual due to COVID-19), August.
- 109 **Lazard, A.**, Brennen, S., & Belina, S. (2021) "App Design Expectations and Impact on mHealth Appeal and Acceptance," presented at the 71st Annual International Communication Association Conference (virtual due to COVID-19), May.
- 108 Collins, M., **Lazard, A.**, & Elston Lafata, J. (2021) "Current and Potential Future Uses of Text Messaging in Health Care Among Diverse Populations" presented at the 71st Annual International Communication Association Conference (virtual due to COVID-19), May.

- 107 **Lazard, A.,** Collins, M., Hedrick, A., Varma, T., Love, B., Valle, C., Brooks, E., & Benedict, C. (2021) "Using Social Media for Support Among Young Adults with Cancer" presented at the 18th Annual American Psychosocial Oncology Society Conference (virtual due to COVID-19), March.
- 106 **Lazard, A.,** Collins, M., Hedrick, A., Horrell, L., Varma, T., Valle, C., Love, B. & Benedict, C. (2021) "Initiation and Changes in Use of Social Media for Peer Support Among Young Adults with Cancer" presented at the 18th Annual American Psychosocial Oncology Society Conference (virtual due to COVID-19), March.
- 105 Elston Lafata, J., Lazard, A., Collins, M. K., Fleming, P., Brenner, A., Crockett, S., Cykert, S., & Reuland, D. (2021) "The Acceptability of Text Messaging to Reach Racially Diverse Adults Eligible for Colorectal Cancer Screening" presented at American Society of Preventive Oncology (virtual due to COVID-19), March.
- 104 Cornacchione Ross, J., **Lazard, A.,** King, J., Reboussin, B., Noar, S., Jensen, D., & Sutfin, E. (2021) "Impact of Pictorial vs. Text-Only Cigarillo Warnings Among a Nationally-representative Sample of US Young Adults" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 103 Ranney, L., Jarman, K., Clark, S., Kowitt, S., **Lazard, A.,** Cornacchione Ross, J., Baler, G., & Goldstein, A. (2021) "Characteristics of Text and Pictorial Warnings Worldwide" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 102 Jarman, K., Kowitt, S., Ranney, L., Cornacchione Ross, J., **Lazard, A.,** Thrasher, J., Sheeran, P., Kistler, C., & Goldstein, A. (2021) "Perceived Message Effectiveness of Cigar Warning Themes" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 101 Jarman, K., Kowitt, S., Ranney, L., Cornacchione Ross, J., Kistler, C., Sheeran, P., Thrasher, J., **Lazard, A.,** & Goldstein, A. (2021) "Health Effects that Appear Effective for Cigar Warnings: An Experiment among Adult Cigar Smokers" presented at the Annual Meeting of the Society for Research on Nicotine & Tobacco (virtual due to COVID-19), February.
- 100 Hall, M. G., **Lazard, A.,** Grummon, A. H., Higgins, I., Bercholz, M., Richter, A. P. C., Smith Taillie, L. (2020) "Designing Impactful Warnings for Sugary Drinks: An Online Randomized Clinical Trial with Latino and non-Latino Parents" presented at The Obesity Society Obesity Week®, Atlanta, GA (virtual due to COVID-19), November.
- 99 Grummon, A. H., **Lazard, A.,** Smith Taillie, L., & Hall, M. G. (2020) "Should We Discourage Soda, Promote Water, or Both? A Randomized Experiment of Beverage Messages" presented at The Obesity Society Obesity Week®, Atlanta, GA (virtual due to COVID-19), November.
- 98 Bell, T., Noar, S. M., & **Lazard, A.** (2020) "Narratives vs. Standard of Care: Testing Message Effectiveness for Adolescents' Type 1 Diabetes Management" presented at the 103rd Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA (virtual due to COVID-19), August.
- 97 **Lazard, A.,** Cornacchione Ross, J., Hursting, L., Collins, M., & Sutfin, E. (2020) "Leveraging Listicles (List Articles) to Educate Young Adults about the Harms of E-cigarettes" presented at the Kentucky Conference on Health Communication, Lexington, KY (virtual due to COVID-19), April.
- 96 **Lazard, A.** & Collins, M. (2020) "This is My Story": Processing of Narratives and Testimonials About Adolescent E-Cigarette Use" presented at the Kentucky Conference on Health Communication, Lexington, KY (virtual due to COVID-19), April.

- 95 Hall, M., **Lazard, A.**, Grummon, A., Higgins, I., Bercholz, M. G., Cardoso Richter, A., Taillie, L. (2020) "Designing Pictorial Health Warnings on Sugar-sweetened Beverages to Overcome Language and Literacy Barriers: An Online Experiment with US Parents" presented at the 14th Annual Healthy Eating Research Grantee Meeting, Denver, CO, March.
- 94 Brewer, N.T., Jeong, M., Hall, M.G., Baig, S.A., Mendel, J.R., **Lazard, A.**, Noar, S.M., Kameny, M.R., & Ribisl, K.M. (2019) "The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke," presented at the Tobacco Regulatory Science Meeting, Bethesda, MD, October.
- 93 Cornacchione Ross, J., Reboussin, B., King, J., Jensen, D., **Lazard, A.**, Noar, S., & Sutfin, E. (2019) "Relative Effectiveness of Pictorials vs. Text-Only Cigarillo Warnings among Young Adults" presented at the Tobacco Regulatory Science Meeting, Bethesda, MD, October.
- 92 Jarman, K., Kowitt, S., Ranney, L., Sheeran, P., **Lazard, A.**, Noar, S., & Goldstein, A. (2019) "Development of a Media Campaign about Harmful Cigarette Smoke Constituents: Methods and Lessons Learned," presented at the National Conference on Tobacco or Health, Minneapolis, Minnesota, August.
- 91 Collins, M. & **Lazard, A.** (2019) "How Narrative Engagement with Young Adult Literature Influences Perceptions of Anorexia Nervosa" presented the Association for Education in Journalism and Mass Communication Conference in Toronto, CA, August.
- 90 **Lazard, A.**, Brennen, J. S., Adams, E., & Love, B. (2019) "Design Cues for Increasing Social Presence in Mobile Health Apps" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.
- 89 Adams, E., **Lazard, A.**, Kavlie, J., (2019) "Do People Believe 'Everything Causes Cancer'? Testing the Effects of Relative Risk on Evaluations of Behavioral Feedback Generated by a Cancer Prevention App" presented at the Annual Meeting of the International Communication Association, Washington, DC, May.
- 88 Brewer, N., Jeong, M., Baig, S., Mendel, J., Hall, M., **Lazard, A.**, Noar, S., Kameny, M., Ribisl, K. (2019) "Examining the Effect of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 87 Horrell, L., **Lazard, A.**, Bhowmick, A., Hayes, S., Mees, S., & Valle, C. (2019) "Increasing Recruitment to Online Health Communities: Results of the LungCancer.net Facebook Advertisement Campaign," presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC, March.
- 86 King, J., **Lazard, A.**, Reboussin, B., Cornacchione Ross, J., Ranney, L., Wagoner, K., & Sutfin, E. (2019) "Optimizing Warnings on E-Cigarette Advertisements" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 85 Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., **Lazard, A.**, Noar, S. M., Kameny, M. R., Ribisl, K. M. (2019) "The Impact of E-Cigarette Health Warnings on Motivation to Vape and Smoke" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 84 Byron, M. J., **Lazard, A.**, & Brewer, N. (2019) "How Chemical Quantities are Conveyed Affects Perceived Risk of Cigarette Brands and Interest in Switching Brands" presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA, February.
- 83 Horrell, L., **Lazard, A.**, Diamond, M., Valle, C. (2018) "Message Strategies and Channels to Recruit Young Adult Cancer Survivors to Research" presented at the Global Adolescent and Young Adult Cancer Congress, Sydney, AU, December.

- 82 Horrell, L.N., Kneipp, S.M., Knafl, G., **Lazard, A.**, Leeman, J. & Linnan, L.A. (2018) "Advertisements and Engagement Behavior: How Advertisement Cue Preferences Relate to Cognitive and Behavioral Engagement of Working-Age Adults in a Study of the Chronic Disease Self-Management Program" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 81 Horrell, L.N., Kneipp, S.M., **Lazard, A.**, Knafl, G., Leeman, J. & Linnan, L.A. (2018) "Innovation in Communication Assessment: New Theoretical and Data Collection Approaches for Evaluating Health Communication Preferences among Vulnerable Populations" presented at the American Public Health Association Annual Conference. San Diego, CA, November.
- 80 **Lazard, A.**, Saffer, A., Horrell, L., Benedict, C., & Love, B. (2018) "Peer-to-Peer Connections: Perceptions of a Social Networking App Designed for Young Adults with Cancer" presented at the Association for Education in Journalism and Mass Communication 2018 Conference in Washington, DC, August.
- 79 Smith, M.K., Cao, B., Fu, R., Zhao, Y., Liu, C., Tangthanasup, M., **Lazard, A.**, & Tucker, J. (2018) "Health Messaging from BY the People or FOR the People? A Comparative Visual Content Analysis of Crowdsourced and Government HIV Posters" presented at the 22nd International AIDS Conference, Amsterdam, Netherlands, July.
- 78 King, J., **Lazard, A.**, Ranney, L., Cornacchione Ross, J., Wagoner, K., & Sutfin, E. (2018) "Optimizing Warnings on E-cigarette Advertisements" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 77 Sutfin, E., **Lazard, A.**, King, J., Soule, E., Kimes, C., Jenson, D., & Cornacchione Ross, J. (2018) "Characterization of Waterpipe Tobacco Packaging" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 76 Kowitt, S., **Lazard, A.**, Queen, T., & Goldstein, A. (2018) "Adolescents' Recall of New National Tobacco Communication Campaigns" presented at the National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD, June.
- 75 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B. A., Noar, S. M., King, J. L., & Sutfin, E. L. (2018) "Impact of New FDA Cigar Warnings Among Young Adults in the United States" presented at the Annual Meeting of the International Communication Association, Prague, Czech Republic, May.
- 74 Baig, S., Byron, M. J., **Lazard, A.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 73 Benedict, C., **Lazard, A.**, Love, B., Zachary, M., & Fuehrer, D. (2018) "The Stupid Cancer app: Initial findings from an mHealth tool for young adult cancer survivors" presented at the 39th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, New Orleans, Louisiana, April.
- 72 Cornacchione Ross, J., King, J., Reboussin, B., **Lazard, A.**, Noar, S., & Sutfin, E. (2018) "Selecting Images to Develop Pictorial Warnings for Cigarillos: Insights from Focus Groups" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 71 Meernik, C., Ranney, L., Kim, K., **Lazard, A.**, Avishai, A., Sheeran, P., Queen, T., & Goldstein, A. (2018) "The Effect of Cigarillo Packaging Elements on Young Adult Perceptions of Product Flavor, Taste, Smell, and Appeal" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.

- 70 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.**, Cornacchione Ross, J., & Sutfin, E. (2018) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 69 Sutfin E.L., Reboussin B. A., **Lazard A.**, Cornacchione Ross J., Noar S. M. (2018) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 68 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2018) "Impact of Warnings on Young Adults' Thinking about the Risks and Discouragement from Use of Little Cigars and Cigarillos," presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 67 Baig, S., Byron, M. J., **Lazard, A.**, & Brewer, N. (2018) "'Organic,' 'Natural,' and 'Additive-Free' cigarettes: Do Disclaimers Offset Advertising Claims' Effect on Risk Perception?" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Baltimore, Maryland, February.
- 66 **Lazard, A.**, Saffer, A., Horrell, L., Benedict, C., Fuehrer, D., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.
- 65 Benedict, C., **Lazard, A.**, Saffer, A., Love, B., Fuehrer, D., & Zachery, M. (2017) "Adolescent and Young Adult Cancer Survivors' Unmet Needs and Motivations for Attending an Oncology and Social Networking Event" presented at the Global Adolescent & Young Adult Cancer Congress, Atlanta, Georgia, December.
- 64 Pikowski, J., **Lazard, A.**, Noar, S., Sheeran, P., Queen, T., & Goldstein. (2017) "The Impact of Source, Channel, and Theme on Adult Receptivity to Tobacco Control Messages" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 63 Cornacchione Ross, J., **Lazard, A.**, Reboussin, B., Noar, S., King, J., & Sutfin, E. (2017) "Impact of Newly Mandated Cigar Warnings Among Young Adults in the United States," presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 62 Sutfin E.L., Reboussin B. A., **Lazard A.**, Ross J., Noar S. M. (2017) "Testing waterpipe warning statements: An experimental study among a national sample of young adults" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 61 Noar, S., Horvitz, C., Rohde, J., **Lazard, A.**, Cornacchione Ross, J., & Sutfin, E. (2017) "Feasibility and Preliminary Impact of E-cigarette Harms Messages Delivered to Adolescents Using Text Messaging" presented at the Annual Tobacco Centers of Regulatory Science Meeting, Bethesda, MD, October.
- 60 Horrell, L., **Lazard, A.**, Saffer, A., Benedict, C., & Love, B. (2017) "Perceptions of a Social Support App for Adolescents and Young Adults with Cancer" presented at the North Carolina Public Health Association Conference, Asheville, North Carolina, September.
- 59 **Lazard, A.**, Holton, A., Wilner, T., Zenner, S., & Cannon, A. (2017). "Cancer Selfies: Implicit Representations of Cancer and Gender on Instagram" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 58 Garrett, K. P., & **Lazard, A.** (2017). "Who Should Regulate? Testing the Influence of Policy Origins on Support for Controversial Media Regulations" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.

- 57 Ball, J., Mackert, M., & **Lazard, A.** (2017). "Promoting Multivitamins to College Women: An Examination of Source, Message, and Audience Characteristics" presented at the Association for Education in Journalism and Mass Communication 2017 Conference in Chicago, Illinois, August.
- 56 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Information and Delivery Preferences of Adolescents and Young Adults for Tobacco Education Websites" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 55 King, A. & **Lazard, A.** (2017). "Improving First Impressions of Health Websites: The Influence of Visual Complexity on Positive Elaboration" presented at the 67th International Communication Association Annual Conference, San Diego, California, May.
- 54 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Icons of Health Effects of Cigarette Smoke: A Test of Semiotic Type" presented at the 38th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, San Diego, California, March.
- 53 Pikowski, J., **Lazard, A.**, Sutfin, E., Cornacchione, J., Noar, S. (2017). "Examining Effective Message Strategies for Communicating the Risks and Harms of E-Cigarettes" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 52 Pikowski, J., **Lazard, A.**, Noar, S. (2017) "FDA Credibility in a New Media Environment: The Impact of Source, Channel and Theme on Reception of Tobacco Control Messages" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 51 Bryon, M. J., **Lazard, A.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2017) "Designing a tobacco constituent website that is understandable and Not Misleading" presented at the National Conference on Tobacco or Health in Austin, Texas, March.
- 50 **Lazard, A.**, Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2017). "Anti-Tobacco Education Websites: Information and Delivery Preferences of Adolescents and Young Adults" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 49 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M. H., & Brewer, N. T. (2017). "Communicating Risk At-A-Glance: Effectiveness of Semiotics-Based Icons for Health Harms of Cigarette Smoke" presented at the National Conference on Tobacco or Health, Austin, Texas, March.
- 48 Sutfin, E., Cornacchione, J., **Lazard, A.**, Orlan, E., Suerken, C., Wiseman, K., Reboussin, B., & Noar, S. (2017) "Developing a Point-of-Sale Health Communication Campaign for Cigarillos and Waterpipe Tobacco" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Florence, Italy, March.
- 47 Bryon, M. J., **Lazard, A.**, Vu, H., Schmidt, A., Peters, E., & Brewer, N. (2016) "Can a Tobacco Constituent Website be Understandable and Not Misleading?" presented at the NIH Tobacco Regulatory Science Fall (TCORS) Fall Grantee Meeting in Bethesda, MD, November.
- 46 **Lazard, A.** (2016) "Seeing is the First Step in Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 45 **Lazard, A.**, Schmidt, A., Vu, H., Byron, M. J., Peters, E., Boynton, M., & Brewer, N. (2016) "Health Effects of Cigarette Smoke Icons: A Test of Semiotic Type to Increase Communication Effectiveness" presented at the 2016 Health Literacy Annual Research Conference in Washington, DC, October.
- 44 Horrell L., **Lazard A.**, Pikowski J., Sutfin E., Cornacchione J., & Noar S. (2016) "Adolescent and Young Adults' Perceptions of Anti-Tobacco Websites: Results of Four Focus Group Sessions" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.

- 43 **Lazard, A.,** Wilcox, G., Tuttle, H., Glowacki, E., & Pikowski, J. (2016) "Public Reactions to E-cigarette Regulations on Twitter: A Text Mining Analysis" presented at the North Carolina Public Health Association Fall Educational Conference in New Bern, NC, September.
- 42 **Lazard, A.,** Bamgbade, B., Sontag, J., & Brown, C. (2016) "Using Visual Metaphors in Health Messages: A Strategy to Increase Effectiveness for Mental Illness Communication" presented at the Association for Education in Journalism and Mass Communication 2016 Conference in Minneapolis, MN, August.
- 41 Chung, A.D., **Lazard, A.,** Koh, H., Jeon, Y., Wilcox, G., Mackert, M., & Bernhardt, J. (2016) "Measles Outbreak and Public Conversation on Twitter," presented at the Tenth Annual National Conference on Health Communication, Marketing, and Media in Atlanta, GA, August.
- 40 **Lazard, A. &** Holton, A. (2016) "My Cancer, My Image: Implicit Communication of Cancer and Gender in Instagram Self-Representations" presented at The Visual Communication Conference in Salt Lake City, UT, June.
- 39 Stanforth, D., **Lazard, A.,** Stanforth, P., Wyeth, B., Mackert, M., & Li, X. (2016) "Signage Increases Stair Use: Applying Visual Metaphors with Health and Non-health Messages for Behavior Change" presented at the American College of Sports Medicine 63rd Annual Conference in Boston, MA, June.
- 38 **Lazard, A.,** Noar, S., Kowitt, S., Jarman, K., & Goldstein. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the 2nd NIH Tobacco Regulatory Science Conference in Bethesda, MD, May.
- 37 Case, K., Crook, B., **Lazard, A.,** & Mackert M. (2016) "Developing Targeted Health Messages about E-cigarettes" presented at the Society for Prevention Research 24th Annual Meeting in San Francisco, CA, May.
- 36 **Lazard, A.,** Wilcox, G., Chung, A. D., Mackert, M., & Bernhardt, J. (2016) "Examination of Social Media E-cigarette Messages: Marketing and Consumer Conversations on Twitter" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 35 Case, K., **Lazard, A.,** Crook, B., & Mackert, M. (2016) "Vapor Isn't Water: Perceptions and Effectiveness of E-cigarette Health Education Messages among College Students" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Chicago, IL, March.
- 34 Holton, A. & **Lazard, A.** (2016) "Representing Cancer: Implicit Communication of Cancer and Gender on Instagram" presented at the 3rd Media + Health Symposium in Richmond, VA, February.
- 33 **Lazard, A.,** Bock, M., & Mackert, M. (2015) "The Persuasive Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 32 Mackert, M., Guadagno, M., **Lazard, A.,** Champlin, S., Pounders, K., & Walker, L. (2015) "Improving Gestational Weight Gain and Breastfeeding Promotion: Visual Communication to Overcome Health Literacy Barriers" presented at the National Communication Association 101th Annual Convention in Las Vegas, NV, November.
- 31 Mackert, M. & **Lazard, A.** (2015) "Can I Recycle This?" presented at the University of Texas at Austin's 6th Annual Sustainability Symposium in Austin, TX, September.
- 30 Bamgbade, B., **Lazard, A.,** & Brown, C. (2015) "Understanding Conceptualizations of Mental Health Among College Students" presented at the American Association of Colleges of Pharmacy in National Harbor, MD, July.

- 29 **Lazard, A.**, Watkins, I., Mackert, M., Xie, B., Stephen, K., & Shalev, H. (2015) "Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 28 **Lazard, A.**, Bamgbade, B., & Brown, C. (2015) "'Mental Health Representations Among College Students: Insights for Designing Messages to Reduce Stigma'" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2015 Conference in Austin, TX, March.
- 27 Case, K., Mackert, M., Crook, B., & **Lazard, A.** (2015) "'Perceptions of E-cigarettes in College Students: Formative Research to Develop Health Education Messages'" presented at the Society for Research on Nicotine and Tobacco Annual Meeting in Philadelphia, PA, February.
- 26 Liang, M, Dudo, A., Kahlor, L, Abi Ghannam, N., & **Lazard, A.** (2015) "Share if You Care: Scientists' Information Behaviors About Nanoethics" presented at the American Association for the Advancement of Science in San Jose, CA, February.
- 25 Champlin, S., **Lazard, A.**, Mackert, M., & Pasch, K.E. (2014) "Perceptions of Design Quality: An Eye Tracking Study of Attention and Appeal in Health Advertisements" presented at National Communication Association 100th Annual Convention: The Presence of our Past(s) in Chicago, IL, November.
- 24 Dudo, A., **Lazard, A.**, Kahlor, L., Ghannam, N.A., & Liang, M-C. (2014) "When Scientists Talk to the 'Rest of Us': Using the Technology Acceptance Model to Explain Scientists' Use of New Media to Communicate with the Public" presented at the Association for Education in Journalism and Mass Communication 2014 Conference in Montréal, Canada, August.
- 23 **Lazard, A.** (2014) "The Effects of Photo Manipulation on Non-Rational Processing: Consumers' Responses to Advertising" presented at The Visual Communication Conference in Greenwich, RI, June.
- 22 **Lazard, A.** & Atkinson, L. (2014) "Visual Context, Learning Preferences, and Visual Literacy: The Role of Visuals at the ELM's Critical Point of Persuasion" presented at the 2014 Advertising and Consumer Psychology Conference: The Psychology of Design in Ann Arbor, MI, May.
- 21 **Lazard, A.**, & Mackert, M. (2014) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Effective Online Health Communication" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 20 **Lazard, A.**, Dudo, A., Dennis, T., Ewald, M.G., & Love, B. (2014) "Visual Variation at a Glance: An Analysis of the Visual Complexity of Nutritional Information Online" presented at the 64th annual meeting of the International Communication Association in Seattle, WA, May.
- 19 Hughes-Wagner, J., Mackert, M., & **Lazard, A.** (2014) "Using a Sleep Promotion Campaign Case Study to Demonstrate an Effective Partnership Between Student, Faculty, and Health Promotion Practitioner" presented at the American College Health Association 2014 Annual Meeting in San Antonio, TX, May.
- 18 **Lazard, A.** (2014) "Improving Visual Assessments for Health Materials: Extending Current Suitability Guidelines" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 17 Stewart, K. & **Lazard, A.** (2014) "Sensory Perceptions and Fluency: The Effect of Audio-Visual vs. Verbal-Visual Content on Health Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.

- 16 Mackert, M., **Lazard, A.**, Berman, M., Boguski, M. (2014) "Engaging Audiences via Celebrity Diagnoses: Using Teachable Moments for Online Health Communication" presented at the Innovation in Health Care Delivery Systems Symposium 2014 Conference in Austin, TX, April.
- 15 Ball, J., **Lazard, A.**, & Mackert, M. (2014) "The Influence of Source and Message Factors on the Promotion of Multivitamins Among College Students" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 14 Watkins, I., **Lazard, A.**, Mackert, M., Xie, B., Stephens, K., & Shalev, H. (2014) "Investigating the Gap Between Enrollment and Use of a Patient Portal" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2014 Conference in Austin, TX, April.
- 13 Dudo, A., Kahlor, L., **Lazard, A.**, Liang, M-C., & Ghannam, N.A. (2013) "Talking 'nano': Nanoscientists as public communicators" presented at the annual meeting of the American Association for the Advancement of Science in Chicago, IL, February.
- 12 Mackert, M., **Lazard, A.**, Guadagno, M., & Hughes-Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the National Communication Association 99th Annual Convention in Washington, DC, November.
- 11 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Improved Health Literacy: A Symbolic Interactionism Approach" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 10 **Lazard, A.** & Mackert, M. (2013) "Design and E-Health: Key Principles for Advancing Research and Practice in Effective Communication" presented at the 2013 Health Literacy Annual Research Conference in Washington, DC, October.
- 9 **Lazard, A.** & Harrison, T. (2013) "Visual Communication for Health Literacy: Analyzing the Role of Visuals through Symbolic Interactionism" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 8 **Lazard, A.** & Mackert, M. (2013) "E-Health First Impressions and Visual Evaluations: Key Principles for Attention and Appeal" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 7 **Lazard, A.** & Mackert, M. (2013) "User Evaluations of Design Complexity: The Impact of Visual Perceptions for Obtaining Online Health Information" presented at the 9th Annual San Antonio Health Literacy Conference in San Antonio, TX, October.
- 6 **Lazard, A.**, Atkinson, L., & Mackert, M. (2013) "Visual Context of Message Content: A Re-evaluation of Component Separation in the Elaboration Likelihood Model" presented at the Association for Education in Journalism and Mass Communication 2013 Conference in Washington, DC, August.
- 5 **Lazard, A.** & Atkinson, L. (2013) "Visual Preferences and Abilities at the ELM's Critical Point of Persuasion: An Investigation of Infographics and Visual Learners" presented at The Visual Communication Conference in Steamboat Springs, CO, June.
- 4 Liang, M., Dudo, A., Kahlor, L., Gahannam, N. A., & **Lazard, A.** (2013) "Nano Ethics: How Nanoscientists Evaluate and Communicate the Ethical Dimensions of Their Research" presented at the Third Iowa State University Summer Symposium on Science Communication in Ames, IA, May.
- 3 Mackert, M., **Lazard, A.**, Guadagno, M., & Wagner, J. (2013) "The Role of Implied Motion in Engaging Audiences for Health Promotion: Encouraging Naps on a College Campus" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.

- 2 **Lazard, A. & Mackert, M.** (2013) "Digital Design and e-Health: Tools and Narratives for Improved Outcomes" presented at the Innovation in Health Care Delivery Systems Symposium 2013 Conference in Austin, TX, April.
- 1 Mackert, M., **Lazard, A.**, Champlin, S., Liang, M., Mabry, A., Guadagno, M., Stroever, S., & Watkins, L. (2013) "'Take Time. Save Lives. Clean Hands Protect: Encouraging Hospital Hand Hygiene Through Health Promotion" presented at the Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference in Austin, TX, March.

COURSES TAUGHT: UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Advertising Campaigns
Experimental Design (Doctoral section)
Principles of Advertising and Public Relations
Process and Effects of Mass Communication
Interdisciplinary Health Communication (Graduate section)

COURSES ASSISTED: THE UNIVERSITY OF TEXAS AT AUSTIN

Advanced Advertising Theories I (Doctoral section)
Account Planning (Undergraduate and Graduate sections)
Integrated Communication Campaigns
Introduction to Advertising & Integrated Brand Promotion
Health Communication

COURSES TAUGHT: THE ART INSTITUTE OF INDIANAPOLIS

Digital Photography: Architectural Photography
Digital Photography: Advanced Portraiture
Digital Photography: Color Management
Digital Photography: Corporate & Industrial Photography
Digital Photography: Digital Photographic Production
Digital Photography: Editorial Photography
Digital Photography: Lighting
Digital Photography: Photographic Design
Digital Photography: Portraiture
Digital Photography: Studio Photography
Digital Photography: Survey of Photography
Graphic Design: Digital Imaging

Media Arts and Animation: Background Layout and Design

Media Arts and Animation: Computer Paint

GRANTS: CURRENT

- 2020-2021 American Cancer Society (ACS) 133694-PEP-19-154-01-PCSM. "Engaging Adolescents and Young Adults with Cancer via a Social Support App." \$144,000.
Role: Principal Investigator.
This project will develop and evaluate the visual design of a peer-to-peer social support app to increase engagement (seeking and sharing support) among young adults with cancer.
- 2019-2022 National Cancer Institute/Food and Drug Administration R01CA239192. "Evaluating the Impact of Waterpipe Marketing Claims on Young Adults." \$1,311,866. PI: Erin Sutfin.
Role: Co-Investigator.
The project will address how waterpipe tobacco packaging and digital marketing influences perceptions of harm and behavior to inform future rulemaking.
- 2020-2025 National Cancer Institute (NCI) R01CA241420. "Communicating Waterpipe Tobacco Harms to Reduce Use Among Young Adults." PI: Erin Sutfin. \$2,629,941.
Role: Co-Investigator.
This project will develop and test health warnings to increase young adults' accurate perceptions of harm and decrease use.
- 2020-2025 National Institute of Drug Abuse (NIDA) R01DA048390. "Informing ENDS Policies: Studying the Impact of E-cigarette Warnings on Behavior." PI: Noel Brewer. \$2,510,739.
Role: Co-Investigator.
The overarching goal of the proposed research is to develop effective e-cigarette warnings that help e-cigarettes users become tobacco free.
- 2019-2024 National Cancer Institute (NCI)/Food and Drug Administration (FDA) 1R01CA240732. "Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Diseases." PI: Adam Goldstein. \$2,714,379.
Role: Co-Investigator.
This project will evaluate the effectiveness of warning characteristics for little cigars and cigarillos to reduce use.
- 2021-2024 American Society of Clinical Oncology. "A User-centers Mobile Health App to Promote Participation of Black Women in Cancer Clinical Trials." PI: Marjory Charlot. \$450,000.
Role: Co-Investigator.
This project will develop and evaluate responses to a mobile health app to increase participation in breast cancer clinical trials among Black women.
- 2020-2023 Foundations of Hope. "A Web-based Interventions to Improve Mental Health Outcomes among Newly Diagnosed Parents with Cancer." PI: Eliza Park. \$39,997.
Role: Co-Investigator
The goal of this project is to adapt and test the feasibility and acceptability of a web-based intervention to reduce parental anxiety and facilitate communication about illness with their children.
- 2019-2021 Robert Wood Johnson Foundation. "Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases Among Parents."

Co-PIs: Lindsey Smith Taillie/Marissa Hall. \$298,924.

Role: Co-Investigator

This project will examine the effects of nutrition claims on parents' purchases fruit drinks.

2019-2021 Lineberger Comprehensive Cancer Center. "Text Messaging to Enhance the Use of Patient-targeted Decision Support among Diverse Populations." \$199,987. PI: Jennifer Elston Lafata.

Role: Co-Investigator.

This study will examine the feasibility of text messaging to reach and support socio-demographically diverse patients at the time of a colorectal cancer screening decision.

2020-21 Lineberger Comprehensive Cancer Center. "Closing the Gap in Socioeconomic Disparities in Cancer: Using Neuroscience and Social Psychology to Improve Cancer Prevention Messaging." PI: Keely Muscatell. \$130,566.

Role: Co-Investigator.

We propose to identify neural biomarkers of message effectiveness and use them to predict engagement in cancer-prevention behaviors across the socioeconomic spectrum.

GRANTS: COMPLETED

2020 North Carolina Department of Health and Human Services. "Face Covering Messaging in Response to the COVID-19 State of Emergency." \$22,827. PI: Allison Lazard.

Role: Principal Investigator.

This project investigates motivations, barriers, and messaging strategies for wearing face coverings as preventive health behavior in response to COVID-19.

2019-2020 Robert Wood Johnson Foundation. "Developing and Evaluating High-Impact Pictorial Health Warnings for Sugar-Sweetened Beverages: A Study of Latino Parents in the US." Co-PIs: Marissa Hall/Lindsey Smith Taillie. \$199,415.

Role: Co-Investigator

This project will develop and examine the impact of pictorial health warnings on sugar-sweetened beverages on purchasing behavior among Latino parents.

2019-2020 Wake Forest Tobacco Control Center for Excellence. "Understanding Industry-sponsored Cigarillo Digital Marketing Visual Strategies and Tactics." PI: Jennifer Cornacchione Ross. \$55,229.

Role: Co-Investigator

This project will analyze the strategies and tactics used by the tobacco industry to appeal to consumers in digital marketing for cigarillos.

2018-2020 Delta Dental Foundation & Texas Oral Health Coalition. "Texas Fluoridation Campaigns." PI: Michael Mackert. \$88,645.

Role: Co-Investigator

2019 University of North Carolina at Chapel Hill (Junior Faculty Development Award). "Evaluating Reach and Engagement with Adolescent Tobacco Prevention Messages on Social Media." \$10,000.

Role: Principal Investigator.

This project evaluated attributes of digital messages that increase reach and engagement with information to counter marketing efforts reaching youth.

2019 MEJO Research Center, University of North Carolina at Chapel Hill. "Digital Media Designs for Adolescent Tobacco Prevention." \$5,000.

Role: Principal Investigator.

This study examined design strategies to increase knowledge of harms and negative attitudes toward e-cigarette use among adolescents.

- 2019 North Carolina Translational and Clinical Sciences Institute (NC TraCS), NIH Clinical and Translational Science Award (CTSA) UL1TR002489. "Feasibility of a New Food Store Model to Test the Impact of Obesity Prevention Policies among Latino Mothers." PI: Lindsey Smith Taillie. \$49,999.
Role: Co-Investigator
This project developed and evaluated the feasibility of using a realistic but controlled food store setting to test the impact of policies on sugar-sweetened beverage purchases and intake.
- 2018-2019 MEJO Research Center, University of North Carolina at Chapel Hill. "Message Strategies and Channels to Engage Adolescents and Young Adults with Cancer in Research." \$5,000.
Role: Principal Investigator.
This project evaluated the effects of message strategy and channel on intentions to engage in research among adolescents and young adults with cancer.
- 2017-2018 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Designing Effective Interactive Applications for Cancer-Prevention Interventions." \$49,663.
Role: Principal Investigator.
This project developed and evaluated interactive application formats to provide guidance for how to effectively design online interventions for cancer prevention.
- 2013-2018 Food and Drug Administration (FDA)/National Cancer Institute (NCI) P50CA180907. "Effective Communication on Tobacco Product Risk and FDA Authority." PI: Kurt Ribisl. \$19,415,248.
Role: Co-Investigator.
The center conducted three integrated projects to advance an understanding of effective communication about the harms of cigarettes and other tobacco products.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Characterization of Waterpipe Tobacco Packaging." \$18,404.
Role: Co-Investigator.
The objective of this project was to conduct a content analysis of 100 waterpipe tobacco packages to characterize the types of claims being made to inform future rulemaking.
- 2017-2018 Center for Regulatory Research on Tobacco Communication. "Optimizing Warnings on E-cigarette Advertisements." \$15,215.
Role: Co-Investigator.
The objective of this project was to test whether design elements increase recall of e-cigarette advertising warnings.
- 2016-2018 National Cancer Institute (NCI) R03CA206487. "Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults." PI: Jennifer Cornacchione Ross. \$150,000.
Role: Consultant.
The goal of this project was to test the relative effectiveness of text-only vs. graphic cigarillo warning labels to discourage young adults from smoking cigarillos.
- 2016-2017 Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. "Relationships between Little Cigar and Cigarillo Packaging Elements, Perceptions of Characterizing Flavors, and Use among Young Adults." PI: Adam Goldstein. \$90,482.

- Role: Co-Investigator.**
This project experimentally tested how key package design elements impact flavor perception of little cigars and cigarillos that influence risk, susceptibility, and use among young adults.
- 2017 MEJO Research Center, University of North Carolina at Chapel Hill. "Instapeer: A Platform for Social Support for Young Adult Cancer Patients." \$5,000.
Role: Co-Principal Investigator.
This project explored the potential of a peer-to-peer app to positively influence social support and health outcomes of young adult cancer patients.
- 2016-2017 MD Anderson. "UT System Culture of Tobacco Control – Health Communication Branding." PI: Michael Mackert. \$30,000.
Role: Consultant.
The goal of this project was to develop a brand identity and messaging strategy for a unified anti-tobacco health communication approach across the entire University of Texas system.
- 2015-2017 Food and Drug Administration (FDA)/National Cancer Institute (NCI) 3P50CA180907-03S1. "Optimizing public display of information on tobacco product constituents." PI: Noel Brewer. \$500,000.
Role: Co-Investigator.
The objective of this project was to identify website formats and content that increase comprehension of constituent disclosures, especially among people with lower health literacy.
- 2015-2017 UT Austin | Portugal International Collaboratory for Emerging Technologies, CoLab. "Improving Prenatal Health Communication: Engaging Men via e-Health." PI: Michael Mackert. \$40,000.
Role: Consultant.
The objective of this project was to design and iteratively test an e-health application to effectively communicate prenatal health to men in the United States and Portugal.
- 2016 JOMC Research Center, University of North Carolina at Chapel Hill. "Visually Implied Vaping Arguments: Effects of E-cigarette Cues for Implicit and Explicit Attitudes." \$5,000.
Role: Principal Investigator.
The purpose of this study was to understand how the use of e-cigarette imagery cues influences the effectiveness of messages to communicate the potential harms and risks of e-cigarettes.
- 2015-2016 Center for Regulatory Research on Tobacco Communication. "Development of an Educational Website about Other Tobacco Products." \$42,122.
Role: Principal Investigator.
The objective of this project was to conduct qualitative research to identify effective elements of tobacco education websites and optimize online education about tobacco product risks.
- 2015-2016 UT-Austin Green Fee, The University of Texas at Austin. "Can I Recycle This? A Campaign to Help Longhorns Make Recycling Decisions." PI: Michael Mackert. \$15,865.
Role: Co-Investigator.
This was a two-phase project to increase recycling on UT's campus by reducing confusion associated with recycling items and aid decision-making at the point of action.
- 2014-2015 Health Communication Scholars Program (HCSP), The University of Texas at Austin. "Using Visual Metaphors to Decrease Mental Health Stigma in College Students." \$1500.
Role: Principal Investigator.
The objective of this project was to test whether visual metaphors, a strategic message design tactic, can be used to communicate about and decrease mental illness stigma.

- 2014-2015 The Tobacco Center of Regulatory Science on Youth and Young Adults (NIH/NCI P50CA-180906-01, Perry, PI) (2014-15). "Formative Research to Develop and Evaluate Messages About e-Cigarettes." PI: Kathleen Case. \$5,000.
Role: Research Scientist.
The purpose of this proposed research was to test the potential effectiveness of an anti-ENDS health campaign designed and developed from formative research.
- 2014-2015 Tobacco Centers of Regulatory Science (TCORS), The University of Texas School of Public Health, Michael & Susan Dell Center for Healthy Living. PI of Training Core: Steven Kelder. \$15,673,801. **Role: Research Assistant**
- 2013 National Nanotechnology Infrastructure Network (NINN), Social and Ethical Implications Seed Grant. "Talking Nano: Nanoscientists as Public Communicators." PIs: Anthony Dudo and LeeAnn Kahlor. \$20,000.
Role: Research Assistant.
The purpose of this study was to examine the social dimension of nanoscience, specifically examining nano-scientists' opinions about engaging with laypersons.

INVITED PRESENTATIONS

Lazard, A. (2020). "New Strategies in Communication" presented to the Lineberger Comprehensive Cancer Center Scientific Retreat, Chapel Hill, NC, December.

Lazard, A. (2020). "Young People and Cancer" presented to Red Hat Cares about a Cure for Cancer and American Cancer Society Virtual Series, Raleigh, NC, October.

Dasgupta, N. & **Lazard, A.** (2020) "Social Distancing Privilege and Real-time Message Testing in North Carolina" presented to Gillings School of Global Public Health's Research, Innovations and Global Solutions, Chapel Hill, NC, May.

Lazard, A. (2019). "Visual Design Strategies to Increase the Effectiveness of Cancer Communication" presented to the American Society of Preventive Oncology (ASPO) Behavioral Science & Health Communication Special Interest Group, November.

Lazard, A. (2019). "Leveraging Design Theory and Methods for Cancer Outcomes Research" presented at the Lineberger Cancer Outcomes Research Program Seminar, Chapel Hill, NC, September.

Lazard, A. (2019). "Visual Design Strategies to Increase the Effectiveness of Cancer Communication" presented at the Health Literacy and Communication Strategies in Oncology workshop hosted by the National Academies of Sciences, Engineering, and Medicine, Washington, DC, July.

Lazard, A. (2019). "Visual Communication to Reach Your Audience" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A. (2019). "Data Visualization Best Practices" presented at the Data Visualization Workshop for the Texas Department of State Health Services Center for Health Statistics hosted by The University of Texas Center for Health Communication, Austin, TX, June.

Lazard, A. (2019). "Designing Cancer Communication: Using Visual Cues to Increase Engagement" presented to the Tobacco Control Center of Excellence at Wake Forest School of Medicine, Winston-Salem, NC, January.

Lazard, A. (2018). "Visual Communication Strategies to Engage Your Audience" presented as the keynote of the Create Meaningful Change through Data Visualization workshop by the Community

Engaged Texas Research Alliance (CENTRAL), a University of Texas at Austin Grand Challenge, Austin, TX, April.

Lazard, A. (2018). "The Impact of Visual Communication for Tobacco Control Messages" presented as the Abby Prestin Memorial Lecture to the US Food and Drug Administration (FDA), Silver Spring, MD, April.

Lazard, A. (2017). "Seeing is Believing: Using Theory-based Design Principles to Improve Message Engagement" presented at the Health Communication Leadership Institute, Austin, TX, June.

Lazard, A. (2017). "Visual Communication to Improve Cancer Control Messaging" presented at the UNC Lineberger Cancer Prevention and Control Quarterly Meeting, Chapel Hill, NC, June.

Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Orlan, E., Berman, M, Lindlom, E., Ribisl, K., & Brewer, N. (2016). "Optimizing Public Display of Information on Tobacco Product Constituents" presented to the Food and Drug Administration, Washington, DC, November.

Lazard, A., Sutfin, E. Pikowski, J., Cornacchione, J., Noar, S., Sontag, J., & Horrell, L. (2016) "Development of an Educational Website about Other Tobacco Products" presented to the Center for Regulatory Research on Tobacco Communication journal club, Chapel Hill, NC, May.

Lazard, A., Bryon, J., Peters, E., Vu, H., Schmidt, A., Boynton, M., Stepanov, I., Ribisl, K., & Brewer, N. (2016). "Tobacco Product Constituent Displays" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. (2016). "Identifying Engaging Tobacco Education Website Features: Formative Research for Design and Development" presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC, April.

Holton, A. & **Lazard, A.** "My self, my scars: Representations of cancer and gender on Instagram." presented to the Utah Symposium on the Digital Humanities in Orem, UT, February 2016.

Mackert, M., **Lazard, A.,** Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., Mabry, A., & Damásio, M. "Improving Prenatal Health Communication: Engaging Men via e-Health" presented to the UT-Austin | Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February 2015.

Lazard, A. "Visual Communication Principles to Improve Health Literacy: Understandability and Actionability" presented to UnitedHealth Group Health Literacy Innovations Program's Bridging the Gap Series, Minnetonka, MN, January 2014.

CREATIVE INDUSTRY EXPERIENCE

2008-2010 *Multimedia Associate, Project Team Lead, DWA Healthcare Communications Group*

2005-2008 *Commercial Photographer, Chicago, Illinois and Indianapolis, Indiana*

PROFESSIONAL DEVELOPMENT

2013 Instructor Learning Community's Critical Thinking Through Creativity at the Center for Teaching and Learning, The University of Texas at Austin.

2011 Adobe Certified Expert in Photoshop Lightroom, Adobe Systems Incorporated

PH.D. DISSERTATION ADVISING

- Committee member*, Justin Kavlie (in progress)
- Committee member*, Fernanda Mediano (in progress)
- 2021 *Committee member*, Ashley Hedrick, "Recognize and Resist: A Health Intervention to Promote Writing About Sexual Consent and Egalitarian Gender Roles Among One Direction Fanfiction Writers"
- 2020 *Committee member*, Andrew Seidenberg, "Consumer Responses to Modified Risk Tobacco Product Claims"
- 2019 *Committee member*, Trevor Bell, "The Impact of Narrative Messages on Adolescents' Type 1 Diabetes Management"
- 2019 *Committee member*, Seoyeon Kim, "Effects of CSR Initiative Type on Consumer Responses in Relations to Company-Cause Fit, Stigmatized Industry, and CSR Crises"
- 2018 *Committee member*, Sabeeh Baig, "Examining Perceived Message Effectiveness as a Marker for the Impact of Brief Health Behavior Interventions"
- 2018 *Committee member*, Lindsey Horrell, "Communication Cues to Engage Lower-To-Middle Income Adults in a Study of the Chronic Disease Self-Management Program: An Innovative Approach to Recruitment Strategies"
- 2017 *Co-chair*, Jennah Sontag, "The Effectiveness of Visual and Text Frames in Health Communication"

MASTER'S THESIS ADVISING

- 2021 *Committee Member*, Kristen Henderickson, "Comparing and Using Different Media Formats on Informational Health Web Pages"
- 2020 *Chair*, Will Rimer, "The Usability of Chapel Hill Area Volleyball Club's Website: Analyzing Web Aesthetics' and Design Complexity's Effects on Perceptions of the Club Website"
- 2019 *Chair*, Meredith Collins, "The Way We Get By: How Narrative Engagement with Young Adult Literature Influences Perceptions of Eating Disorders"
- 2019 *Committee member*, Maddie Omeltchenko, "Engagement on Instagram: How Green Brands Leverage Social Media to Reach Mass Audiences"
- 2018 *Committee member*, Christine Scalora, "Countering Mental Health Stigma: Recommendations for a Social Marketing Campaign"
- 2017 *Chair*, Jessica Pikowski, "The Impact of Source, Channel, and Theme on Receptivity to Tobacco Control Messages"
- 2017 *Committee member*, Deanna Puglia, "Social Media Use and Its Impact on Body Image: The Effects of Body Comparison Tendency, Motivation for Social Media Use, and Social Media Platform on Body Esteem in Young Women"
- 2016 *Chair*, Alan Maynard, "Successfully Streaming Video: A Video Marketing Plan for Print Magazine Brands and Case Study for Garden & Gun"

HONORS THESIS (UNDERGRADUATE) ADVISING

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- 2019 *Chair, Brooke Murad, "Perceptions of Authenticity on Instagram"*
- 2018 *Chair, Ali Dunlap, "Visual Metaphors in Health Messages: A Strategy to De-Stigmatize Opioid Use Disorder"*
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PROFESSIONAL ACADEMIC SERVICE

- 2019-2021 *Associate Editor, Health Communication*
- 2015-2021 *Reviewer, Health Communication*
- 2015-2020 *Reviewer, Science Communication*
- 2018-2021 *Reviewer, Tobacco Control*
- 2020 *Reviewer, Addictive Behaviors*
- 2020 *Reviewer, American Journal of Public Health*
- 2015-2020 *Reviewer, ComSHER Division of AEJMC*
- 2020 *Reviewer, Journal of the American Medical Informatics Association*
- 2020 *Reviewer, Health Psychology*
- 2018-2020 *Reviewer, International Journal of Environmental Research and Public Health*
- 2019 *Reviewer, Journal of the American Medical Association (JAMA)*
- 2016-2019 *Reviewer, Journal of Medical Internet Research*
- 2015-2019 *Reviewer, Journal of Health Communication*
- 2019 *Reviewer, Communication Studies*
- 2019 *Reviewer, Computers in Human Behavior*
- 2019 *Reviewer, Addictive Behaviors Reports*
- 2019 *Reviewer, Journal of Communication*
- 2019 *Reviewer, Addiction Research & Theory*
- 2019 *Reviewer, Communication Methods & Measures*
- 2019 *Reviewer, International Journal of Human-Computer Interaction*
- 2019 *Reviewer, BMC Public Health*
- 2017-2018 *Reviewer, Communication Monographs*
- 2018 *Reviewer, PLoS One*
- 2018 *Reviewer, International Journal of Communication*
- 2018-2019 *Reviewer, ComTech Division of AEJMC*
- 2016-2019 *Reviewer, Media Psychology*
- 2017 *Reviewer, Visual Communication Quarterly*
- 2013-2016 *Membership Chair, ComSHER Division of AEJMC*
- 2016 *Reviewer, Social Science & Medicine*

2016	<i>Reviewer, New Media & Society</i>
2015-2016	<i>Reviewer, Journalism and Mass Communication Quarterly</i>
2015-2016	<i>Reviewer, Mass Communication & Society</i>
2015-2016	<i>Reviewer, Natural Hazards</i>
2015	<i>Reviewer, Pacific Symposium on Biocomputing</i>
2014-2015	<i>Reviewer, Journal of Advertising</i>
2013-2015	<i>Graduate Student Liaison, Visual Communication Division of AEJMC</i>
2014	<i>Reviewer, Academy of Marketing Science</i>
2013	<i>Reviewer, Society of Consumer Psychology</i>
2013	<i>Mentor, The Nanotechnology Research Experience for Undergraduates (N-REU) Program, National Nanotechnology Infrastructure Network supported by the National Science Foundation</i>
2012 - 2013	<i>Newsletter Co-Editor, ComSHER Division of AEJMC</i>

UNIVERSITY SERVICE

2020-2021	UNC Public Health Education Working Group
2019	Lineberger Comprehensive Cancer Center Marci Campbell Dissertation Award Review Committee
2018-2019	Lineberger Cancer Conversations Advisory Board
2017-2018	Lineberger Comprehensive Cancer Center Development Award Review Committee
2016	Center for Regulatory Research on Tobacco Communication Pilot Grant Review Committee

SCHOOL (DEPARTMENT) SERVICE

2017-2020	Hussman School of Journalism and Media PhD Admissions Committee
2016-2019	School of Media and Journalism PhD Advisory Committee
2018-2019	School of Media and Journalism Dean's Cabinet
2019	School of Media and Journal Strategic Planning Committee
2016-2019	School of Media and Journalism MA Admissions Committee
2016-2017	School of Media and Journalism Curriculum Committee
2013	Texas Advertising Group Travel Stipend Ad Hoc Award Committee

SUMAN LEE

Associate Professor
School of Media and Journalism
University of North Carolina, Chapel Hill

358 Carroll Hall, CB 3365
Chapel Hill, NC 27599
919-962-4077 (office)
suman@unc.edu

EDUCATION

- Ph.D.** **Mass Communication, Syracuse University, 2004**
Dissertation: *A theoretical model of national image processing and international public relations*
Adviser: Pamela J. Shoemaker
- M.A.** **Communication, San Diego State University, 2001**
Master's thesis: *Co-acculturation in a multinational organization: A study of Samsung Tijuana Park at the U.S.-Mexico border*
Adviser: Glen M. Broom
- B.A.** **English Language and Literature, Yonsei University, Seoul, Korea, 1993**

PROFESSIONAL EXPERIENCE

- Associate Professor**, Hussman School of Journalism and Media, University of North Carolina, Chapel Hill, 2018-present
- Associate Professor**, Greenlee School of Journalism and Communication, Iowa State University, 2010-2017
- Assistant Professor**, Greenlee School of Journalism and Communication, Iowa State University, 2004-2010
- Instructor of record**, Ewha Women's University, Seoul Korea, International Summer College, Summer 2009
- Editorial Assistant**, *Communication Research* (Editor: Pamela J. Shoemaker), Syracuse University, 2002-2004
- Research Assistant**, International Association of Business Communicators (IABC) Research Project (Director: Dixie L. Evatt), Syracuse University, 2002-2003
- Teaching Assistant**, Principles of Public Relations, Syracuse University, 2001-2002
- Instructor of record**, School of Communication, San Diego State University, 1999-2001
- Research Associate**, Samsung Tijuana Park Research Project (Director: Glen M. Broom), San Diego State University, 1999-2002
- Teaching Assistant**, Principles of Public Relations, Research Methods in Mass Communication (Professor Glen M. Broom), San Diego State University, 2000-2001

Associate Manager, Public Relations Division, Samsung Life Insurance, Co., Ltd., Seoul, Korea, 1993-1999

Responsible for media relations and internal communication; Directed programs at the Samsung Satellite Broadcasting Center to efficiently communicate with employees; Directed public relations videos and films produced in four languages (Korean, Japanese, English, and Chinese)

Creative Writer, Munwha Broadcasting Center (MBC-TV), Seoul, Korea, 1992

HONORS

Top Paper Award, Intergroup Communication Division, International Communication Association (ICA) Virtual Conference, 2020

Top Paper Abstract Award, Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK, 2020

Best Design Poster Award, Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN, 2016

Wilbur L. Layton Faculty Recognition Awards, Division of Student Affairs, Iowa State University, 2013

This award is given to faculty members who have collaborated with the Division of Student Affairs to serve students and have been strong supporters of student success. Following a tragic accident of an exchange student from Korea in 2012, Dr. Lee was asked to serve a translator for other visiting students. He stayed involved over several weeks, comforting and assisting students and serving as a point of contact between students, the university, and officials and families in Korea. His support of students in the aftermath of this event made a huge impact.

Second Place Top Faculty Paper, Visual Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, 2012

Allen H. Center Graduate Research Award, San Diego State University, 2001

Samsung Best PR Director of the Year Award, 1998

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Books & Chapters

Lee, S. (2018). Deviance, social significance, and international public relations: A synthesized view of influencing factors on national image in news. *Media scholarship in a transitional age: Research in honor of Pamela J. Shoemaker* (pp. 77-88). New York: Peter Lang

Lee, S., & Kim, B. (2013). A time-series analysis of international public relations expenditure and economic return: A study of Japan, Liberia, Belgium, and Philippines. *PRSA, Public Relations Society of America, Educator's Academy, 2012 Proceedings* (pp. 106-117). San Francisco, CA.

Suman Lee

Rodriguez, L., Asoro, R., Lee, S., & Sar, S. (2012). Gestalt principles in destination logos and their influence on consumers' recognition of and intention to visit a country. In A. Gumus (Ed.), *Communication, media, technology and design 2012 Proceedings* (pp. 242-245). Istanbul, Turkey: ICCMTD.

Lee, S., & Hong, H. (2011). International PR, news media and publics: An influence model of national image formation. *PRSA, Public Relations Society of America, Educator's Academy, 2011 Proceedings* (pp. 87-99). Orlando, FL.

Lee, S. (2009). International public relations. In W. F. Eadie (Ed.), *21st century communication: A reference handbook* (pp. 758-766). Thousand Oaks, CA: Sage.

Lee, S. (2009). Somewhere in the middle: The measurement of third culture. In D. Cai (Ed.), *Intercultural communication*, Vol. 4 (pp. 41-51). London, England: Sage.

Lee, S. (2005). Relational significance and international public relations of other countries in the U.S. In M. Watson (Ed.), *The 8th international public relations research conference proceedings: The impact of PR in creating a more ethical world* (p. 256). Miami, FL: University of Miami.

Refereed Journal Articles

Hong, H., Lee, S., & Tian, Q. (2020). The influence of international education experience on host country-related outcomes: An analysis of Chinese students' relationships with South Korean universities. *Sustainability*, 12(22), 9703. <https://www.mdpi.com/2071-1050/12/22/9703/htm>

Kim, B., Lee, S., & Kim, H. (2020). A Time-Series Analysis of Public Diplomacy Expenditure and News Sentiment: A Case Study of the U.S.–Japan Relationship. *International Journal of Communication*, 14, 5394-5416. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/13675/3253>

Xu, X., Comello, M. L., Lee, S., & Clancy, R. (2020, online first). Exploring country-of-origin Perceptions and ethnocentrism: The case of U.S. dairy marketing in China. *Journal of Food Products Marketing*. DOI: 10.1080/10454446.2020.1722778

Kim, N., & Lee, S. (2018). Cyber-security breach and crisis response: An analysis of organizations' official statements in the United States and South Korea. *International Journal of Business Communication*. Prepublished online, June 2018, <https://doi.org/10.1177/2329488418777037>

Chung, S., & Lee, S. (2017). Crisis communication and corporate apology: The effects of causal attributions and apology types on publics' cognitive and affective responses. *International Journal of Business Communication*. Prepublished online, October 2017, <https://doi.org/10.1177/2329488417735646>.

Rodriguez, L., Lee, S., & Sar, S. (2017). Promoting places: Schema complexity and valence elicited by country logos for tourism. *Journal of Visual Literacy*, 35, 187-200.

Chung, S., & Lee, S. (2016). Crisis communication strategy at social media and publics' cognitive and affective responses: A case of Foster Farms salmonella outbreak. *Communication Research Reports*, 33, 341-348.

Rodriguez, L., & Lee, S. (2016a). What's the beef in South Korea protests: The technical, psychometric and sociocultural dimensions of news coverage of risk. *Journal of Agricultural and Food Information*, 17, 129-141.

Rodriguez, L., & Lee, S. (2016b). What can be gleaned from news coverage to improve science reporting and enhance public literacy about agricultural biotechnology in Ghana? *Journal of Agricultural and Food Information*, 17, 91-109.

- Lee, S., & Kim, B.** (2015 first online; 2018 in print). A time-series analysis of international public relations expenditure and economic outcome. *Communication Research*, 45(7), 1012-1030. Prepublished, April, 19, 2015, DOI: <https://doi.org/10.1177/0093650215581370>.
- Sar, S., Rodriguez, L., **Lee, S.**, & Kulpavaropas, S. (2013). Mood and the elaboration of destination logo design: The influence of mood and symbolic value on evaluations of country logos. *Visual Communication Quarterly*, 20, 64-74.
- Rodriguez, L., Asoro, R., **Lee, S.**, & Sar, S. (2013). Gestalt principles in destination logos and their influence on people's recognition of and intention to visit a country. *Online Journal of Communication and Media Technologies*, 3, 91-107.
- Lee, S.**, Rodriguez, L., & Sar, S. (2012). The influence of logo design on country image and willingness to visit: A study of country logos for tourism. *Public Relations Review*, 38, 584-591.
- Lee, S.**, & Chung, S. (2012). The effect of corporate apology on public anger relief. *Public Relations Review*, 38, 932-934.
- Lee, S.**, & Hong, H. (2012). International PR, news media and publics: An influence model of national image formation. *Public Relations Review*, 38, 491-493.
- Yoon, Y., & **Lee, S.**, Kim, K., & Moon, P. (2010). Evaluating online newsrooms of 200 Korean companies: Communicating with international media via corporate websites. [In Korean] *Public Relations Research Journal*, 14, 115-144.
- Rodriguez, L., & **Lee, S.** (2010). Factors affecting the amplification or attenuation of public worry and dread about bioterrorist attacks. *Homeland Security Affairs*, 6, 109-125.
- Lee, S.**, & Yoon, Y. (2010). The return on investment (ROI) of international public relations: A country-level analysis. *Public Relations Review*, 36, 15-20.
- Lee, S.**, Toth, E. L., & Shin, H. (2008). Cognitive categorization and routes of national reputation formation: U.S. opinion leaders' views on South Korea. *Place Branding and Public Diplomacy*, 4, 272-286.
- Lee, S.**, & Yoon, Y. (2008). Ideological similarity and framing: A study of the U.S. news coverage of the Japan-China history conflict. *International Communication Bulletin*, 43, 2-10.
- Lee, S.**, & Rodriguez, L. (2008). The four publics of anti-bioterrorism information campaigns: A test of the situational theory. *Public Relations Review*, 34, 60-62.
- Lee, S.** (2007). International public relations as a predictor of prominence of U.S. news coverage. *Public Relations Review*, 33, 158-165.
- Lee, S.** (2006). Somewhere in the middle: The measurement of third culture. *Journal of Intercultural Communication Research*, 35, 253-264.
- Lee, S.** (2006). An analysis of other countries' international public relations in the U.S. *Public Relations Review*, 32, 97-103.
- Lee, S.** (2006). Image of nations: Coverage of foreign countries in Korean newspapers. *International Communication Research Journal* (formerly *International Communication Bulletin*), 41, 37-45.

Lee, S. (2005). Emergence of global public and international public relations. *Public Relations Quarterly*, 50, 14-16.

Lee, S., & Evatt, D. L. (2005). An empirical comparison of the predictors of excellence in public relations. *Corporate Reputation Review*, 8(1), 31-43.

Refereed Conference Papers

Chung, S., Kim, E., Lee, S., & Lee, E. (2021, accepted). When Do People Wear a Mask During the COVID-19 Pandemic? An Integration of Theory of Planned Behavior and Ethics Position Theory. *Association for Education in Journalism and Mass Communication*. Virtual Conference, U.S.A.

Chung, S., Kim, E., Lee, S., & Lee, E. (2021, accepted). A Cross-National Survey in the U.S. and South Korea: How Does Ethical Ideology Affect Behavioral Intention to Wear a Mask in Pandemic? *Association for Education in Journalism and Mass Communication*. Virtual Conference, U.S.A.

Chung, S., Lee, S., & Lee, E. (2021, March). Wearing a mask in South Korea: How Ethical Ideology Affects Behavioral Intention to Wear a Mask During the COVID 19 Pandemic? *D. C. Health Communication Conference*. Virtual Conference, U.S.A.

Chung, S., Lee, S., & Lee, E. (2021, March). Wearing a mask in public areas during COVID-19 Pandemic: Influence of threat to freedom, attitude, and ethical ideologies on behavioral intention. *Association for Education in Journalism and Mass Communication Midwinter*. Virtual Conference, U.S.A.

Chung, S., Lee, S., & Lee, E. (2020, August). Balancing between Global and Local Perspective in the Public Relations Industry. Accepted at Public Relations Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Kim, N., & Lee, S. (2020, August). The impact of fairness perception on public's attitudinal and emotional evaluation of an organization. Accepted at Public Relations Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Rodriguez, L., Lee, S., Qu, S., Zhang, W., & Li, M. (2020, May). Farmers under Threat: Implications for Attitudes toward China and Perceived Risks from the Trade Dispute. Presented at the Intergroup Communication Division, the annual virtual conference of the International Communication Association (ICA).

Chung, S., Lee, S., & Lee, E. (2020, March). Balancing between Global and Local Perspective in the Public Relations Industry: Distribution of Public Relations Agencies and Related Country Characteristics. *Association for Education in Journalism and Mass Communication Midwinter Conference*, Norman, OK.

Chung, S., Lee, S., & Lee, E. (2020, March). Lessons for Crisis and Risk Communication: A Systematic Review of How to Understand and Combat Rumors. *Association for Education in Journalism and Mass Communication Midwinter, Conference*, Norman, OK.

Chung, S., Lee, S. (2020, March). How to Combat Fake News on Social Media? Effective Strategies for Responding to Misinformation on an Organization. *International Public Relations Research Conference (IPRRC)*, Orlando, FL.

Xu, X., Comello, M. L., Lee, S., & Clancy, R. (2018, August). Exploring country of origin perceptions and ethnocentrism: Implications for PR efforts to introduce U.S. dairy products to China. Paper presented at the Public Relations Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Kim, N., & Lee, S. (2017, October). Promotional videos as a nation-building strategy: Examining tourism videos of the United Nations World Tourism Organization (UNWTO). Paper presented at the Educator's Academy, the annual conference of the Public Relations Society of America (PRSA), Boston, MA.

Cho, S., & Lee, S. (2017, August). Cultural difference and message strategy of global brands: A comparative analysis on Facebook fan pages in the United States and South Korea. Paper presented at the Advertising Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Kim, B., Lee, S., & Kim, H. (2017, May). A time-series analysis on Japanese public diplomacy and the US news coverage from 1996 to 2014. Paper presented to the Public Diplomacy Division, the annual conference of the International Communication Association (ICA), San Diego, CA.

Shin, H., & Lee, S. (2017, May). Epidemic and risk communication: An analysis of strategic and graphic characteristics of infographics. Paper presented to the Public Relations Division, the annual conference of the International Communication Association (ICA), San Diego, CA.

Kim, N., & Lee, S. (2016, August). Cyber-security breach and crisis response: An analysis of organizations' official statements in the U.S. and South Korea. Paper presented at the Public Relations Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.

Chung, S., & Lee, S. (2015, August). Crisis communication and corporate apology: The effects of causal attributions and apology types on publics' cognitive and affective responses. Paper presented at the Public Relations Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Rodriguez, L., Lee, S., & Sar, S. (2015, June). Promoting novel-shaped agricultural products: An application of the mental models approach in developing message design skills. North American Colleges and Teachers of Agriculture (NACTA) annual conference, Athens, GA.

Chung, S., & Lee, S. (2014, August). Crisis communication strategy at social media and publics' cognitive and affective responses: A case of Foster Farms salmonella outbreak. Paper presented at the Mass Communication and Society Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.

Lee, S., Rodriguez, L., & Sar, S. (2013, August). Promoting places: Schema complexity and valence elicited by country logos for tourism. Paper accepted at the Visual Communication Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C.

Lee, S., & Kim, B. (2012, October). A time-series analysis of international public relations expenditure and economic return: A study of Japan, Liberia, Belgium, and Philippines. Paper presented to the Educator's Academy, the annual conference of the Public Relations Society of America (PRSA), San Francisco, CA.

Sar, S., Rodriguez, L., Lee, S., & Kulpavaropas, S. (2012, August). Mood and the elaboration of destination logo design: The influence of mood and symbolic value on evaluations of country logos. Paper presented at the Visual Communication Division (the 2nd place top faculty paper), the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Rodriguez, L., Asoro, R. L., Lee, S., & Sar, S. (2012, May). Gestalt principles in destination logos and their influence on people's recognition of and intention to visit to a country. Paper presented to the International Conference of Communication, Media, Technology, and Design (ICCMTD), Istanbul, Turkey.

Lee, S., & Hong, H. (2011, October). International PR, news media and publics: An influence model of national image formation. Paper presented to the Educator's Academy, the annual conference of the Public Relations Society of America (PRSA), Orlando, FL.

Enz, T., Abbott, E., & **Lee, S.** (2010, August). Sources of facts and advice for farmer decision-making concerning soil conservation practices in Wisconsin. Paper presented at the Mass Communication and Society Division, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, CO.

Rodriguez, L., & **Lee, S.** (2010, June). Technical, psychometric and sociocultural dimensions of risk perception: Media coverage and the South Korean reaction to American beef imports. Paper presented to the Asian Media Information and Communication Center (AMIC) annual convention, Suntee City, Singapore.

Lee, S., Cheng, X., & Abbott, E. (2008, May). Online news reports and reader interactivity: A study of the electronic bulletin board system (BBS) in China. Paper presented to the Mass Communication Division, the annual conference of the International Communication Association (ICA), Montreal, Canada.

Yoon, Y., & **Lee, S.** (2008, May). Frame building of prescription drug imports from Canada: An analysis of policy actors' message frames. Paper presented to the Public Relations Division, ICA annual conference, Montreal, Canada.

Lu, M., & **Lee, S.** (2007, May). The effects of advertisements using the endorsements of culturally-congruent spokespersons on consumer attitudes and purchase intentions. Paper presented to the Mass Communication Division, ICA annual conference, San Francisco, CA.

Shin, H., Yang, S., Lee, J., Cha, H., & **Lee, S.** (2006, August). U.S. media coverage of South Korean events: The moderating effect of event valence on the prominence of a news story. Paper presented at the Korean-American Communication session, the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Lee, S. (2006, June). An analysis of other countries' international public relations in the U.S. Paper presented to the Public Relations Division, ICA annual conference, Dresden, Germany.

Lee, S., & Rodriguez, L. (2006, June). The four publics of anti-bioterrorism information campaigns: A test of the situational theory. Paper presented to the Public Relations Division, ICA annual conference, Dresden, Germany.

Rodriguez, L., **Lee, S., & Peterson, J.** (2005, August). Factors affecting the amplification or attenuation of public worry and dread about bioterrorist attacks. Paper presented to the Science Communication Interest Group, AEJMC annual convention, San Antonio, TX.

Mak, A. K., & **Lee, S.** (2005, August). Identity-centered model of visual design: A case study of the 50 State Quarters Program. Paper presented to the Visual Communication Division, AEJMC annual convention, San Antonio, TX.

Lee, S. (2005, May). A theoretical model of national image processing and international public relations. Paper presented to the Public Relations Division, ICA annual conference, New York, NY.

Morris, P. K., & **Lee, S.** (2005, May). Culture and advertising: An empirical study of cultural dimensions on the characteristics of advertisements. Paper presented to the Intercultural Communication Division, ICA annual conference, New York, NY.

Lee, S. (2005, March). Relational significance and international public relations of other countries in the U.S. Paper presented at the meeting of International Public Relations Research Conference, Miami, FL.

Lee, S. (2004, May). An explication of the concept of the global public. Paper presented at the Public Relations Division, ICA annual conference, New Orleans, LA.

Lee, S., & Evatt, D. L. (2003, October). Measuring excellence in public relations and its predictors. Paper presented at the PRSA Educator's Academy, the international conference of the Public Relations Society of America, New Orleans, LA.

Lee, S. (2003, May). Image of nations: Coverage of foreign nations in the Korean media. Paper presented to the International and Development Communication Division, ICA annual conference, San Diego, CA.

Lee, S. (2003, May). Beyond cultural boundaries: An empirical study of the third culture theory. Paper presented to the Intercultural Communication Division, ICA annual conference, San Diego, CA.

Zhong, M., & **Lee, S.** (2003, May). Factors of cultural adaptation and adaptation states in a multinational organization. Paper presented to the Intercultural Communication Division, ICA annual conference, San Diego, CA.

Begeny, J., Buchler, N., Kleinmann, A., Leader, T., **Lee, S.**, Neal, D., Onyper, S., Rosenblatt, M., Stawski, R. S., & Wasylyshyn, C. (2003, November). Does music have charms to soothe the demented breast? A meta-analytic integration of music therapy for dementia. Paper presented at the annual scientific meeting of the Gerontological Society of America, San Diego, CA.

Lee, S. (2002, July). Presidential rhetoric: An analysis of the inaugural address of Kim Dae-Jung, the 15th president of the Republic of Korea. Paper presented to the Political Communication Division, ICA annual conference, Seoul, Korea.

Broom, G. M., & **Lee, S.** (2001, August). Co-acculturation in a Korean manufacturing plant in Mexico. Paper presented to the Public Relations Division, AEJMC annual convention, Washington, D.C.

Refereed Other Products of Scholarship

Rodriguez, L., **Lee, S.**, & Sar, S. (2015). Promoting novel-shaped agricultural products: An application of the mental models approach in developing message design skills. *NACTA Journal*, 59 (Supplement 1), pp. 3-4.

Lee, S. (2013). Co-acculturation in multinational organizations. In G. M. Broom & B. Sha, *Cultip & Center's Effective public relations, International ed.* (p. 220). Upper Saddle River, NJ: Prentice Hall.

Beginning with the first edition in 1952, the textbook *Effective Public Relations* has introduced the theory and principles of public relations to students and served as a major reference for public relations practitioners worldwide. It is most frequently used by those preparing for public relations accreditation examinations and is the most frequently cited text in public relations literature. It has been translated into a number of languages, including Chinese, Japanese, Russian, Korean, Spanish, Bulgarian, Italian and Latvian.

Lee, S. (2012). Co-acculturation in multinational organizations. In G. M. Broom & B. Sha, *Cultip & Center's Effective public relations, 11th ed.* (p. 220). Upper Saddle River, NJ: Prentice Hall.

Lee, S. (2010). Active audiences and science. In S. Priest (Ed.), *Encyclopedia of science and technology communication* (pp. 5-6). Thousand Oaks, CA: Sage.

Lee, S. (2008). Co-acculturation in multinational organizations. In G. M. Broom, Cultip & Center's *Effective public relations, 10th ed.* (p. 220). Upper Saddle River, NJ: Prentice Hall.

Lee, S. (2006). Co-acculturation in multinational organizations. In S. M. Cutlip, A. H. Center, & G. M. Broom, *Effective public relations, 9th ed.* (p. 226). Upper Saddle River, NJ: Prentice Hall.

Lee, S. (2008). Co-acculturation in multinational organizations. In S. M. Cutlip, A. H. Center, & G. M. Broom, *Effective public relations, 9th ed.*, Japanese edition (p. 270). Tokyo: Pearson Education Japan.

Lee, S. (2008). Co-acculturation in multinational organizations. In S. M. Cutlip, A. H. Center, & G. M. Broom, *Effective public relations, 9th ed.*, Bulgarian 2nd edition (p. 255). Sophia, Bulgaria: ROI.

TEACHING ACTIVITIES

A List of Courses for the Past Three Years

Semester and Year	Course #	Course title	# of Students
Spring 2021	MEJO 532	International Public Relations	21
Spring 2021	MEJO 531	Cases in Public Relations	31
Fall 2020	MEJO 830	Public Relations Theory and Methods	9
Fall 2020	MEJO 137.1&2	Principles of Advertising and PR	81
Fall 2020	MEJO 531	Cases in Public Relations	30
Spring 2020	MEJO 490	International Public Relations	28
Spring 2020	MEJO 531	Cases in Public Relations	18
Fall 2019	MEJO 830	Public Relations Theory and Methods	9
Fall 2019	MEJO 137	Principles of Advertising and PR	33
Spring 2019	MEJO 490	International Public Relations	31
Spring 2019	MEJO 846	International Communication Seminar	4
Fall 2018	MEJO 830	Public Relations Theory and Methods	8
Fall 2018	MEJO 137	Principles of Advertising and PR	37

Thesis/Dissertation Committee Advising

At UNC

Chair, Master's thesis for Shepard Barns, Hussman School of Journalism and Media. Donor relations and stewardship in the digital age. Summer 2021 in progress.

Chair, Master's thesis for Nicholas Needham, Hussman School of Journalism and Media. Corporate agenda setting: A new level of influence for corporations in the public sphere. In progress.

Chair, Honor's thesis for Alice Lim, Hussman School of Journalism and Media. Evaluating CDC's crisis communication strategy during COVID-19 pandemic. Spring 2021.

Chair, Master's thesis for Mary Moorefield, Hussman School of Journalism and Media. Donor relations and stewardship in the digital age. Fall 2020.

Chair, Master's thesis for Abigail Brewer, Hussman School of Journalism and Media. The SAV struggle: A public relations campaign for the Albemarle-Pamlico National Estuary Partnership. Spring 2019.

Chair, Master's thesis for Maddie Omeltchenko, Hussman School of Journalism and Media. The green marketing strategy at Instagram. Summer 2019.

Committee member, Doctoral dissertation committee for Yan Qu, Hussman School of Journalism and Media. Situational theory of problem solving through an ego-network approach. In progress.

Committee member, Master's thesis committee for Laura Morales, Hussman School of Journalism and Media. Digital media observatory: A research and media literacy initiative to prevent the spread of infodemics. Fall 2020.

Committee member, Master's thesis committee for Rebekah Lassiter, Hussman School of Journalism and Media. The beginner's guide to understanding web analytics. Fall 2020.

Committee member, Master's thesis committee for Bannie Pan, Hussman School of Journalism and Media. Understanding consumer perceptions of Cha House: A digital advertising and marketing campaign. Summer 2020.

Committee member, Master's thesis committee for Melissa Liles, Hussman School of Journalism and Media. Education thinktank use social media to influence policy in a time of globalization. Spring 2020.

Committee member, Master's thesis committee for Mengyu Qian, Hussman School of Journalism and Media. Framing political issues: A content analysis of Chinese Weibo posts about Hong Kong demonstrations. Spring 2020.

Committee member, Master's thesis committee for Dina Anthony, Hussman School of Journalism and Media. Misrepresentation across national borders: A study on the lack of diversity within outbound international exchange programs in the US. Spring 2020.

Committee member, Master's thesis committee for Lauren Houston, School of Media and Journalism. A smarter state: Rebuilding the reputation of community colleges in North Carolina. Spring 2019.

Committee member, Master's thesis committee for Xiaohan Xu, School of Media and Journalism. Managing country-of-origin effect in international public relations practice: Communication guidelines for introducing U.S. dairy products to China. Spring 2018.

At Iowa State University

Major professor, Master's creative component committee for Zachary Gourley, Journalism and Mass Communication. An analysis of social media strategy of NCAA athletic departments. Served by Fall 2017.

Major professor, Master's thesis committee for Jessica Lown, Journalism and Mass Communication. Government public relations and the citizen journalist: Rumor control and public relations in crisis. Served by Fall 2017.

Major professor, Master's creative component committee for Nahyun Kim, Journalism and Mass Communication. Public relations and tourism promotion video. Spring 2017.

Major professor, Master's creative component committee for Emily Brown, Journalism and Mass Communication. Public relations and fund raising. Spring 2017.

Major professor, Master's thesis committee for Haejung Shin, Journalism and Mass Communication. Epidemic and risk communication: An analysis of strategic and graphic characteristics of Infographics. Spring 2016.

Major professor, Master's thesis committee for Weiwei Miao, Journalism and Mass Communication. Risk perception of food safety and behavioral intent to read food safety labels in China. Summer 2014.

Major professor, Master's thesis committee for Xiaotong Zhang, Journalism and Mass Communication. The influence of fear and authority on psychological reactance: A study of drunk driving prevention campaign among college students. Fall 2014.

Major professor, Master's thesis committee for Minsun Kim, Journalism and Mass Communication. Anorexia prevention message effects on psychological reactance among female college students. Fall 2014.

Major professor, Master's thesis committee for Yuyang Chen, Journalism and Mass Communication. The effect of psychological reactance on acceptance of campaign message: a case of stop texting while driving campaign in college students. Summer 2013.

Major professor, Master's thesis committee for Byungwook Kim, Journalism and Mass Communication. A time-series analysis of ROI (Return on investment) effect of international public relations. Spring 2013.

Major professor, Master's thesis committee for Surin Chung, Journalism and Mass Communication. The impact of corporate apology on public anger relief. Summer 2011.

Major professor, Master's thesis committee for Tammy Enz, Journalism and Mass Communication. Defining opinion leadership for the adoption of environmental practices in a contemporary farm community. Fall 2009.

Major professor, Master's thesis committee for Sainan Wang, Journalism and Mass Communication. Media coverage and public perceptions of China and the 2008 Beijing Olympics. Summer 2009.

Major professor, Master's thesis committee for Hye Hyun Hong, Journalism and Mass Communication. Public relations influence on media coverage and public perceptions of foreign countries. Summer 2007.

Major professor, Master's thesis committee for Mingxue Lu, Journalism and Mass Communication. The effects of advertisements using the endorsements of culturally-congruent spokespersons on consumer attitudes and purchasing intentions. Spring 2007.

Major professor, Master's thesis committee for Joel Janeczek, Journalism and Mass Communication. What makes an effective press release? A coorientation approach involving public relations practitioners vs. news editors in sports coverage. Fall 2006.

Committee member, Master's thesis committee for Suyeon Cho, Journalism and Mass Communication. Cultural difference message strategy of global brands: A comparative analysis on Facebook fan pages in the U.S. and South Korea. Expected Spring 2018.

Committee member, Doctoral dissertation committee for Yi Luo, Hotel Management. Sentiment analysis and tourism promotion websites. Expected Summer 2018.

Committee member, Doctoral dissertation committee for A. Jalyynn Almond, Sociology. Risk communication of Chronic Wasting Disease (CWD). Expected Summer 2017.

Committee member, Master's thesis committee for Tianxin Wen, Journalism and Mass Communication. Anticipated guilt and animal adoption. Fall 2016.

Committee member, HCI (Human Computer Interaction) Master's thesis committee for Qing Guo, College of Design. An icon preferences study on colors. Fall 2016.

Committee member, Master's thesis committee for Siu-Yin Ideal NG Virella, Journalism and Mass Communication. Effects of obsessive-compulsive disorder portrayals on viewers who suffer from OCD. Expected Spring 2017.

Committee member, Master's thesis committee for Qing Guo, College of Design. An icon recognition study on different simplicity levels. Spring 2016.

Committee member, Master's thesis committee for Dianyu Zang, Journalism and Mass Communication. The impact of message sidedness on female college students' attitude toward beauty-related videos, using Take YouTube videos as an example. Summer 2014.

Committee member, Master's thesis committee for Cheolhwan Yoon, Journalism and Mass Communication. Political ideology and media: An analysis of newspaper coverage on import beef crisis in South Korea. Spring 2012.

Committee member, Master's thesis committee for Sharlene Taylorbrowne, Interdisciplinary Graduate Program. Jamaican-Indian Americans in Southern Florida on national-ethnic connectedness, cultural retention and social exclusion. Fall 2011.

Committee member, Master's thesis committee for Mariam Melkumyan, Art and Design. National image and visual representation of Armenia. Summer 2011.

Committee member, Master's thesis committee for Jiajun Yao, Journalism and Mass Communication. The effect of hosting the Olympics on national image: An analysis of newspaper coverage of host countries with reputation problems. Spring 2010.

Committee member, Master's thesis committee for Poong Oh, Journalism and Mass Communication. The role of the mass media in the creation of social capital. Spring 2009.

Committee member, Master's thesis committee for Yu Li, Art and Design. Typography in film title sequence design. Fall 2008.

Committee member, Master's thesis committee for Lishan Su, Journalism and Mass Communication. The economic section of *Business Week* and the Index of Consumer Confidence. Summer 2008.

Committee member, Master's thesis committee for Ko-Jung Chen, Journalism and Mass Communication. Why Taiwanese students use instant messaging: A uses and gratification approach. Summer 2008.

Committee member, Master's creative component committee for Priya Hoze, Interdisciplinary Graduate Studies. Background checks in athletics. Spring 2008.

Committee member, Master's creative component committee for Gilberto Rivera, Interdisciplinary Graduate Studies. Exploring purchasing behaviors of Latina consumers in fashion. Fall 2007

Committee member, Master's thesis committee for Hyunyoung Ju, Journalism and Mass Communication. The Iraq war newspaper coverage in South Korea. Summer 2007.

Committee member, Master's thesis committee for Young Min Baek, Journalism and Mass Communication. The effect of communication on voters' time of decision in a presidential election campaign. Summer, 2006.

Committee member, Master's thesis committee for Xinru Cheng, Journalism and Mass Communication. Online news reports and reader interactivity: An exploratory study of the electronic bulletin board system in China. Summer, 2006.

Committee member, Master's creative component committee for Jihye (Calista) Yoo, Textiles and Clothing. A marketing plan for an independent designer boutique. Summer, 2006.

Committee member, Master's thesis committee for Sunmi Chun, Journalism and Mass Communication. US newspaper coverage of bioterrorism after the September 11 attacks. Fall 2005.

Faculty Adviser, University Honor's Program research project for Samuel Berbano, Journalism and Mass Communication. Internet use and offline political participation. Spring 2008.

Invited Talks

Guest Speaker, Global MBA program, College of Business, Yonsei University, Winter 2019
Topic: International PR and global leadership

Guest Speaker, Graduate Research Seminar, College of Business, Yonsei University, Winter 2019
Topic: Co-orientation model of communication and business applications

Guest Speaker, UNC Chuck Stone Program, Summer 2019
Topic: International PR and national reputation

Guest Speaker, UNC VIS (Visiting International Scholars) Colloquia, Spring 2019; Fall 2019
Topic: International PR and national reputation

Guest Speaker, UNC MEJO 475 Concepts of Marketing, Spring 2019
Topic: International PR at global marketplace

Guest Speaker, UNC MEJO 701 Mass Communication Research Method, Fall 2018; Fall 2019
Topic: Macro-level unit of analysis in international PR research

Panelist, UNC MEJO 101 The Media Revolution: From Gutenberg to Zuckerberg, Fall 2018, Spring 2020
Topic: Power of public relations

Guest Speaker, UNC Doctoral Round Table, Fall 2018
Topic: Sociological vs. psychological approach to communication research

Panelist, UNC MEJO 890 Pro-Seminar, Fall 2018
Topic: Academic career building

Guest Speaker, Research Seminar, Chung-Ang University, Seoul Korea, Spring 2015
Topic: Public affairs, international PR, and national reputation management

Guest Speaker, Sangmyung High School, Seoul Korea, Spring 2015
Topic: Introduction to Advertising, Journalism, and Public Relations

Guest Speaker, ATT Workshop on Biosafety for Ghana, Iowa State University, Summer 2014
Topic: Public relations strategy for communicating biosafety issues in Ghana

Guest Speaker, Research Forum, Korea National Diplomatic Academy, The Ministry of Foreign Affairs, Seoul Korea, Spring 2013
Topic: Korea's public diplomacy as a mid-power nation

Guest Speaker, Research Seminar, Chung-Ang University, Seoul Korea, Fall 2011

Topic: International public relations and national reputation management

Guest Speaker, Iowa State Choir, Iowa State University, Spring 2011

Introducing Korean history and culture to the Iowa State Choir members for their trip to Korea from May 9-19, 2011

Guest Speaker, ArtID 461, Interior Design Professional Practice, Iowa State University, Spring 2006

Topic: Situational analysis and SWOT analysis

Guest Speaker, JI MC 220, Principles of Public Relations, Iowa State University, Summer and Fall, 2005

Topic: International public relations

Guest Lecturer, Syracuse University, San Diego State University, Fall 2001

Topics: Role of research in public relations, effective presentation in public relations, statistical thinking and SPSS, third-culture theory

GRANTS

Funded

Foreign Travel Grant (ISU Faculty Senate, 2014). Support for trip to Seoul Korea for FPDA research project. Amount received: \$800

Faculty Professional Development Assignment (FPDA): Characterization and determinants of state image of Iowa among Asian consumers and media: Cases of China and South Korea (Iowa State University, 2013). Amount received: \$2,000

Travel grant (Kumho Petrochemical-ISU Research Initiative Program, 2011 & 2012). Visited Kumho Petrochemical Institute and had meetings with Chairman Park, Chan-Koo, Kumho Petrochemical Co., Ltd. Amount received: \$6,000.

Travel grant (Iowa State University Foundation, 2010). Traveling with ISU President Gregory Geoffroy's second visit to Korea. Amount received: \$3,000.

Grant for Collaborative Research (Korea Research Foundation, Seoul, Korea, 2006)

This grant made possible a research project, *A study of the integrated public relations model for national reputation management*. Co-principal investigators: Hochang Shin (Sogang University, Korea), Heewon Cha (Ewha Women's University, Korea), and Sungun Yang (Syracuse University). Total Amount received: \$60,000; Amount to candidate: \$20,000

LAS Small Grant (Iowa State University, 2005)

This start-up research grant was used to support two research projects: (1) *Meta-analysis of determinants of international newsworthiness* and (2) *Relational significance between countries and the role of international public relations*. Amount received: \$840

Science and Society Research Grant (Iowa State University, 2004)

This competitive grant was secured for the project *Characterization and prediction of public attitudes toward bioterrorism*. Co-principal investigators: Douglas Gentile (Psychology), Jane Peterson, Lulu Rodriguez, and Peter Sherman (Aerospace Engineering). Total Amount received: \$30,000

Graduate School Summer Fellowship (Syracuse University, 2002)

This grant was used to support a research project titled *Image of nations: Coverage of foreign nations in the Korean media*. Amount received: \$500

Samsung Tijuana Research Fund (1999)

This grant from Samsung International, Co., Ltd., made possible a research project, *Manager-worker relationships in a multinational organization*. Co-principal investigators: Glen Broom and Woo-Hyun Won. Amount received: \$30,000

Applied For (Not-Funded)

PIIR in Data Driven Science (Iowa State University, 2015)

A competitive grant pre-proposal was titled *Integration of fundamental research advances and big data capabilities to mitigate natural hazard and its impact*. I collaborate in this project with co-principal investigators Sri Sritharan (CCEE), Inho Cho (CCEE), Alice Alipour (CCEE), Raymond Wong (Statistics). Amount requested: \$576,884

USAID-Ghana agricultural technology transfer lead: International fertilizer development center (IFDC, 2013). Collaborators: Suman Lee, Lulu Rodriguez, Sela Sar, and Gang Han. Total Amount requested: \$200,000

USDA-NIFA International Science and Education (ISE) Competitive Grant Program (2010)

A competitive grant pre-proposal was submitted December 2010, titled *Talking it to the farmers: A partnership to improve the strategic communication capability of extension workers in Cambodia*. I collaborate in this project with principal investigators Sela Sar, Lulu Rodriguez and faculty members of the Royal University of Phnom Penh, Cambodia. Amount requested: \$150,000

Competitive Grants Program for Communication and Extension, U.S. Department of Agriculture (2009)

A competitive grant proposal was submitted June 2009, titled *Translating bovine viral diarrhea virus (BVDV) research into practice: What works and what doesn't in three beef production regions*. I collaborate in this project with principal investigators Lulu Rodriguez and faculty members of the College of Veterinary Medicine. Amount requested: \$1,000,000

The Illinois-Missouri Biotechnology Alliance Grant (2006)

A competitive grant proposal titled *The role of the mass media, scientists, the government and advocacy groups in shaping national biotechnology policy: A cross-cultural look* was submitted. Co-principal investigator: Lulu Rodriguez. Amount requested: \$101,060

Baily Research Career Development Award (Iowa State University, 2006)

A competitive grant proposal titled *The role of the mass media, scientists, the government and advocacy groups in shaping national biotechnology policy: A cross-cultural look* was submitted. Co-principal investigator: Lulu Rodriguez. Amount requested: \$141,873

National Science Foundation, Science and Society Standard Research Grant (2005)

A competitive grant proposal titled *The role of the media, non-governmental advocacy groups, and cultural factors in shaping science policy related to food: A cross-cultural look* was submitted. Co-principal investigators: Lulu Rodriguez and Eric Abbott. Amount requested: \$300,000

The USDA's Integrated Research, Education, and Extension Competitive Grants Program (2005)

The Greenlee School's contribution to the ISU grant submission titled *Communicating food safety to the public and to industry: Inactivating Listeria monocytogenes in ready-to-eat meats* was submitted. Co-principal investigators: Audrey Mendonca (Food Science and Human Nutrition), Michael Bugeja, Jane Peterson, and Lulu Rodriguez. Amount requested: \$300,000

ISU Council on International Programs Grant (Iowa State University, 2004)

A competitive grant proposal titled *Marketing Iowa and its products in the Asian basin: Images of Iowa among trade stakeholders* was submitted. Amount requested: \$4,800

Special Research Initiative Grants (Iowa State University, 2004)

A competitive grant proposal titled *Characterization and determinants of the state image of Iowa among foreign consumers and the foreign media: The case of South Korea* was submitted. Amount requested: \$10,000

PROFESIONAL SERVICE

National/International Level

Executive board member, Korean Academic Society for Public Relations (KASPR), 2020-present

Member, AEJMC Membership Committee, 2019-present

Discussant, Global Public Relations, Scholar-to-Scholar Session, Public Relations Division, AEJMC annual convention, 2019

Editorial Board Member, Business Communication Research and Practice, 2019-present

External reviewer, Tenure and Promotion, School of Advertising and Public Relations, University of Tennessee, Knoxville, 2018

Research chair, Public Relations Division, the Association for Education in Journalism and Mass Communication (AEJMC), 2012-2014.

Managed over 260 paper submissions for faculty, student, and teaching competitions and organized research panel sessions for two years. Public relations division is one of the largest divisions of AEJMC.

Reviewer, *Public Relations Review*; *Journal of Public Relations Research*, *Communication Research*; *Business Communication Research and Practice* (2018)

Public Relations Division, AEJMC annual convention, 2006-present

Public Relations Division, ICA annual convention, 2006-present

Discussant, Top Student Paper Session, Public Relations Division, AEJMC annual convention, 2013; 2014

Chair, Top Faculty Paper Session, Public Relations Division, AEJMC annual convention, 2014

University Level

At Iowa State

Member, Faculty Review Board (FRB), Provost Office and Faculty Senate, 2017

Review formal faculty conduct complaint

Interpreter & Translator, International Students and Scholars Office (ISSO), Summer 2012-2017

Assistance in translating for Korean students and scholars experiencing crises

Served at emergency response team for an accident of a visiting student to the College of Design by helping communication between ISSO, ISU Department of Public Safety, ISU Dean of Students Office, and the College of Design and a group of 14 visiting students from Yeungnam University, South Korea

Program coordinator, Kumho Petrochemical-ISU Research Initiative Program, Fall 2010-2017

Coordinated meetings between Kumho Petrochemical Institute and Dr. Aaron Sadow at ISU Chemistry (Summer 2014, Fall 2015)

Coordinated an international industry research collaboration program (\$200,000) between Kumho Petrochemical (KKPC, Dr. Gwanghoon Kwag) and ISU (Chemistry, Dr. Aaron Sadow) to support research projects on Nd catalytic activity and functionalization of polybutadiene for silica or carbon

Coordinated an international industry research collaboration program (\$400,000) between Kumho Petrochemical and ISU to support research projects on bio-polyol and carbon nano technology (CNT)

Coordinated technical meetings between Kumho Petrochemical Institute and Dr. Michael Kessler research group (May 2011 and May 2012)

Visited Kumho Petrochemical Institute and had meetings with Chairman Park, Chan-Koo, Kumho Petrochemical Co., Ltd. (November 2011)

Responsible for public relations strategy and activities

Coordinator, ISU President Gregory Geoffroy's second visit to Korea, Spring 2010

Arranged and attended meetings with President Lee, Jang-Moo, Seoul National University

Arranged and attended meetings with Chairman Park, Chan-Koo, Kumho Petrochemical Co., Ltd.

Arranged visit to Yonsei Songdo Global Campus, Incheon, Korea

Coordinator, Seoul National University President Lee, Jang-Moo's visit to Iowa State University, Spring 2010

Member, Nomination committee for the ISU honorary doctor of science degree. This honorary degree was awarded to Chan Koo Park, Chairman and CEO, Chemical Operations, Kumho Asiana Group, Spring 2009

Processed nomination applications in collaboration with Kumho Petrochemicals, wrote the nomination letter, edited the nominee's vitae, checked on recommenders' backgrounds, and arranged supporting recommendation materials

Coordinated the recipient's four-day visit to ISU in time for the Spring 2009 commencement ceremony

Coordinated the activities leading to the signing of the Kumho Asiana-ISU memorandum of understanding (MOU) for research collaboration, faculty exchange, and scholarship development; arranged for a technical meeting with Drs. Robert Brown and Brent Shanks to discuss the avenues for research collaboration between ISU and this multinational corporation

Collaborated with the Kumho public relations team regarding the coverage of the honorary degree conferral and reception by 19 major Korean daily newspapers

Attended a follow-up meeting with ISU President Gregory Geoffroy, Vice President Sharron Quisenberry, Dr. Bong Wie, Dr. Robert Brown and ISU Foundation President Dan Saftig regarding collaborative research efforts between Kumho Petrochemicals and ISU

Attended a follow-up meeting with the honorary degree recipient in Seoul and visited the Kumho Petrochemical Institute in Daejun

Member, Preparation committee of ISU President Gregory Geoffroy's visit to Asia, Summer-Fall 2008

Coordinated the President's interview with a Korean news media, *The Maeil Business Newspaper*, regarding ISU's research and development initiatives on biofuels and other sources of renewable alternative energy

Coordinated the signing of a memorandum of understanding between ISU and key Korean universities—Yonsei University, Seoul National University, Korean Advanced Institute of Science and Technology (KAIST), and Hanyang University

Coordinated the President's meeting with Chan-Koo Park, Chairman and CEO of Chemical Operations, Kumho Asiana Group, the seventh largest business group in Korea

Faculty adviser, Korean Students Association, Iowa State University, Fall 2008-Spring 2010

Advises the president and the executive committee of this association of 300 students about issues and activities ranging from finance to event planning

Helped to obtain a \$2,000 grant from the Korean Foundation for the holding of Korean cultural events at ISU. Partially supported by this grant, the Korean Students Association hosted the 2009 Korean Song Festival held at the Memorial Union in March, 2008

School/College Level

At UNC

Director, VIS (Visiting International Scholars) Program, Spring 2019-Present

Faculty Adviser, UNC-Hongik University Summer Workshop, Spring 2019

Member, Search Committee for Director of Global, Immersive, and Professional Program, Spring 2019-Present

Member, Curriculum Committee, Fall 2019-Present

Member, Promotion and Tenure Committee, Fall 2018-Present

Member, Doctoral Admission Committee, Fall 2018-Present

Member, Strategic Planning Committee, Spring 2018-Fall 2018

Leader, Business Acumen curriculum workgroup, Fall 2018-Present

At Iowa State

Member, Liberal Arts and Sciences (LAS) Representative Assembly, Iowa State University, 2017-present

Faculty contact point, Liberal Arts and Sciences International Programs, Iowa State University, 2005-present

Serve as a point of contact for students interested in or going to the Republic of Korea to study, work, intern, volunteer, teach and conduct research

Chair, Ad hoc Committee for Public Relations Major, Fall 2011-Summer 2013

Elected member, Promotion and Tenure Committee, Fall 2016-Present; Fall 2012-Fall 2014

Elected member, Graduate Steering Committee, Fall 2016-Present; Fall 2006-Spring 2012

Member, Curriculum Committee, Fall 2013-Spring 2014

Member, Undergraduate Committee, Fall 2014-Spring 2016

Member, Search Committee, Fall 2013-Spring 2014

Coordinator, Greenlee School Research Friday (monthly research colloquium), Fall 2010-Spring 2011

Member, Undergraduate Committee, Fall 2009-Spring 2010

Member, Two Search Committees that brought in four new tenure-track faculty members, Fall 2007-Spring 2009

Member, Curriculum Committee, Fall 2004-Spring 2006

Member, Long Range Planning Committee, Fall 2006-Spring 2007, Fall 2017-Present

Member, Director's Advisory Committee, Fall 2008

Voting member, Graduate faculty, 2004-present

School representative, Association of Schools of Journalism and Mass Communication winter workshop, New Orleans, LA, 2008

Others

Interview with and consulting to Seth Berkman, a *New York Times* reporter about indirect advertising in South Korea, 2021

Interview with ISU Korean Student Newspaper, Fall 2015

Media interview with KCCI-TV Evening News (Channel 8 in Des Moines), Expert testimony about stability in Korean peninsula after the death of North Korean leader, Kim Jung-Il. December 2011.

Foreign travel to establish business and academic collaborative ties and search for grant opportunities in Korea.

This included visits to the public relations executives of Samsung Life Insurance, Co., Ltd., Korea University and Sookmyung University in Seoul, 2007

School representative, Federal biodefense research symposium, Washington D.C., 2005

Coordinator, Greenlee School grant writing initiative, Summer-Fall 2005

Senator, Graduate Student Association, Syracuse University, 2002-2003

Student representative, Curriculum Committee, S.I. Newhouse School of Public Communications, Syracuse University, 2001-2002

Organizational Membership

Regular member, Association for Education in Journalism and Mass Communication (AEJMC)

Regular member, International Communication Association (ICA)

Regular member, Public Relations Society of America (PRSA)

THOMAS R. LINDEN, M.D.

Glaxo Wellcome Distinguished Professor of Medical Journalism
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
Campus Box 3365, Carroll Hall
Chapel Hill, NC 27599-3365

tel (919) 962-4078 (office)
e-mail: linden at unc dot edu

CURRICULUM VITAE

EDUCATION

Career Training Program in Child Psychiatry, PGY-IV, PGY-V, The Menninger Foundation, Topeka, Kan., 7/1982 to 6/1984.

Psychiatric Resident, PGY-III, The Menninger Foundation, Topeka, Kan., 7/1981 to 6/1982.

Psychiatric Resident, PGY-I, PGY-II, Herrick Memorial Hospital, Berkeley, Calif., 7/1977 to 6/1979.

University of California, San Francisco, School of Medicine, San Francisco, Calif., 1973 to 1977, M.D.

Yale University, New Haven, Conn., 1966 to 1970, B.A. *Magna Cum Laude*.

ACADEMIC PROFESSIONAL EXPERIENCE

Glaxo Wellcome Distinguished Professor of Medical Journalism, University of North Carolina at Chapel Hill, Hussman School of Journalism and Media, 7/1997 to present.

Director, Science & Medical Journalism, University of North Carolina at Chapel Hill, Hussman School of Journalism and Media, 1/2000 to present.

Director, Residential Master's Program, University of North Carolina at Chapel Hill, Hussman School of Journalism and Media, 1/2017 to 7/1/2020.

Section Co-facilitator. Medical Management of COVID-19, Description of course found in: Smithson S, Foster J, Bogdewic S (directors), UNC School of Medicine & North Carolina AHEC, 4/2 – 4/23/2020, available at <https://icollaborative.aamc.org/resource/5110/>.

Section Co-leader, Intensive Integration course, RICE (Critical Reflection, Inter-Professional Education, Communication Skills and Ethics), UNC School of Medicine, 3/2017 to 3/2020.

HONORS & AWARDS

Executive Producer, *Jockey's Ridge State Park*, one of 15 videos selected for Carolina Environmental Film Festival among more than 200 films/videos submitted from 22 countries, Varsity Theater, Chapel Hill, N.C., 4/22/2016 (originally broadcast 12/9/2015 on North Carolina Public Television).

Humanities and Fine Arts Award, Office of the Vice Chancellor for Research and Economic Development, University of North Carolina at Chapel Hill, for completion of "Environmental Heroes" sequel television documentary, 5/2010.

Executive Producer and Host for half-hour documentary *Environmental Heroes, Part 1*, produced in collaboration with students in my Science Documentary Television course (JOMC-562) and two Chapel Hill independent television producers. The documentary was a finalist in the 2008 Carrboro Film Festival and was screened in the "North Carolina Visions" film festival on North Carolina Public Television (UNC-TV) on July 4, 2009. The documentary was rebroadcast on North Carolina Public Television (UNC-TV) Feb. 11, 2010.

Distinguished Community Service Award, National Association of Medical Communicators (NAMC), presented at 2002 NAMC Awards Luncheon, New Orleans, La., 4/13/2002.

Third Place, 1997 HeSCA Media Festival Awards, General Health Information Category, "Family Violence: Building a Coordinated Community Solution," Host and Moderator, produced by Angie Westengard for the Annenberg Center for Health Sciences at Eisenhower, Rancho Mirage, Calif.

Finalist, 1996 International Health and Medical Film Competition, Medical Anchor & Co-writer, "Internet 101: A Practical Guide for the Health Care Provider," continuing medical education video produced for the Teleconference Educational Network.

Jules Bergman Award, 1993, National Association of Physician Broadcasters, awarded each year for excellence in medical reporting, awarded for program "Forensic Psychiatry: The Insanity Defense," broadcast on *Physicians' Journal Update*, Lifetime Medical Television, 1/3/1993.

Award "for significant contributions to cancer control in San Francisco," American Cancer Society, 9/1991.

Howard Seeley Fellow, The Menninger Foundation, Topeka, Kan., 7/1982 to 6/1983.

Joseph Collins Foundation Fellowship, New York City, awarded for outstanding work in the behavioral sciences at the University of California, San Francisco, School of Medicine, 1975 to 1976.

Reinhardt Scholarship, University of California, San Francisco, School of Medicine, 1975 to 1976.

John Courtney Murray Fellowship, Yale University, awarded for one-year postgraduate study, 1970 to 1971.

Bachelor of Arts, *Magna Cum Laude*, Yale University, 1970.

Aurelian Honor Society, Yale University, 1969.

Ranking Scholar and Dean's List, Yale University, 1966 to 1967.

Awards won by student projects under my supervision

First Place, a three-part television series entitled “Estuary Documentary” in the Television In-Depth Reporting category, Society of Professional Journalists 2005 Mark of Excellence, Region 2 (which includes Delaware, Maryland, District of Columbia, Virginia, and North Carolina). Award won by students in my “Science Documentary Television” class, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Students scripted and produced the report. I was executive producer of the series and reporter. The report was broadcast on UNC-TV’s “North Carolina Now.”

First Place: Medical Journalism Program, University of North Carolina-Chapel Hill, First Place, a television report entitled “Air Pollution and Asthma,” in the Television In-Depth Reporting category, Society of Professional Journalists 2000 Mark of Excellence, Region 2 (which includes Delaware, Maryland, District of Columbia, Virginia, and North Carolina). Award won by students in my “Medical Reporting for the Electronic Media” class, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Students scripted and produced the report. I was supervising producer and reporter. The report was broadcast on UNC-TV’s “North Carolina Now.”

Emmy Award for a television report entitled “Surviving Childhood Cancer,” Midsouth Region of the National Academy of Television Arts & Sciences, Student Production Category. Award won in January 2001 by students in my “Medical Reporting for the Electronic Media” class, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Students scripted and produced the report. I was supervising producer and reporter. The report was broadcast on UNC-TV’s “North Carolina Now.”

Emmy Award for a television report entitled “HIV/Kids,” Midsouth Region of the National Academy of Television Arts & Sciences, Student Production Category. Award won in February 2000 by students in my “Medical Video Communication” class, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Students scripted and produced the report. I was supervising producer and reporter. The report was broadcast on UNC-TV’s “North Carolina Now.”

First Place for a television report entitled “HIV/Kids,” Television Feature category, Society of Professional Journalists 1998 Mark of Excellence, Region 2 (which includes Delaware, Maryland, District of Columbia, Virginia, and North Carolina). Award won by students in my “Medical Video Communication” class, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Students scripted and produced the report. I was supervising producer and reporter. The report was broadcast on UNC-TV’s “North Carolina Now.”

PUBLICATIONS & CREATIVE ACTIVITIES

Books

Linden, T. & the Writers of The New York Times (2011), *The New York Times Reader: Health and Medicine*, Washington, D.C.: CQ Press.

Linden, T. & Kienholz, M.L. (1995), *Dr. Tom Linden's Guide to Online Medicine*. New York: McGraw-Hill.

Chapter, Articles and Invited Commentaries

Linden, T. (2016), Invited Commentary, The Role of Journalists in Reporting on Emerging Infectious Diseases, *North Carolina Medical Journal*, September-October 2016, 77:331-332; doi:10.18043/ncm.77.5.331. <http://www.ncmedicaljournal.com/content/77/5/331.full>

Linden T. (2011). Policy Forum. A Delicate Balance—Ethical Standards for Physician-Journalists. *Virtual Mentor*. 2011; 13(7):490-493. <http://virtualmentor.ama-assn.org/2011/07/pfor1-1107.html>

Linden, T. (2010). Essay: Reporting by TV Docs in Haiti Raises Ethical Issues, *Electronic News journal*, Sage Publications, 2010, Vol. 4:2, 60-64. <http://enx.sagepub.com/content/4/2/60.extract>

Linden, T. (2008). Book Review of *Two Aspirins and a Comedy: How Television Can Enhance Health and Society*, by Metta Spencer. *Journalism & Mass Communication Quarterly*, Autumn 2008, 85:3, 718-720.

Linden, T. (2005). Medical Reporting for the Electronic Media. In B. Gastel, *Health Writer's Handbook* (pp. 161-183). Ames, IA: Blackwell Publishing.

Linden, T. (2005). Book Review of *Cultural Sutures: Medicine and Media*, edited by Lester D. Friedman. *Journalism & Mass Communication Quarterly*, Spring 2005, 82:1, 217-218.

Linden, T. (2004). Learning To Be a Medical Journalist. *Nieman Reports*, Special Issue 2004, 217-218, reprinted from Learning To Be a Medical Journalist. *Nieman Reports*, 57 (2), 66-67.

Linden, T. (2003). Learning To Be a Medical Journalist. *Nieman Reports*, 57 (2), 66-67.

Linden, T. (2003). Book Review of *Medical Journalism: Exposing Fact, Fiction, Fraud* by Ragnar Levi. *Public Understanding of Science*, 12:1, 110-111.

Linden, T. (2001, December 2). UNC-CH Should Oppose Qatar Campus, *Chapel Hill Herald*, p. 4.

Linden, T. (2001). Forum – Mass Media and Psychiatry. *Current Opinion in Psychiatry*, 14, 532-533.

Linden, T. (1999, May). Internet Sites Every Doctor Should Know About. *San Francisco Medicine*, 72 (5), 29.

Linden, T. (1999, January 26). Point of View: A timely article got the editor fired. *The News and Observer*, p. 11A.

- Linden, T. (1998, October 13). Point of View: Missing the life-and-death stories. *The News and Observer*, p. 13A.
- Linden, T. (1996, September 30). Internet Cancer Site Offers Patients Research and Reassurance. *Los Angeles Times*, p. D7.
- Linden, T. (1996, April 29). A Shot in the Arm: Web Sites, CD-ROMs Give a Booster to Patients Seeking Medical Advice. *Los Angeles Times*, p. D6.
- Linden, T. (1996, March). Dealing with the Online Savvy Patient. *Physicians & Computers*, 40-42.
- Linden, T. (1994, September). Commentary: One TV Medical Reporter Tells Why Some VNRs Work and Others Never Air. *TJFR Health News Reporter*, 1, 12-13.
- Linden, T. (1993, December). Kaiser's Media Prowess Abets Efforts to Portray the Big HMO as Reform Model. *TJFR Health News Reporter*, 1, 10-13.
- Linden, T. (1993, October). An Electronic 'Superhighway' May One Day Be The Medium of Choice for Doctors' Information, *TJFR Health News Reporter*, 1, 15-18.
- Linden, T. (1993, June). Money Matters: The Bottom Line on Eight Personal-Finance Programs. *Macworld*, 10 (6), 119-125.
- Linden, T. (1986, August 6). Dying To Be Thin, *Off The Record* (Chico, Calif.), 1, (23).
- Linden, T. (1973). Book Review, *Political Science Quarterly*, 88 (2), 305-307.
- Linden, T. (1971, February). Yale Deserter. *Yale Alumni Magazine*, 34 (5), 12-15.
- Linden, T. (1969, February to 1970, October). Numerous by-lined articles, news and feature, *Los Angeles Times*.
- Linden, T. (1967, June to 1969, June). Numerous articles and reviews, *Yale Daily News*.

Online Publications

- Dr. Tom Linden's Health Blog <<http://weblogs.jomc.unc.edu/healthblog/>>, a physician journalist's perspective on health care politics & economics, 2008 to 2011.
- Dr. Tom Linden's Health Blog, syndicated guest weblog at Health Commentary, <<http://healthcommentary.org/>>, 12/2007 to 2011.

Television, Radio, Video and Audio Projects

Medical Anchor, *NEJM Journal Watch Audio General Medicine*, a bi-monthly audio program, a co-production of Wolters Kluwer (Glendale, Calif.) and the NEJM Group, a division of The Massachusetts Medical Society, 12/1995 to present. As co-anchor of the program, for each issue I narrate more than 10 summaries of recent peer-reviewed articles published in the leading scientific and medical journals. In addition, for each bi-monthly issue I conduct an interview with an author of a recent article from the scientific literature, as well as with other scientific experts who offer their perspectives on the latest medical journal studies.

Executive Producer and Host, *North Carolina State Parks: Environmental Jewels* <<http://video.unc.tv/video/2365858381/>>, a one-hour documentary examining environmental challenges facing North Carolina State Parks. The documentary was produced in collaboration with students in my Science Documentary Television course (MEJO 562) and broadcast on North Carolina Public Television (UNC-TV), 10/6/2016. *North Carolina State Parks: Environmental Jewels* also aired on UNC-TV's "North Carolina Channel," 8/6/2017.

Executive Producer, *El Sol Puede Ser Tuyo* <<http://elsolpuedesertuyo.wix.com/documentary>>, video documentary produced in collaboration with students from the UNC Science and Medical Journalism program and faculty and students from the University of Navarra, Pamplona, Spain, June to August, 2014.

Executive Producer and Host for half-hour documentary *Environmental Heroes, Part 2*, produced in collaboration with students in my Science Documentary Television course (JOMC-562), an independent Chapel Hill video producer and North Carolina Public Television. The documentary was broadcast on North Carolina Public Television (UNC-TV) Feb. 24, 2011.

Substitute Host, *DiabetesInsight*, Vol. 1, Issues 11 & 12, produced by the Audio-Digest Foundation (Glendale, Calif.) in cooperation with the American Diabetes Association, 7/20/2010.

Executive Producer and Host for half-hour documentary *Environmental Heroes, Part 1*, produced in collaboration with students in my Science Documentary Television course (JOMC-562) and two Chapel Hill independent television producers. The documentary was a finalist in the 2008 Carrboro Film Festival and was screened in the "North Carolina Visions" film festival on North Carolina Public Television (UNC-TV) on July 4, 2009. The documentary was rebroadcast on North Carolina Public Television (UNC-TV) Feb. 11, 2010.

Executive Producer for the following student-produced reports on North Carolina State Parks broadcast and streamed on the program *Sci NC* on PBS North Carolina (formerly UNC-TV) – "[Hanging Rock State Park: Hemlock Killer](#)," (4/20/2021); "[Weymouth Woods Sandhills Nature Preserve: Bird Banding](#)," (6/6/2021, 14:19 - 19:55); Three-Part Series, "[Snakes are crucial to the health of Merchants Millpond](#)," "[Crowders Mountain is being loved to death](#)," "Mayo River State Park, "[How Lake Waccamaw got rid of hydrilla](#)," Three-Part Series, "Pilot Mountain has a deer problem. Drones can help," Pilot Mountain State Park (4/4/2019), "Fire brings new life to South Mountains State Park," South Mountains State Park (4/11/2019), "Poachers threaten native ginseng in NC parks" (4/18/2019).

Executive Producer and/or Reporter for the following student-produced reports on North Carolina State Parks broadcast on *SciTech Now North Carolina*, North Carolina Center for Public Television (UNC-TV) – Three-Part Series, "Alligators as Neighbors," Lake Waccamaw State Park (1/8/2018 and 1/10/2018), "Saving Bats," Merchants Millpond State Park (1/15/2018 and 1/17/2018) and "Restorative Fire," Carvers Creek State Park (1/22/2018 and 1/24/2018); Three-Part Series, Hammocks Beach State Park (1/11/2017), New River State Park (1/18/2017) and Oconeechee Mountain State Natural Area (1/25/2017); Two-Part Series, Mountains-to-Sea Trail (12/2/2015) and Jockey's Ridge State Park (12/9/2015).

Executive Producer and Reporter for the following student-produced reports on *North Carolina Now*, North Carolina Center for Public Television (UNC-TV) – Two-Part Series on North Carolina State Parks: Jordan Lake Solar Bees (12/1/2014) and Pettigrew State Park (12/2/2014); Three-Part Series on North Carolina State Parks: Chimney Rock (12/3/2013), Pilot Mountain

(12/4/2013) and Dismal Swamp (12/5/2013); Three-Part Series on North Carolina State Parks: Gorges (12/3/2012), Eno River (12/4/2012) and Fort Macon (12/5/2012) & rebroadcast 1/4/2013, 1/5/2013 and 1/6/2013; Two-Part Series on Alternative Energy theme: Fracking (12/5/2011) and Biomass (12/6/2011); North Carolina Center for Public Television (UNC-TV) – Two-Part Series on Alternative Energy: Going Solar (12/6/2010) and Hybrid Electric (12/7/2010); Three-Part Series on "Environmental Heroes": Saving the Hemlock Trees (12/7/2009), Hitts: Sustainable Farmers (12/8/2009), Ellerbe Creek Restoration (12/9/2009); Three-Part Series on Threatened Estuaries: Menhaden (12/5/2005), Habitat Restoration (12/6/2005), Blue Crab (12/7/2005); Three-Part Series on Sexually Transmitted Infections: Human Papillomavirus/Herpes Simplex Virus (11/24/2003), Gonorrhea/Chlamydia (11/25/2003), HIV (11/26/2003); Two-Part Series on N.C. Water Pollution: Straight Piping and Water Pollution (4/23/2002), Hogs and Water Pollution (4/22/2002); Two-Part Series on N.C. Water Quality: Waccamaw River Water Quality (11/27/2001), Neuse River Water Quality (11/26/2001); Three-Part Series on N.C. Air Quality: Asheville/Blue Ridge Air Pollution (4/18/2001), Urban Sprawl and Air Pollution (4/17/2001), Poor People and Air Pollution (4/16/2001); Air Pollution and Asthma (11/29/2000); Uninsured Children (11/27/2000); Surviving Childhood Cancer¹ (11/24/1999); Schizophrenia (11/23/1999); Alcoholism (4/27/1999); Depression (4/26/1999); Sickle Cell Disease (12/5/1998); HIV/Kids² (12/4/1998).

Host of *Medical Cyberspace* segment, *Medical Economics Audio Digest*, co-production of Audio-Digest Foundation (Glendale, Calif.) and *Medical Economics* magazine, 12/1999 to 9/2002.

Co-host, *Focus on Air Quality in North Carolina*, hour-long panel program, North Carolina Center for Public Television (UNC-TV), aired 6/19/2001.

Associate Producer, *IQ: Haw River*, half-hour environmental science documentary, North Carolina Center for Public Television (UNC-TV), aired 4/16/2001.

TEACHING ACTIVITIES FOR THE PAST FIVE YEARS

MEJO 101 (The Media Revolution: From Gutenberg to Zuckerberg and Beyond), spring 2021, 133 students.

MEJO 252 (Audio Journalism), spring 2021, 19 students.

MEJO 562 (Environmental and Science Documentary Television), fall 2020, 9 students.

MEJO 560 (Environmental and Science Journalism), spring 2020, 15 students.

MEJO 252 (Audio Journalism), fall 2020, 18 students.

MEJO 562 (Environmental and Science Documentary Television), fall 2019, 9 students.

MEJO 421 (TV News Reporting & Producing), fall 2019 19 students.

MEJO 560, (Environmental and Science Journalism), spring 2019, 14 students.

MEJO 562 (Environmental and Science Documentary Television), fall 2018, 11 students.

MEJO 252 (Audio Journalism), fall 2018, 19 students.

MEJO 560H (Environmental and Science Journalism – Storytelling about Renewable Energy and Sustainability in Spain, Germany & Denmark), summer 2018, 25 students.

MEJO 560 (Environmental and Science Journalism), spring 2018, 15 students.

MEJO 562 (Environmental and Science Documentary Television), fall 2017, 9 students.

MEJO 252 (Audio Journalism), fall 2017, 17 students.

¹ Winner of 2000 Midsouth Regional Emmy, student production category.

² Winner of 1999 Midsouth Regional Emmy, student production category.

MEJO 561 (Medical and Science Video Storytelling), cross listed with HBEH 561, spring 2017, 6 students.
MEJO 252 (Audio Journalism), spring 2017, 20 students.
MEJO 562 (Science Documentary Television), fall 2016, 9 students.
MEJO 560 (Medical and Science Journalism), cross listed with HBEH 660, fall 2016, 8 students.
JOMC 561 (Medical and Science Video Storytelling), cross listed with HBEH 561 and HPM 551), spring 2016, 10 students.
JOMC 252 (Audio Journalism), spring 2016, 16 students.
JOMC 562 (Science Documentary Television), fall 2015, 7 students.
JOMC 560 (Medical and Science Journalism), cross listed with HPM 550 and HBEH 660, fall 2015, 9 students.
JOMC 561 (Medical and Science Video Storytelling), cross listed with HBEH 561 and HPM 551, spring 2015, 8 students.
JOMC 252 (Audio Journalism), spring 2015, 16 students.
JOMC 121 (Writing for the Electronic Media), spring 2013, 13 students.

COURSES CREATED

Created MEJO 560 (“Environmental and Science Journalism), in spring 2018, a combined graduate/undergraduate course at the School of Media and Journalism, University of North Carolina at Chapel Hill.

Created JOMC 197 (“Science Documentary Television”) in January 2000, now MEJO 562 (“Environmental and Science Documentary Television”), a required course in the curriculum of the Science and Medical Journalism Master’s Program at the School of Media and Journalism, University of North Carolina at Chapel Hill.

Created JOMC 196 (“Medical Reporting for the Electronic Media”) in August, 1998, now MEJO 561 (“Environmental and Science Video Storytelling”), a required course in the curriculum of the Science and Medical Journalism Master’s Program at the School of Media and Journalism and cross listed in the School of Public Health’s HBHE and HPAA Departments, University of North Carolina at Chapel Hill.

Revamped curriculum for JOMC 195 (“Medical Journalism”), in August 1997, now MEJO 560 (“Environmental and Science Journalism”), a required course in the curriculum of the Science and Medical Journalism Master’s Program at the School of Media and Journalism and cross listed in the School of Public Health’s HBHE and HPAA Departments, University of North Carolina at Chapel Hill.

GRANTS

UNC Curriculum Development Award for COIL (Collaborative Online International Learning) of \$2,500 with an additional \$1,500 for graduate student assistant. This collaboration between the UNC Hussman School of Journalism and Media and the University of Navarra (Pamplona, Spain) Department of Journalism, will take place in the fall semester of 2021. Under faculty supervision students from both universities will create a multimedia, bilingual journalism website focusing on climate change.

Co-organizer, Workshop on “Telling Local Climate Stories,” sponsored by Climate Matters in the

Newsroom and the UNC Hussman School of Journalism and Media, 09/13 & 09/14/2020, University of North Carolina at Chapel Hill, grant amount \$9,600 from George Mason University Center for Climate Change Communication.

Recipient, Humanities and Fine Arts Award, University of North Carolina at Chapel Hill, award of \$10,000 granted 05/27/2010 to complete half-hour television program “Environmental Heroes” that aired on North Carolina Public Television (UNC-TV) on 02/24/2011.

PRIOR PROFESSIONAL EXPERIENCE - ELECTRONIC JOURNALISM

Moderator, numerous continuing medical education television programs for the Teleconference Educational Network, produced by the Annenberg Center for Health Sciences at Eisenhower Medical Center with an educational grant from Glaxo Wellcome, Rancho Mirage, Calif., 1995 to 1999.

Host and Moderator, “Internet 101: An Introductory Course for Healthcare Professionals,” “Internet 201: An Advanced Course for Healthcare Professionals,” “Internet 101: An Introductory Course for Healthcare Consumers,” sponsored by Glaxo Wellcome Healthcare Education, GE Medical Systems, TiP Healthcare Network, and *Physician’s Practice Digest*, broadcast via satellite television, 1/1997, 2/1997, and 3/1997.

Content Expert, “Internet 101: An Introductory Course for Healthcare Consumers,” sponsored by Glaxo Wellcome Healthcare Education, GE Medical Systems, TiP Healthcare Network, and *Physician’s Practice Digest*, broadcast via satellite television, 3/1997.

Chairman, MedWorld Productions, Inc., medical programming for commercial and public television, Malibu, Calif., 6/1993 to 11/1996.

Medical Editor, Fox 11 News, KTTV, Los Angeles, 2/1994 to 12/1995.

TalkRadio Guest Host, 710 Talk KMPC, Los Angeles, 1/1995 to 8/1995.

Anchor & Host, *Physicians’ Journal Update*, Lifetime Medical Television Network, 1/1990 to 8/1993.

Medical Reporter, KRON-TV Newscenter 4, San Francisco, Calif., 1/1990 to 7/1992.

Anchor & Host, *Inside Corporate America*, Financial News Network, New York City, N.Y., 9/1989 to 12/1989.

Correspondent, Financial News Network, New York City, N.Y., 9/1989 to 12/1989.

Health & Science Correspondent, CNBC, Fort Lee, N.J., 3/1989 to 9/1989.

Business News Anchor, CNBC, Fort Lee, N.J., 3/1989 to 9/1989.

Anchor, National Call-In Program on “Abortion,” CNBC, Fort Lee, N.J., 8/1989.

Segment Host, “Ask The Doctor” on *America’s Vital Signs*, CNBC, Fort Lee, N.J., 1989.

KCPM-TV Medical Reporter, KCPM-TV, Chico, Calif., 5/1986 to 3/1989.

News Anchor, KCPM-TV, Chico, Calif., 9/1988 to 3/1989.

Talk Show Host, KCPM-TV, Call-in News Specials on AIDS, Teen Suicide, Chico, Calif., 5/1986 to 3/1989.

PRIOR PROFESSIONAL EXPERIENCE - PRINT JOURNALISM

Contributing medical cyberspace writer, *Los Angeles Times*, *The Cutting Edge* Technology Section, 4/1996 to 6/1997.

Contributing Physician Author, *Physicians & Computers*, 3/1996 to 2/1997.

Contributing Medical Editor, *TJFR Health News Reporter*, A Monthly Briefing on the Media and Newsmakers, 10/1993 to 12/1995.

Staff Writer, *Los Angeles Times*, Metro Desk, 7/1969 to 9/1969 and 7/1970 to 9/1970.

Staff Writer, *Los Angeles Times*, National Desk, New Haven, Conn., 9/1969 to 6/1970.

PROFESSIONAL EXPERIENCE - PHYSICIAN AND PSYCHIATRIST

Private Practice in Adult & Child Psychiatry, Chico, Calif., 12/1984 to 3/1989.

Consulting Child Psychiatrist to Youth Treatment Services, Butte County Mental Health, Chico, Calif., 10/1984 to 3/1989.

Consulting Child Psychiatrist to the Loma Vista Day Treatment Program for Severely Emotionally Disturbed Children, Butte County Mental Health, Chico, Calif., 9/1985 to 3/1989.

Physician, Highland Hospital Psychiatric Emergency Services, Alameda County, Oakland, Calif., 8/1979 to 2/1981.

Physician, Eden Day Treatment Center, Fairmont Hospital, Alameda County, Oakland, Calif., 8/1979 to 2/1981.

PROFESSIONAL MEDICAL LICENSE

Physician and Surgeon License, certificate # G38548, expiration 10/31/2022 issued by The Medical Board of California, Sacramento, Calif.

CONTINUING MEDICAL EDUCATION CREDIT HOURS

2020- Audio-Digest Foundation/Journal Watch Audio General Medicine, 25.25 Category 1 credit hours.

2019 - Audio-Digest Foundation/Journal Watch Audio General Medicine, 25.5 Category 1 credit hours.

2018 - Audio-Digest Foundation/Journal Watch Audio General Medicine, 26 Category 1 credit hours.

Revised 06/14/2021

2017 - Audio-Digest Foundation/Journal Watch Audio General Medicine, 26 Category 1 credit hours.

2016 - Journal Watch, 10 Category 1 credit hours; Audio-Digest Foundation/Journal Watch Audio General Medicine, 16 Category 1 credit hours.

2015 - Journal Watch, 10 Category 1 credit hours; Audio-Digest Foundation/Journal Watch Audio General Medicine, 16 Category 1 credit hours.

2014 - Journal Watch, 10 Category 1 credit hours; Audio-Digest Foundation/Journal Watch Audio General Medicine, 12 Category 1 credit hours; JAMA Manuscript Review, 3 credit hours.

2013 - Journal Watch, 10 Category 1 credit hours; Audio-Digest Foundation/Journal Watch Audio General Medicine, 16 Category 1 credit hours.

2012 – Journal Watch, 10 Category 1 credit hours; Medscape, 7 Category 1 credit hours; Audio-Digest Foundation/Journal Watch Audio General Medicine, 8 Category 1 credit hours.

2011 – Journal of the American Medical Association, peer review, 6 Category 1 credit hours; Journal Watch, 10 Category 1 credit hours; Medscape, 9 Category 1 credit hours.

2010 – Journal Watch, 10 Category 1 credit hours; Medscape, 15 Category 1 credit hours.

2009 – North Carolina Psychoanalytic Society, 3 Category 1 credit hours; Journal Watch, 10 Category 1 credit hours; Medscape, 12 Category 1 credit hours.

2008 – The Centers for Disease Control and Prevention (CDC), 2 Category 1 credit hours; North Carolina Psychoanalytic Society, 2 Category 1 credit hours; American Medical Association’s 28th Annual Medical Communications Conference, 2.5 Category 1 credit hours; Medscape, 8.5 Category 1 credit hours; Journal Watch, 10 Category 1 credit hours.

2007 - The Centers for Disease Control and Prevention (CDC), 4.25 Category 1 credit hours; American Medical Association’s 27th Annual Medical Communications Conference, 8 Category 1 credit hours; North Carolina Psychoanalytic Society, 2 Category 1 credit hours, Journal of the American Medical Association manuscript review, 1 Category 1 credit hour; Medscape, .25 Category 1 credit hour; Journal Watch, 8 Category 1 credit hours.

2006 - The Centers for Disease Control and Prevention (CDC), 3 Category 1 credit hours; American Medical Association’s 26th Annual Medical Communications Conference, 13.75 Category 1 credit hours; Cedars-Sinai Medical Center, “Pain Management and End of Life Care,” 12 Category 1 credit hours.

2005 - The Centers for Disease Control and Prevention (CDC), 4 Category 1 credit hours; American Medical Association’s 25th Annual Medical Communications and Health Reporting Conference, 9 Category 1 credit hours; The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours.

2004 - The Centers for Disease Control and Prevention (CDC), 4 Category 1 credit hours; American Medical Association’s 24th Annual Medical Communications and Health Reporting Conference, 7.5 Category 1 credit hours; The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours; Journal Watch, 1 Category 1 credit hour.

- 2003 - The Centers for Disease Control and Prevention (CDC), 4 Category 1 credit hours; American Medical Association's 23rd Annual Medical Communications and Health Reporting Conference, 14.45 Category 1 credit hours; Working at the Frontiers of Law and Science (AMA & AAAS), 7 Category I credit hours.
- 2002 - The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours; The Centers for Disease Control and Prevention (CDC), 3 Category 1 credit hours; American Medical Association's 22nd Annual Medical Communications and Health Reporting Conference, 15 Category 1 credit hours.
- 2001 - The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours; American Medical Association's 21st Annual Medical Communications and Health Reporting Conference, 5.5 Category 1 credit hours; Medical Education Collaborative, 6.5 Category 1 credit hours.
- 2000 - The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours; American Medical Association's 20th Annual Medical Communications and Health Reporting Conference, 7 Category 1 credit hours; Medical Education Collaborative, 5 Category 1 credit hours.
- 1999 - Harvard Medical School: Mind/Body Medicine, 15 Category 1 credit hours; American Medical Association's 19th Annual Medical Communications and Health Reporting Conference, 4 Category 1 credit hours; The Centers for Disease Control and Prevention (CDC), 1 Category 1 credit hour; Annenberg Center for Health Sciences: eHealthcare World Conference, 6 Category 1 credit hours.
- 1998 - The Medical Letter/Yale School of Medicine, 13 Category 1 credit hours; American Medical Association's 18th Annual Medical Communications and Health Reporting Conference, 18 Category 1 credit hours.

MEDICAL INTERNET CONSULTING

- CBS HealthWatch, consultation regarding web site content and presentation, contact – Paul Sheils, CEO, Medscape, New York City, N.Y., 10/1999.
- Glaxo Wellcome Healthcare Education Division, consultation concerning interactive media strategy, contact - Beth Craig, Director, Professional Health Care Communications, Research Triangle Park, N.C., 6/1998 to 12/1999.
- BabyCenter, consultation prior to launch of babycenter.com, contact - Mark Selcow, founder & former president, BabyCenter, San Francisco, Calif., 12/1996 to 3/1997.
- McGraw-Hill Medical Publishing Health Professions Division, consultation regarding web site, contact - Jack Farrell Director of Marketing, New York City, N.Y., 4/1996.
- America's Healthcare Network, consultation prior to launch of web site, contact - Tim Bahr, President, Healthcare Division, Orbis Broadcast Group, Chicago, Ill., 12/1995.

MEDICAL JOURNALISM CONSULTING

External Reviewer, United Arab Emirates Commission for Academic Accreditation, Royal University Hospital's Certificate Program in Medical Communication, Sharjah, United Arab Emirates, 7/2012.

UNC-CH Cecil G. Sheps Center for Health Services Research, Anti-Epileptic Drugs Dissemination Panel, national campaign to educate psychiatrists about proper use of anti-epileptic drugs in treatment of bipolar disorder, 2007 to 2009.

UNC-CH School of Public Health, Public Health Grand Rounds produced in co-operation with the Centers of Disease Control and Prevention in Atlanta, Ga., "Coordinated Approach to Child Health: From Research to Practice," 6/15/2007; "Healthy Places Leading to Healthy People: Community Engagement Improves Health for All," 5/11/2007; "Pandemic Flu Preparedness: What Every Community Should Know," 9/29/2006; "After Katrina: Building a Better Public Health System for the Future," 6/9/2006; "Learning from Katrina: Tough Lessons in Preparedness and Emergency Response," 3/31/2006; "Birth Defects Prevention: Realizing the Full Potential of Folic Acid," 9/30/2005; "Collaborating to Conquer Colorectal Cancer: Fulfilling the Promise of Prevention," 6/10/2005; "Antimicrobial Resistance: Old Bugs, New Threats, the Public Health Response," 4/8/2005; "Vaccine Shortages: Protecting the Public's Health Amid Strategic and Ethical Concern," 1/8/2005; "First Things First: Defining Local Public Health Practice for Safer, Healthier Communities," 9/24/2004; "Tobacco Prevention and Control: Using Evidence Based Strategies to Save Lives and Resources," 5/21/2004; "On the Road Again: Promoting Safe Travel and the Public's Health," 3/26/2004; "Influenza and Beyond: Responding to Vaccine-preventable Diseases," 1/30/2004; "Disease, Disaster and Detection: Partnering with Public Health Laboratories," 9/26/2003; "Autism Among Us - Rising Concerns and the Public Health Response," 6/20/2003; "HIPAA Privacy Rule - Enhancing or Harming the Public's Health," 3/28/2003; "Bioterrorism Preparedness: A Progress Report," 9/27/2002; "The Epidemic of Obesity: Personal Choice or Environmental Consequence?" 6/7/2002; "Urban Sprawl: What's Health Got to Do with It," 1/18/2002; "Stand Up and Be Counted: Improving Your Community's Health Through Performance Standards," 9/22/2001; "Food Safety: A Challenge for Everyone in Public Health," 1/26/2001; "Living, Breathing and Beating Asthma in the Environment," 1/2/9/2000; "Genetics and Public Health: The Future is Now," 5/4/2000; "Disasters, People and Public Health: Are You Ready?" 1/28/2000.

The VA Clinic Project, Washington, D.C., 9/14/1998.

SERVICE TO PROFESSIONAL ORGANIZATIONS

Member, Steering Committee, Task Force on the Future of Local Public Health in North Carolina, North Carolina Institute of Medicine, 5/4/2021 to present.

Member, North Carolina "Science Now" Advisory Committee, North Carolina Center for Public Television (UNC-TV), 2013 to present.

Member, National Association of Science Writers, 2002 to present.

Peer Reviewer, five manuscripts, *The Journal of the American Medical Association*, 2001 to present.

Peer Reviewer, manuscript submitted to the journal, *Public Health*, 2012.

Peer Reviewer, manuscript submitted to the *Journal of Medical Ethics*, 2011.

Revised 06/14/2021

Member, Association of Health Care Journalists, 2004 to 2013.

Judge, Association of Health Care Journalists Reporting Contest, 2012.

Member, Association for Education in Journalism and Mass Communication, 2003 to 2012.

Worked in 2010 with the Association of Health Care Journalists to create a set of ethical principles to guide health and medical journalists, "Aiding Those in Distress," <http://www.healthjournalism.org/secondarypage-details.php?id=898>.

Judge, Deadline Club (New York) Awards, 2005 to 2011.

Judge, Addiction Studies Program for Journalists Award, co-sponsored by Wake Forest University School of Medicine, National Families in Action, and the Treatment Research Institute, 2006 to 2008, 2010.

Advisory Council, prisma.com (Revista de Ciências da Informação e da Comunicação), CETAC (Centro de Estudos em Tecnologias, Artes e Ciências da Comunicação), Universidade do Porto, Portugal, 2009 to present.

Member, Advisory Board, Addiction Studies Institute for Journalists, Wake Forest University School of Medicine, The Bowman Gray Campus, Winston-Salem, N.C., 2000 to 2011.

Member, Advisory Board, North Carolina Psychoanalytic Foundation, 2008 to 2009.

Judge, 5th Annual Lowell Thomas Travel Journalism Competition, Society of American Travel Writers Foundation, 2009.

Peer Reviewer, one manuscript, *Electronic News*, 2008.

Consultant, Committee on Public Affairs, American Psychiatric Association, 2008 to 2009.

Member, National Association of Medical Communicators (formerly National Association of Physician Broadcasters), 1988 to 2008.

Contest Judge, 2nd annual Excellence in Health Care Journalism Awards, sponsored by the Association of Health Journalists, 2006.

Faculty, Medical Communications & Health Reporting Conference, sponsored by the American Medical Association, 1989 to 2008.

Member, Advisory Committee, Knight Public Health Journalism Fellowship at CDC, Centers for Disease Control and Prevention, Atlanta, Ga., 1/14/2000 to 2004.

Webmaster, National Association of Medical Communicators (formerly National Association of Physician Broadcasters), 2000 to 2004.

Member, Voice of America's Child Survival Programming Review Committee, 7/1/1998 to 2000.

Executive Board, National Association of Medical Communicators (formerly National Association of Physician Broadcasters), 1997, 1998, 1999, 2000.

President, National Association of Medical Communicators (formerly National Association of Physician Broadcasters), 1997 to 1999.

Member, Advisory Committee, eHealthcareWorld, Richmond, Va., 10/1999 to 12/1999.

Vice-President, National Association of Physician Broadcasters, 1995 to 1997.

Treasurer, National Association of Physician Broadcasters, 1994 to 1995.

Sysop, National Association of Physician Broadcasters, Section 15 ("Professional Organizations"), CompuServe Journalism Forum, 9/1994 to 6/1996.

Member, Yale Alumni Club of San Francisco, 1992 to 1993.

Member, The National Academy of Television Arts And Sciences, 1991 to 1993.

Member, Menninger Alumni Association, 7/1984 to 2002.

Member, University of California, San Francisco Alumni Association, 1991 to 1993.

Staff Member, N. T. Enloe Memorial Hospital, Chico, Calif., 3/1985 to 3/1989.

Staff Member, Chico Community Hospital, Chico, Calif., 3/1985 to 3/1989.

Member, American Psychiatric Association, 2/1982 to 12/1988.

Member, Alameda-Contra Costa Medical Association, 1979 to 1981.

Member, California Medical Association, 1979 to 1981.

SERVICE TO THE UNIVERSITY OF NORTH CAROLINA

Director, Residential Master's Program, University of North Carolina at Chapel Hill, Hussman School of Journalism and Media, 1/2017 to 6/30/2020 and resuming on 7/1/2021.

Member, Journalism Master's Program Task Force, planning revised curricula for Journalism and Visual Communication MA Programs, 1/14/2021 to present.

Member, MA Admissions Committee, 1/2017 to present.

Member, Promotion and Tenure Committee, School of Media and Journalism, University of North Carolina at Chapel Hill, 2017 to 2018.

Media Adviser, UNC and Duke fellows for the Emerging Leaders in Science and Society (ELISS) program, a pilot service learning program for graduate students sponsored by the American Association for the Advancement of Science (AAAS), 2015 to 2016.

Member, Health Humanities Task Force, University of North Carolina at Chapel Hill, 2015 to 2016.

Seminar leader, Medical Dialogue pre-health undergraduate society, University of North Carolina at Chapel Hill, November to December 2015.

Seminar leader, Medical Dialogue pre-health undergraduate society, University of North Carolina at Chapel Hill, September to November 2014.

Chair, Fixed-Term Faculty Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2012 to 2015.

Worked with the UNC Curriculum for the Environment and Ecology and with the JOMC master's program to develop a five-year program leading to a bachelor's degree in environmental studies and a master's degree in journalism, 2013 to 2014.

Member, Faculty Council, University of North Carolina at Chapel Hill, 2010 to 2013.

Member, Promotion and Tenure Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2009 to 2012.

Member, Master's Curriculum Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2007 to 2012.

Member, Interdisciplinary Health Communication master's curriculum committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2009 to 2010.

Consultant to Insight Out magazine, a medical journal run by students from the School of Medicine, School of Global Public Health, School of Journalism & Mass Communication, School of Nursing, School of Pharmacy, School of Dentistry, School of Social Work and College of Arts & Sciences.

Advisory Committee on Faculty Salaries, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2008 to 2009.

Administrative Board, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2007 to 2008.

Member, Reed Sarratt Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 1999 to 2008.

Member, Promotion and Tenure Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2005 to 2007.

Member, Advisory Board, American Youth and Sexually Transmitted Diseases (STDs) Project, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2005 to 2007.

Chair, Faculty Search Committee for News/Online Journalism Faculty Position, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2006 to 2007.

Member, Advisory Board, *iBiblio*, the public's library and digital archive web site, 2006.

Member, Interview Panel for the Park Fellowships, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2001 to present.

Member, Electronic Communication Sequence Faculty Search Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2002, 2003, 2004.

Division leader for School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, State Employees Combined Campaign, 2002.

Member, Post-Tenure Review Committee, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 1999 to 2001.

Division leader for School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, State Employees Combined Campaign, 1998.

PROFESSIONAL SERVICE ON SENIOR HONORS, MASTER'S, AND Ph.D. COMMITTEES

Committee chair for the following environmental science communication and journalism student who received a master's degree in July 2020 from the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill: Anne McDarris.

Committee chair for the following medical and science journalism student who received a master's degree in May 2020 from the Hussman School of Journalism and Media, University of North Carolina at Chapel Hill: Riley Davis.

Committee chair for the following medical and science journalism students who received a master's degree in May 2019 from the School of Media and Journalism, University of North Carolina at Chapel Hill: Larisa Bennett, Jeremiah Murphy, Minali Nigam.

Committee chair for the following medical and science journalism students who received a master's degree in May 2017 from the School of Media and Journalism, University of North Carolina at Chapel Hill: Yasmin Bendaas, Lynn ("Rossie") Izlar.

Committee chair for the following medical and science journalism student who received a master's degree in May 2016 from the School of Media and Journalism, University of North Carolina at Chapel Hill: Alasdair Wilkins.

Committee member for the following journalism student who received a master's degree in May 2015 from the School of Media and Journalism, University of North Carolina at Chapel Hill: Sophie (Yu) Wu.

Committee chair for the following medical and science journalism students who received a master's degree in May 2014 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Daniel Lane, Courtni Kopietz.

Committee chair for the following medical and science journalism student who received a master's degree in May 2013 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Patrick Mustain.

Committee member for the following students who received master's degrees in May/June 2013 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Scott Brennen, Katie Shumake.

Committee chairman for the following medical and science journalism students who received a master's degree in May 2012 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Kelly Izlar, Stephanie Soucheray-Grell.

Committee member for the following Interdisciplinary Health Communication student who received a master's degree in May 2011 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Lydia Wilson.

Committee chairman for the following medical and science journalism students who received a master's degree in May 2011 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Carrie Gann, Anne Johnson.

Committee chairman for the following journalism student who received a master's degree in May 2010 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Audrey Hill.

Committee chairman for the following medical journalism student who received a master's degree in May 2009 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Prashant Nair.

Committee chairman for the following medical journalism student who received a master's degree in May 2008 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Margarita DePano.

Committee chairman for the following medical journalism students who received master's degrees in May 2007 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Molly Davis, Yasmeen Khan, Kate Schoen.

Committee chairman for the following medical journalism students who received master's degrees in May 2006 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: William Alexander, Subhashni Singh Joy.

Committee chairman for the following medical journalism students who received master's degrees in May 2005 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Jeremy Ashton, Sonya Foster Sutton.

Committee chairman for the following medical journalism students who received master's degrees in May 2004 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Meaghan Hannan, Anton Zuiker.

Committee chairman for the following medical journalism students who received master's degrees in May 2003 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Joy Buchanan, Gretchen Decker.

Committee chairman for the following medical journalism students who received master's degrees in May 2002 from the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill: Steven Baragona, Daniel Childs, Tania Zeigler.

Member, master's committee for Amanda Crowe, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, spring 2004.

Member, senior honors thesis committee for Tara Pierce, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, spring 2002.

Member, dissertation committee for Raymond ("Bernie") Ankney, doctoral candidate at the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2001.

Member, senior honors thesis committee for Jennifer Heffernan, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, spring 2001.

Member, dissertation committee for Eric Rhodenbaugh, doctoral candidate at the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2000.

Member, senior honors thesis committee for Leigh Ellen Martz, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, spring 1999.

LECTURES & PRESENTATIONS

Webinar Panel Member, "[Parenting in a Pandemic: Where can I turn to for reliable news?](#)" Museum of Life and Science, Durham, N.C., 4/10/2020.

Guest Lecture, "Communicating Science Information: A Journalist's Perspective," PLCY 575, University of North Carolina at Chapel Hill, 4/10/2019.

Presenter, "Beyond Despair: A Journalist's Perspective," panel at "Beyond Despair: Theory and Practice in Environmental Humanities," National Humanities Center, Research Triangle Park, N.C., 4/3 to 4/5/2019.

Presenter, "Basics of Science Journalism," UNC Science Writing and Communication Club, University of North Carolina at Chapel Hill, 3/3/2016.

Moderator, "Clean Energy in the Media: Trends from the Reporter's Notebook," panel at the NC Clean Tech Summit, The Friday Center, University of North Carolina at Chapel Hill, 2/19/2016.

Guest Lecture, "Environmental Conflicts in the Modern Media and Public Sphere," Program in the UNC Humanities and Human Values as part of the "Environmental Drama, Social Conflicts, and The Meaning of Water" presentations, College of Arts and Sciences, University of North Carolina at Chapel Hill, 11/7/2015.

Moderator, "Health Care Reporting 101," 2nd Annual NC Health Care Media Summit, North Carolina Medical Society, Raleigh, N.C., 9/17/2015.

Guest Speaker, "Making Science Simple for the General Audience," American Medical Writers Association Carolinas Chapter Spring Conference, The Friday Center, University of North Carolina at Chapel Hill, 5/1/2015.

Guest Speaker, "How to Generate More Traffic on your 'Upstream' Blog," IHC Colloquium, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 4/6/2015.

Panelist, "Communicating Scientific Information to Politicians and the General Public," Science Policy Advocacy Group, "Advocacy 101," University of North Carolina at Chapel Hill, 1/23/2015.

Guest Lecture, "Keeping Science in Environmental Reporting," UNC Visiting Scholars, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 1/24/2014.

Co-Presenter, "North Carolina Public Television Series on North Carolina State Parks," Friends of the State Parks annual meeting, North Carolina Museum of Natural Sciences, 2/6/2013.

Presenter, "As Seen on TV & Heard on Radio: Science Writing Cross Training," National Association of Science Writers annual convention, Raleigh, N.C., 10/27/2012.

Guest Lecture, "Reporting from the Medical Literature," presentation to ENGL 520 (Science Writing for the Media) class, North Carolina State University, Raleigh, N.C., 10/16/2012.

Guest Lecture, "Producing Science Documentary Television," presentation to Saint Augustine's College student seminar series, Raleigh, N.C., 2/28/2012.

Guest Lecture, "What Makes Medical News," presentation to UNC Visiting Scholars, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2/3/2012.

Moderator, "How Can We Use What We Learned Here? Journalists' Roundtable," Addiction Studies Program for Journalists, sponsored by the Wake Forest University School of Medicine & National Families in Action, Washington, D.C., 11/11/2011.

Workshop Leader, "Give Your Research a Voice: Crafting a Compelling Message That Works for Your Career," The Center for Faculty Excellence, University of North Carolina at Chapel Hill, 9/30/2011.

Guest Lecture, "Television Reporting about Alternative Energy," ENST 204.001 (Environmental Film Seminar), University of North Carolina at Chapel Hill, 9/19/2011.

Moderator, "How Can We Use What We Learned Here? Journalists' Roundtable," Addiction Studies Program for Journalists, sponsored by the Wake Forest University School of Medicine & National Families in Action, Hollywood, Fla., 6/18/2011.

Presenter, "Medical Journalism Case Study: Ethical Issues Facing Medical Reporters in Disaster Zones," 51st Institute on Media Ethics, Washington & Lee University, Lexington, Va., 3/11-3/12/2011.

Panel Member, "Communicating Policy, Pandemics and Pink Ribbons," Communicating Science, Health, Environment and Risk Interest Group, Association for Education in Journalism and Mass Communication, 93rd annual conference, Denver, Colo., 8/6/2010.

Presenter, "What Makes Medical News," AMSA Writers' Institute, Reston, Va., 7/23/2010.

Presenter, AMSA National Book Discussion Webinar concerning the "The New York Times Reader: Health & Medicine," National Medical Student Association, 6/22/2010.

Guest Lecture, "Broadcast Media and Science/Medical Reporting," PUBPOL 196S.05, ENVIRON 181S.05 (Science in the Media: Coverage of Science, Health and Policy in Print and Online), Duke University, 2/18 2010.

Seminar Presenter, "What Makes Medical News," UNC Humanities Program of the College of Arts and Sciences and the General Alumni Association, as part of the seminar "On Illness: Medicine, Media, Society & the Experience of Health," The William and Ida Friday Center for Continuing Education, University of North Carolina at Chapel Hill, 10/23/2009.

Workshop Presenter, "Effective Risk Communication and Crisis Communication," workshop for the Orange County (N.C.) Health Department, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 6/3/2008.

Workshop Leader, "Medical and Science Writing Master Class," Emory Health Sciences, Emory University, Atlanta, Ga., 3/7/2008.

Moderator, "HIPAA: The Balance between Patient Privacy and the Media's Right to Know," panel discussion at Executive Education Workshop "Understanding HIPAA: A seminar on the Health Insurance Portability and Accountability Act and its effect on news coverage," School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 2/22/2008.

Guest Speaker, "The Doctor is In: Medical Reporting" presentation to course entitled "Science in the Media: Coverage of Science, Health and Policy in Print and Online" (PUBPOL 196S.05), Duke University, Durham, N.C., 1/25/08.

Guest Speaker, "Medical Journalism and the New Media," The Kiwanis Club of Greensboro, Greensboro, N.C., 12/13/2007.

Case Presenter and Participant, 43rd Institute of Ethics in Journalism, Washington & Lee University, Lexington, Va., 3/30 to 3/31/2007.

Moderator, "Pandemic Flu: Communicating the Risk to the Public," panel discussion at Executive Education Workshop "How Will Avian Influenza Affect North Carolina? Communicating the Facts to the Public," School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 11/30/2006.

Moderator, "What's the Big Idea? The Human Being in 2050," panel discussion at The William and Ida Friday Center for Continuing Education, University of North Carolina at Chapel Hill, 11/2/2006.

Workshop Presenter. "Broadcasting Your Message," North Carolina Medical Society, Leadership Conference, Wrightsville Beach, N.C., 5/20/2006.

Breakout Session Leader, "Grading Health Care News," American Medical Association's 26th Annual Medical Communications Conference, Phoenix, Ariz., 4/6/2006.

Workshop Presenter, "Communicating With The Media," Leadership Program For Experienced Principals, Principals' Executive Program, Center For School Leadership Development, University of North Carolina, Chapel Hill, N.C., 1/20/2006.

Guest Speaker, "Media, Ethics and Medical Research," Global Health Ethics Seminar, EPID 140, School of Public Health, University of North Carolina at Chapel Hill, 11/21/2005.

Guest Speaker, “Global Health Journalism,” Global Health Course, PUBH 140, School of Public Health, University of North Carolina at Chapel Hill, 9/27/2005.

Discussant, “Information or Misinformation: Prescription Drugs in the Marketplace of Ideas,” Science Communication Interest Group and Law Division, Association for Education in Journalism and Mass Communication, 88th Annual Convention, San Antonio, Texas, 8/12/2005.

Workshop Presenter, “Media Skills for Scientists,” sponsored by the Institute of Pathology and Molecular Immunology, University of Porto (IPATIMUP) and Centro de Estudos em Tecnologias, Artes e Ciências da Comunicação (CETAC), Porto, Portugal, 7/12/2005.

Workshop Presenter, “Improving Communication Between Scientists and the Media,” sponsored by the Institute of Pathology and Molecular Immunology, University of Porto (IPATIMUP) and Centro de Estudos em Tecnologias, Artes e Ciências da Comunicação (CETAC), Porto, Portugal, 7/11/2005.

Workshop Presenter, “Advanced Storytelling and Scriptwriting,” American Medical Association’s 25th Annual Medical Communications and Health Reporting Conference, Washington, D.C., 4/15/2005.

Moderator, “Healthcare Challenges & Solutions,” panel discussion at Leadership North Carolina’s Health and Human Services Session, Wake Forest University Baptist Medical Center, Winston-Salem, N.C., 4/7/2005.

Moderator, “Communicating Scientific Research Findings Through the Media,” panel discussion sponsored by Research!America and the School of Public Health, University of North Carolina at Chapel Hill, Chapel Hill, N.C., 3/22/2005.

Organizer and Moderator, “What We Have Here is a Failure to Communicate: Bridging the Gap between Medicine and the Media,” Executive Education Workshop, a collaboration between the School of Journalism and Mass Communication and the N.C. Medical Society, University of North Carolina at Chapel Hill, 11/19/2004.

Panel Moderator, “Stem Cell Controversy,” Science Spectrum Symposium, Office of Undergraduate Admissions, University of North Carolina at Chapel Hill, 10/27/2004.

Organizer and Moderator, “Trauma in Journalism: Dying to Tell the Story,” Executive Education Workshop, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 10/1/2004.

Workshop Presenter, “Scripting & Production for the Experienced Writer,” American Medical Association’s 24th Annual Medical Communications and Health Reporting Conference, Las Vegas, Nev., 4/22 to 4/24/2004.

Panel Member, “Campus Conversations: Revisiting SARS – The Media Response,” UNC-CH Campus “Y,” Chapel Hill, N.C., 11/11/2003.

Facilitator, “Global Health Communication Workshop,” UNC Center for Global Health, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, 10/10/2003.

Moderator, “Living in an Anxious Age: How News Affects Our Psyche,” a panel discussion co-sponsored by the Lucy Daniels Foundation and the Medical Journalism Program of the School of Journalism and Mass Communication, The William and Ida Friday Center for Continuing Education,” UNC-CH, Chapel Hill, N.C., 9/25/2003.

Workshop Presenter, “Advanced Script Writing” & “A Medical Web Searching Strategy,” American Medical Association’s 23rd Annual Medical Communications and Health Reporting Conference, San Francisco, Calif., 4/10 to 4/12/2003.

Panel Member, “Prevention Research, Policy and the Press,” 4th Annual Women’s Health Research Day, North Carolina Program for Women’s Health Research, University of North Carolina at Chapel Hill, 3/19/2003.

Panel Member, “Media Coverage of Public Health Issues,” MHCH 213 (“Research Methods in Maternal & Child Health”), School of Public Health, Chapel Hill, N.C., 11/14/2002.

Guest Speaker, “Communicating with the Media,” EPID 213 (“Acute Disease Surveillance and Outbreak Investigation”), UNC-CH School of Public Health, Chapel Hill, N.C., 11/5/2002.

Presenter and Panel Member, “How to Tell Your Medical Science Story,” FDA Workshop, “The Label and Beyond – A Workshop on Communicating Risk,” Shady Grove, Md., 6/13/2002.

Workshop Member, “Designing a Curriculum for Health Journalism in Developing Countries,” Fogarty International Center, National Institutes of Health, Bethesda, Md., 5/2 to 5/3/2002.

Guest Speaker, “Communicating Public Health Messages,” Public Health Doctoral Program’s Spring Leadership Seminar (PUBH 303), UNC-CH School of Public Health, Chapel Hill, N.C., 4/24/2002.

Workshop Presenter, “How to Hook the Healthcare Reporter” and “Advanced Script Writing,” American Medical Association’s 22nd Annual Medical Communications and Health Reporting Conference, New Orleans, La., 4/11 to 4/13/2002.

Moderator, “Therapeutic vs. Reproductive Cloning: Scientific Realities, Public Controversy - A Conference for Journalists,” North Carolina Association for Biomedical Research, Research Triangle Park, N.C., 3/26/2002.

Guest Speaker, “Medical Journalism and the Mass Media,” JOMC 11-H (“Honors Class”), UNC-CH School of Journalism and Mass Communication, Chapel Hill, N.C., 2/26/2002.

Guest Speaker, “News Production: A Broadcast Journalist’s View,” HPA 261 (Media and Health Policy), UNC-CH School of Public Health, Chapel Hill, N.C., 2/6/2002.

Workshop Presenter, “Script Writing: the Next Stage,” American Medical Association’s 21st Annual Medical Communications and Health Reporting Conference, San Diego, Calif., 4/20 to 4/21/2001.

Guest Speaker, “What the Data Tell Us about the Media,” Prevention Research: An Outreach Agenda for Saving Lives,” Research!America, Washington, D.C., 2/7/2001.

Panel Moderator, “The Organ Shortage: An Ethical and Research Challenge,” Controversies in Science: A Symposium for Journalists, University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, Chapel Hill, N.C., 10/26/2000.

Panel Moderator, “Understanding How the Media Work,” Healthcare Advocacy Through Media Relations: A Symposium for Professionals in Medicine and Public and Allied Health, University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, Chapel Hill, N.C., 9/29/2000.

Keynote Speaker, “An e-Health Rx,” Internet Health Care Forum, Washington, D.C., 9/14/2000.

Panel Moderator, “The State of Internet Health Care,” Internet Health Care Forum, Washington, D.C., 9/14/2000.

Panel Member, “How Can You Use What You’re Learning in Your Job?” Addiction Studies Institute for Journalists, Wake Forest University School of Medicine, Winston-Salem, N.C., 9/8 to 9/9/2000.

Panel Member, 2000 Fred T. Foard, Jr. Memorial Lecture & Symposia, “What Should We Be Afraid Of? Epidemiology, Risk Communication, and Population-Based Prevention,” Department of Epidemiology, UNC-CH School of Public Health, Chapel Hill, N.C., 3/24/2000.

Presenter, “Communicating Medical Messages,” Capstone Course, University of North Carolina at Chapel Hill, UNC-CH School of Public Health, Research Triangle Park, N.C., 12/15/1999.

Panel Member, “The Changing Face of the Patient/Physician Relationship,” eHealthcareWorld Conference, New York City, N.Y., 11/4/1999.

Guest Speaker, “Communicating Medical Messages,” Program on Health Outcomes lecture series, University of North Carolina at Chapel Hill, School of Public Health, Chapel Hill, N.C., 10/8/1999.

Panel Member, “Healthbeat 2001: Medical Reporting into the Next Millennium,” Radio & Television News Directors Association Conference, Charlotte, N.C., 10/2/1999.

Grand Rounds Presenter, “How to Deliver Your Messages Effectively,” U. of Miami School of Medicine, Department of Psychiatry, Miami, Fla., 9/24/1999.

Guest Speaker, “Risk Communication and the ‘Junk Science’ Argument: the Alar case,” ENVR 353, Ph.D. Seminar in Environmental Management and Policy, course taught by Professor Pete Andrews, UNC-CH School of Public Health, 9/15/1999.

Guest Speaker, “Medical Cyberspace,” lecture co-sponsored by the Kansas University Medical Center and the Kansas University School of Journalism, KU Medical Center, Kansas City, Kan., 9/10/1999.

Panel Moderator, “Buying Web Services,” Glaxo Wellcome/Physician’s Practice Digest Forum, Research Triangle Park, N.C., 5/13/1999.

Panel Moderator, “Communicating Public Health Information,” UNC-CH School of Public Health Dean’s Advisory Council meeting, Chapel Hill, N.C., 4/26/1999.

Workshop Presenter, “Advanced Script Writing,” American Medical Association’s 19th Annual Medical Communications and Health Reporting Conference, McLean, Va., 4/15 to 4/17/1999.

Presenter, “Working with the Media: Communicating Your Messages Effectively,” Grand Rounds Lecture, Department of Family Medicine, University of North Carolina at Chapel Hill, Chapel Hill, N.C., 2/1/1999.

Lecture, “Communicating Medical Information Effectively,” Preventive Medicine Seminar Series, Preventive Medicine Residency Program, University of North Carolina at Chapel Hill, Chapel Hill, N.C., 11/11/1998.

Workshop Leader, Voice Of America/Bush Radio Child Health Reporting Workshop, Cape Town, South Africa, 9/28 to 10/2/1998.

Presenter, “How the Media and the Public Use the Web to Get Breaking News and Health Information,” American Psychiatric Association Joint Commission on Public Affairs, Washington, D.C., 9/12/1998.

Guest Speaker, “The Art of Simple (but Accurate) Answers to Complex Questions,” American Medical Writers Association Carolinas Spring Chapter Meeting, Research Triangle Park, N.C., 4/29/1998.

Panel Presenter, “The Role of the Medical Internet in Health Care Communication,” Kentucky Conference on Health Communication, Lexington, Ky., 4/25/1998.

Workshop Presenter, “How to Use the Broadcast Media to Effectively Communicate Health Information,” Voice of America, Washington, D.C., 4/22/1998.

Panel Moderator, “Whatever Happened to Health Care Reform?” Mass Communication Day, UNC-CH School of Journalism and Mass Communication, Chapel Hill, N.C., 4/20/1998.

Guest Speaker, “Surviving the Media,” Duke CRI, Durham, N.C., 4/9/1998.

Workshop Presenter, “Script Writing,” American Medical Association’s 18th Annual Medical Communications and Health Reporting Conference, Phoenix, Ariz., 4/2 to 4/4/1998.

Panel Member, “Creatively Communicating Health News and Information,” American Medical Association’s 18th Annual 1998 Medical Communications and Health Reporting Conference, Phoenix, Ariz., 4/3/1998.

Host Interviewer & Media Facilitator, “Psychiatry and the Media: Issues and Messages,” Psychiatry and the Media: A 1998 Consensus Conference, sponsored by the American Psychiatric Association, Washington, D.C., 3/19/1998.

Workshop Presenter, “How to Communicate Health Information in the Media,” Annual Public Health Leadership Seminar, UNC-CH School of Public Health, Chapel Hill, N.C., 3/16/1998.

Guest Speaker, “Surviving the Media,” UNC-CH School of Public Health, Chapel Hill, N.C., 3/5/1998.

Guest Speaker, “Surviving the Media,” UNC-CH Hospitals Media Training Seminar, Chapel Hill, N.C., 1/22/1998.

Speaker, "Medical Cybersearch: What Every Reporter Needs to Know," 1997 Medical News Reporting Symposium, UNC-CH School of Journalism, Chapel Hill, N.C., 11/15/1997.

Guest Speaker, "Medical Cybersearch," UNC-CH School of Journalism Board of Visitors, Chapel Hill, N.C., 9/13/1997.

Keynote Speaker, "Medical Cybersearch: How to Access Medical Information on the Internet," The Wanda J. Cobb 1st Annual Chautauqua, sponsored by The Health Education Office of the University of California, Irvine, and High Priority of Orange County, Irvine, Calif., 10/17/1997.

Physician Presenter, "Medical Cybersearch," American Medical Association's 17th Annual Medical Communications and Health Reporting Conference, Beverly Hills, Calif., 4/5 to 4/6/1997.

Workshop Presenter, "A Guided Tour of Online Health Resources for Consumers," 1997 Health Care Communicators Conference," presented by Lawrence Ragan Communications, Inc., Washington, D.C., 2/26/1997.

Scientific Session Presentation, "Getting a Learner's Permit to Drive on the Nuclear Medicine Informational Superhighway," The American College of Nuclear Physicians 23rd Annual Meeting & Scientific Sessions, Palm Springs, Calif., 2/7/1997.

Participant Presenter, "1996 Summit: Quality Criteria for Health Information on the Internet," Health Information Technology Institute, Mitretek Systems, McLean, Va., 11/22/1996.

Featured Speaker, "The Internet: A Guide for Health Professionals," Orange County Wellness Coalition, Irvine, Calif., 11/21/1996.

Featured Speaker, "Medical Internet 101," CME Presentation, Little Company of Mary Hospital, Torrance, Calif., 10/24/1996.

Panel Member, "A Prudent Prescription: Medical Reporting with Limited Resources," RTNDA International Conference, Los Angeles, Calif., 10/12/1996.

Featured Speaker, "A Guide to the Internet for the Practicing Physician," Beginning and Advanced CME Presentations, Daniel Freeman Memorial Hospital, Inglewood, Calif., 9/26/1996.

Featured Speaker, "Voyages of Discovery: Up-to-the-Minute Medical Information on the Internet," Windows on Healthcare II, Microsoft Healthcare Users Group's Second Annual Conference and Exhibition, Las Vegas, Nev., 9/18/1996.

Featured Speaker, "A Guide to Online Medicine: Using the Internet to Educate Patients and Providers," Advanced Health Care Online Symposium, sponsored by Infoline, a subsidiary of International Business Communications, San Francisco, Calif., 6/7/1996.

Moderator, Response Panel, Plenary Session, "Partnerships for Networked Consumer Health Information," co-sponsored by the U.S. Department of Health and Health Services and the Annenberg Center for Health Sciences, Rancho Mirage, Calif., 5/12/1996.

Physician Presenter, "Medical Internet 101," American Medical Association's 16th Annual Medical Communications and Health Reporting Conference, Miami, Fla., 4/27/1996.

Featured Speaker, "Medicine in Cyberspace," CME program for physicians, Overlake Hospital Medical Center, Bellevue, Wash., 4/23/1996.

Featured Speaker, "Finding Medical Information on the Internet," Independent Writers of Southern California Health Writers' Caucus, Los Angeles, Calif., 4/18/1996.

Keynote Address, "Impact of the Medical Internet on Healthcare Delivery," California Department of Health Services Children's Medical Services Annual Conference, San Diego, Calif., 4/9/1996.

Featured Speaker, "Medical Internet for the Practicing Physician," Quarterly Medical Staff Rounds, Centinela Hospital, Inglewood, Calif., 3/27/1996.

Featured Speaker, "Accessing Healthcare Information," Los Angeles Wellness Council, Los Angeles, Calif. 3/13/1996.

Faculty, CME Workshop, "Medical Internet 101 for the Practicing Physician," Waldorf Astoria Hotel, New York City, N.Y., 2/18/1996.

Featured Speaker, "Evaluating Health Information in the Media," Pasadena Rotary Club, Pasadena, Calif., 2/14/1996.

Keynote Address, Association of Pathology Chairs, Vail, Colo., 7/26/1995.

Moderator, "Health Care in Turmoil," Panel, Yale Class of 1970 Twenty-fifth Reunion, New Haven, Conn., 5/26/1995.

Panel Member, "Dentistry in the Consumer Age," Town Hall Meeting, California Dental Association, Spring Scientific Session, Anaheim, Calif., 5/12/1995.

Panel Member, "Successful Collaborations," Independent Writers of Southern California Media Symposium, Los Angeles, Calif., 3/4/1995.

Moderator, "Ethical Issues in Medical Reporting for Physician Broadcasters," Online Conference, CompuServe's Journalism Forum, 10/23/1994.

Speaker, "Medicine & the Media," UCLA Dermatology Grand Rounds, Los Angeles, Calif., 8/9/1994.

Speaker, "Telemedicine on the Information Superhighway," Roundtable, AMA's 14th Annual Health Reporting Conference, Orlando, Fla., 4/9/1994.

Speaker, "The Evolution of Health Care Reform," Roundtable, American Medical Association's 13th Annual Health Reporting Conference, San Francisco, Calif., 4/24/1993.

Speaker, "The Media and Medicine," Yale Club of San Francisco, Calif., 10/6/1992.

Instructor, "Advanced Writing and Production Techniques," Workshop, American Medical Association's 12th Annual Health Reporting Conference, Chicago, Ill., 4/4/1992

Panel Member, "Doctor, Doctor Give Me the News: TV Medical Reporting," AAMC/GPA Western Regional Meeting, San Francisco, Calif., 3/5/1992.

Speaker, "Working with the Media: Getting the Information Out Effectively," Central California Regional Organization of Child and Adolescent Psychiatry," Santa Barbara, Calif., 10/17/1988.

Series Host, "Surviving and Thriving on Campus: Doing Well and Staying Well," Live and Interactive Teleconference Series, Northern California Higher Education Council, California State University, Chico, Calif., 2/10/1988, 3/9/1988, 4/13/1988, and 5/11/1988.

CURRICULUM VITA

Trevy Ann McDonald, Ph.D.
University of North Carolina at Chapel Hill
Hussman School of Journalism and Media
329 Carroll Hall, CB# 3365
Chapel Hill, NC 27599-3365
mobile phone: (708) 906-4036
trevy@email.unc.edu

EDUCATION

University of North Carolina at Chapel Hill, Ph.D., Journalism and Mass Communication, 1995.
University of North Carolina at Chapel Hill, M.A., Radio, Television, and Motion Pictures, 1992.
University of Wisconsin-Oshkosh, B.A., Radio/TV/Film, 1990.

PROFESSIONAL EXPERIENCE/TITLES

Julian W. Scheer Term Associate Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, September 2020-present

Associate Professor (professional-track), Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, January 2018-present.

Assistant Professor, School of Media and Journalism, University of North Carolina at Chapel Hill, January 2010-2017.

Lecturer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, August 2008-December 2009.

Visiting Associate Professor, Department of English and Mass Communication, North Carolina Central University, Spring 2008.

Faculty Member, Continuing Education Program, North Carolina Central University. Taught "Do It Yourself-Publishing™" course, 2005.

Adjunct Faculty, Master of Science in Nonprofit Management, Spertus College, August 1999-June 2004. Research mentor to November 2001 cohort.

Assistant Professor, Media Studies Program-Department of English, North Carolina Central University, August 1996-August 1999.

Visiting Assistant Professor, Department of Communication, North Carolina State University, January 1996-June 1996.

Administrative Experience

Director of Diversity, Equity, and Inclusion, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, July 2020-present

Other Academic Roles

Institute of African American Research-Student Learning to Advance Truth and Equity (IAAR-SLATE) Teaching Fellow, 2020-2022.

RELEVANT PROFESSIONAL EXPERIENCE

Reyomi Publishing, LLC. Principal. February 1999-present.

Highest Good Publications: A Division of EbonyEnergy. Partner, June 2006-present.

Host, *Book 'n' Cook* podcast. Weekly podcast to launch in 2020. Features authors, their favorite food recipes, and their recipes for writing and living. This podcast is a recreation of the weekly *Book 'n' Cook* segment I produced for *The Edie Hand Show* on WYDE-AM (Birmingham, AL) from May-October 2000.

HONORS AND AWARDS

MLK Unsung Hero Award, January 2021. University of North Carolina at Chapel Hill. Recognizes faculty and staff who have exemplified a steadfast commitment to inclusion.

Outstanding Book Award, August 2019. *Round 'Bout Midnight*. National Association of Black Journalists.

David Brinkley Teaching Excellence Award, 2017. University of North Carolina at Chapel Hill, School of Media and Journalism.

Distinguished Alumni Award, 2008. University of Wisconsin-Oshkosh. To date there have been 200 recipients of the UW Oshkosh Distinguished Alumni Award. I am one of sixteen who has received both the Distinguished Alumni Award and the Outstanding Young Alumni Award.

Writer's Workshop. 2008. National Association for Multi-Ethnicity in Communications.

Writer's Digest, Certificate of Merit, Self-Published Book Competition, 2000.

Outstanding Young Alumni Award, 1997. University of Wisconsin-Oshkosh. To date there have been 211 recipients of the UW Oshkosh Outstanding Young Alumni Award.

First Place Video, *Women Behind the Lines* (a 30-minute documentary about the 1969 UNC-Chapel Hill Food Workers Strike). Juried Film and Video Festival, 1991. University of North Carolina at Chapel Hill.

Outstanding Senior, 1990. University of Wisconsin-Oshkosh.

CREATIVE PROJECTS AND PUBLICATIONS**Video and Multimedia Productions**

(2021) Executive Producer/Editor/Narrator/Voiceover Artist. *Round 'Bout Midnight*. Audiobook

(2021) Executive Producer/Editor/Narrator/Voiceover Artist. *Time Will Tell*. Audiobook.

(2020) Executive Producer/Writer/Narrator. “Vignettes from Jefferson Edmonds and the Los Angeles *Liberator*—Five Motion Graphic shorts.” With Michael Gawlik (animation), Hadley Green (animation), Lachlan McGrath (animation), and Doni Holloway (voiceover).
<https://vimeo.com/411821142>

(2019) Executive Producer/Writer/Voiceover Artist/Narrator, “It Never Entered my Mind, a motion graphic of Chapter 1 of *Round Bout Midnight*.” With design and animation by Mary Carson Wells, Haley Hodges, Joy Lackey, and Darryl Shaw). <https://vimeo.com/332494968/d0ba2eb9a9>

(2018) Executive Producer/Writer/Voiceover Artist, “Summer Interrupted, a motion graphic of the May 1963 Children’s Crusade in Birmingham, Alabama. With Will Hausen (animator), Xavier A. L. Taylor (animator), Thomas Squire, Jr. (animator), and Doni Holloway (voiceover artist).
<https://vimeo.com/303923002/1790e1de53>

(2017) Director/Producer, “Eyewitnesses to History: Civil Rights and Social Justice.” (One episode in a five-part documentary series.) As Director/Producer I oversee the creative aspects of the film, control the content and flow, manage locations, schedule interviews, work with the researcher to develop interview questions, transcribe interviews, and select and license archival footage. Chapter 1 of the film of the film is complete and can be viewed at <https://vimeo.com/217088570>. The video is also available at www.eyewitnessestohistory.org.

(2013-present) Oral History Interviews of Black Journalists on Civil Rights and Social Justice. I am collecting oral histories with veteran Black journalists who covered events during the Civil Rights movement from 1963-1968, and current Black journalists and photographers who cover social justice issues. Portions of the interviews will be used in the *Eyewitnesses to History* documentary series. The audio of interviews with Lee Lassiter <https://vimeo.com/224528653> and Ernest Holsendolph <https://vimeo.com/224412771>, along with the transcripts are also available at www.eyewitnessestohistory.org. In addition, short video clips with Dr. Charmaine McKissick-Melton <https://vimeo.com/225053792>, Glenn Burkins <https://vimeo.com/224710526>, Alvin C. Jacobs, Jr. <https://vimeo.com/224707841>, L’erin Jensen <https://vimeo.com/224603089>, Ernest Holsendolph <https://vimeo.com/224550783>, and Lee Lassiter <https://vimeo.com/224543201> are also available at www.eyewitnessestohistory.org.

Videographer, Editor, and Narrator, “Our Land, Our Lives: The North Carolina Black Farmer’s Experience,” (23-minute documentary). Commissioned by the Land Loss Prevention Project. ©2011, Land Loss Prevention Project. During the Summer of 2010 I filmed interviews and B-roll footage in my role as videographer. During the Summer of 2011 I assembled the interview clips and B-roll into a coherent film under the guidance of the director in my role as editor. I also recorded and edited voiceover narration. Here is a link to the film <https://vimeo.com/28070771>.

Trade Books

McDonald, T.A. (author) (2018). *Round ‘Bout Midnight*. (novel). Sequel to 1999 self-published novel, *Time Will Tell*. Durham, NC: Reyomi. (This novel highlights the lives of professional women of color, one a professor who travels to Australia to research civil rights and social justice issues for Aboriginal women who were in the Stolen Generations.) 340 pages. This book was featured in the August 27, 2018 issue of *Publishers Weekly Select*, and was displayed at the Frankfurt Book Fair (Frankfurt, Germany) in October 2018 and the American Library Association Convention (Washington, DC) in June 2019.

McDonald, T.A. (author) (2018). *Time Will Tell* (novel). Relaunch of the 1999 self-published novel with updated cover, 390 pp. Durham, NC: Reyomi. (This book explores the educational and career paths of three women of color, one who journeys through graduate school in communication and anthropology and becomes a college professor.) This book has been adopted for courses at North Carolina Central University (Arts & Humanities course) and the University of Houston-Downtown (Interpersonal Communication course). This book was displayed at the Frankfurt Book Fair (Frankfurt, Germany) in October 2018 and at the American Library Association Convention (Washington, DC) in June 2019.

(co-publisher) Dana Nicole Jones (author), *Jezebel: The Autobiography of a Love Addict*. 2014. Chicago: Highest Good Publications, 212 pp. (A fictional novel about the trials and triumphs of a professed love addict.) Created initial publicity plan.

(co-publisher) Fatimah Macklin (author) and Dakota Braxton (illustrator), *The Seasons of the Year*. 2011. Chicago: Highest Good Publications, 46 pp. (An illustrated children's book in the Mommy & Me series, aligning motherhood with me time.) Created initial publicity plan.

(co-publisher) B. Na'imah Combs (author). *Bright Spot Harbor*. 2011. Chicago: Highest Good Publications, 136 pp. (A self-help/motivational book which takes readers on a journey into higher consciousness.) Created initial publicity plan.

(co-publisher) Shawnta Ball (author), *Getting the Issues Out of my Tissues*. 2010. Chicago: Highest Good Publications, 170 pp. (A self-help title which makes recommendations for how to live more joyfully.) Created initial publicity plan.

(publisher) Delores Mitchell-Tulloss (author) and Brian Hardison (illustrator). *The ABCs of Character for People Around the World*, 2007. Durham, NC: Reyomi, 32 pp. (An illustrated children's book teaching both the alphabet and character education.) This title was selected for a highly competitive traditional autographing session at Book Expo America 2008, Los Angeles.

(co-publisher) Karyn Pettigrew (author). *The Invitation: The Secret to Creating Your Best Life*, 2006. Chicago: Highest Good Publications, 48 pp. (An instruction book for the human spirit on how to consciously let this most powerful force create the life you want.) Created initial publicity plan. Designed publicity materials. *The Invitation* was an Amazon.com bestseller in the Inspirational books category.

McDonald, T.A., Kai, N, Betts-Gaston, A. and Woodson, J.L. (co-authors) (2003). *We Didn't Come Here to Play: How to Win the Publishing Game*. Chicago: Macro Publishing Group, 160 pp. (A reference book exploring the writing process, editing, self-publishing and marketing, the journey from self-publishing to mainstream, starting your own publishing house and legal mistakes to avoid.)

McDonald, T.A. and Allen B.J. (Eds.). (2003). *How We Got Over: Testimonies of Faith, Hope and Courage*. Chicago: Reyomi, 224 pp. (An inspirational collection of testimonies from over 60 contributors who share their experiences of overcoming obstacles through steadfast hope.) As the publisher, I also organized 10-city tour with 20 signings involving 20 or more contributors. Created and executed publicity plan resulting in print, radio and television coverage.

McDonald, T.A. (author) (1999). *Time Will Tell* (novel). Durham, NC: Reyomi Publishing, 328 pp. This title was featured on the front cover of the March 27, 2000 issue of *Publisher's Weekly*.

Trade Publications

McDonald, T.A. (author) (2004). "Devotions on Dreams." *Wisdom and Grace Devotional Bible*. Atlanta: Nia Publishing.

McDonald, T.A. (2004). Foreword in S.G. Moore (Ed.) *Violets: A Collection of Inspirational Poems by the Women of Delta Sigma Theta Sorority, Incorporated*, 2004. Chicago: Moore Press.

McDonald, T.A. (regional co-editor) (2004). In Linda Moyé (Ed.) *Delta Girls: Stories of Sisterhood*. San Antonio, TX: LEJ Poetic Expressions.

McDonald, T.A. (author) (2003) "Detour" (short story). In TaRessa Stovall and Tracy Price-Thompson (Eds.) *Proverbs for the People*. New York: Kensington. A short story based on the Ivory Coast proverb "Hearts do not meet one another like roads." **Peer reviewed.**

McDonald, T.A. (author) (2003). "Devotions on faith." *Women of Color Devotional Bible*. Atlanta: Nia Publishing.

McDonald, T.A. (author) (1999). "Journaling your prayers: An exercise in faith." In Maria Dowd (Ed.) *Sisterfriend Soul Journeys: The Spirit and Expression of African American Women on Tour*. San Diego: Promotrends.

Freelance articles

"Daddy and Uncle Martin." *Black Issues Book Review*, November/December 2003.

"How we got over: Alumni angels spread wings to support AIDS Orphans," *Black Voices Quarterly*, Spring 2003.

Spec Screenplays

"Brandi Surfs the Web," feature-length screenplay. Curiosity may have killed the cat, but it got Brandi, a German Shepherd, on the Internet. After meeting Zeke, a German Mastiff, in an on-line pet chat room, the two canines realize that they will only meet if they are successful in making a love connection for their single and available owners. Copyrighted in 2001.

(co-creator and co-writer with Michelle Belle-Villa). *Bridges*, "Pilot." An hour-long teleplay for a proposed television series based loosely on the characters in *Time Will Tell*, featuring a multicultural cast. Copyrighted in 2002.

(co-creator and co-writer with Michelle Belle-Villa). *Bridges*, "Voices of survivors carry." A 120-minute teleplay for *Bridges* promoting breast cancer awareness. Copyrighted in 2001.

Unpublished Works and Works-in-Progress

Caregiver Chronicles (creator and writer). Television series treatment which addresses the challenges of the eldercare epidemic.

Million Dollar Question (author). Fictional novel exploring issues surrounding caregiving for an elderly parent.

Summer Interrupted (author). First in a series of fictional books designed to teach children about the Civil Rights Movement through stories featured in Black newspapers. Target audience—middle grade readers.

Refereed Books

McDonald, T.A., Orbe, M., and Ford-Ahmed, T. (Eds.). (2002). *Building Diverse Communities: Applications of Communication Research*. (An anthology which explores the way in which researchers build community with the groups they research.) Creskill, NJ: Hampton Press, 344 pp. This book is in 159 university and public libraries in 13 countries according to worldcat.org.

McDonald, T.A. and Ford-Ahmed, T. (Eds.). (1999). *Nature of a Sistuh: Black Women's Lived Experiences in Contemporary Culture*. (An anthology utilizing qualitative research methods to explore Black women's lived experiences in corporate America, higher education, organized religion, mass media and literature.) Durham, NC: Carolina Academic Press, 320 pp. This book is in 220 university and public libraries in 7 countries according to worldcat.org.

Refereed Book Chapters/Articles

Harris, T.M. and **McDonald, T.A.** (2013). "Television." In P.L. Mason (Ed.) *Encyclopedia of Race and Racism*, 2nd e. (pp. 1667-1675). Detroit, MI: Macmillan Reference. This encyclopedia is available in 523 university and public libraries in 17 countries, and electronically through credoreference.com according to worldcat.org.

McDonald, T.A. (2011). "Ralph David Abernathy." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 11-13) Pasadena, CA: Salem Press. This encyclopedia is available in 181 university and public libraries in 9 countries, and electronically through mylibrary.com according to worldcat.org.

McDonald, T.A. (2011). "Tony Brown." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 246-248) Pasadena, CA: Salem Press. This encyclopedia is available in 181 university and public libraries in 9 countries, and electronically through mylibrary.com according to worldcat.org.

McDonald, T.A. (2011). "Leon Forrest." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 604-606) Pasadena, CA: Salem Press. This encyclopedia is available in 181 university and public libraries in 9 countries, and electronically through mylibrary.com according to worldcat.org.

McDonald, T.A. (2008). "Vernon Jarrett." In H.L. Gates and E.B. Higginbotham (Eds), *The African American National Biography*. (pp. 503-504) New York: Oxford University Press. This encyclopedia is available in 691 libraries in 14 countries, and electronically through HathiTrust Digital Library and oxfordaasc.com according to worldcat.org.

McDonald, T.A. (2008). "Sam Fulwood." In H.L. Gates and E.B. Higginbotham (Eds), *The African American National Biography* (pp. 410-411). New York: Oxford University Press. This encyclopedia is available in 691 libraries in 14 countries, and electronically through HathiTrust Digital Library and oxfordaasc.com according to worldcat.org.

McDonald, T.A. (2003). "Getting in and gaining trust: One African American researcher's journey through the ethnographic rites of passage." In R.B. Jeffries and G. Givens (Eds.) *Experiences in the Field: Black Women, Identity, and Qualitative Research*, (pp. 117-128). Creskill, NJ: Hampton Press.

McDonald, T.A. (2002). "Utilizing ethnography as a tool in children's audience studies." In T.M. Orbe and T. Ford-Ahmed (Eds.) *Building Diverse Communities: Applications of Communication Research*, (pp. 187-204). Creskill, NJ: Hampton Press.

McDonald, T.A. (1999). "'Tired of the world according to young men's machismo:' Black women's reactions to representations of Black women in music videos." In T. McDonald and T. Ford-Ahmed (Eds.) *Nature of a Sistuh: Black Women's Lived Experiences in Contemporary Culture*, (pp. 223-240). Durham, NC: Carolina Academic Press.

Brown, J.D. and **McDonald, T.A.** "Portrayals and effects of alcohol in television entertainment programming." In S. E. Martin, (Ed.) *The Effects of the Mass Media on the Use and Abuse of Alcohol (Research Monograph-28)* 1995. Bethesda, MD: National Institutes of Health.

Book Reviews

McDonald, T.A. (Autumn 2011). *Bring on the Books for Everybody: How Literary Culture became Popular Culture* by Jim Collins. Book review. *Journalism & Mass Communication Quarterly*, 88(3), 653-55.

McDonald, T.A. (Autumn/Winter 2010). *Points on the Dial: Golden Age Radio Beyond the Networks* by Alexander Russo. Book Review. *Journalism & Mass Communication Quarterly*, 87(3 & 4) 671-672.

Consulting

Charmaine McKissick-Melton, (author). *Love Letters to Magnolia: Correspondence from Ernest, a WWI Soldier*, 2019. Warrenton, NC. SCM Publishing, LLC, (A collection of love letters from Ernest, an African American soldier during World War I, to his future wife, Magnolia).

Bob Palmatier (author and illustrator). *Stormy's Return*, 2008. Durham, NC: Mittenales Press, 90 pp. (An illustrated children's book based on a disabled turtle's true story of perseverance.) Consulted with author through development of manuscript and illustrated glossary as well as layout and publication from December 2006-September 2008.

Tina A. Brown (author). *Crooked Road Straight: The Awakening of AIDS Activist Linda Jordan*, 2008. Hartford, CT: TAB Brown Publishing, 272 pp. (This creative nonfiction book is based on 12 years of interviews by award-winning reporter Tina A. Brown.) Consulted with author on the publishing process from June 2007-January 2008.

Beverly Mahone (author). *Whatever: A Baby Boomer's Journey into Middle Age*, 2006. Durham, NC: Benoham Publishing. (This book is an inspirational and humorous look at growing old.) Consulted with author on publishing process from September 2005-May 2006.

Nikki Woods (author). *Easier Said than Done* (novel), 2005. Chicago: EbonyEnergy Publishing. Consulted with publisher on editing, design and marketing of the company's first fiction title from May 2005-October 2005.

Melda Beaty (editor). *My Soul to His Spirit: Soulful Expressions from Black Daughters to their Fathers*, 2005. Chicago: Souldictates Publishing. (A collection of stories and poems exploring the strong and sometimes fractured relationships between black daughters and their fathers.) Consulted with editor on editing, design and marketing of first title from January 2005-March 2005.

Kimberly Noelle (author). *There Was a Spirit* (novel), 2005. Chicago: Kimberly Noelle Publishing, LLC. (A novel exploring racial tensions on a predominately white campus during a turbulent time in history.) Consulted with author on development, editing, publishing and marketing from February 2005-April 2005.

Eric I. Keyes, III (author). *The Light in the Dark* (children's picture book), 2004. Chicago: GEM Literary Foundation. (A children's book that helps kids overcome their fear of the dark). Consulted with publisher on marketing and media coverage which resulted in the title becoming a National Borders Bestseller. April 2004.

CONVENTION PRESENTATIONS AND INVITED PROFESSIONAL PRESENTATIONS, SYMPOSIA, WORKSHOPS

Refereed Presentations

Author's Showcase, *Round 'Bout Midnight*. National Association of Black Journalists convention. Miami, FL, (2019, August).

McDonald, T. *Eyewitnesses to History: Civil Rights and Social Justice*. Media and Civil Rights History Symposium, University of South Carolina School of Journalism and Mass Communications, Columbia, SC. (2017, March).

McDonald, T. with Rhonda Swan, Wayne Dawkins, and Lewis Diuguid. *Independent and Self-Publishing*. National Association of Black Journalist Convention, Atlanta, GA. (2005, August).

McDonald, T. with Wayne Dawkins and Rhonda Swan. *Independent and Self-Publishing*. National Association of Black Journalist Convention, Dallas, TX. (2003, August).

Author's Showcase (panelist and moderator). Black Caucus of the American Library Association Conference, Fort Lauderdale, FL. (2002, August).

McDonald, T. *Nature of a Sistuh: Black Women in Contemporary Culture*. African American Women on Tour. Chicago, IL. (2000, August).

McDonald, T. *Nature of a Sistuh: Research in Performance*. Innovative performance panel presented at the National Communication Association annual meeting, Chicago, IL. (1999, November).

McDonald, T. *Yes, My Child, What You Have to Say is Important: Utilizing Ethnography as a Tool in Children's Audience Studies*. Paper presented at the Speech Communication Association annual meeting, San Diego, CA. (1996, November).

McDonald, T. *'You Can 'Count on Me:' Friendship, Sisterhood and Support as Seen in Waiting to Exhale*. Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, Las Vegas, Nevada. (1996, March).

McDonald, T. *Black Women as Cultural Readers of Living Single*. Paper presented at the Speech Communication Association Convention, New Orleans, Louisiana. (1994, November).

McDonald, T. *'I Was Only 16, She Was 25: An African-American Audience Response to Hi-Five's 'Just Can't Handle It.'* Paper presented at the International Communication Association Convention, Sydney, Australia. (1994, July).

McDonald, T. *'You Go Girl: An Analysis of Major Female Character in Martin.* Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, Chicago, IL. (1994, April).

McDonald, T. *'That Girl's Dope: Black Adolescents' Perceptions of Images of Black Women in Music Videos.* Paper presented at the Speech Communication Association annual meeting, Miami Beach, FL. (1993, November).

McDonald, T. *Black Women's Reactions to Images of Black Women in Music Videos.* Paper presented at the joint meeting of the Popular Culture Association and the American Culture Association, New Orleans, LA. (1993, April).

Invited Conference Presentations

"The Write Stuff." (Panelist). Expo for Today's Black Woman, Chicago, IL. (2005, March).

"HIV/AIDS and Black Women." (Panelist). Expo for Today's Black Woman, Chicago, IL. (2004, March).

"The Write Stuff." Panelist with Francis Ray, Yolanda Joe, Kimberla Lawson Roby, Y. Blak Moore, Naleighna Kai, J.L. Woodson, Avalon Betts-Gaston and Bettye Odom. (2003, April). Expo for Today's Black Woman. Chicago, IL.

"Overcoming Platform Panic and Making the Most of Media Interviews." Romance Slam Jam Conference, Durham, NC. A workshop for romance novelists. (2002, March).

"Spirituality Literary Café." Panelist with J. Porter, S. Bibb, T. Johnson, M. Gray, M. Sparks and E. Dodds. Expo for Today's Black Woman. Chicago, IL. (2001, April).

"Writers on Writing." Panelist with Sam Greenlee, Yolanda Joe, Yvonne Grays Nathane. Black History Month Book Fair. Chicago, IL. (2001, February).

"Positive Mental Attitude: Steps to Making Changes in Your Personal and Professional Life." Panelist with Jim Carter and Shawn Dove. Circle of Sisters Expo. New York, NY. (2000, October).

Keynote Lectures and Speeches

"Designing Your Blueprint for Success." Spring 2016 Induction Ceremony for Lambda Pi Eta Communication Honor Society. North Carolina Central University, March 30, 2016.

Visiting Writer. Rock Valley College, Department of Composition and Literature. Presented an hour-long lecture on the writing and publishing process and my journey as an author. Rockford, IL. November 16, 2015. (Previous visiting writers include Loung Ung, author of *First They Killed my Father: A Daughter of Cambodia Remembers*; Daniel Wallace, author of *Big Fish*, and Chris Abani, 2009 Guggenheim Fellow in Fiction.)

"Diversity Keynote," UNC-Asheville, Mass Communication Department. Asheville, NC. March 18, 2015.

July 2021

“60 Years Later: Black Lives Still Matter.” Rock Valley College. Rockford, IL. Screening and discussion of *Eyewitnesses to History: Black Journalists on the March on Washington*. February 25, 2015.

“Building a Culture for Giving Back.” Radio/TV/Film Program 50th Anniversary Reunion. UW-Oshkosh, Oshkosh, WI. October 18, 2014.

“The Difference Mentoring Makes.” YWCA of Indianapolis 25th Annual Salute Luncheon. Indianapolis, IN. May 2006.

“AIDS and the Black Community.” Keynote Speaker: Delta Sigma Theta Sorority, Inc. Black History Month Health Fair. Muskegon Heights, MI. February 2004.

Keynote speaker, “Designing Your Blueprint for Success.” Keynote address to first-year multicultural students. University of Wisconsin-Oshkosh. February 16, 2004.

“Instructional Methods for the Contemporary College Classroom.” McNair Program, University of Wisconsin-Whitewater. October 15, 1998.

“Reflections of the Past: Facing the Future.” Black History Month Speaker, University of Wisconsin-Oshkosh. February 28, 1998.

Guest Lectures

“Art of Storytelling: A Workshop for STEM Graduate Students.” North Carolina Agricultural and Technical University, Greensboro, NC. July 31, 2019.

“Idea Development for Historical Documentary.” Lecture to Film History and Appreciation Course. Rock Valley College, Rockford, IL. February 25, 2015.

“Producing Eyewitnesses to History.” Lecture to Fundamentals of Communication Course. Rock Valley College, Rockford, IL. February 25, 2015.

“Audio/Video Storytelling.” Arts and Humanities Course (Dr. Kenneth Chambers, professor), English Department, North Carolina Central University, February 21, 2014.

“The Book Industry.” Introduction to Mass Communication course (Brett Chambers professor), Mass Communication Department, North Carolina Central University. June 4, 2012.

“Marketing Your Projects. Mass Media and Society course (Brett Chambers professor), Mass Communication Program, North Carolina Central University. October 26, 2010.

“Identifying Markets for Your Creative Capital.” Film/Video Preproduction course (Doug Heil Professor) Radio/TV/Film Program, University of Wisconsin-Oshkosh. September 15, 2009.

“The Role of Social Media for Today’s Journalist.” Mass Media and Society course (William Robert Nowell, professor), North Carolina Central University. August 28, 2009.

“Avenues to Book Publishing.” Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University. February 17, 2009.

“How to Win the Publishing Game.” Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University, September 18, 2008.

“Media Impact: Understanding Research and Effects,” Mass Media and Society course (Brett Chambers, professor), North Carolina Central University, September 18, 2008.

“The New Paradigm in Book Publishing.” Introduction to Mass Communication course (Brett Chambers, professor), North Carolina Central University, September 20, 2007.

“Designing Your Blueprint for Success.” Mass Media and Society course (Brett Chambers, professor). February 28, 2007.

“Careers in Mass Communication.” Communication Law and Ethics course (William Robert Nowell, professor). November 1, 2006.

“From Manuscript to Finished Book.” Mass Media and Society course (Brett Chambers, professor). April 6, 2006.

“Getting Published.” World of Mass Communication course (Anne M. Johnston, professor). School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill. February 10, 2004.

“Becoming an Entrepreneur.” Principles of Marketing course (Stephanie Bibb, professor). College of Business, Chicago State University. September 26, 2001.

Other Invited Appearances

Through my work as a publisher and author with Reyomi Publishing, I've done over 500 book signings, readings, book talks, workshops, panels, and speeches on my novels and the book publishing process at libraries, bookstores, book fairs, schools, colleges, and other venues. Some of the most prominent are included in this list. Additionally, I attended Book Expo America as a publisher and author from 2000-2011, and again in 2016.

Invited Author, *Delta Authors on Tour 2021 (Virtual)*, Far West Region. Seattle, WA (2021, May 15).

“Where Are We Now? Black Women in Journalism.” (Panelist), PlayMakers Repertory Company. The University of North Carolina at Chapel Hill. March 28, 2021.

Invited Author, *Delta Reads Initiative*, National Commission on Arts & Letters, Delta Sigma Theta Sorority, Inc. Invited for virtual book discussion for *Time Will Tell* and/or *Round Bout Midnight* during the COVID-19 pandemic with the Annapolis Alumnae, Henrico Alumnae, Petersburg Alumnae, Johnston County Alumnae, Baltimore Alumnae, and Durham Alumnae chapters.

Invited Author, *Delta Authors on Tour 2020*, South Atlantic Region. Charlotte, NC (2020, March 6-7).

Guest, *A Reader's Paradise Podcast*, “Acquaintance Rape.” September 2019. Discussed my journey as a novelist and read excerpts from *Round 'Bout Midnight*.
<https://www.spreaker.com/user/10390344/trevy-mcdonald-interview-final-rx7-proce>

Book signing, *Round Bout Midnight*. American Library Association Convention. Washington, DC. (2019, June 23).

July 2021

Invited Author, *Delta Authors on Tour 2019*, South Atlantic Region. Hampton, VA. (2019, April 12-13).

Invited Author, Red Hot Readers, Greensboro Alumnae Chapter, Delta Sigma Theta, Sorority, Inc. Discussion of the novel, *Time Will Tell*. (2019, March 16).

Book talk, Delta and Friends Book club, Discussion of the novel *Round Bout Midnight*, (2019, January 28).

Book talk and signing, Barnes & Noble, *Round 'Bout Midnight*, (2019, January 26)

Book talk, Second Sunday Sisters, *Round 'Bout Midnight*. (2019, January 13).

Panelist (author panel), "Lights, Camera, Action! Arts Festival." Raleigh, NC, August 24-25, 2018. Book talk, *Round 'Bout Midnight*, "Juneteenth Northeast—A Celebration of the Arts and Letters," Tarrant County Community College, Northeast Campus, Hurst, TX. June 19, 2018.

Screening, *Eyewitnesses to History: Civil Rights and Social Justice, Chapter 1*. Lights, Camera, Action! Arts Festival. Southwest Branch, Durham Public Library, August 25, 2017

Panelist, "For All the World to See: Visual Culture and the Struggle for Civil Rights." Cape Fear Museum, Wilmington, NC. November 19, 2015.

Book talk, "African American Literary Tea," Page-Walker Arts and History Center, Cary, NC, February 22, 2010.

Panelist, WNCU Visiting Lecturer Series, "Internship 101: The Dos and Don'ts for a Productive Internship and Employment After Graduation—Steps to Landing Your First Professional Job." North Carolina Central University. November 13, 2008.

Workshop Presenter, "Create a New Story." The New School, New York, NY. March 29, 2008.

Book talk, *How We Got Over: Testimonies of Faith, Hope, and Courage*. Printer's Row Book Fair, Chicago. June 11, 2005.

Reading, *Time Will Tell*. Literary Café, Gary Alumnae Chapter, Delta Sigma Theta Sorority, Inc., Gary, IN. May 13, 2005.

Book signing, *How We Got Over: Testimonies of Faith, Hope, and Courage*. Book Expo America, Publisher's Marketing Association booth, Chicago. June 4, 2004.

Book signing, *How We Got Over: Testimonies of Faith, Hope, and Courage*. Book Expo America, Publisher's Marketing Association booth, Los Angeles. May 30, 2003.

Guest speaker, "Writing as a Pathway to Your Dreams" (presentation to seventh and eighth grade classes of Spaulding Elementary School). Chicago: Borders Books & Music (Beverly store). (2002, November).

Panelist, “Do it Yourself-Publishing.” (with Naleighna Kai, L.B. Ransom, and Terrance Johnson). *Writing and Publishing Workshop*. Chicago Public Library, South Shore Branch. (2002, October).

Workshop presenter, “The ABCs of Publishing—a workshop for teachers.” Chicago: Borders Books & Music (Beverly store). (2002, September).

Guest speaker, “Time Will Tell: An Author’s Journey,” sponsored by the Alpha Lambda chapter of Delta Sigma Theta Sorority, North Carolina Central University. March 6, 2002.

Commencement speaker, “Journeys Toward Success.” Nash Elementary School, Chicago, IL. (2001, June).

Panelist, “The Importance of a Liberal Arts Education.” College of Letters and Sciences 50th Anniversary Celebration, University of Wisconsin-Oshkosh. February 21, 2001.

“Self-Publishing Seminar” (Workshop Presenter)

Delta Authors on Tour Chicago 2002, Chicago State University, April 26, 2002.

Stanford L. Warren Library, Durham, NC, March 9, 2002.

Atlantic Book Post Literary Retreat, Oak Lawn, IL, May 20, 2000.

“Careers in Education and Writing” (Guest Lecture)

Chalmers Elementary School, Chicago, IL, February 28, 2002.

Dunne Elementary School, Chicago, IL, June 7, 2000.

Delta Academy, Milwaukee, WI, November 13, 1999.

Madison Elementary School, South Holland, IL, November 9, 1999.

“Time Will Tell” (Book talk)

Reader’s Choice, Milwaukee, WI, November 13, 1999.

Writers Live at the Enoch Pratt Free Library, Baltimore, MD, October 30, 1999.

Literary Cafe, For Sisters Only Expo, Washington, DC, October 16, 1999.

“Getting Published.” Phenomenal Woman Empowerment Expo, Houston, TX, August 14, 1999.

Media Appearances/Interviews

Branigin, A. (2021, July 7). Nikole Hannah-Jones’s tenure disputer is over. Black women professors say it’s not yet time to move on. *The Lily* published by the *Washington Post*.

<https://www.thelily.com/nikole-hannah-jones-tenure-dispute-is-over-black-women-professors-say-its-not-yet-time-to-move-on/>

Smith, J. (Producer). (2021, July 6). What it’s like to be Black in higher education. Post Reports podcast. <https://www.washingtonpost.com/podcasts/post-reports/what-the-delta-variant-means-for-you/>

Wresilo, V. (Reporter). (2021, July 1). ‘I should not have been the first:’ Black female professor supports Nikole Hannah-Jones’ tenure. [Television]. Spectrum News.

<https://spectrumlocalnews.com/nc/triangle-sandhills/news/2021/07/02/trevy-mcdonald-reaction-to-hannah-jones-tenure>

Boyum, T. (Host). (2021, July 1). UNC offers Nikole Hannah-Jones tenure after controversy. [Television]. In *Capital Tonight*. Spectrum News. <https://spectrumlocalnews.com/nc/triangle-sandhills/capital-tonight/2021/07/01/unc-offers-nikole-hannah-jones-tenure-after-controversy>

Walker, K. (Host). (2021, June 25). Race and the news media: A look at history. (Season 1, No. 1). *Roundtables on Race*. [Audio podcast interview]. Episcopal Diocese of Raleigh. <https://www.episdionc.org/podcasts/roundtables-on-race/>

Boyum, T. (2021, June 21). Diversity Concerns in the Spotlight at UNC-CH [Television]. In *Capital Tonight*. Spectrum News. <https://spectrumlocalnews.com/nc/triangle-sandhills/politics/2021/06/22/carolina-black-caucus-warn-of-black-brain-drain-from-unc>

Anderson, N., & Heim, J. (2021, June 8). Black Female Professors Voice Solidarity with journalist Nikole Hannah-Jones in Tenure Showdown. *Washington Post*. <https://www.washingtonpost.com/education/2021/06/08/unc-black-professors-hannah-jones-tenure/>

Holt-Noel, D. (2021, May 28). Nikole Hannah-Jones at UNC, 1619, & Black Women Leading [Television Interview]. In Black Issues Forum. PBS. <https://video.pbsnc.org/video/nikole-hannah-jones-at-unc-1819-black-women-in-leadership-onxlo5/>

Ruf, J. (2021, May 20). Nikole Hannah-Jones no longer has immediate tenure at UNC. What happened? *Diverse: Issues in Higher Education*. <https://diverseeducation.com/article/215511/>

Guest, "CoastLine," WHQR-FM, National Public Radio, Wilmington, NC. December 9, 2015. Discussed the role media and visual imagery played in the struggle for civil rights, and the juxtaposition of this history against today with the immediacy of cell phone video and social media.

TEACHING RECORD

The University of North Carolina at Chapel Hill, School of Journalism and Mass Communication, August 2008-present

JOMC 101 The World of Mass Communication. 3 credits. An overview of mass communication's vital role in society with discussion of media institutions, theories, practices, professional fields, and effects on society, groups and individuals. Taught one section during the Spring 2009 (29 students) semester and two sections during the Spring 2010 (36 and 12 students) and Spring 2011 (32 and 25 students) semesters.

JOMC 221/MEJO 121. Audio-Video Information Gathering. 3 credits. Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video, and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each. Taught one section during the Fall 2010 (15 students), Fall 2011 (19 students) and Spring 2012 (16 students), Fall 2012 (18 students), Spring 2013 (15 students), Fall 2013 (16 students), Spring 2014 (19 students), Fall 2014 (18 students), Spring 2015 (20 students), Fall 2015 (18 students), Spring 2016 (17 students), Fall 2017, two sections (20 students, 16 students), Spring 2018 two sections (20 students in each), Spring 2019 one section (19 students), Spring 2020 (19 students) semesters.

JOMC 240 Current Issues in Mass Communication. 3 credits. An analysis of the interrelationships between United States mass media and the society that they serve. Taught one section during the Fall 2008 (25 students) semester.

JOMC/MEJO 342 The Black Press and U.S. History. 3 credits. A chronological survey of the African American press in the United States since 1827. Emphasis is on key people and issues during critical areas in the African American experience. Taught one section during the Spring 2013 (28 students), Spring 2014 (30 students), Spring 2015 (25 students), Spring 2016 (28 students), Spring 2017 (28 students), Spring 2018 (30 students), Spring 2019 (32 students), Spring 2020 (31 students), Spring 2021 (28 students) semesters.

JOMC/MEJO 441 Diversity and Communication. 3 credits. An examination of racial stereotypes and minority portrayals in United States culture and communication. Emphasis is on the portrayal of Native Americans, African Americans, Hispanics and Asian Americans in the mass media. Taught one section during the Fall 2008 (26 students), Fall 2009 (32 students), Spring 2010 (52 students), Fall 2010 (33 students), Spring 2011 (32 students), Fall 2011 (32 students), Spring 2012 (29 students), Fall 2012 (31 students), Spring 2013 (29 students), Summer I 2013 online (20 students), Fall 2013 (28 students), Spring 2014 online (24 students), Fall 2014 (28 students), Spring 2015 online (24 students), Summer I 2015 online (20 students), Fall 2015 (33 students), Spring 2016 online (27 students), Summer 1 2016 online (23 students), Spring 2017 online (31 students), Summer 1 2017 online (19 students), Fall 2017 (34 students), Spring 2018 online (37 students), Summer I 2018 online (21 students), Fall 2018 (online 28 students), Fall 2018 (29 students), Spring 2019 online (29 students), Summer Session 1 2019 online (20 students), Fall 2019 two sections (37 students and 30 students), Spring 2020 online (29 students), Summer 2020 online (28 students) Fall 2020 two sections (31 students and 32 students), Spring 2021 (29 students), Summer 2022 (22 students) semesters.

North Carolina Central University, Visiting Associate Professor, Department of English and Mass Communication, Spring 2008.

MSCM 2440 Reporting and Writing for Mass Communication. 3 credits. A study of the techniques and tools for gathering and reporting the news and an introduction to news writing with emphasis on the organization and development of news stories. Taught two sections during the Spring 2008 semester as a substitute for a faculty member on medical leave.

Spertus College, Adjunct Faculty, Master of Science in Nonprofit Management Program, August 1999-June 2004

Communication Module. 3 Credits. This course focuses on attainment of written and oral skills for preparing a persuasive and clear argument and public relations writing for non-profit organizations. Taught 10 sections between 1999 and 2004.

Professional Writing. 3 Credits. This course helps students further develop communication and management skills through extensive writing exercises. The course focuses on professional writing in such forms as grant writing, literature reviews, personnel job performance evaluations, budget justifications and presentation skills. Students engage various writing styles and have an opportunity to evaluate the work of their peers. Taught 6 sections between 2000 and 2004.

North Carolina Central University, Assistant Professor, Department of English/Media Studies Program, August 1996-August 1999.

CFAS 1130 Elements of Speech. 3 Credits. An introduction to the elements of interpersonal communication and public speaking, with emphasis on practical application. Taught 2 sections during the Fall 1996 semester, two sections during the Spring 1997 semester, two sections during the Fall 1997 semester, and two sections during the Spring 1998 semester.

ENG 1120 Freshman Honors Seminar in Intercultural Communication. 3 Credits. An exploration of the basic paradigms of thinking about cultural difference, encouraging students to examine how these paradigms shape how we think, act and imagine ourselves/others as members of diverse cultures. Taught one section during the Fall 1997 semester and one section during the Fall 1998 semester.

ENG 1130 Freshman Honors Seminar in Religious and Philosophical Thought. 3 Credits. An introduction to and comparisons of various religious institutions throughout history. Emphasis is placed on the importance of human institutions for the historical and social development of mankind. Taught one section during the Spring 1998 semester and one section during the Spring 1999 semester.

ENGM 2430 Mass Media and Society. 3 Credits. Examination of the mass media in relation to social institutions, public opinion, and government. Includes issues such as media violence, socialization, and entertainment. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, and one section during the Spring 1998 semester.

ENGM 3560 Writing for Electronic Media. 3 Credits. Introduction to writing news and public affairs copy for broadcast media, public service announcements, radio and television commercials, broadcast continuity, and dramatic programs. Taught one section during the Fall 1998 semester.

ENGM 3570 Audio Production. 3 Credits. Introduction to the basic principles of audio production, including the operation of studio equipment and the writing, producing, and presenting of programs. Taught one section during the Fall 1996 semester and one section during the Fall 1997 semester.

ENGM 3580 Video Production. 3 Credits. Introduction to the fundamentals of small-systems video production. A study of the basic techniques of television studio and field production. Topics include camera use, lighting, sound in television production, producing, directing and editing. Taught one section during the Spring 1998 semester and one section during the Spring 1999 semester.

ENGM 3600 Media Marketplace I. 3 Credits. An introductory course that prepares students for internships. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 3680 Media Marketplace II. 3 Credits. A guided internship in mass media that gives students experience needed for career planning and development. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 4680 Media Marketplace III. 3 Credits. A guided internship in mass media that gives students experience needed for career planning and development. Taught one section during the Fall 1996 semester, one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

ENGM 4600 Mass Communication Theory and Research. 3 Credits. A study of the development and scope of mass communication theory. Analysis of social/behavioral and critical/cultural approaches to mass communication theory. Study of the use and analysis of research in mass communication. Taught one section during the Fall 1998 semester and one section during the Fall 1999 semester.

ENGM 4620 Media Practicum. 3 Credits. Guided on-the-job training with on-campus media and organizations. Choice of workplace depends on the concentration. Taught one section during the Spring 1997 semester, one section during the Fall 1997 semester, one section during the Spring 1998 semester, one section during the fall 1998 semester, and one section during the Spring 1999 semester.

ENGM 4650 Independent Study. 3 Credits. A specialized critical and detailed study of problems in mass communication. Taught one section during the Spring 1997 semester, one section during the Spring 1998 semester, one section during the Fall 1998 semester and one section during the Spring 1999 semester.

North Carolina State University, Visiting Assistant Professor, Department of Communication, January 1996-June 1996.

COM 110 Public Speaking. 3 Credits. Research skills, topic selection, speech organization, skills in speech delivery. Listening for analysis and evaluation of in-class speech presentation. Taught three sections during the Spring 1996 semester.

MASTER'S THESIS COMMITTEES

Donegan, A. (2021). *Top-down Strategies to Enhance Diversity: A Digital Communications Comparison Study to Strengthen Workplace Culture and Productivity*. Project Thesis, Master of Arts in Digital Communication, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Pollard, A. (2021). *How Black Creators Can Use Online Relationship Building to Dispel Black Female Stereotypes and Build Community Through Social Media*. Project Thesis, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Freed, C. (2020) (chair). *So...You Wrote a Book, Now What?* Project Thesis, Master of Arts in Digital Communication, School of Media and Journalism, The University of North Carolina at Chapel Hill.

Jones, K. (2019). *Lack of Representation for Black Male Undergraduates at Top-Ranked Universities*. Project Thesis, School of Media and Journalism, The University of North Carolina at Chapel Hill.

Allison, S. (2018) (chair). *A Love Song for Latasha: An Experimental Documentary—Reimagining the Archives*. Project Thesis, School of Media and Journalism, The University of North Carolina at Chapel Hill. This documentary was nominated for a 2021 Oscar award, and distributed through Netflix. The trailer is available at www.alovesongforlatasha.com

Fieulleateau, J.R. (2018) (chair). *Media Portrayals of Black and White Male NBA & NFL Athletes with Regards to Violence Against Women: A Comparative Content Analysis*. Research Thesis, School of Media and Journalism, The University of North Carolina at Chapel Hill.

Jensen, L. (2018) (chair). *The Demand for Racial Justice: Grassroots Organizations, Black Twitter, and the Buying Black*. Project Thesis, School of Media and Journalism, The University of North Carolina at Chapel Hill.

Radisch, R. (2014). *A Sense of Place in a Place of Space: The Role of Social Media in Creating Community for former Kwajalein Island School Children*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

Gillam, S. (2012). *On Target! Minority Outreach Strategies of the Let's Move! Campaign*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

Gary, R. (2011). *Picture perfect: A comparative-historical content analysis of women in Super Bowl commercials*. Research Thesis, Department of Sociology, The University of North Carolina at Chapel Hill.

White, T. (2009). *More than meets the eye: Three African American activists in North Carolina*. Research Thesis, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

DISSERTATION COMMITTEES

Odom, A. (2023). *The Roots of Black Love: The Emergence and Depictions of Romantic and Familial Relationships in African American Owned Magazines*. Dissertation, Doctor of Philosophy, Department of History. The University of North Carolina at Chapel Hill.

Walker, A.R. (2021). *Decolonizing Media Higher Education: Building Critical Media Literacy Principles that Adopt Understandings of the Body and Performance*. Dissertation, Doctor of Philosophy, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Bratcher, T. (2021). *Power to the Podcast: Publics, Opinions, and the Power of Black Podcasts*. Dissertation, Doctor of Philosophy, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Hill, D. (2016). *Public Relations, Racial Injustice, and the 1958 North Carolina Kissing Case*. Dissertation, Doctor of Philosophy, School of Media and Journalism. The University of North Carolina at Chapel Hill.

Bell, C.V. (2010). *Women, film and racial thinking: Exploring the representation and reception of interracial romance in American Film*. Dissertation, Doctor of Philosophy, School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

Dixon, N. (2009). *Creating a non-violent model for the Hip-Hop generations*. Dissertation, Doctor of Ministry, School of Theology, Virginia Union University.

Melton, D. (2006). *What motivates African American students to pursue medical and health professions and continue their education?* Doctor of Healthcare Administration, Central Michigan University.

HONORS THESIS COMMITTEES

Curry, M. (2020) (chair). *Getting Serious About Diversity: Journalism and Mass Communication Schools as sites for Recruiting and Retaining Diverse Talents*. Honors Thesis, Hussman School of Journalism and Media, The University of North Carolina at Chapel Hill.

McClellan, H. (2020) (chair). *Exploring Inclusivity in Mainstream Media*. Honors Thesis, Hussman School of Journalism and Media, The University of North Carolina at Chapel Hill.

Malkowski, K. (2013) (chair) *Female Sportscasters: They've Got What it Takes to Succeed...or Not? : Priming Gendered Stereotypes about Female Sportscasters*. Honors thesis. School of Journalism and Mass Communication, The University of North Carolina at Chapel Hill.

MAJOR PROJECTS ADVISED AT SPERTUS COLLEGE

Bihrlle, A. (2003). *Ending the cycle of Homelessness*. Grant Proposal, Master of Science in Nonprofit Management, Spertus College.

Burnett, K. (2003). *Case management services for ex-offenders*. Grant Proposal, Master of Science in Nonprofit Management, Spertus College.

Holliday, M.H. (2003). *Evaluation of poverty among African American women*. Research Thesis, Master of Science in Nonprofit Management, Spertus College.

Newman, F. (2003). *A Place to Call Home (APCH)*. Grant Proposal, Master of Science in Nonprofit Management, Spertus College.

Thomas, G. (2003) *Imagine Services Adoption Agency, Inc*. Grant Proposal, Master of Science in Nonprofit Management, Spertus College.

Webb, L.L. (2003). *Asher's Story*. Research Thesis, Master of Science in Nonprofit Management, Spertus College.

Zimmerman, E.D. (2003). *Representation of females in magazine advertisements and the potential health effects on females*. Research Thesis, Master of Science in Nonprofit Management, Spertus College.

GRANTS

Institute of African American Research-Student Learning to Advance Truth and Equity (IAAR-SLATE), 2021. University of North Carolina at Chapel Hill. \$1,500

Institute of African American Research-Student Learning to Advance Truth and Equity (IAAR-SLATE), 2020. University of North Carolina at Chapel Hill. \$1,500.

Hussman School of Journalism and Media Research Seed Grant, 2020. "Jefferson L. Edmonds' Los Angeles Liberator and Black Migration in the Early Twentieth Century—A Multimedia Project). University of North Carolina at Chapel Hill. \$5,000.

School of Journalism and Mass Communication Research Seed Grant, 2013. University of North Carolina at Chapel Hill. \$5,000.

Junior Faculty Development Award, 2013. University of North Carolina at Chapel Hill. \$7,500.

Online Course Faculty Development Grant, Summer 2012. University of North Carolina at Chapel Hill Summer School. \$3,000.

Guggenheim Fellowship, 2014. (applied for, not received).

SERVICE

Service to School

Faculty Participant, *Diversity in Storytelling: Conceptual Grounding*, Chuck Stone Program for Diversity in Education and Media. Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, Chapel Hill, NC, July 7, 2020.

Keynote Speaker, Chuck Stone Program for Diversity in Education and Media. School of Media and Journalism, University of North Carolina at Chapel Hill, Chapel Hill, NC, July 8, 2018.

Faculty Participant, *Creating an E-book*. Chuck Stone Program for Diversity in Education and Media. School of Media and Journalism, University of North Carolina at Chapel Hill, July 11, 2016.

Moderator/committee member. *Chuck Stone Symposium on Democracy in a Multicultural Society*. UNC-Chapel Hill, Chapel Hill, NC, October 24, 2014.

Faculty Participant, *Creating an E-book*. (July 2013 and July 2014). Chuck Stone Program for Diversity in Education and Media. School of Journalism and Mass Communication, University of North Carolina at Chapel Hill.

Panelist, *Why Diversity Matters*. Chuck Stone Program for Diversity in Education and Media, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. (July 8, 2012).

Member, Graduate Admissions Committee, 2013-present

Alternate Equal Opportunity Officer, 2012-present

Member, Diversity Committee, 2012-2018, 2019-present.

Member, Salary Committee, 2012-2013.

Member, Search Committee for Assistant Professor of Media Law, 2012.

Member, Search Committee for Knight Chair in Digital Marketing and Advertising, 2010-2012.

Co-advisor, Carolina Association of Black Journalists, August 2010-present. (The chapter was a finalist for NABJ Student Chapter of the Year in 2012, 2013, 2015, 2017). Since 2012, organized and facilitated a breakfast to connect students with alumni at annual convention.

Member, Search Committee for Director of Information Technology, 2010.

Panelist. "Minorities and the Media." Carolina Association of Black Journalists. November 18, 2009. Guest speaker and lecturer, "Diversity and Media." Chuck Stone Program for Diversity in Education and Media, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. July 20, 2009.

Faculty Participant, *Minority Journalism Workshop* sponsored by the Carolina Association of Black Journalists and the School of Journalism and Mass Communication, February 27-March 1, 2009. Assisted with blog development, proper review strategies and constructive feedback.

Faculty Participant, "Networking 101," sponsored by the Carolina Association of Black Journalists, January 22, 2009.

Faculty Participant, "CABJ Resume Workshop," Carolina Association of Black Journalists, September 24, 2008.

Faculty Participant. Chuck Stone Program for Diversity and Education. School of Journalism and Mass Communication. July 14, 2008.

Service to University

Member, Faculty Committee on Community and Diversity. University of North Carolina at Chapel Hill. July 1, 2021-June 30, 2024.

Member, Diversity Awards Selection Committee. University of North Carolina at Chapel Hill. Spring 2021.

Member, University Equity, Inclusion, and Diversity Council. University of North Carolina at Chapel Hill. July 2020-present.

Member, Review Team, Faculty Award for Excellence in Graduate Student and Academic Program Support. University of North Carolina at Chapel Hill. Spring 2020.

Member, Data Science Research Subcommittee. University of North Carolina at Chapel Hill. Fall 2019.

Panelist, "Writing about the 'Other: The Ethics of Documenting." College of Arts and Science, UNC Chapel Hill. March 1, 2017.

Instructor, *Action! Camera! How to incorporate media projects into your course: A faculty workshop on Video Production*. (May 8-9, 2012). University of North Carolina at Chapel Hill, Summer School, Center for Faculty Excellence, Beasley Center, OASIS, and the Media Resource Center.

Panelist, "Black in America," sponsored by Delta Sigma Theta Sorority, Inc. Sonya Haynes Stone Black Cultural Center, September 4, 2008.

July 2021

Service to Discipline

Member, Diversity and Inclusion Subcommittee. Alliance for Schools and Colleges in Communication and Journalism. July 2020-present.

Member, Review Panel, *Breaking the News: What's Real, What's Not, and Why the Difference Matters*. (author, Brown, R.T.). National Geographic Kids Books. 2018-2021.

Reviewer, International Journal of Communication, 2018-present.

Reviewer, Association for Education in Journalism and Mass Communication, 1999, 2002, 2003, 2011.

Newsletter Editor, Black Caucus and African American Communication and Culture Division, National Communication Association. Elected to a one-year term as newsletter editor. Compiled, wrote and edited newsletter for members of both the Black Caucus and the African American Communication and Culture Division of the National Communication Association. November 1998-November 1999.

Engaged Service

Co-chair, Arts and Letters Committee, Delta Sigma Theta Sorority, Inc. Durham Alumnae Chapter. 2018-2020.

Member, Scholarship Committee, NABJ Region III. (2011-2018)

Member, Communication Committee, Delta Sigma Theta Sorority, Inc. Durham Alumnae Chapter. Edited the "Special Delta Highlight," profiles for publication in local African American newspapers. 2013-2018.

Parliamentarian, Triangle Association of Black Journalists (TABJ), Durham, NC, 2011- 2018.

Judge, Headliner national/local television news awards competition, 2011-2012.

Board Member at-large. University of Wisconsin-Oshkosh Alumni Association Board. Elected to a three-year term. May 2009-May 2012.

Program Chair, Triangle Association of Black Journalists (TABJ), Durham, NC. Event planning and marketing of TABJ Programming including panels on "The Role of Social Media for Today's Journalist," and "The Impact of the Economy on the Media Industry." January 2009-December 2011. Judge, Media Business Projects. Introduction to Mass Communication course (Brett Chambers professor). Mass Communication Program, North Carolina Central University. (Spring, Fall, and Summer terms 2008-2011).

Co-chair, Arts & Letters Committee, Delta Sigma Theta Sorority, Incorporated (Chicago Alumnae Chapter). Event planning and marketing of quarterly Arts & Letters events including Gallery D'Estee (an annual 2-day art show featuring local artists with original works resulting in over \$100,000 in sales), Blackfilm.com screenings, theater parties, and literary cafes. September 2002-May 2006.

Social/Scholarship Chair, American Women in Radio and Television (Chicago Chapter). Provided publicity for local chapter events, coordinated hospitality at various chapter programs and assumed responsibilities as Scholarship Chair. June 2000-May 2003.

Co-Founder, Delta Authors on Tour. Founded organized group to showcase literary works by members of Delta Sigma Theta Sorority, Incorporated. Organized authors, planned events, created publicity materials and marketed to various chapters. I also participated in over 20 Delta Authors on Tour events as an author, panelist, or workshop leader. Delta Authors on Tour has recently become an official program of the international organization of over 300,000 members. Founded in July 2000.

Co-chair, Curriculum Subcommittee, WNCU Advisory Board, North Carolina Central University. Spring 1999

Journalist, Delta Sigma Theta Sorority, Incorporated, Durham Alumnae Chapter. Served as the liaison between the Durham Alumnae chapter of Delta Sigma Theta and local media. Wrote and submitted press releases to local media and the *Delta Journal*. August 1998-August 1999.

Faculty Advisor, AudioNet. Advised students in the creation, development, and execution of a closed-circuit, student-managed radio station which is still in operation. Department of English, North Carolina Central University. 1997-1999.

Faculty Service-Learning Fellow. North Carolina Central University. Developed service-learning course, Media Practicum, for students interested in radio. Presented service-learning pedagogy to Department of English faculty. Mentored faculty members who had an interest in redesigning curricula to include service-learning components or developing service/research projects and activities. Participated in the Faculty/Administrator Service-Learning Program. 1996-1999

Memberships

Association for the Study of African American Life and History

Delta Sigma Theta Sorority, Inc., Durham Alumnae Chapter

National Association of Black Journalists, Raleigh-Durham Chapter

National Writers Union (Contract Advisor, 2005-2007)

Publisher's Marketing Association/Independent Book Publishers Association (1999-2010, 2018-present)

Society of Midland Authors

SHANNON C. MCGREGOR

Assistant Professor, Hussman School of Journalism and Media
 Senior Researcher, Center for Information, Technology, and Public Life
 University of North Carolina – Chapel Hill
 shannon.c.mcgregor@gmail.com
 @shannimcg
 www.shannoncmcgregor.com

EDUCATION

PhD, School of Journalism, Moody College of Communication
 University of Texas at Austin February 2018
Dissertation: Social (Media) Construction of Public Opinion by Political Elites
 Chairs: Gina Chen and Regina Lawrence
 ** 2018 Lynda Lee Kaid Outstanding Dissertation Award, National Communication
 Association

Master of Arts in Mass Communication, Journalism August 2008
 University of Florida
Master's Thesis: Ownership Effects on Content: A Case Study of The Indianapolis Star

Bachelor of Arts in Communication, Journalism/PR May 2005
 Flagler College, St. Augustine, FL

ACADEMIC EXPERIENCE

University of North Carolina July 2020 – present
 Hussman School of Journalism and Media
Assistant Professor

Center for Information, Technology, and Public Life July 2020 – present
Senior Researcher

The University of Utah July 2017 – July 2020
 Department of Communication
Assistant Professor

Microsoft Research, Social Media Collective Summer 2016
PhD Intern (supervisor: Dr. Nancy Baym)

University of Texas at Austin
 School of Journalism
Assistant Instructor May '15 – May '16
Teaching Assistant/Lab Instructor Aug. '13 – May '17

Center for Media Engagement June '16 – May '18
Research Associate

Florida Institute of Technology Aug. '12 – May '13

Department of Communications
Adjunct Instructor

Brevard Community College
 Department of Communications
Adjunct Instructor

Aug. '09 – June '13

University of Florida
 College of Journalism and Communications
Assistant Course Lecturer
Teaching Assistant/Lab Instructor

Summer 2007
 Jan. '07 – May '08

SCHOLARLY PUBLICATIONS AND PRESENTATIONS

Books

Stroud, T. J. & **McGregor, S. C.** (Eds.) (2018). *Digital Discussions: How Big Data Informs Political Communication*. Routledge.

Book Chapters

McGregor, S. C. & Lawrence, R. G. (2020). "Delete Your Account"? Hillary Rodham Clinton Across Social Media Platforms in the 2016 U.S. Presidential Election. *Power Shift? Political Leadership and Social Media*. Eds. R. Davis & D. Taras. Routledge.

Lawrence, R. G., **McGregor, S.**, Cardona, A. & Reis Mourao, R. (2016). Self-Presentation and Gender: 2014 Gubernatorial Candidates on Social Media. *Media, Message, and Mobilization: Communication and 2014 Mid-Term Elections* (p. 191-206). Eds. J. A. Hendricks & D. Schill. Palgrave Macmillan.

McAleenan¹, S. (2007). C-SPAN Network. *Encyclopedia of political communication*. (p. 147-148). Eds. L. L. Kaid & C. Holtz-Bacha. SAGE publications.

Peer-Reviewed Journal Articles

McGregor, S. C., Barrett, B., & Kreiss, D. (2021). Questionably legal: Digital politics and foreign propaganda. *Journal of Information Technology & Politics*, 1-17. (online ahead of print)

Molyneux, L. & **McGregor, S. C.** (2021). Legitimizing a platform: evidence of journalists' role in transferring authority to Twitter. *Information, Communication & Society*. (online ahead of print)

Saldaña, M., **McGregor, S.C.**, & Johnson, T. (2021). Mind the Gap! The role of political identity and attitudes in the emergence of belief gaps. *International Journal of Public Opinion Research*. (online ahead of print)

Ahn, S. J. G., Cripe, E. T., Foucault Welles, B., **McGregor, S. C.**, Pearce, K. E., Usher, N., & Vitak, J. (2021). Academic Caregivers on Organizational and Community Resilience in Academia (Fuck Individual Resilience). *Communication, Culture and Critique*. 14(2), 301-305. [equal co-authors]

¹ Maiden name

Pasquetto, I. V., Swire-Thompson, B., Amazeen, M. A., Benevenuto, F., Brashier, N. M., Bond, R. M., **McGregor, S. C.** ... & Yang, K. C. (2020). Tackling misinformation: What researchers could do with social media data. *The Harvard Kennedy School Misinformation Review*.

McGregor, S. C. (2020). "Taking the Temperature of the Room": How political campaigns use social media to understand and represent public opinion. *Public Opinion Quarterly* 84(S1), 236-256.

Kreiss, D., Lawrence, R. G., & **McGregor, S. C.** (2020). Political Identity Ownership: Symbolic Contests to Represent Members of the Public. *Social Media+ Society*, 6(2), 2056305120926495. [equal co-authors]

McGregor, S. C., & Molyneux, L. (2020). Twitter's influence on news judgment: An experiment among journalists. *Journalism*, 21(5), 597-613.

- Covered in multiple news outlets, including *Columbia Journalism Review*

Kreiss, D. & **McGregor, S. C.** (2019). The "Arbiters of What Our Voters See": Facebook and Google's struggle with policy, process, and enforcement around political advertising. *Political Communication*, 36(4), 499-522.

- Cited in multiple international news outlets

McGregor, S.C. (2019). Social Media as Public Opinion: How Journalists use Social Media to Represent Public Opinion. *Journalism*, 20(8), 1070-1086.

Muddiman, A., **McGregor, S. C.** & Stroud, N. J. (2018). (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. *Political Communication*, 36(2), 214-226.

Kreiss, D., & **McGregor, S. C.** (2018). Technology firms shape political communication: The work of Microsoft, Facebook, Twitter, and Google with campaigns during the 2016 US presidential cycle. *Political Communication*, 35(2), 155-177.

- Cited in numerous international news outlets. One of Harvard Neiman Lab's ten most important pieces of new research in digital and social media published in 2017

Kreiss, D., Lawrence, R. G., & **McGregor, S. C.** (2018). In their own words: Political practitioner accounts of candidates, audiences, affordances, genres, and timing in strategic social media use. *Political Communication*, 35(1), 8-31. [equal co-authors]

McGregor, S. C. (2017). Personalization, Social Media and Voting: Effects of candidate self-personalization on vote intention. *New Media & Society*, 20(3), 1139-1160.

McGregor, S. C. & Mourao, R. R. (2017). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. *Journal of Broadcasting & Electronic Media*, special issue on second screening and political participation. 61(2), 264-290.

McGregor, S. C., Mourao, R. R. & Molyneux, L. (2017). Twitter as a Tool for and Object of Political and Electoral Activity: Considering Electoral Context and Variance Among Actors. *Journal of Information Technology & Politics*, 14(2), 154-167.

McGregor, S. C. & Vargo, C. J. (2017). Election-Related Talk and Agenda Setting-Effects on Twitter: A Big Data Analysis of Salience Transfer at Different Levels of User Participation. *The Agenda Setting Journal*, 1(1), 44-62.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2017). Second Screening as Convergence in Brazil and the US. *Journal of Broadcasting & Electronic Media*, 61(1), 163-181.

McGregor, S. C. & Reis Mourao, R. (2016). Talking politics on Twitter: gender, elections, and social networks. *Social Media + Society* 2(3).

Mourao, R., Saldana, M., **McGregor, S. C.** & Zeh, A. (2016). Support for protests in Latin America: Classifications and the role of online networking. *Social Sciences*, 5(4), 58.

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2017). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. *Information, Communication & Society*, 20(2), 264-283.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2016). Journalism-Business tension in Swedish newsroom decision-making. *Journal of Media Ethics*. 31(2), 100-115.

Saldaña, M., **McGregor, S. C.** & Gil de Zuniga, H. (2015). Social Media as a Public Space for Politics: Cross-National Comparison of News Consumption and Participatory Behaviors in the United States and the United Kingdom. *International Journal of Communication*, 9(1), 3304-3326.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2015). What is second screening? Exploring motivations of second screen use and its effect on online political participation. *Journal of Communication* 65(5), 793-815.

Invited Articles

McGregor, S. C. (2021). Book Review: #HashtagActivism: Networks of Race and Gender Justice by Sarah J. Jackson, Moya Bailey, and Brooke Foucault Welles. *The International Journal of Press/Politics*, 26(3), 747-749. <https://doi.org/10.1177/1940161221993073>

Tromble, R. & **McGregor, S. C.** (2019). You Break It, You Buy It: The Naiveté of Social Engineering in Tech – And How to Fix It. *Political Communication*, 36(2), 324-332.

Refereed Conference Presentations

Barrett, B. & **McGregor, S. C.** (2021). Facebook Ads: What are they good for? (accepted for presentation to the Political Communication section, annual meeting of the American Political Science Association, Seattle, WA).

Kreiss, D. & **McGregor, S. C.** (2021). A review and a provocation: On polarization. (accepted for presentation to the Political Communication pre-conference, annual meeting of the American Political Science Association, Seattle, WA).

McGregor, S. C. & Kuru, O. (2021). New data, old practices: Perceptions of public opinion in the news. (presented to the annual meeting of the Association of American Public Opinion Researchers, online).

McGregor, S.C. (2020). Social Public Opinion in U.S. Election News: Journalists' Routines, the News Product, and Audience Reception. (presented to the News Coverage of U.S. Elections workshop, Social Science Research Council, Brooklyn, NY).

McGregor, S. C. & Kuru, O. (2020). New data, old practices: Perceptions of public opinion in the news. (presented to the Political Communication Group, at the annual meeting of the American Political Science Association, online).

Molyneux, L. & **McGregor, S. C. (2020).** The legitimating power of platforms: How journalists treat tweets as news content. (presented to the Journalism Studies Division of the International Communication Association annual meeting Gold Coast, Australia).

McGregor, S. C. & Lawrence, R. G. (2020). Amplifying the Tweet: News Coverage of Presidential Twitter Across Two Presidencies. (presented to the Political Communication Division of the International Communication Association annual meeting Gold Coast, Australia).

McGregor, S.C. (2020). Social Public Opinion in Campaign News. In panel, "How (Not) to Track an Election in a Digital Ecosystem: Lessons From Around the World." (presented to the Political Communication Division of the International Communication Association annual meeting Gold Coast, Australia).

McGregor, S. C., Kreiss, D. & Lawrence, R. G. (2019). Political Identity-Ownership: Symbolic Contests to Represent Members of the Public. (presented to the International Journal of Press & Politics conference, Loughborough, UK).

Molyneux, L. & **McGregor, S. C. (2019).** The legitimating power of platforms: How journalists treat tweets as news content. (presented to the Future of Journalism conference, Cardiff, UK).

McGregor, S. C. & Lawrence, R. G. (2019). Twitter & Shifting Press-State Relations: How Journalists Use Presidential Tweets. (presented to the Political Communication Division, APSA annual conference, Washington, D.C.)

McGregor, S. C., Barrett, B. & Kreiss, D. (2019). Barely Legal: Digital Politics and Foreign Propaganda. (presented to the Political Communication pre-conference, APSA annual conference, Washington, D.C.)

Kreiss, D., Lawrence, R. G. & **McGregor, S. C. (2019).** Communicating Identity-Ownership: Toward a Theoretical Synthesis. (presented to the Political Communication Division, ICA annual conference, Washington, D.C.)

Muddiman, A., **McGregor, S.C. & Stroud, T. J. (2019).** (Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries. (presented at Communication meets Political Science: Cross-Disciplinary Perspectives on Social Media and Politics, as part of SPSA annual conference, Austin).

McGregor, S.C. (2018). Social Public Opinion in the News. (Presented to the Political Communication division, APSA annual conference, Boston).

Kreiss, D. & **McGregor, S.C.** (2018). "They're Just Muddling Through": Technology Firms' Uneasy Relationship to Political Content and Advertising. (Presented to the Political Communication pre-conference, APSA annual conference, Boston).

McGregor, S.C. & Lawrence, R. G. (2018). "Executive Time": The Meaning and Reach of Presidential Tweets in the Press. (Presented to the Political Communication division, APSA annual conference, Boston).

McGregor, S.C. (2018). Social Public Opinion in Campaign News. (Presented to the Mass Communication and Society division, AEJMC annual conference, Washington, D.C.).

Kreiss, D. & **McGregor, S.C.** (2018). Interpreting the User: Technology Firms' Limited Imaginations of Their Democratic Responsibilities. (Presented to the Political Communication division, ICA annual conference, Prague).

McGregor, S.C. (2018). Social (Media) Construction of Public Opinion by Journalists. (Presented to Pre-conference, ICA annual meeting, Prague).

McGregor, S.C. (2017). Social (Media) Construction of Public Opinion by Elites. (Presented to the Political Communication Pre-conference, APSA annual meeting, San Francisco, CA).

McGregor, S.C. & Lawrence, R. G. (2017). Effects of Social Media Personalization on Public Assessment of Candidate Traits. (Presented to the Political Communication Division, APSA annual meeting, San Francisco, CA).

McGregor, S.C. & Lyons, B. (2017). Do Data Scandals Beget Boundaries? (Methodological) Tension Between the Social Sciences and Journalism in the Age of 'Data' Reporting. (Presented to the Journalism Studies division, ICA annual conference, San Diego, CA).

Kreiss, D. & **McGregor, S.C.** (2017). From Distribution Channels to Active Intermediaries: How Technology Firms Shape Political Communication. (Presented to the Political Communication division, ICA annual conference, San Diego, CA)

**** winner of Top Paper award from the division**

Saldana, M., Johnson, T. & **McGregor, S.C.** (2017). Mind the gap! Attitudes and belief gaps toward climate change and Syrian refugees. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

Lawrence, R. G., Kreiss, D. & **McGregor, S.C.** (2017). InstaStyle: Campaign Communication in a Selfie Era. (Presented to the Political Communication division, ICA annual conference, San Diego, CA).

McGregor, S.C. (2016). Media Issue Ownership: Reconciling Partisan News and Issue Ownership. (Presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S.C. & Baym, N. (2016). Relational Labor in Candidates' Social Media Presence. (presented at the Political Communication pre-conference, 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C., Kreiss, D. & Lawrence, R. G. (2016). "Instastyle": Campaign Communication In the Selfie Era. (presented at 2016 APSA annual conference, Philadelphia, PA).

McGregor, S. C. & Mourao, R. R. (2016). Second Screening Donald Trump: Conditional Indirect Effects on Political Participation. (presented to Political Communication Interest Group, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S.C. & Molyneux, L. (2016). Twitter's influence on news judgment: An experiment among journalists. (presented to Newspaper & Online News Division, 2016 AEJMC annual conference, Minneapolis, MN).

McGregor, S. C. & Holton, A. E. (2016). (Mis)informaton and Vaccines: A Network and Content Analysis of Broad and Narrow Conversations on Twitter. (presented at 2016 Media Sociology pre-conference, 2016 American Sociological Association annual meeting, Seattle, WA).

Hasell, A. A. & **McGregor, S. C.** (2016). Black-Box Algorithms: Scholarly use of proprietary coding software in communication research. (presented at ICA preconference: Communication Research Methods 2016: Practices & Challenges).

McGregor, S. C. & Lawrence, R. G. (2015). Does Strategic Stereotyping 'Work' for Candidates? Testing the Effects of Personalization on Public Assessment of Candidate Traits. (presented at 2015 WAPOR annual conference, Austin, TX).

McGregor, S. C. & Holton, A. E. (2016, April). Vaccine networks: Examining acute and perpetual networks and discourse on Twitter. Presented at the 7th *Annual McCombs Healthcare Symposium*. The University of Texas at Austin, Austin, TX.

McGregor, S.C. (2015, September). Personalization, Social Media and Voting: Effects of candidate self-personalization on political support and voting intention. Presented at Political Communication pre-conference, 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Reis Mourao, R. & Molyneux, L. (2015, September). Using Volume and Tone on Twitter for Electoral Prediction: Not so Simple. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C., Lawrence, R. G. & Cardona, A. (2015, September). Personalization, Social Media, and Gubernatorial Candidates' Strategies. Presented at 2015 APSA annual conference, San Francisco, CA.

McGregor, S. C. & Reis Mourao, R. (2015, August). Gender, politics, and the networked public sphere: Tracking the 2014 elections on Twitter. Presented at 2015 AEJMC annual conference, San Francisco, CA.

***top student paper**

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, August). Online networking and protest behaviors in Latin America. Presented at 2015 AEJMC annual conference, San Francisco, CA.

***Latin American research award**

McGregor, S. C., Lawrence, R. G., & Cardona, A. (2015, May). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Presented at 2015 ICA annual conference, San Juan, PR.

McGregor, S. C., Reis Mourao, R., Neto, I., Straubhaar, J. D. & Anduluci, A. (2015, May). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at 2015 ICA annual conference, San Juan, PR.

Reis Mourao, R., **McGregor, S.C.** & Saldaña, M. (2015, May). Online networking and protest behaviors in Latin America. Presented at 2015 Political Communication ICA pre-conference, San Juan, PR.

Sinta, V. & **McGregor, S. C.** (2014, November). The social media oracle: Professional and contextual variables in journalists' tweeting of poll results. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

Reis Mourao, R., Saldaña, M. & **McGregor, S. C.** (2014, November). Online networking and protest attitudes in the Americas. Presented at the Midwest Association for Public Opinion Research, annual conference. Chicago, IL.

***MAPOR Fellows Top Student Paper Award**

McGregor, S. C., Reis Mourao, R. & Straubhaar, J. D. (2014, October). All the Kids Are Doing It: Second Screening in the U.S. and Brazil. Presented at the Global Fusion conference. Austin, TX.

McGregor, S. C., Sylvie, G., Saldaña, M. & Funk, M. (2014, October). Considering ethics and business: Understanding high-level moral reasoning in Swedish newsrooms. Presented at the International Media Management Academic Association, annual conference. Pamplona, Spain.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, August). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. Paper presented to the Political Communication Division of the American Political Science Association, annual conference. Washington, D.C.

McGregor, S. C. (2014, August). Press and Public on Twitter: Shared Space, Disparate Discussion. Paper presented to the Political Communication Interest Group of the Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Gil de Zuniga, H., Garcia, V. & **McGregor, S. C.** (2014, August). Social TV and Democracy: How Second Screening During News Relates to Political Participation. Paper presented to the Electronic News Division of Association for Education in Journalism and Mass Communication, annual conference. Montreal, Canada.

Saldaña, M., Sylvie, G. & **McGregor, S. C.** (2014, May) Journalism-Business tension in Swedish newsroom decision-making. Paper presented at the International Communication Association Annual Conference. Seattle, WA.

Lawrence, R. G., **McGregor, S. C.**, Cardona, A. (2014, April). Images of (feminine) leadership: An analysis of 2014 gubernatorial candidate websites. Paper presented at Women, Media, and Politics: A Comparative Perspective. Phoenix, AZ.

McGregor, S. C. (2014, March). Tracking #standwithWendy from Public to Press: the Hashtag that Launched a Campaign. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

***Top Paper Award**

McGregor, S. C. (2014, March). Twitter's Ties to Tomorrow's News: Comparing Election Coverage Across Platforms. Association for Education in Journalism and Mass Communication, Mid-Winter Conference. Norman, OK.

Organized Conferences and Panels

Enos, R., Goldsberry, K., **McGregor, S. C.**, and Pettigrew, S. (equal organizers). Political Analytics 2020, Political Analytics 2018, Political Analytics 2017, Political Analytics 2016 – held at Harvard University (<http://politicalanalyticsconference.com/>)

McGregor, S. C. #AcademicSquadGoals, Mentoring Happy Hour. (funded by the Political Communication Division, APSA). 2019 (Washington, D.C.), 2018 (Boston, MA), 2017 (San Francisco, CA), 2016 (Philadelphia, PA).

Ahn, S. J. G., Cripe, E. T., Fu, S., **McGregor, S. C.**, Pearce, K. E., Rollins, D., Steele, C. K., Vitak, J., Waldherr, A., & Foucault Welles, B. Caregiving and COVID: Reimagining Parenting and Academia for a Post-Pandemic World – Blue Sky Panel for ICA 2021.

Franklin-Fowler, E., Ganter, S.A., Karpf, D., Kleis Nielsen, R., Kreiss, D., and **McGregor, S. C.** (equal organizers). The rise of platforms: Individual, institutional, and governance questions for communication research – ICA 2019 post-conference

Belair-Gagnon, V., Duffy, B., Edgerly, S., Helmmueller, L., **McGregor, S. C.**, Meltzer, K., Thorson, K., and Usher, N. Badass Ladies of Communication: The Challenges and The Opportunities for Female Scholars' Success in the Field – ICA 2019 post-conference.

McGregor, S. C. On the Eve of Hilary: Women in the 2014 Elections. Research panel at the Association for Journalism and Mass Communication 2015 Annual Conference. Joint-sponsored by the Commission on the Status of Women and the Political Communication Interest Group. San Francisco, CA.

SELECT INVITED TALKS

Kreiss, D., **McGregor, S. C.**, Soroka, S., & Wooley, S. (2021, May). "Communicating Findings." (presented as part of the Challenges and Considerations for Misinformation Research Workshop hosted by Center for an Informed Public at the University of Washington).

Franklin-Fowler, **McGregor, S. C.**, Messing, S. with Eckles, D. (2020, December). "Technology in Political Campaigns and Activism." (presented at 2020 Conference on Digital Experimentation at MIT).

McGregor, S. C. & Muddiman, A. "(Re)Claiming our expertise: Parsing large text corpora with manually validated and organic dictionaries." (presentation given to the Digital Communication Research Lab at the University of Buffalo, SUNY & Georgia State University).

McGregor, S. C. "Disclosure and Political Ads," to present at Building Momentum, the annual convening of national advisors for the National Institute of Money in Politics, Bigfork, MT. May 13-16, 2020. (postponed due to covid)

McGregor, S. C. "Platforms, power, and affordances in the context of journalism," to present at Programming Inequalities: Media, Inequality and Power at Minnesota Journalism Center, University of Minnesota. May 8-9, 2020. (postponed due to covid)

McGregor, S.C. "Barely legal: Political ads, social media, and #sponcon," Washington & Lee University, Lexington, VA. March 20, 2020.

McGregor, S. C. "John Breaux Symposium 2020, Hacking Democracy: Technology, the Internet & Politics," Louisiana State University, March 5, 2020.

McGregor, S.C. "Public opinion in the news: How social media shapes journalistic practices, the news, and audience attitudes," presented at Fracturing Democracy: The Erosion of Civil Society in a Shifting Communication Ecology at the University of Wisconsin. February 27-28, 2020.

McGregor, S. C. "The role of digital advertising in campaigns," presented to Washington State's Public Disclosure Commission as part of their meeting, Shining Light on Digital Political Advertising, Olympia, WA. January 16, 2020.

McGregor, S.C. "Social (Media) Construction of Public Opinion," presentation given to the Political Communication Working Group, University of Michigan. March, 2019.

McGregor, S.C. To present at "Media & Politics Symposium," at the Thomas S. Foley Institute and the WSU Edward R. Murrow College of Communication, Washington State University. October, 2018.

Invited Class Guest Lectures

"Is there a better public sphere?" – virtual talk given to NYC-wide (NYU, CUNY, Columbia, Cornell Tech) graduate course Technology, Media & Democracy. 2021.

"Social Media & Public Opinion" – virtual talk given to Dr. Emily Vraga's Communication, Public Opinion, and Social Media class, an upper-level undergraduate course, University of Minnesota. 2021.

"Technology & Politics" – virtual talk given to Dr. Regina Lawrence's Mass Communication & Society graduate seminar, University of Oregon. 2020.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Lindsey Meeks' Media & Civic Life graduate seminar, University of Oklahoma. 2018.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Rachel Mourao's Social Media and News graduate seminar, Michigan State University. 2018.

"Social Media in the 2016 Election" – virtual presentation given to Dr. Josh Scacco's Digital Democracies graduate seminar, Purdue University, Brian Lamb School of Communication. 2018.

"Women + Politics + News Media" – presentation given to Dr. Tom Johnson's News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism. 2017.

“Presenting at Academic Conferences: Best Practices” – presentation given to Dr. Tom Johnson’s Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism. 2016.

“Women + Politics + News Media” – presentation given to Dr. Tom Johnson’s News Media & Politics graduate seminar, University of Texas – Austin, School of Journalism. 2016.

“Presenting at Academic Conferences: Best Practices” – presentation given to Dr. Iris Chyi’s Advanced Research Methods graduate seminar, University of Texas – Austin, School of Journalism. 2015.

“Infographics and Data Journalism” – presentation given to Dr. Gina Chen & Dr. Maggie Rivas-Rodriguez’s digital portfolio course, University of Texas – Austin, School of Journalism. 2015.

“Computer-Assisted Content Analysis” – virtual presentation given to Dr. Josh Scacco’s Content Analysis graduate seminar, Purdue University, Brian Lamb School of Communication. 2015.

“Computer-Assisted Content Analysis” – presentation given to Dr. Tom Johnson’s Content Analysis graduate seminar, University of Texas – Austin, School of Journalism. 2014.

INVITED WORKSHOP PRESENTATIONS

Invited speaker. FBI Foreign Influence Panel of Experts. February 7, 2020. Washington, DC.

Invited participant, 1 Year Until 2020: US Election Research Workshop, hosted by Facebook. November 6, 2019. Menlo Park, CA.

Invited speaker, Democracy Bootcamp, hosted by Civix, at a professional development workshop for Canadian teachers participating in a student vote ahead of 2019 election.

HONORS/AWARDS

Lynda Lee Kaid Best Published Article Award, 2020, Political Communication Division, Association for Education in Journalism and Mass Communication.

Political Communication Kaid-Sanders Best Published Paper Award, 2019, Honorable Mention, International Communication Association

Lynda Lee Kaid Outstanding Dissertation Award, 2018, National Communication Association

Top Paper Award, 2017, Political Communication Division, International Communication Association

Patricia Witherspoon Research Award, 2016, University of Texas

Graduate School Continuing Fellowship, 2016, University of Texas

Graduate Studies Summer Fellowship, 2015, University of Texas

Nettie Doscher More Fellowship, 2015, University of Texas

Graduate School Continuing Fellowship, 2015, University of Texas

Jesse H. Jones Fellowship, 2014, University of Texas

Top Student Paper Award, 2015, Commission on the Status of Women, Association for Education in Journalism and Mass Communication

Latin American Research Award, 2015, International Communication Division, Association for Education in Journalism and Mass Communication

Top Student Research Paper Award, 2014, Midwest Association of Public Opinion Research

Mary Gardner Award for Graduate Student Research, 2014, Association for Education in Journalism and Mass Communication

Top Research Paper Award, 2013, Commission on the Status of Women of the Association for Education in Journalism and Mass Communication

Outstanding Journalism Student Award, 2005, Flagler College

ENGAGED SCHOLARSHIP

Molyneux, L. & McGregor, S.C. (2021, March 26). "When journalists put tweets in news stories, do they transfer too much power to Twitter?" *Nieman Lab*.

<https://www.niemanlab.org/2021/03/when-journalists-put-tweets-in-news-stories-do-they-transfer-too-much-power-to-twitter/>

"Polarization Isn't America's Biggest Problem—or Facebook's. A debate is raging over the social media giant's role in dividing the country. But it's the US's deeply-rooted inequities that tech should focus on." with Daniel Kreiss. *Wired*. March 5, 2021.

<https://www.wired.com/story/polarization-isnt-americas-biggest-problem-or-facebooks/>

"Facebook's Oversight Board Must Uphold the Ban on Trump. It's not just about penalizing the former president. It's about protecting democracy—in the US and around the world." with Daniel Kreiss. *Wired*. March 1, 2021. <https://www.wired.com/story/facebook-oversight-board-trump-ban/>

"Americans are Too Worried about Political Misinformation." with Daniel Kreiss. *Slate*. October 30, 2020. <https://slate.com/technology/2020/10/misinformation-social-media-election-research-fear.html>

"What Even Is 'Coordinated Inauthentic Behavior' on Platforms? No one knows, not even the policy writers or enforcers. And the ambiguity is exacerbating threats to our electoral process." *Wired*. September 17, 2020. <https://www.wired.com/story/what-even-is-coordinated-inauthentic-behavior-on-platforms/>

"Mass propaganda used to be difficult, but Facebook made it easy. Americans want – and need – regulation of microtargeting now" with Danna Young, *The Washington Post*. February 14, 2020. <https://www.washingtonpost.com/outlook/2020/02/14/mass-propaganda-used-be-difficult-facebook-made-it-easy/>

“Think twice before turning to Twitter” with Logan Molyneux. *Nieman Lab, Predictions for the Future of Journalism 2019*. December, 2019. <https://www.niemanlab.org/2019/12/think-twice-before-turning-to-twitter/>

“Why Twitter’s ban on political ads isn’t as good as it sounds” *The Guardian*. November 4, 2019. <https://www.theguardian.com/commentisfree/2019/nov/04/twitters-political-ads-ban>

“Controlling the message; American politics and new media”, *To the Point, KCRW*. Guest on show and podcast with Tim Miller and Charlie Warzel. October 17, 2019. <https://www.kcrw.com/news/shows/to-the-point/controlling-the-message-american-politics-and-new-media>

“Conservatives say Google and Facebook are censoring them. Here’s the real background: The social media giants say they don’t want to regulate political speech. But they already are.” with Daniel Kreiss, *The Washington Post, Monkey Cage*. August 1, 2019. <https://www.washingtonpost.com/politics/2019/08/01/are-google-facebook-censoring-conservatives-problem-is-more-widespread-than-that/>

“Journalists and Social Media” *Measure of Everyday Life*. Guest on podcast hosted by Dr. Brian Southwell. August 7, 2019. <https://measureradio.libsyn.com/journalists-and-social-media>

“Political debate or political circus?” *To The Point, KCRW*. Guest on show and podcast, with Matt Taibi. July 25, 2019. <https://www.kcrw.com/news/shows/to-the-point/political-debate-or-political-circus>

“Watching the Democratic debate tonight — with Twitter on the little screen? Keep this in mind. When journalists treat Twitter as representing public opinion, they’re misshaping the news.” *The Washington Post, Monkey Cage*. June 26, 2019. https://www.washingtonpost.com/politics/2019/06/26/watching-democratic-debates-tonight-with-twitter-little-screen-keep-this-mind/?utm_term=.c6c899e44d0d

“What and Why with Max Roth Podcast: Opinion, Power and Perception in Social Media with Shannon McGregor. *Fox 13, Salt Lake City*. March 19, 2019. <https://fox13now.com/2019/03/19/what-and-why-with-max-roth-podcast-opinion-power-and-perception-in-social-media-with-shannon-mcgregor/>

“More Bogus Embedded Tweets in Our Stories.” *Nieman Lab, Predictions for the Future of Journalism 2019*. December, 2018. <http://www.niemanlab.org/2018/12/more-bogus-embedded-tweets-in-our-stories/>

“Commentary: Stewart should know that the life of every journalist matters.” with Avery Holton, *Salt Lake Tribune*. December 8, 2018. <https://www.sltrib.com/opinion/commentary/2018/12/08/commentary-stewart-should/>

“Dot Citizen: Technology in Political Communication” *Podcast appearance*. October 21, 2018. <http://dotcitizen.libsyn.com/shannon-mcgregor-interview-mixdown-128-final-02>

“Forget Russian Trolls. Facebook's Own Staff Helped Win The Election” with Daniel Kreiss. *Buzzfeed News*. October 3, 2017. https://www.buzzfeed.com/danielkreiss/forget-russian-trolls-facebooks-own-staff-did-more?utm_term=.iuG1NKq11#.eo663eL66

“Politics Podcast: Corker Uncorked” *FiveThirtyEight*. October 9, 2017.
<https://fivethirtyeight.com/features/politics-podcast-corker-uncorked/>

“Texas Loves Ted.” With Adam Humphrey & Kaitlin Tasker, *Texas Monthly*. March 2016.
<https://www.texasmonthly.com/politics/texas-loves-ted/>

Select media appearances:

Appear on NBC Nightly News, “Trump permanently banned from Twitter.” January 9, 2021.
<https://www.youtube.com/watch?v=mqyaAJwJuQU>

Quoted in, “Pro-Trump Mob Livestreamed Its Rampage, and Made Money Doing It.” *The New York Times*, January 8, 2021. <https://www.nytimes.com/2021/01/08/technology/dlive-capitol-mob.html>

Quoted in, “Twitter Permanently Bans Trump, Capping Online Revolt.” *The New York Times*, January 8, 2021. <https://www.nytimes.com/2021/01/08/technology/twitter-trump-suspended.html>

Appeared on Today Show, “How Trump’s connection to conspiracy theory community fueled Capitol riot.” January 8, 2021. <https://www.today.com/video/how-trump-s-connection-to-conspiracy-theory-community-fueled-capitol-riot-99131461898>

Quoted & research featured in, “Opinion: Twitter’s Trump ban is even more important than you thought.” *The Washington Post*, January 18, 2021.
<https://www.washingtonpost.com/opinions/2021/01/18/twitters-trump-ban-is-even-more-important-than-you-thought/>

Research featured in, “The Man Behind Trump’s Facebook Juggernaut: Brad Parscale used social media to sway the 2016 election. He’s poised to do it again.” *The New Yorker*. March 2, 2020. <https://www.newyorker.com/magazine/2020/03/09/the-man-behind-trumps-facebook-juggernaut>

Quoted in, “The Technology 202: Meme-makers are newest frontier in Facebook’s political content debate” *The Washington Post*. February 19, 2020.
<https://www.washingtonpost.com/news/powerpost/paloma/the-technology-202/2020/02/19/the-technology-202-meme-makers-are-newest-frontier-in-facebook-s-political-content-debate/5e4c21f188e0fa5fb3f8b088/>

Quoted in, “Proposed Settlement Between Facebook and Washington State Is “Dangerous” and “Troubling,” Experts Say” *The Stranger*. February 10, 2020.
<https://www.thestranger.com/slog/2020/02/10/42681415/proposed-settlement-between-facebook-and-washington-state-is-dangerous-and-troubling-experts-say>

Quoted in, “Trump campaign, spending furiously to counter impeachment inquiry, assails Facebook over potential changes to political ad rules” *The Washington Post*. November 20, 2019. <https://www.washingtonpost.com/technology/2019/11/20/trump-campaign-assails-facebook-over-potential-changes-political-ad-rules/>

Quoted in, “Twitter’s new rules ban political ads from candidates but not ads about causes” *The Washington Post*. November 15, 2019.

<https://www.washingtonpost.com/technology/2019/11/15/twitters-new-political-ads-rules-bans-them-candidates-not-about-causes/>

Quoted in, "Twitter chose to ban political ads. But pressuring Facebook to do the same could backfire." *Vox, Recode*. November 5, 2019.

<https://www.vox.com/recode/2019/11/5/20943751/twitter-political-ads-ban-facebook-strategists-acronym-democrats-trump>

Research featured in, "The Real Reason Facebook Won't Fact-Check Political Ads It's not about free speech." *The New York Times*. November 2, 2019.

<https://www.nytimes.com/2019/11/02/opinion/facebook-zuckerberg-political-ads.html>

Quoted in, "Twitter's decision to ban political ads is misguided and wrong" *The Outline*. October 31, 2019. <https://theoutline.com/post/8171/twitters-ad-ban-is-wrong?zd=2&zi=xgen75dx>

Quoted in, "Facebook takes more heat for enabling political falsehoods" *Agence France Press*, October 30, 2019. <https://news.abs-cbn.com/spotlight/10/30/19/facebook-takes-more-heat-for-enabling-political-falsehoods>

Quoted in, "Facebook Takes More Heat For Enabling Political Falsehoods" *Agence France Press*. October 29, 2019. <https://www.ibtimes.com/facebook-takes-more-heat-enabling-political-falsehoods-2856104>

Quoted in, "Trump is using impeachment to collect new supporters with Facebook ads" *Quartz*. October 25, 2019. <https://qz.com/1735875/trump-is-using-impeachment-to-collect-new-maga-fans-on-facebook/>

Research featured in, "Trump Is Winning the Online War: The technical superiority and sophistication of the president's digital campaign is a hidden advantage of incumbency" *New York Times*, October 16, 2019. <https://www.nytimes.com/2019/10/16/opinion/trump-digital-campaign.html>

Quoted in, "Elizabeth Warren targets Facebook's ad policy -- with a Facebook ad." *CNN*, October 12, 2019. <https://www.cnn.com/2019/10/11/politics/elizabeth-warren-facebook-ad/index.html>

Quoted in, "Social media giants caught in 2020 vise." *The Hill*, October 3, 2019. <https://thehill.com/homenews/campaign/464119-social-media-giants-caught-in-2020-vise>

Quoted in, "New Netflix Documentary on Cambridge Analytica Doubles as a Mystery" *Wall Street Journal*. July 26, 2019. <https://www.wsj.com/articles/new-netflix-documentary-on-cambridge-analytica-doubles-as-a-mystery-11564146036>

Appeared in broadcast, "Data Voids: the Deceptive Paths to Hate." *Fox News 13, Salt Lake City*. February 26, 2019. <https://fox13now.com/2019/02/26/data-voids-the-deceptive-paths-to-hate/>

Quoted in, "Alexandria Ocasio-Cortez Is Showing Us the Future of Politics. Sort Of. A new breed of Democrats is giving fans an all-access backstage pass to the political sausage making. Is this transparency, or TMI?" *Mother Jones*. March/April Issue.

<https://www.motherjones.com/politics/2019/02/alexandria-ocasio-cortez-is-showing-us-the-future-of-politics-sort-of/>

Quoted in, "Does Beto still have lightning in his bottle?" *Austin American Statesman*. February 1, 2019. <https://www.statesman.com/news/20190201/does-beto-still-have-lightning-in-his-bottle>

Quoted in, "Amy Klobuchar enters 2020 race ready to take on Big Tech: The issue sets her apart in a field focused on progressive ideals." *Vox News*. February 11, 2019. <https://www.vox.com/policy-and-politics/2019/2/10/18205386/amy-klobuchar-2020-tech-policy-antitrust-minnesota>

Quoted in, "Behind the PR Machine That Helped Change the Nick Sandmann Narrative." *Town & Country*. January 25, 2019. <https://www.townandcountrymag.com/society/money-and-power/a26031489/runswitch-pr-scott-jennings-nick-sandmann/>

Appeared in broadcast, "Conspiracy theories and the media: A look at the consequences that conspiracy theories have in the real world." *The Listening Post, Al Jazeera English*. January 13, 2019. <https://www.aljazeera.com/programmes/listeningpost/2019/01/conspiracy-theories-media-190112081418133.html>

Quoted in, "Cesar Sayoc's Path on Social Media: From Food Photos to Partisan Fury." *The New York Times*. October 27, 2018. <https://www.nytimes.com/2018/10/27/technology/cesar-sayoc-facebook-twitter.html>

Research featured in, "5 fascinating digital media studies from fall 2018." *Journalist's Resource*, Harvard Kennedy School's Shorenstein Center on Media, Politics and Public Policy. November 20, 2018. <https://journalistsresource.org/studies/society/news-media/media-journalism-twitter-studies/>

Research featured in, "Do Journalists Pay Too Much Attention to Twitter?" *Columbia Journalism Review*. October 10, 2018. https://www.cjr.org/the_media_today/journalists-on-twitter-study.php

Quoted in, "How can journalists engage with politics on social media?" *International Journalists Network*. September 13, 2018. <https://ijnet.org/en/story/how-can-journalists-engage-politics-social-media>

Cited in, "How Facebook and Google Win By Embedding in Political Campaigns." *Vice* August 15, 2018. https://motherboard.vice.com/en_us/article/ne5k8z/how-facebook-and-google-win-by-embedding-in-political-campaigns?utm_campaign=sharebutton

Quoted in, "U Professor Studies Relationship Between Social Media and Politics." *The Daily Utah Chronicle*. April 5, 2018. <http://dailyutahchronicle.com/2018/04/05/u-professor-studies-relationship-between-social-media-and-politics/>

Research featured in, "Google 'preferred partnerships,' embeds move digital ads deeper into politics." *San Jose Mercury News*. April 3, 2018. <https://www.mercurynews.com/2018/04/03/google-preferred-partnerships-embeds-move-digital-ads-deeper-into-politics/>

Quoted in, "Facebook uproar: Should personal data drive political ads?" *The Christian Science Monitor*. March 21, 2018. <https://www.csmonitor.com/Business/2018/0321/Facebook-uproar-Should-personal-data-drive-political-ads>

Research featured in, "Follow-Up Questions For Facebook, Cambridge Analytica and Trump Campaign on Massive Breach." *Just Security*. March 17, 2018. <https://www.justsecurity.org/54045/follow-up-questions-facebook-cambridge-analytica-trump-campaign-massive-breach/>

Quoted in, "Everybody loves dog pictures': Sen. John Cornyn gets personal on Instagram." *Dallas Morning News*. February 26, 2018. <https://www.dallasnews.com/news/politics/2018/02/26/everybody-loves-dog-pictures-sen-john-cornyn-gets-personal-instagram>

Research featured in, "Cross-examining the network: The year in digital and social media research" *Neiman Lab*, January 2, 2018. <http://www.niemanlab.org/2018/01/cross-examining-the-network-the-year-in-digital-and-social-media-research/>

Research featured in, "Enter the online regulation era: As Canada's recent launch of a Facebook-led 'election integrity' initiative shows, governments remain more comfortable leaving digital policing to tech companies." *Open Canada*. November 10, 2017. <https://www.opencanada.org/features/enter-online-regulation-era/>

Research featured in, "Eight questions Congress could ask Facebook." *CNN*. November 1, 2017. <http://money.cnn.com/2017/11/01/media/eight-questions-congress-could-ask-facebook/index.html>

Research featured in, "Study Reveals Trump Campaign Employed Unprecedented Amount of Silicon Valley 'Embeds'." *The Observer*. November 1, 2017. <http://observer.com/2017/11/trump-campaign-facebook-twitter-google-microsoft/>

Research featured in, "Team Trump Had At Least 8 Silicon Valley Embeds." *Vice News*. October 31, 2017. https://news.vice.com/en_us/article/8xmvkg/trump-campaign-had-help-from-8-silicon-valley-staffers

Research featured in, "Silicon Valley helped Russia sway the US election. So now what?" *The Guardian*. October 29, 2017. <https://www.theguardian.com/media/2017/oct/29/media-symbiotic-relationship-facebook-worry-democracy>

Research featured in, "Facebook, Google, Twitter staff aided both US presidential candidates – study." *RT.com*. October 27, 2017. <https://www.rt.com/usa/407953-us-election-facebook-twitter-google/>

Quoted in, "How Facebook, Google and Twitter 'embeds' helped Trump in 2016
A study reveals employees the companies placed in the Trump campaign played a surprisingly active role in shaping its message and targeting voters." *Politico*. October 26, 2017. <https://www.politico.com/story/2017/10/26/facebook-google-twitter-trump-244191>

Quoted in, "According to University of Utah study, the Trump campaign viewed Facebook and Twitter teams as quasi-advisers in 2016" *The Salt Lake Tribune*. October 26, 2017.

<https://www.sltrib.com/news/politics/2017/10/26/new-u-study-the-trump-campaign-viewed-facebook-twitter-teams-as-quasi-advisers-in-2016/>

Quoted in, "Facebook responds to new scrutiny with PR push." *The Hill*. October 8, 2017. <http://thehill.com/policy/technology/354324-facebook-responds-to-new-scrutiny-with-pr-push>

Quoted in, "Facebook Ads Targeted Michigan Voters in 2016." WKAR Michigan. October 8, 2017. <http://wkar.org/post/facebook-ads-targeted-michigan-voters-2016#stream/0>

Quoted in, "Town halls are in the spotlight, but are they effective in communicating with lawmakers?" *Post Crescent*. August 25, 2017. <https://www.postcrescent.com/story/news/2017/08/25/town-halls-effective-political-theatre-discuss/549048001/>

Quoted in, "What Google and Twitter Can Tell Us About 2016." *TIME Magazine*. February 22, 2016. <http://time.com/4229252/google-twitter-presidential-elections-predictions-analysis/>

TEACHING RECORD

University of North Carolina
Hussman School of Journalism and Media

Digital Data & Analytics, Spring 2021
Market Intelligence, Fall 2020
Graduate Seminar – Network Theory & Methods, Fall 2020

University of Utah
Department of Communication

Digital Journalism, Spring 2020
Introduction to News Writing, Spring 2020
Graduate Seminar – Social Media & Society, Fall 2019
Digital Journalism, Spring 2019
Persuasion and Political Communication, Spring 2019
Digital Journalism, Fall 2018
Introduction to News Writing, Fall 2018
Digital Journalism, Spring 2018
Data Journalism, Spring 2018

University of Texas
School of Journalism

Reporting: Words, Spring 2016, Fall 2015, Spring 2015

Teaching Assistant:
Mapping in Storytelling
Graphic Design for Online and Print
Editing for Print and Online
Journalism Portfolio

Florida Institute of Technology

Department of Communication

Science and Technical Communication, Fall 2012, Spring 2013
Speech Communication, Fall 2012, Spring 2013

Brevard Community College

Department of Communication

Fundamentals of Speech Communication, Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013

University of Florida

College of Journalism and Communication

Teaching Assistant:

Writing for Mass Communication, Spring 2007, Fall 2008, Spring 2008

GRADUATE AND UNDERGRADUATE STUDENT COMMITTEES**Dissertations****Committee member:**

Kirsten Adams (University of North Carolina)

- post-doctoral researcher, Oxford University (as of summer 2021)

Michele Meyers (University of North Carolina)

- fourth year

Mariah Wellman (University of Utah)

- fourth year

Ryan Kor Sins (University of Utah)

- fourth year

Duncan Stewart (University of Utah)

- awarded PhD, May 2021

Masters Theses**Committee chair:**

Ginny Horne (University of North Carolina)

- “Beyond the annoying and repetitive: Determining thematic strategies present in southern 2020 Senate races” (May, 2021)

Jenny Jackson (University of Utah)

- “Voting for celebrities: parasocial interactions & perceived interactivity on twitter” (May, 2019)

Committee member:

Katelyn Brooks (University of Utah)

- “Twitter, Framing, and Communicating Contested Policy: For the People Act of 2019” (May 2020)

Dakota Park-Ozee (University of Utah)

- “Digitizing Press-State Relations: A Comparative Test of the Indexing Hypothesis” (May, 2018)

Undergraduate Honors ThesesCommittee Chair:

Bennett Johnson (University of Utah)

- “A Widening Divide: An Examination of Polarization in Supreme Court Nomination Hearings” (May, 2020)

Emily Anderson (University of Utah)

- “Executive time: The meaning and reach of presidential tweets regarding Middle east policy in the press” (May 2019)

GRANTS**Awarded**

McGregor, S. C. (2020). Political Identity Ownership: Scope, Style, and Impact in Political Advertising. \$100,000. Facebook Research Foundational Integrity Research Grant.

Marwick, A., Freelon, D., **McGregor, S.C.**, Kreiss, D. & Squire, M. (2018). An Ecological Approach to Disinformation Spread on Social Media. [Co-investigator]. \$50,000, Social Science One.

McGregor, S.C. (2020). Social Public Opinion: The role of social media in public opinion. One year faculty fellowship (with full course releases), funded by the Tanner Humanities Center, University of Utah. [awarded for 2020-2021, but declined]

McGregor, S.C. (2019). International Travel & Research Grant, College of Humanities, University of Utah (\$1,500)

McGregor, S. C. (2018). International Travel & Research Grant, College of Humanities University of Utah (\$1,500)

McGregor, S. C. (2016). University of Texas, School of Journalism research grant

McGregor, S.C. (2016). APSA student travel grant: Political Communication Division

McGregor, S.C. (2015). University of Texas, School of Journalism research grant

McGregor, S.C. (2015). ICA student travel grant: Political Communication Division

Applied for

Kreiss, D., **McGregor, S. C.** & Saffer, A. J. (2018). The New Platforms for Democratic Processes. [Co- Investigator]. \$242,768, National Science Foundation, 15-506 Directorate for Social, Behavioral & Economic Sciences, Division of Social and Economic Sciences. (not funded).

SERVICE**Service to the discipline****Journal Reviewer:**

Political Communication (editorial board member)

Journal of Communication

American Political Science Review

American Journal of Political Science

International Journal of Press and Politics

New Media & Society

Public Opinion Quarterly

Information, Communication & Society

Mass Communication & Society

Journal of Broadcasting & Electronic Media

Social Media + Society

Journalism & Mass Communication Quarterly

Digital Journalism

Journalism

Journal of Information Technology & Politics

Communication and the Public

Journal of Elections, Public Opinion & Parties

Research and Politics

Israeli Science Foundation

National Science Foundation

Service roles and activities:

Assessment committee, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, and Communication Science, Vrije University Amsterdam

Early Career and Graduate Student Representative, Political Communication Division, ICA (appointed for a 3-year term), 2017 – 2019

Executive committee, Political Communication Division, APSA, 2019 – 2020

Nominating Committee, Political Communication Division, NCA, 2019 – 2020

Lynda Lee Kaid Outstanding Dissertation Award Committee, Political Communication Division, NCA, 2019 – 2020

Travel Award committee, Political Communication Division, APSA, 2018

Top Graduate Student Paper Award committee, Political Communication Division, APSA, 2016

Top Paper Award committee, Information, Technology & Politics Division, APSA, 2015

Mid-winter conference chair, Association for Education in Journalism and Mass Communication, Commission on the Status of Women, 2015 – 2016

Communications Co-Chair, Association for Education in Journalism and Mass Communication, Political Communication Interest Group, August 2014 – August 2016

Service to the university

Service roles and activities:

Graduate Committee, Hussman School of Journalism and Media, University of North Carolina, 2020 – 2021

Graduate Committee, Department of Communication, The University of Utah, 2019 – 2020

Student Media Advisory Council, voting member, The University of Utah, 2017 – 2019

Peer Teaching Committee, Department of Communication, The University of Utah, 2019

Search committee, Department of Communication, The University of Utah, 2018

Awards Committee, Department of Communication, The University of Utah, 2018 (Chair)

PROFESSIONAL MEMBERSHIPS

American Political Science Association

- Political Communication Division
- Information, Technology, and Politics Division

International Communication Association

- Political Communication Division
- Journalism Studies Division

Association for Education in Journalism and Mass Communication

- Political Communication Division

Lee McGuigan

Assistant Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
leemcg@email.unc.edu

Education

- 2018 **Ph.D. Communication**
Annenberg School for Communication, University of Pennsylvania

Dissertation: "Selling the American People: Data, Technology, and the Calculated Transformation of Advertising"
- 2015 **M.A. Communication**
Annenberg School Communication, University of Pennsylvania
- 2011 **M.A. Media Studies**
Faculty of Information and Media Studies, University of Western Ontario
- 2009 **B.A. Honors Specialization in Media, Information, and Technoculture;
Major in English Language and Literature (*with distinction*)**
University of Western Ontario

Teaching and Research Positions

- 2021 **Assistant Professor**
Hussman School of Journalism and Media, UNC-Chapel Hill
- 2019-2020 **Postdoctoral Research Fellow**
Digital Life Initiative, Cornell Tech
- 2019 **Lecturer**
Annenberg School for Communication, University of Pennsylvania

Honors

- 2017 **Prize in Memory of Dallas W. Smythe**
International Association for Media and Communication Research

- 2015 **Brian Murphy Best Paper Award**
Union for Democratic Communications
- 2013-2017 **Doctoral Fellowship (\$20,000 CAD per annum)**
Social Sciences and Humanities Research Council of Canada
- 2010 **Joseph-Armand Bombardier Master's Scholarship (\$17,500 CAD)**
Social Sciences and Humanities Research Council of Canada

Bibliography

Books

- In prep. **Lee McGuigan**. *Selling the American People: Dreams and Designs to Optimize Advertising*. MIT Press. (Under contract)
- 2014 **Lee McGuigan** and Vincent Manzerolle (eds). *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*. New York: Peter Lang.

Book Chapters

- 2018 **Lee McGuigan**. Canadian contributions to the study of advertising and consumer culture. In *Advertising, Consumer Culture, and Canadian Society: A Reader*, ed. Kyle Asquith, pp. 4-22. Toronto, ON: Oxford University Press.
- 2016 Anthony Nadler and **Lee McGuigan**. Captains of habit formation: Marketers' emerging models of the consumer mind. In *Explorations in Critical Studies in Advertising*, eds. James F. Hamilton, Robert Bodle, and Ezequiel Korin, pp. 124-137. New York: Routledge.
- 2016 **Lee McGuigan** and Victor Pickard. Comcast Corporation. In *Global Media Giants*, eds. Ben Birkinbine, Rodrigo Gomez, and Janet Wasko, pp. 72-91. New York: Routledge.
- 2015 **Lee McGuigan**. From demographics to buying power: Economic evaluation of audiences as consumers. In *La médiatisation de l'évaluation/Evaluation in the Media*, eds. Julie Bouchard, Etienne Candel, Hélène Cardy, and Gustavo Gomez-Mejia, pp. 259-280. Berne, CH: Peter Lang.
- 2014 **Lee McGuigan**. After broadcast, what? An introduction to the legacy of Dallas Smythe. In *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*, eds. Lee McGuigan and Vincent Manzerolle, pp. 1-20. New York: Peter Lang

Refereed Papers and Articles

- 2019 **Lee McGuigan**. Automating the audience commodity: The unacknowledged ancestry of programmatic advertising. *New Media & Society*, 21(11/12), 2366-2385.
- 2019 Emily Hund and **Lee McGuigan**. A shoppable life: Performance, selfhood, and influence in the social media storefront. *Communication, Culture & Critique*, 12(1), 18-35.
- 2019 **Lee McGuigan** and Rosemary Clark Parsons. This kill shot is brought to you by...: An analysis of hunting television in the United States. *Critical Studies in Television*, 14(1), 55-73.
- 2018 **Lee McGuigan**. Selling Jennifer Aniston's sweater: The persistence of shoppability in framing television's future. *Media Industries*, 5(1), 1-26.
- 2018 Anthony Nadler and **Lee McGuigan**. An impulse to exploit: The behavioral turn in data-driven marketing. *Critical Studies in Media Communication*, 35(2), 151-165.
- 2017 **Lee McGuigan**. The hunting industry: Exploring the marriage of consumerism, sport hunting, and commercial entertainment. *Journal of Consumer Culture*, 17(3), 910-930.
- 2015 **Lee McGuigan** and Graham Murdock. The medium is the marketplace: Digital systems and the intensification of consumption. *Canadian Journal of Communication*, 40(4), 717-726.
- 2015 **Lee McGuigan** and Vincent Manzerolle. "All the world's a shopping cart": Theorizing the political economy of ubiquitous media and markets. *New Media & Society*, 17(11), 1830-1848.
- 2015 **Lee McGuigan**. Procter & Gamble, mass media, and the making of American life. *Media, Culture & Society*, 37(6), 887-903.
- 2015 Joseph Turow, **Lee McGuigan**, and Elena Maris. Making data mining a natural part of life: Physical retailing, customer surveillance, and the 21st century social imaginary. *European Journal of Cultural Studies*, 18(4/5), 464-478.
- 2015 **Lee McGuigan**. Direct marketing and the productive capacity of commercial television: T-commerce, advanced advertising, and the audience product. *Television & New Media*, 16(2), 196-214.

- 2012 **Lee McGuigan.** Consumers: The commodity product of interactive commercial television, or, is Dallas Smythe's thesis more germane than ever? *Journal of Communication Inquiry*, 36(4), 288-304

Other Writing

- 2020 **Lee McGuigan.** This tool lets you confuse Google's ad network, and a test shows it works. *MIT Technology Review*, Jan. 6.
<https://www.technologyreview.com/2021/01/06/1015784/adsense-google-surveillance-adnauseam-obfuscation/>
- 2014 Joseph Turow and **Lee McGuigan.** Retailing and social discrimination: The new normal? In *Data and Discrimination: Collected Essays*, eds. Seeta Peña Gangadharan, Virginia Eubanks, and Solon Barocas, pp. 27-30. Open Technology Institute, New America Foundation.
<https://www.newamerica.org/oti/policy-papers/data-and-discrimination/>
- 2014 **Lee McGuigan.** Am I Big Brother's keeper? In *The Third Man Theme Revisited: Foreign Policies of the Internet in a Time of Surveillance and Disclosure—2014 Milton Wolf Seminar Compendium*, pp. 35-38.
<http://www.global.asc.upenn.edu/app/uploads/2015/04/Milton-Wolf-2014-Compendium.pdf#page=37>

Teaching

- Spring 2021 **Instructor – Advertising & Public Relations Research (MEJO 379)**
Hussman School of Journalism and Media, UNC-CH (35 students)
- Instructor – Advertising Campaigns (MEJO 679)**
Hussman School of Journalism and Media, UNC-CH (23 students)
- Spring 2019 **Lecturer – Media Industries and Society (COMM 130)**
Annenberg School for Communication, University of Pennsylvania (67 students)
- Fall 2018 **Teaching Assistant – The Journalism of Social Change (COMM 381)**
Annenberg School for Communication, University of Pennsylvania (23 students)
- 2017 **Certificate in University Teaching**
Center for Teaching and Learning, University of Pennsylvania
- Fall 2016 **Teaching Assistant – Critical Approaches to Popular Culture (COMM 123)**

Annenberg School for Communication, University of Pennsylvania
(90 students)

Summer 2016 **Lecturer – Mass Media and Society (COMM 130)**
Annenberg School for Communication, University of Pennsylvania

Spring 2016 **Teaching Assistant – Mass Media and Society (COMM 130)**
Annenberg School for Communication, University of Pennsylvania
(101 students)

Fall 2010 **Teaching Assistant – Designing and Critiquing Research Methods (MIT 3000)**
Faculty of Information and Media Studies, University of Western Ontario

Spring 2009 **Teaching Assistant – Advertising and the Mass Media (MIT 3214)**
Faculty of Information and Media Studies, University of Western Ontario

Fall 2009 **Teaching Assistant – Designing and Critiquing Research Methods (MIT 3000)**
Faculty of Information and Media Studies, University of Western Ontario

Professional Service

Reviewer

Continuum: Journal of Media & Cultural Studies; Information, Communication & Society; Cambridge University Press; Journal of Digital Social Research; Journal of Consumer Culture; Sociology Compass; Television & New Media; Journal of Communication Inquiry; International Communication Association; International Association for Media and Communication Research; Environment and Planning E: Nature and Space

Memberships

International Communication Association (ICA); Media Ecology Association (MEA); International Association for Media and Communication Research (IAMCR); Canadian Communication Association (CCA); Union for Democratic Communications (UDC); Society for Social Studies of Science (4S)

Updated July 2021

DANA McMAHAN

Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
229 Carroll Hall, Chapel Hill, NC 27599
Phone: 919-434-1229
Email: dmcmahan@email.unc.edu

EDUCATION

Master of Fine Arts, Media Design, Full Sail University, 2019.

Bachelor of Fine Arts, James Madison University, Concentration in Graphic Design, Minor in Art History, 1988.

ACADEMIC EXPERIENCE

Professor of the Practice, School of Media and Journalism, University of North Carolina at Chapel Hill, 2013-Present.

Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Fall 2008-2013.

Adjunct Lecturer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Spring semesters 2007-2008.

Visiting Professional, Kenan Flagler School of Business, University of North Carolina at Chapel Hill, Entrepreneurial Development Class, 2007.

PROFESSIONAL EXPERIENCE

Active entrepreneur. Own two companies and several branded products that are distributed nationally. Worked in advertising and design profession with experience on over sixty brands. Work includes creative development and production for all media, as well as new product development and marketing strategy. Expert creative technologist.

CEO and Chief Creative Officer, DMC², Chapel Hill, North Carolina. DMC² is design consultancy specializing in design, production and art direction for fashion and lifestyle brands, 2000-Present.

Chief Marketing Officer, TOPO Brands, Chapel Hill, North Carolina, 2013-2018.

Consulting Creative Director, McKinney-Silver Advertising, Raleigh, NC, 2000-2001.

Creative Director, Charron, Schwartz and Partners Advertising, New York, NY, 1996-2000.

Senior Art Director, Interactive Digital Products, Tape House Interactive, New York, NY, 1995-1996.

Art Director, McCann-Erickson Advertising, New York, NY, 1992-1995.

Designer, Hearst Magazines, Country Living, New York, NY, 1991.

Designer, Scripps Company, The Monterey Herald, Monterey, CA, 1990-1988.

Designer and Illustrator, McGraw-Hill, Monterey, CA, 1988.

National Brand Experience (Advertising and Design)

Cartier, Pilot Pens, Walt Disney World Resorts and Hotels, Disney Cruise Lines, Epcot Food and Wine Festival, Innovate Carolina, L'Oreal Cosmetics, Preference Hair Color, Studio Line Hair care, Hydravive Shampoos and Conditioners, Permavive Shampoos and Conditioners, Clearly Basics Skincare, Tiffany and Company, Coca-Cola, Diet-Coke, GE Capital, Breyers Ice Cream, Alexander Julian Menswear, Alexander Julian Home Designs, Westpoint Stevens Home Designs, Nautica Wallpapers, Imperial Wallpapers, Country Living Home Interiors, Star Wars Home Designs for Kids, Crocodile Creek Children's Gifts, Better Homes and Gardens Home Designs, ABC News, Good Morning America, Drakkar Noir Fragrances, Harley Davidson Fragrance for Men, Ralph Lauren Home Products, Halston Home Products, Revlon Cosmetics, Thomasville Furniture, Almay Anti-Aging Skin Care, Doral Resorts, Fun Factory Kids Resort Retreats, Aetna Healthcare, Pernod, Jameson's Irish Whiskey, Clan MacGregor Scotch, TOPO Organic Distillery, Baker's Choice Pastry Products, Horizon Fragrance for Men, V Fragrance for Women, AT&T, Burt's Bees.

Non-Profit Brand Experience (International, National, Statewide, and Grassroots Efforts)

SECU Family House at UNC Hospitals (Statewide initiative), Blue Ribbon Mentor Advocate, Kidzu Children's Museum, Pelham Art Center, The Art Center of Carrboro, Pelham Public Library, Orange County Partnership for Young Children, UNC Center for Women's Health Research, Chapel Hill Historical Society, Chapel Hill Chamber of Commerce, Chapel Hill Downtown Commission, Chapel Hill Preservation Society, Orange County Habitat for Humanity, UNC Habitat for Humanity, Interfaith Council, Tarheel Treasure Recycling Program, Fruitful Women Group (Nairobi, Kenya), Bartow Pell Mansion Museum, Community in Schools of Orange County, Carolina for Kibera (UNC and Kenya), Cecil G. Sheps Center for Health Services Research at UNC, Town of Chapel Hill Police Department, Aban Against Neglect (North Carolina and Ghana), Symbology (North Carolina and India), Beat Making Lab.

HONORS

Chancellor's Award, Student Undergraduate Teaching and Staff Awards, \$5000 awarded for excellence in undergraduate teaching, 2019.

David Brinkley Award for Teaching Excellence, UNC School of Journalism and Mass Communication, 2014.

Top Paper Award, AEJMC Conference, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby, "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," 2012.

Ed Vick Prize for Innovation in Teaching, \$10,000 awarded from UNC School of Journalism and Mass Communication for developing new immersion experiences for advertising students that merges advertising creative with entrepreneurship. Principal project, Workroom, a creative incubator for UNC advertising students, 2011.

Governor's Award for Volunteerism, awarded for business leadership in community activism, Office of the Governor of North Carolina, 2007.

Citizen of the Year, Chapel Hill Carrboro Chamber of Commerce awarded for leadership in supporting community organizations through business, Chapel Hill, North Carolina, 2006.

Friends of the Family Award, The Alliance for Children and Families, awarded for supporting a local non-profit through The Laughing Turtle, Inc., Lynchburg, VA, 2006.

Hometown Hero, WCHL Radio, awarded for support of community non-profits, 2005.

Small Business of the Year, Chapel Hill Carrboro Chamber of Commerce awarded to The Laughing Turtle, 2004.

Design Gold, Printers Association of America, awarded for Pelham Art Center, Collateral Material Design, 2003.

New York Festivals Award, "HandsOn Interactive Media for the Arts" awarded for excellence in interactive learning products, 1996.

Truth Well Told Award, McCann-Ericson Advertising, awarded for art direction, 1994.

Business to Business Leadership Creative Award, McCann-Erickson, awarded for "Our Business is Helping Yours" campaign for GE Capital, 1994.

BIBLIOGRAPHY

Books

Dana McMahan, with illustrator Elaine O'Neil, *Grandma Elf's Letter Sweaters*, Carrboro, NC, Beechcrest Publishing. (Note: Book was developed as a marketing tool for SECU Family House at UNC Hospitals. Sales of the books contribute to fundraising.) 2010.

Refereed Articles

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the Conquest: Developing a Campaign to Increase Participation in Clinical Research in North Carolina," *Science Communication*, 2013.

Dana McMahan, "Flashover: When Aggressive Board Members Rise Against Executive Directors," online article for Charity Channel, <http://charitychannel.com/DesktopModules/DigArticle/Print.aspx?PortalId=0&ModuleId=765&Article=1390>, 2012.

Dana McMahan, "The Door is Not Open Just Because Your Foot is In It," online article for the American Advertising Educational Foundation, 2000. http://www.aef.com/industry/careers/career_stories/data/1397

Exhibits, Installations and Creative Projects

Dana McMahan, "SECU Family House at UNC Hospitals Expansion, Gardens and Galleries." Developed, designed and installed the interior spaces for a 36-room expansion of the hospitality house for long-term patients and their caregivers at UNC Hospitals. Designed and installed the garden spaces surrounding the House to connect the old building to the new. Student artwork is showcased in galleries established inside the House, 2021.

Dana McMahan and the Workroom FashionMash Team, "Trouver la Paix" for Chanel Beauty and Fragrance. A year-long exploration of the concept of "Finding Peace" through beauty and fragrance products. Directed the production of work by nearly 200 students in 6 classes. A fully virtual 3-d world was produced by students with no prior AR/VR experience. A physical installation, which became available for on-site visitors in May, was also constructed using a hybrid model of virtual and in-person work. This immersive project, done during the crush of the pandemic, looks to answer the question "How do we find peace within ourselves and support those around us during the most challenging times?" 2020-2021.

Dana McMahan and the Workroom FashionMash Team, "Fluidity Designs." Directed a virtual team of students to launch an online store in response to COVID-19. Student designs for athleisure were featured on the site and produced using a direct-to-fabric printing process. The proceeds from sales of the designs were donated to Getusppe.org, a non-profit dedicated to providing protective equipment to first-responders and medical workers during the early stages of the pandemic. The project raised over \$3000 for the organization. Products were shipped to customers all over the country in an on-demand, inventory-less process. The entire project was done virtually, March-April 2020.

Dana McMahan, "FashionMash Career Week," Developed a week-long networking and workshop program for students across UNC Chapel Hill interested in the fashion industry. Organized 12 speakers from the US and Europe and developed programs for each, including 3 workshops and two short courses, 2020.

Dana McMahan, "International Network Development: FashionMash," a six-month program of immersion and networking to connect UNC Chapel Hill FashionMash program to the global fashion and beauty industry. Introduced the program and connected industry partners to it in over 35 cities throughout Europe and the Middle East, 2019.

Dana McMahan and the Workroom FashionMash Art Direction Team, "Galore Store, A Gucci-Inspired Student Art and Gift Store." Directed the Fall Workroom FashionMash Art Direction team to develop a brand identity, line of products and store prototype for student-produced gifts and artwork. The team built out the pop-up store from scratch and launched it in time for the 2018 holiday season, 2018-2019.

Dana McMahan and the Workroom FashionMash Team, "Status: The Cartier Experience." Directed all three Workroom FashionMash classes, the Coulture Magazine team, and the FashionMash club to

produce an installation on the history of the Cartier brand, a complete line of pop culture-influenced apparel, a fashion show and visiting professionals panel series. Cartier worldwide director of communication came from Paris to attend every event, along with a distinguished panel of industry executives. Produced over a full year, the project involved over 500 UNC students from across the university, 2017-2018.

Dana McMahan with John Sweeney and Alexandra Hehlen, "Start Here Never Stop Promotion," UNC School of Media and Journalism. Design, production and installation of an in-house promotion showcases post-graduation opportunities for students, 2018.

Dana McMahan, Bernard Bell and the Workroom FashionMash Product Design Team, "Bag and Gaux for Margaux Shoes NY." Directed and instructed a 40-student initiative to expand the leather goods line for NYC-based Margaux Shoes. Students prototyped a complete line of handbags to show the brand some possibilities for expansion. The project included instruction on technical training for accessories construction, Spring 2017.

Dana McMahan with Terence Oliver and Mark Katz, "Thrive@UNC Spoken Word Project." Developed the marketing and helped produce a video series for UNC Office of Admissions that showcased the challenges students face when they are new to a school. This was done through spoken word poetry written and performed by the authors, 2016.

Dana McMahan and the Workroom FashionMash Experiential Marketing Team, "20XX: The Future of Fashion." Directed a team of 20 to produce a fully-immersive light, sound and projection installation that took a futurist look at what fashion would be like in 20 to 50 years. The project required instruction and direction in many technical aspects of film, light and sound design, as well as large-scale construction of the space for the installation, Fall 2016.

Dana McMahan and the Workroom Team, "Innovation at Carolina: Everyone Has a Place at the Table." Directed a 20-student team to produce a furniture-based art installation. Students built, from scratch, large-scale furniture pieces that were used at the UNC Innovation Showcase dinner. The pieces were a functional way to illustrate the power of innovation, Spring 2016.

Dana McMahan with Claire Collins and Ian Josey, "UNC Innovators Video Series." Creative Director working with student filmmakers to produce, shoot and edit feature videos on UNC students and alums who are changemakers. Videos are featured on Innovate Carolina's website and throughout University communications, 2015-2016.

Dana McMahan with Catherine Orr, Elena Rue, and John Sweeney, "Innovate Carolina Launch Video and Series." Creative Director/Art on a launch video for the Chancellor's innovation initiatives as she worked to spread the message of innovation as a foundational university value. Video was initially shown at the Outside In Innovation Summit, then used as a part of the Chancellor's speaking engagements throughout the year, 2015.

Dana McMahan, "Outside In Innovation Summit." Develop branding strategy, design, production and installation of a feature showcase and summit of University-wide innovations that have global impact. Project promoted the message of innovation as a UNC Chapel Hill core value across all disciplines.

Project involved over 100 members of the UNC creative community, including Workroom, Ad Creative and Ad Campaigns classes, the UNC Habitat for Humanity club, UNC media faculty and UNC support staff. Fall 2015.

Dana McMahan, "Innovate Carolina Brand Launch." Researched and developed brand strategy, then designed a complete brand identity package to be used across the Innovate Carolina ecosystem. Innovate Carolina is the pan-university voice for all the innovation efforts across UNC, 2015.

Dana McMahan, "Pulso Pulso for La Ley." Developed an immersion project that spanned four classes in one semester. Directed over 100 students in the large-scale production and promotion of a musical performance featuring talent from across North Carolina. Project's goal was to capture a unique way to blend Spanish-speaking cultural elements into a traditional English-speaking environment. 2015.

Dana McMahan, with UNC Instructor Pat Garner from UNC Kenan-Flagler Business School and executives from Burt's Bees, Inc., "Roote North Carolina." Began as a joint venture between the UNC School of Journalism, the UNC Kenan-Flagler Business School, and Burt's Bees to create a student-run venture. Roote North Carolina, is now advised through the UNC Workroom FashionMash program. Started up in the fall of 2013 after a year of development in classes in both UNC schools. 2012-Present.

Dana McMahan, with UNC Professors/Instructors Pierce Freelon and Stephen Levitin and with UNC School of Journalism alum Saleem Reshamwala, "Beat Making Lab for PBS," Chief Strategist for a collaborative video series produced for PBS online. The series spans the globe as a team of musicians (Freelon and Levitin) along with videographer Reshamwala set up labs in developing countries to give local youth the tools and techniques to make beats, then share them with other labs, www.beatmakinglab.com, 2013.

Dana McMahan, with Marissa Heiyl and Callie Bruel, "Fashioning a Better World," facilitated a regional fashion exhibition of local female designers of sustainable fashion. Strategy advisor for two of the participating brands, Symbology and Aban Against Neglect, 2012.

Dana McMahan, "The Four Project," developed the platform and infrastructure for a charity-based retail operation for two independent study students to test a theory on the use of pop-up shops and cause-related marketing. Store netted \$8000 for four local charities over four months of operation run entirely by the students, 2011.

Dana McMahan, "North Carolina Journalism Hall of Fame," designed interactive touch-screen exhibit for the School of Journalism and Mass Communication to showcase North Carolina Halls of Fame winners in journalism, advertising, and public relations, September 2010.

Dana McMahan, with Melanie Hatz, Cathy Maris, and Lisa Van Deman, "Kidzoom," developed a 2000-square-foot permanent installation for Kidzu, a regional children's museum in Chapel Hill. Installed in 2008, the exhibit has been seen by over 100,000 visitors. 2008-Present.

Dana McMahan, "Alphabet All Around," designed and built an interactive exhibit funded by the Orange County Partnership for Young Children for installation in Kidzu, a regional children's museum. The exhibit was part of a larger show of Maurice

Sendak's work (Sendak wrote, *Where the Wild Things Are*). The full show attracted over 10,000 visitors during the four-month installation, 2006.

Dana McMahan, "The Learning Garden," installed a permanent exhibition and garden space designed around the teaching curriculum of a Westchester County, New York, magnet school. Designed garden and fostered a branded partnership with The Home Depot, 1996.

Dana McMahan, curator, "In Print," for The Pelham Art Center (a regional museum gallery and children's art education center), curated show of over 30 artists working in printmaking. Show was part of a larger fundraising and marketing initiative for the Center, Pelham, New York, 1994.

Refereed Conference Panels and Presentations

Dana McMahan, selected exhibitor, "ACC Festival and Conference for Creativity and Innovation at the Smithsonian Museum of American History," Washington, DC, 2019.

Dana McMahan, selected speaker, "The Kemp Plummer Battle Montgomery Ward Catalogue Challenge, speaking on Branded Experiences," University of North Carolina at Chapel Hill, 2014.

Dana McMahan, panel member. "Interdisciplinary Entrepreneurship Education: Highlighting innovative cross-disciplinary educational approaches that encourage entrepreneurial thinking," Deshpande Consortium for Innovation & Entrepreneurship in Higher Education, Second Annual Symposium, panel presenter, University of Massachusetts, Lowell, MA, 2013.

Dana McMahan, with Douglas McKinlay, Deborah Morrison, John Sweeney, and Lisa Duke, "The State of the Advertising Portfolio," panel presenter, AAA National Convention, Albuquerque, New Mexico, 2013.

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," Top Paper presentation, paper co-author, AEJMC Conference, Chicago, IL, 2012.

Dana McMahan, with Heidi Hennink-Kaminski, Jim Geike (Global CMO of Burt's Bees), Marcia Watson DiStasio, Amber Hutchins, Tina McCorkindale, "Brands Under Fire: The Importance of Authenticity, Transparency and Trust," panel presenter, AEJMC Conference, Chicago, IL, 2012.

Dana McMahan, with Douglas McKinlay, John Sweeney, Alyse Lancaster, Brian Sheehan, Laura Bright, Lisa Duke Cornell, and Lance Porter, "The Advertising Curriculum for 2012 and Beyond," panel member and paper author, AAA National Convention, Myrtle Beach, South Carolina, 2012.

Dana McMahan, with Jim Avery, John Sweeney, Carla Lloyd, and Bret Robbs, "The Future: Advice for the Advertising Student," panel member and paper author, AAA National Convention, Minneapolis, Minnesota, 2010.

Non-Refereed Panels and Presentations

Dana McMahan, FashionMash Career Week, Interdisciplinary week-long panels, workshops and network meetings, UNC Chapel Hill, 2020.

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "Defining your Value Proposition," Speaker and Instructor, UNC Chapel Hill, 2018.

Dana McMahan, Orange County Office of Economic Develop, "Marketing in a Noisy World," Presenter and panel member, Chapel Hill, NC, 2016.

Dana McMahan, Triangle Chapter of the American Marketing Association, CMO Panel, panelist, Raleigh, NC, 2016.

Dana McMahan with Rebecca Darwin, Trends in Magazine Media, School of Media and Journalism, UNC Chapel Hill, 2015.

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "The Emotional Side of Pitching," Speaker and Instructor, UNC Chapel Hill, 2015

Dana McMahan, Triangle chapter of the American Marketing Association, CMO Panel, speaking on future trends in marketing, 2014.

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "The Pitch," Speaker and Instructor, 2013

Dana McMahan, "The Marketing Puzzle," Presenter at the Campus Y Workshop Series for the Social Innovation Incubator, 2012.

Dana McMahan, "Mobile Marketing," NCPRSA panel discussion on mobile marketing, Raleigh, North Carolina, 2010.

Dana McMahan, "Interactive Advertising Creative," Panel Speaker, UNC Advertising Symposium, UNC Ad Club, 2009.

Dana McMahan, "Movers and Shakers," panel speaker for regional area Chambers of Commerce, Chapel Hill, North Carolina, 2006.

Dana McMahan, "Marketing Your Business Through Community Initiatives," Small Business Incubator panel speaker for Chapel Hill Carrboro Chamber of Commerce, 2002.

Films and CDs

Dana McMahan with Cinthia Ogbaugo, "The Life and Influences of Ben Knight." Creative direction for a feature video on the North Carolina artist Ben Knight. Video is part of a permanent installation in the Pine Gallery at SECU Family House at UNC Hospitals. 2021.

Dana McMahan, "Family House Stories," designed, wrote and produced an eight-minute video for SECU Family House at UNC Hospitals to be used throughout the state for

speaking, advertising, promotion, and fundraising activities, 2009.

Dana McMahan, "Holiday Welcome," three-minute video developed with existing footage and distributed as a holiday promotional piece to support year-end fundraising for Carolina For Kibera, 2009.

Dana McMahan, with Marilyn Dintenfass and Tape House Interactive, "HandsOn Interactive Media for the Arts: Wood, Clay, Glass," designed and developed the prototype for an interactive CD which supports arts education by teaching children how artists do their work. Project was a beta test for Apple's Quicktime VR technology. Development, 1994-1996, New York, New York, Protoype published 1996.

TEACHING

University of North Carolina at Chapel Hill

Current Load 3:3

- MEJO 371: Advertising Creative (Formerly JOMC 271 Copywriting and Communication)
Course focuses on ideation for advertising creative concepts.
Currently teach this course in both fall and spring. 2008-Present.
- MEJO 572: Advertising Art Direction (formerly JOMC 472)
Rewrote the curriculum in 2013 to cultivate art direction students within the advertising and pr departments. Provide instruction on all current technology and visual language trends for the industry. Spring only 2013-2016. Fall and Spring 2017-Present.
- MEJO 591: Workroom FashionMash: Experiential Marketing
Developed course for as an interdisciplinary capstone for producing large scale consumer experiences for the fashion and lifestyle industry. Clients have included Freaker Knitwear, Cartier Global and Gucci Worldwide. Taught in fall 2016-Present.
- MEJO 592: Workroom FashionMash: Product Design
Developed course for as an interdisciplinary capstone in design and prototyping products for the fashion and lifestyle industry. Clients have included Margaux Shoes NYC, Cartier Global and Gucci Worldwide. Taught in spring 2016-Present.
- JOMC 296: Independent Studies in Advertising Creative, and Creative Entrepreneurship and Fashion Branding. Work with students every semester to develop creative advertising portfolios, since there is no course for this in the School of Journalism and Mass Communication. Provide advanced instruction on all current technology for the advertising art direction industry where necessary. Additionally, directed several projects that blend advertising and entrepreneurship. Fall and spring 2008-Present.

Past Courses

- JOMC 473: Advertising Campaigns
Comprehensive course designed to show students the full picture of an advertising campaign's development—consumer research, market intelligence, creative execution, media buying, and campaign performance tracking. Taught this course in the fall. 2008-2016.
- JOMC 491: Interactive Advertising and Design
Developed and taught this skills course focusing on interactivity as it applies to branded communications. Provide instruction on all current technology for the advertising interactive industry. Taught this course in the spring from 2008-2012.
- JOMC 390: Workroom (formerly JOMC 491)
Designed a new course from what had previously been conducted as a volunteer project for creative advertising students. Developed an entirely new interdisciplinary curriculum and to include students from Kenan-Flagler Business School and the UNC Entrepreneurship Minor. Course teaches the intersection of design, advertising and entrepreneurship. Taught in the Spring. 2013-2016.
- JOMC 670: Advanced Advertising Campaigns
Students in this course have been chosen to represent UNC in the National Student Advertising Competition. (NSAC) It is a rigorous, comprehensive course where students compete in a new business pitch for a national client against other universities across the United States. Taught course in the spring. 2010-2012.
- BUSI 505: Entrepreneurial Consulting
Co-taught a class with Pat Garner at UNC Kenan-Flagler Business School. Course is an interdisciplinary project to blend advertising with entrepreneurialism. Fall 2012.
- ECON 325: Intro to Entrepreneurship
Course is a gateway to the Entrepreneurship Minor at UNC. Taught the design thinking module. Team taught with Professors from the E-Minor, Fall 2012-2014, 2016 & 2017.
- JOMC 483: Magazine Design
Contribute to Professor Terence Oliver's JOMC 483 class to create finished ads or student digital and print magazines. Fall and spring, 2012-Present.
- Workroom:
(the project) The Creative Advertising Incubator at UNC
Wrote, coordinated, developed, and taught a supplemental program for art direction/ad creative students. Program exposed participants to the diversity of creative work in the industry and created networking opportunities. Students selected for the program participated for a full year. 2009-2012.

Undergraduate Honors Theses

Committee member or chair for a number of advertising students doing research in advertising creative, non-profit marketing, or fashion and lifestyle branding, 2010-Present.

MA Program: Committee member for a number of Master's students. Contribute expertise for research focused on fashion and lifestyle products. 2011-Present.

GRANTS

Innovate Carolina, \$10,000 awarded to develop hybrid teaching methods (online and in-person instruction) for experiential classes, 2020.

Innovate Carolina & Smithsonian Museum of American History, \$20,000 awarded for the development of a student-produced interactive exhibition for the ACC Festival of Creativity and Innovation, 2018.

Student Experience Grant, Bosworth Family Foundation, \$100,000 awarded for the development of travel and student experiences in the Workroom FashionMash program, 2018.

Endowment for UNC Workroom FashionMash Goodwyn Family Foundation, \$1 Million awarded for the expansion of the Workroom initiative into a pan-university interdisciplinary fashion and lifestyle branding program, 2016.

UNC Chancellors Office of Innovation, Entrepreneurship and Economic Impact, \$75,000 awarded for creative direction of the innovation message for UNC using the UNC Workroom Program and its associated classes. The grant expanded the Workroom initiative to become more interdisciplinary, 2014-2017.

Curtis Media Foundation, \$25,000 awarded to develop an immersion project linking Spanish-speaking cultural moments into traditional English-only experiences, 2014-2015.

Burt's Bees Greater Good Foundation \$10,000 awarded grant to develop the sustainability focus of the Workroom project, as it becomes a student-run venture, 2013-2014.

Triad Foundation \$60,000 awarded for the continued course development of Workroom from an interdisciplinary course to an independent, student-run venture. Grant funded project expansion, 2013-2014.

Chancellors Office for Innovation Grant \$5000 awarded for for strategy work with Beat Making Lab project to integrate the work of a School of Journalism and Mass Communication student into an initiative of the UNC Beat Making Lab in Fiji. The film produced by this student during the the grant earned him a silver College Photographer of the Year in 2013, as well as four placements in national and international film festivals. Summer 2013.

SERVICE

To the School:

Founder, Developer and Instructor for Workroom FashionMash Program, a greatly expanded initiative (began as the Workroom Program) to give students experience in fashion and lifestyle branding. Program includes 3 classes—Experiential Marketing, Product Design and Art Direction—as well as a student-run fashion magazine and a UNC-wide fashion club, 2016-Present.

Faculty Advisor, Coulture Magazine. Student-produced fashion magazine supported and funding as part of the Workroom FashionMash program, 2016-Present.

Developer of Workroom NYC networking trip that takes 20 students to the city to meet members of the creative community in the fashion and lifestyle industries. Trip is taken over Fall Break. 2009-2014, 2016-Present.

Faculty Advisor, Fox Sports University. Instructor and team advisor for the fall Fox Sports University Challenge, a program offered to 32 Division I schools throughout the United States by the Fox Sports Network. Students are given a brief and class teams are formed for a semester-long competition. Winning work is produced and show on Fox Sports national broadcasts. Winning student teams have attended the Daytona 500 and the Superbowl as part of this program, 2009-2018.

Undergraduate Scholarship Awards Committee, 2016-Present.

David Brinkley Award for Teaching Excellence Committee Co-Chair, 2015 Committee Member, 2016.

Faculty Salary Committee, 2014-2016.

Presenter on personal branding at the Chuck Stone Program for visiting high school seniors, 2015 & 2016.

Search Committee, Edgar Thomas Cato Distinguished Professor, 2014.

Ed Vick Award Committee. Chair, 2012, Member, 2013-2014.

Coordination of student advertising awards entries, with Heidi Hennink-Kaminski, 2010-2011.

Marketing advisor to Powering A Nation, for “Coal: A Love Story,” the award-winning projects from the UNC School of Journalism’s Visual Communications Department, 2011.

Advisor to a team pitching in the American Eagle Holiday Advertising Team Competition, an interdisciplinary program through Kenan-Flagler Business School, 2010.

Developer, Founder of Workroom: The Creative Advertising Incubator at UNC, the first creative advertising development program of its kind at the School of Journalism and Mass Communication, 2009-Present. The success of the 2009-10 project with Vietri, Inc.

prompted national retailer American Eagle Outfitters to sign on as the 2010-2011 Workroom client. The 2012-13 Workroom evolved from a project to a class, where it crossed departments and Schools and partnered with global brand Burt's Bees to help students develop a new venture. 2009-2014.

Advisor for the National Student Advertising Competition Team, 2010-2012. Third Place with a special recognition award for creative execution in television. 2010, Second place. 2011, Third place, 2012.

Hall of Fame Room Redesign. Member of Dean's committee to develop interior design concepts and technology upgrades for the space, 2009-2010. Halls of Fame Event Committee, 2009-2010.

Assessment Committee, 2009-2010.

Undergraduate Curriculum Committee, 2009-2011.

Internship Opportunities for Advertising Students, with Professor Lois Boynton, monitored and distributed internship information specific to the ad student population, 2008-2009.

North Carolina Scholastic Media Association, Award Judge for the advertising category, 2008.

To the University:

Chancellor's Economic Development Council, a town-gown partnership to beautification efforts and bringing new businesses to both spaces currently in development and existing empty offices/storefronts, 2021. revitalize shut-downs. Focuses on

Advisory Board Member, expanded UNC Shuford Minor in Entrepreneurial Excellence, 2018-Present.

TEDx license holder for UNC and faculty advisor for the TEDxUNC team, 2016-Present.

UNC Website Re-Design and Development Committee, University Communications team and the Chancellor's Office, 2017.

Chancellor's Bootcamp for Entrepreneurial Leadership, Presenter and Instructor. A seminar that encourages an entrepreneurial mindset and helps maximize faculty impact. Managed by the Minor in Entrepreneurship faculty in the Economics Department, it is a four-day workshop for faculty who are invited by the Chancellor, 2012-2015, 2016 & 2018.

Entrepreneurial Leadership Committee, Campus Y in association with the Chancellors Office for Innovation, 2012-2013.

Selection Committee, UNC Innovation Scholars, UNC Entrepreneurship Minor and the School of Arts and Sciences, 2016.

Social Innovation Board, UNC Campus Y and CUBE Social Entrepreneurship Incubator, 2012-Present.

Judge, Global Entrepreneurship Week. UNC Computer Science Department and the Entrepreneurship Minor, November 2012.

Women in Leadership, presenter at monthly meeting for multi-generational group composed of current Entrepreneurship Minor students, alums, and friends from the community dedicated to mutual support, encouragement, and growth of female entrepreneurs. October 2012.

Selection Committee, Carolina Center for Global Initiatives, photo contest, Fall 2010.

To the Profession (Non-Profit Marketing):

Creative Director, SECU Family House at UNC Hospitals on the design of expansion of the facility, 2018-Present.

Marketing advisor to UNC Family Medicine on incorporating their message into campus and student activities, 2015.

Marketing advisor to SECU Family House at UNC Hospitals on advertising campaign, 2015.

Campaign development advisor to SECU Family House at UNC Hospitals on statewide fundraising initiative, 2014.

Capital campaign committee member and marketing campaign developer/strategist for the expansion of Kidzu Children's Museum, 2013-14.

Special advisor on community relations through marketing and branding for the Town of Chapel Hill Police Department, 2012.

Steering Committee Marketing Leader, Capital Campaign for Kidzu Children's Museum. \$8 million dollar campaign to construct LEED-certified interactive children's museum in downtown Chapel Hill, 2012-2013.

Board President, SECU Family House at UNC Hospitals. Led the board of a hospitality house which provides housing for seriously ill patients and their families who come to UNC Hospitals from across the state. SECU Family House is an eight million dollar facility with an annual operating budget of over \$900,000, two-thirds of which must be raised through marketing and fundraising activities, 2010.

Vice President and Chair of Marketing Committee, SECU Family House at UNC Hospitals, 2009.

Board Member, Building and Grounds Committee Co-Chair, and Interior Designer for facility, SECU Family House at UNC Hospitals. Designed full interior of 33,000-square-foot house, 2005-2008. Facility opened in March 2008.

Board Member, Founding Donor, and Marketing Advisor for Kidzu Children's Museum. Part of the founding leadership for the museum which is slated to expand from its current 2600-square-foot facility to a 12,000-square-foot space in five years, 2005-Present.

Marketing Advisor, Carolina For Kibera, 2009-2010.

Advisory Board Member, Chapel Hill Preservation Society, 2007-2009.

Advisory Board Member, UNC Center for Women's Health Research, 2006-2009.

Advisory Board Member, Orange County Habitat for Humanity, 2005-2007.

Board Member and Marketing Committee Chair, Chapel Hill Historical Society, 2001-2003.

Marketing Advisor and Mentor to a child (1998-2007), Blue Ribbon Mentor Advocate, 1998-Present. BRMA is a student mentoring program in the Chapel Hill Carrboro City School system focused on providing at-risk students with the tools they need to graduate. My mentee graduated from East Chapel Hill High School and successfully completed a college certificate program.

Committee Chair, Project Designer, The Learning Garden Program, New Rochelle Area Magnet Schools, New Rochelle, New York, 1996-1997.

Gala Event Marketing and Design, The Pelham Art Center, Pelham, New York, 1991-1997.

To the Profession (Advertising, Design, and Entrepreneurship):

Panel Member representing Downtown Chapel Hill Businesses to the Town of Chapel Hill. This panel laid the groundwork for the establishment of the current Downtown Economic Development Commission, 2005.

Radio Show Guest, Business Sense, WCHL, Topic: Growing your business, 2006.

Vice-President, Chair of Marketing Committee, Chapel Hill Downtown Commission, 2004.

Board Member, Marketing Committee, Chapel Hill Downtown Commission, 2001-2004.

Board Member, Chapel Hill Carrboro Chamber of Commerce, 2002-2005.

To International Programs:

Expansion of UNC Workroom FashionMash Program to include international travel opportunities where students can network with global fashion leaders and have immersive cultural experiences. Destinations have included London, Paris, Milan, Florence and Toyko. Trips are taken with students during spring break. 2016-Present.

Brand Strategist for Beat Making Lab, an international initiative between the UNC Music School and PBS, 2013.

Entrepreneurial development activities for several artist groups partnered with Carolina for Kibera (CFK). CFK is part of the UNC Center for Global Initiatives. Traveled to Nairobi, Kenya, to work directly with artist groups in the largest slum in East Africa, 2009-Present.

Advised student interns from UNC and Duke, Carolina for Kibera, Nairobi, Kenya. Traveled to Nairobi, Kenya, to work directly with students on capturing video stories and gathering artist materials from the Kibera community for a Spring 2011 exhibition at the Fed Ex Global Education Center at UNC, 2010.

Advisor to Kenyan youth leaders working on social media marketing for Carolina for Kibera (CFK). Traveled to Kibera in Nairobi, Kenya, to work directly with groups on the project, 2010.

Curriculum Vitae – 7/15/2021

Seth M. Noar

Office Address

Hussman School of Journalism and Media
382 Carroll Hall (CB3365)
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365
Phone: 919-962-4075
Fax: 919-962-0620
Email: noar@unc.edu

EDUCATION

- Ph.D. Psychology, University of Rhode Island, Kingston, RI
2001 Specialization: Social / Experimental Psychology
 Doctoral Dissertation: "Sexual Negotiation and the Influence of
 Gender and Power in Heterosexually Active Men and Women"
 Major Professor: Patricia J. Morokoff, Ph.D.
- M.A. Psychology, University of Rhode Island, Kingston, RI
1998 Specialization: Social / Experimental Psychology
 Master's thesis: "Predictors of Condom Use in a Male Heterosexual
 Population"
 Major Professor: Patricia J. Morokoff, Ph.D.
- B.S. Education, University of Rhode Island, Kingston, RI
1995 (Summa Cum Laude)

HONORS AND AWARDS

NCA Distinguished Article/Chapter Award, Health Communication Division (2020)
Web of Science Group Highly Cited Researcher, Social Sciences (2019, 2020)
Clarivate Analytics Highly Cited Researcher, Social Sciences (2018)
American Public Health Association Mayhew Derryberry Research Award (2017)
Inaugural Abby Prestin Lecture, FDA Center for Tobacco Products (2016)
NCA Outstanding Health Communication Scholar Award (2016)
Lewis Donohew Outstanding Health Communication Scholar Award (2016)
Thomson Reuters Highly Cited Researcher, Social Sciences (2014)
Top Paper, International Communication Association (2005, 2010)
Faculty Community Service Award, CCIS, University of Kentucky (2008)
Faculty Research Excellence Award, CCIS, University of Kentucky (2005)
National Institutes of Health Loan Repayment Program Award & Renewals (2004-2009)
Peter Merenda Prize in Statistics and Research Methodology (2001)
Feinstein Foundation Grant Award for Excellence in Teaching (1995)
Phi Kappa Phi, Kappa Delta Pi, and Phi Eta Sigma Honor Societies (1992-1994)
University Scholar, University of Rhode Island (1992)

PROFESSIONAL EXPERIENCE

2020-present	James Howard and Hallie McLean Parker Distinguished Professor Hussman School of Journalism and Media University of North Carolina at Chapel Hill
2014-2020	Professor Hussman School of Journalism and Media University of North Carolina at Chapel Hill
2013-present	Research Fellow Center for Health Promotion and Disease Prevention University of North Carolina at Chapel Hill
2011-present	Member Lineberger Comprehensive Cancer Center University of North Carolina at Chapel Hill
2008-present	Visiting Research Fellow Rural Center for AIDS/STD Prevention Indiana University, Bloomington, IN
2013-2019	Co-Director Interdisciplinary Health Communication Program University of North Carolina at Chapel Hill
2011-2014 (June)	Associate Professor Hussman School of Journalism and Media University of North Carolina at Chapel Hill
2008-2011 (June)	Associate Professor and Full Member of Graduate Faculty Department of Communication University of Kentucky, Lexington, KY
2008-2011 (June)	Associate Professor (secondary appointment) Department of Health Behavior, College of Public Health University of Kentucky, Lexington, KY
2001-2011 (June)	Visiting Scholar Department of Psychology University of Kentucky, Lexington, KY
2003-2008 (June)	Assistant Professor and Associate Member of Graduate Faculty Department of Communication University of Kentucky, Lexington, KY
2001-2003 (June)	Postdoctoral Researcher HIV Prevention Research Department of Communication University of Kentucky, Lexington, KY

1998-
2001
(June) Graduate Research Assistant
Cancer Prevention Research Center
University of Rhode Island, Kingston, RI

1998-
2000 Adjunct Instructor
Department of Psychology
University of Rhode Island, Kingston, RI

GRANTS (PRESENTLY FUNDED)

Co-Investigator

State-of-the-Art Synthesis of Interventions to Promote Quit Intentions and Smoking Cessation
National Cancer Institute, 1R01 \$960,408, 2021-2024 (PI: Paschal Sheeran)

Project Description: The goal of this project is to conduct a meta-analysis of the impact of smoking cessation interventions and to identify behavior change techniques that most effectively increase quit intentions and cessation behavior.

Principal Investigator

Impact of E-Cigarette Prevention Messages on Adolescents
National Institute on Drug Abuse and Food and Drug Administration, 1R01DA049155,
\$3,354,576, 2020-2025

Project Description: The goal of this study is to systematically develop messages that discourage adolescents from vaping and test their impact in a randomized controlled trial using text messaging.

Principal Investigator

Advancing Perceived Message Effectiveness: A New Measure for Youth Prevention Media Campaigns
National Cancer Institute and Food and Drug Administration, 1R01CA246600, \$1,389,558,
2019-2022

Project Description: The goal of this study is to develop and validate a new perceived effectiveness measure that prospectively predicts the impact of tobacco education ads on youth.

Co-Investigator

Communicating Waterpipe Tobacco Harms to Reduce Use
National Cancer Institute, 1R01CA246600, \$2,629,941, 2020-2025 (PI: Erin Sutfin)

Project Description: The goal of this research is to develop and test text and pictorial warnings for waterpipe tobacco products to inform susceptible and current users about the risks associated with waterpipe tobacco use. The research culminates in a cluster randomized crossover trial to test the impact of the risk messages at waterpipe cafes.

Co-Investigator

Social and Behavioral Sciences Research Core, Center for AIDS Research (CFAR)
National Institutes of Health (NIH), P30AI050410, \$1,804,530, 2016-2021, (PI: Ron Swanstrom)

Project Description: The Social and Behavioral Sciences core assists HIV/AIDS investigators with measurement, interventions, and accessing vulnerable populations.

GRANTS (SUBMITTED)

Faculty Mentor

Communication Messages to Reduce Youth Multiple Tobacco Product Use
National Cancer Institute, K01, \$873,565, 2021-2026 (PI: Sarah D. Kowitt)

Project Description: The primary goal of the proposed research and training is to develop and evaluate health communication messages for youth about the harms of multiple tobacco product use (i.e., concurrent use of two or more tobacco products).

Co-Investigator

A Multidisciplinary Assessment of Risks from Vaping

National Cancer Institute, P01CA269048, \$12,499,942, 04/01/22 – 03/31/27

(PIs: Sutfin/Donny)

Project Description: Project MARVEL takes a multidisciplinary approach to assess the impact of youth vaping on health, with projects that address vaping behavior, dependence, well-being, brain structure and function, respiratory health, and how to inform adolescents about the health harms to stem the epidemic of youth vaping.

GRANTS (PAST)

Co-Investigator

Developing a Measure of Perceived Message Effectiveness for Youth E-Cigarette Prevention

North Carolina Translational and Clinical Sciences Institute, R01, \$2,000, 2019-2020 (PI: Jacob Rohde)

Project Description: The goal of this research is to develop and test an effects perception measure of perceived message effectiveness for e-cigarette prevention ads.

Principal Investigator

Developing an Effects-Oriented Measure of Perceived Message Effectiveness (PME) for E-Cigarette Prevention

MEJO Research Center Seed Grant, University of North Carolina at Chapel Hill, \$5,000, 2019

Co-Investigator and Associate Director, Communication Core

Effective Communication on Tobacco Product Risk and FDA Authority

National Cancer Institute, P50CA180907, \$19.4 million, 2013-2019 (PI: Kurt Ribisl)

Principal Investigator

Systematic Review of Perceived Message Effectiveness Measures for Anti-Tobacco Communication

National Institute on Drug Abuse, R03DA041869, \$222,600 (2016-2019)

Co-Investigator

Effects of Physical Activity Calorie Expenditure (PACE) Food Labeling

National Cancer Institute, R01CA184473-01A, \$1.86 million, 2014-2018

Co-Principal Investigator

Cigarette Warning Labels: Research Synthesis and Impact on Smoking Behavior

National Cancer Institute, P30CA016086, \$2 million, 2013-2017 (Co-PI with Noel T. Brewer)

Faculty Mentor

Understanding How Graphic Warnings on Cigarette Packs Increase Quit Intentions

National Institutes of Health (NIH), 2015-2017, F31 National Research Service Award (PI: Marissa Hall)

Faculty Mentor

The Effect of E-cigarette Print Advertisements on Smoking Cessation

National Institutes of Health (NIH), 2015-2017, F31 National Research Service Award (PI: Catherine Jo)

Faculty Mentor

Reducing HIV Risk Among Adolescents

National Institute of Child Health and Human Development (NICHD), K99, \$920,000 (PI: Laura Widman).

Co-Investigator

Social Network Analysis of The Real Cost Campaign: An Ego-Network Perspective

CRRTC Pilot Award, \$35,243, 2016-2017 (PI: Adam Saffer)

Co-Investigator

How Can Skin Cancer Best be Prevented? Meta-Analysis of Behavior Change Techniques in Randomized Controlled Trials

Lineberger Cancer Center Developmental Award, \$95,000, 2016 (PI: Paschal Sheeran)

Co-Investigator

Development of an Anti-Tobacco Website about other Tobacco Products

CRRTC Pilot Award, \$42,122, 2015-2016 (PI: Allison Lazard)

Co-Investigator

Impact of FDA Branding on Source Awareness, Credibility, and Recall: An Eye Tracking Approach

CRRTC Pilot Award, \$28,210, 2015 (PI: Leah Ranney)

Co-Principal Investigator

Evaluation of an Innovative Condom Distribution Program Targeting Young African American Women

UNC Center for AIDS Research Developmental Award, \$30,000, 2014-2015 (Co-PI with Diane Francis)

Co-Investigator

Systematic Review of Health Communication for Non-Cigarette Tobacco Products

CRRTC Pilot Award, \$20,000, 2014-2015 (PI: Jennifer Cornacchione)

Co-Investigator

Systematic Quantitative Content Analysis of e-Cigarette Advertisements in Consumer Magazines

CRRTC Pilot Award, \$10,000, 2014-2015 (PI: Dannielle Kelley)

Co-Investigator

Comprehensive Cancer Control Collaborative of North Carolina (4CNC)

Centers for Disease Control and Prevention (CDC), \$1,499,596, 2009-2014 (PI: Jennifer Leeman)

Co-Investigator

BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan

Blue Cross Blue Shield Foundation of North Carolina, \$99,522, 2012-2014 (PI: Alice Ammerman)

Principal Investigator

Meta-Analysis of the Impact of Cigarette Graphic Warning Labels on Smoking-related Outcomes

JOMC Research Center Seed Grant, University of North Carolina at Chapel Hill, \$5,000, 2013

Principal Investigator

Perceptions of Condom Availability and Condom Dispensers on UNC's Campus

Center for AIDS Research, University of North Carolina at Chapel Hill, \$2,000, 2013

Principal Investigator

Theories Longitudinal Survey: Prioritization and Identification of Measures

National Cancer Institute (NCI), HHSN2612007000061 (Westat Subcontract #8447-S02), \$34,462, 2011-2012

Faculty Mentor

Promoting Mammography in African-American Women Visiting the Emergency Department

National Institute of Nursing Research (NINR), K01, \$678,233 (PI: Jennifer Hatcher).

Principal Investigator

Enhancing Message Design in Tailored, Computerized HIV/STI Interventions

National Institute of Mental Health (NIMH), R34, \$618,411, 2008-2012

Co-Investigator

Targeting Mass Media Campaigns for HIV, STD, and Pregnancy Prevention

National Institute of Mental Health (NIMH), R01, 2.73 million, 2005-2011 (PIs: Rick S. Zimmerman and Philip Palmgreen).

Co-Investigator

Exploring the Neurobiological Response to Anti-Drug Media Messages with fMRI

National Institute on Drug Abuse (NIDA), R21, \$735,682, 2009-2011 (PI: Jane E. Joseph).

Co-Investigator

Promoting HPV Vaccination among Rural Appalachians (Core Research Project of The Rural Cancer Prevention Center)

Centers for Disease Control and Prevention, 4.8 million (PI: Richard Crosby)

Co-Investigator

Rural Guidelines for HIV Prevention Materials and Program Development (Part of the Rural Center for AIDS/STD Prevention)

Centers for Disease Control and Prevention, \$1,256,495, 2006-2010 (PI: Richard Crosby)

Principal Investigator

Understanding Sexual Risk Behavior among African-American STI Clinic Patients

Research Support Grant, Office of the Vice President for Research and the College of Communications and Information Studies, University of Kentucky, \$37,500, 2006-2007.

Co-Investigator

School-based Alcohol and HIV Prevention in South Africa

National Institute on Alcohol Abuse and Alcoholism (NIAAA), 1-R01-AA013927, 1.58 million, 2002-2007 (PI: Rick S. Zimmerman).

Principal Investigator

Mass Media Campaigns and Health Behavior: Reviewing the Literature

College Research Activity Grant Award, College of Communications and Information Studies, University of Kentucky, \$4,600, 2005.

Co-Investigator

Targeting Mass Media Campaigns for Risky Sexual Behavior

National Institute of Mental Health (NIMH), 1-R01-MH63705, 2.86 million, 2001-2005 (PI: Rick S. Zimmerman).

Principal Investigator

Understanding Communication in the Context of Safer Sexual Behavior: A Meta-Analysis

Dean's Summer Research Support Grant Award, College of Communications and Information Studies, University of Kentucky, \$1,800, 2004.

Principal Investigator

Sexual Negotiation in Heterosexually Active Men and Women

Society for the Psychological Study of Social Issues Grants-in-Aid Award, \$1,800, 2000-2001.

PUBLICATIONS

Books

Noar, S. M., & Harrington, N. G. (Eds.) (2012). *eHealth applications: Promising strategies for behavior change*. New York: Routledge.

Edgar, T., Noar, S. M., & Freimuth, V. S. (Eds.) (2008). *Communication perspectives on HIV/AIDS for the 21st century*. New York: Lawrence Erlbaum.

Journal Special Issues

Noar, S. M., & Cappella, J. N. (Eds.) (2019). Communication research about tobacco regulatory science. *Health Communication*, 34(3).

Noar, S. M., & Palmgreen, P. (Eds.) (2009). Evaluating health communication campaigns: Key issues and alternative approaches. *Communication Methods and Measures*, 3(1-2).

Peer-Reviewed Journal Articles

Note: Asterisk (*) indicates student at time research was conducted.

In press

183. *Adams, E. T., Nabi, R., Noar, S. M., Evans, R., & Widman, L. (in press). Effects of emotional shifts on perceptions of addiction risk and efficacy: Testing the *Know The Truth* anti-opioid campaign. *Health Communication*.

182. Agans, R. P., Zeng, D., Shook-Sa, B. E., Boynton, M. H., Brewer, N. T., Sutfin, E. L., Goldstein, A. O., Noar, S. M., Vallejos, Q., Queen, T. L., Bowling, J. M., & Ribisl, K. M., & (in press). Using social networks to supplement RDD telephone surveys to oversample hard-to-reach populations: A new RDD+RDS approach. *Sociological Methodology*.

181. Cornacchione Ross, J., Noar, S. M., Reboussin, B. A., King, J. L., Jensen, D., Lazard, A. J., & Sutfin, E. L. (in press). Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults. *Tobacco Control*.

180. Erku, D. A., Bauld, L., Dawkins, L., Gartner, C. E., Steadman, K. J., Noar, S. M., Shrestha, S., & Morphett, K., (in press). Does the content and source credibility of health and risk messages related to nicotine vaping products have an impact on harm perception and behavioural intentions? A systematic review. *Addiction*.

179. Grummon, A. H., Hall, M. G., Mitchell, C. G., Pulido, M., Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (in press). Reactions to messages about smoking, vaping, and COVID-19: Two national experiments. *Tobacco Control*.

178. Kresovich, A., Noar, S. M., Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (in press). A review of web-based tobacco control media archives for researchers and practitioners. *Journal of Cancer Education*.

177. Li, W., Vargas-Rivera, M., Kalan, M. E., Taleb, Z. B., Asfar, T., Osibogun, O., Noar, S., M., & Maziak, W. (in press). The effect of graphic health warning labels placed on the ENDS device on young adults users' experience, exposure and intention to use: A pilot study. *Health Communication*.

176. *Rohde, J. A., Sibley, A. L., & Noar, S. M. (in press). Topics analysis of Reddit and Twitter posts discussing inflammatory bowel disease and distress from 2017-2019. *Crohn's and Colitis* 360.

175. *Rohde, J. A., Noar, S. M., Prentice-Dunn, H., *Kresovich, A., & Hall, M. G. (in press). Comparison of message and effects perceptions for *The Real Cost* e-cigarette prevention ads. *Health Communication*.

174. *Rohde, J. A., *Vereen, R. N., & Noar, S. M. (in press). Adolescents and young adults who vape or are susceptible to vaping: Characteristics, product preferences, and beliefs. *Substance Use & Misuse*.

173. Sutfin, E. L., Lazard, A. J., Ross, Jennifer C., Noar, S. M., & Reboussin, B. A. (in press). Waterpipe tobacco warnings: An experimental study among a nationally representative sample of young adults. *Nicotine & Tobacco Research*.

172. *Vereen, R. N., *Kurtzman, R., & Noar, S. M. (in press). Are social media interventions for health behavior change efficacious among health disparity populations? A meta-analytic review. *Health Communication*.

2021

171. *Baig, S. A., Noar, S. M., Gottfredson, N. C., Lazard, A. J., Ribisl, K. M., & Brewer, N. T. (2021). Message perceptions and effects perceptions as proxies for behavioral impact in the context of anti-smoking messages. *Preventive Medicine Reports*, 23, 101434.

170. *Baig, S. A., Noar, S. M., Gottfredson, N. C., Lazard, A. J., Ribisl, K. M., & Brewer, N. T. (2021). Incremental criterion validity of message perceptions and effects perceptions in the context of anti-smoking messages. *Journal of Behavioral Medicine*, 44(1), 74-83.

169. Cornacchione Ross, J., King, J. L., Lazard, A. J., Noar, S. M., Reboussin, B. A., Jenson, D., & Sutfin, E. L. (2021). Developing pictorial cigarillo warnings: Insights from focus groups. *Nicotine & Tobacco Research*, 23(2), 383-389.

168. Cornacchione Ross, J., Reboussin, D. M., Noar, S. M., Wiseman, K. D., & Sutfin, E. L. (2021). What do adolescents and young adults think a cigarillo is? Implications for health communication. *International Journal of Environmental Research and Public Health*, 18(6), 3311.

167. Francis, D. B., Zelaya, C. M., Fortune, D. A., & Noar, S. M. (2021). Black college women's interpersonal communication in response to a sexual health intervention: A mixed methods study. *Health Communication*, 36(2), 217-225.

166. Goldstein, A. O., Jarman, K. L., Kowitt, S. D., Queen, T. L., Kim, K. S., Shook-Sa, B. E., Sheeran, P., Noar, S. M., & Ranney, L. M. (2021). Effect of cigarette constituent messages with

engagement text on intention to quit smoking among adults who smoke cigarettes: A randomized clinical trial. *JAMA Network Open*, 4(2), e210045.

165. *Rohde, J. A., *Barker, J. O., & Noar, S. M. (2021). Impact of eHealth technologies on patient outcomes: A meta-analysis of chronic gastrointestinal illness interventions. *Translational Behavioral Medicine*, 11(1), 1-10.

2020

164. Jeong, M., Noar, S. M., Zhang, D., Mendel, J. R., Agans, R. P., Boynton, M. H., Byron, M. J., Baig, S. A., Ranney, L. M., Ribisl, K. M., & Brewer, N. T. (2020). Public understanding of cigarette smoke chemicals: Longitudinal study of US adults and adolescents. *Nicotine & Tobacco Research*, 22(5), 747-755.

163. *Kresovich, A. & Noar, S. M. (2020). The power of celebrity: Meta-analysis of the relationship between audience involvement and behavioral intentions. *Journal of Health Communication*, 25(6), 501-513.

162. Lazard, A. J., Pikowski, J., Horrell, L., Cornacchione Ross, J., Noar, S. M., & Sutfin, E. L. (2020). Adolescents' and young adults' aesthetics and functionality preferences for online tobacco education. *Journal of Cancer Education*, 35(2), 373-379.

161. Myrick, J. G., Noar, S. M., *Sontag, J., & *Kelley, D. (2020). Connections between sources of health and beauty information and indoor tanning behavior among college women. *Journal of American College Health*, 68(2), 163-168.

160. Noar, S. M., *Barker, J., *Bell, T., & Yzer, M. (2020). Does perceived message effectiveness predict the actual effectiveness of tobacco education messages? A systematic review and meta-analysis. *Health Communication*, 35(2), 148-157.

159. Noar, S. M., *Rohde, J. A., *Barker, J. O., Hall, M. G., & Brewer, N. T. (2020). Pictorial cigarette pack warnings increase some risk appraisals but not risk beliefs: A meta-analysis. *Human Communication Research*, 46(2-3), 250-272.

[The above article is published in a special issue on "Communication Science and Meta-Analysis"]

158. Noar, S. M., *Rohde, J. A., Prentice-Dunn, H., *Kresovich, A., Hall, M. G., & Brewer, N. T. (2020). Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addictive Behaviors*, 109.

[The above article is published in a special issue on "The Development and Evaluation of Novel, Youth E-cigarette Prevention and Cessation Programs"]

157. Noar, S. M., Willoughby, J. F., Crosby, R., Webb, E. M., Van Stee, S. K., Feist-Price, S., & Davis, E. (2020). Acceptability of a computer-tailored safer sex intervention for heterosexual African Americans attending an STI clinic. *The Journal of Primary Prevention*, 41(3), 211-227.

156. Nobles, A. L., Leas, E. C., Noar, S. M., Drezde, M., Latkin, C. A., Strathdee, S. A., & Ayers, J. W. (2020). Automated image analysis of instagram posts: Implications for risk

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Book Chapters

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Invited Articles and Letters

28. Noar, S. M., & Austin, L. (2020). (Mis)communicating about COVID-19: Insights from health and crisis communication. *Health Communication, 35*(14), 1735-1739.

[The above article is published in a special forum on "Public Health Communication in an Age of COVID-19"]

27. Hemmerich, N., Ribisl, K. M., & Noar, S. M. (2020). A list of permissible electronic nicotine delivery systems ingredients would be more effective [editorial]. *American Journal of Public Health, 110*(6), 774-775.

26. Hall M. G., Noar S. M., & Brewer N. T. (2019, November). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. *Second comment submitted on Federal Register Docket No. FDA–2019–N–3065*.

25. Hall M. G., Noar S. M., & Brewer N. T. (2019, October). Tobacco products; required warnings for cigarette packages and advertisements: Response to FDA request for comments. *First comment submitted on Federal Register Docket No. FDA–2019–N–3065*.

24. Noar, S. M., Cappella, J. N., & Price, S. (2019). Communication regulatory science: Mapping a new field. *Health Communication, 34*(3), 273-279.

23. Noar, S. M., *Barker, J., & Yzer, M. (2018). Measurement and design heterogeneity in perceived message effectiveness studies: A call for research. *Journal of Communication, 68*(5), 990-993.

[The above article is published in a special forum on perceived effectiveness in this issue of JOC]

22. Brewer N. T., Hall, M. G., & Noar, S. M. (2018). Pictorial cigarette pack warnings increase quitting: A comment on Kok et al. *Health Psychology Review, 12*(2), 129-132.

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15. Noar, S. M., & Head, K. J. (2014). Preventive health behavior: Conceptual approaches. In W. C. Cockerham, R. Dingwall, & S. R. Quah (Eds.), *The Wiley Blackwell Encyclopedia of Health, Illness, Behavior and Society* (pp. 1-4). Hoboken, NJ: John Wiley & Sons.

14. Mayer, D. K., & Noar, S. M. (2013). Celebrity cancers [Editorial]. *Clinical Journal of Oncology Nursing, 17*(3), 232.

13. Noar, S. M. (2013). Charting the course forward: Promising trends in health behavior theory application [Letter to the Editor]. *Journal of Public Health Dentistry, 73*(1), 83-85.

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11. Noar, S. M. (2011, Spring). Targeting heterosexual men in HIV prevention interventions: Lessons and challenges. *Psychology & AIDS Exchange*, 36, 7-8.

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[The above is the lead article in a special issue on campaign evaluation]

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[The above is the concluding article in a special issue on campaign evaluation]

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Manuals

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3. Noar, S. M. (2008). Computer-technology based HIV prevention interventions [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 22*.

2. Noar, S. M. (2007). Behavioral interventions for reducing sexual risk behavior [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 21*.

1. Noar, S. M. (2007). HIV/AIDS mass media campaigns [Fact Sheet]. *Rural Center for AIDS/STD Prevention, Indiana University, Volume 20*.

Book Reviews

3. Noar, S. M. (2008). [Review of the book *Communicating health: Strategies for health promotion*]. *Journal of Health Communication, 13*(3), 303-305.

2. Noar, S. M. (2004). [Review of the book *Sex & the internet: A guidebook for clinicians*]. *AIDS Care, 1*(16), 129-130.

1. Noar, S. M., & Trader, R. J. (2004). [Review of the book *Reasoning with statistics: How to read quantitative research*]. *Structural Equation Modeling: A Multidisciplinary Journal, 11*(4), 638-641.

PRESENTATIONS

Conference Presentations (Peer-Reviewed)

254. Cornacchione Ross, J., Lazard, A. J., King, J. L., Reboussin, B. A., Noar, S. M., Jenson, D., & Sutfin, E. L. (2021, February). *Impact of pictorial vs. text-only cigarillo warnings among a nationally-representative sample of US young adults*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].
253. Rohde, J. A., Noar, S. M., Mendel Sheldon, J., Hall, M. G., & Brewer, N. T. (2021, April). Responses to health warnings about the harms of vaping: Experimental findings from a national sample of US adolescents. Poster presented at the 6th *Biennial Meeting of the D.C. Health Communication Conference* [virtual conference due to COVID-19].
252. Rohde, J. A., Sibley, A. L., & Noar, S. M. (2021, April). Topics analysis of Reddit and Twitter posts discussing inflammatory bowel disease and distress from 2017-2019. Poster presented at the 6th *Biennial Meeting of the D.C. Health Communication Conference* [virtual conference due to COVID-19].
251. Rohde, J. A., Vereen, R. N., & Noar, S. M. (2021, February). *Adolescents and young adults who vape or are susceptible to vaping: Characteristics, product preferences, and beliefs*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].
250. Sanzo, N., Brothers, W., Kresovich, A., Boynton, M., Sutfin, E., Sheeran, P., & Noar, S. M. (2021, February). *An analysis of objective message features of a large collection of vaping prevention messages*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].
249. Hurley, L., Tate, D. F., & Noar, S. M. (2020, April). *Meta-analysis of fully remote mHealth weight loss interventions: Significant results at short- and long-term duration*. Paper presented at the 41st Annual Meeting of the Society of Behavioral Medicine [virtual conference due to COVID-19 pandemic].
248. Adams, E. T., Noar, S. M., Nabi, R. L., Evans, R., & Widman, L. (2020, April). *Fear before hope: Assessing the effect of emotional flow in a youth opioid prevention narrative*. Paper presented at the 16th Biennial Kentucky Conference on Health Communication [virtual conference due to COVID-19 pandemic].
247. Barker, J. O., Saffer, A., & Noar, S. M. (2020, May). *The interplay of personal networks and outcome expectancies: An egocentric analysis of e-cigarette beliefs and use among young adults*. Paper presented at the 70th Annual Conference of the International Communication Association [virtual conference due to COVID-19 pandemic].
246. Bell, T., Noar, S. M., & Lazard, A. (2020, August). *Narratives vs. standard of care: Testing message effectiveness for adolescents' type 1 diabetes management*. Paper presented in the Communicating Science, Health, Environment, and Risk Division at the 103rd Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
245. Cornacchione Ross, J., Reboussin, B. A., King, J. L., Lazard, A., Noar, S. M., Jenson, D., & Sutfin, E. L. (2020, March). *Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults*. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].

244. Noar, S. M., Kresovich, A., Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (2020, March). *Web-based resources for tobacco prevention and control media content: A review of online tools for researchers and practitioners*. Poster session presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].

243. Noar, S. M., Krieger, J., Nan, X., & Niederdeppe, J. (2020, April). *The art and science of writing successful health communication grant applications*. Panel session presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].

242. Noar, S. M., Rohde, J. A., Prentice-Dunn, H., Kresovich, A., & Hall, M. G. (2020, March). *Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults*. Paper presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA [presented online due to COVID-19 pandemic].

241. Rohde, J. A., Noar, S. M., Prentice-Dunn, H., Kresovich, A. K., Hall, M. G., & Brewer, N. T. (2020, April). *Understanding e-cigarette prevention ad effectiveness: A comparison of message and effects perceptions*. Paper presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].

240. Baig, S. A., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2019, February). *Predictive validity of perceived message effectiveness: A comparison of message versus effect perceptions*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

239. Barker, J. & Noar, S. M., Bell, T., Saffer, A., & Morehouse, J. (2019, May). *Examining networks of perceived message effectiveness conceptualizations: A bibliometric analysis*. In J. N. Cappella & S. M. Noar (chairs), *New conceptualizations and research to inform message testing: Perceived message effectiveness and its alternatives*. Pre-conference at the 69th Annual Conference of the International Communication Association, Washington, DC.

238. Bell, T., & Noar, S. M. (2019, May). *Formative narrative message development and pretesting for adolescents with type 1 diabetes*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

237. Brewer, N. T., Hall, M. G., Mendel, J. R., Noar, S. M., & Ribisl, K. M. (2019, October). *Vaping restraint: Frequency, reasons, and strategies*. Poster session presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

236. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., Noar, S. M., Kameny, M. R., Ribisl, K. M. (2019, October). *The impact of e-cigarette health warnings on motivation to vape and smoke*. Poster session presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

235. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., Noar, S. M., Kameny, M. R., Ribisl, K. M. (2019, February). *The impact of e-cigarette health warnings on motivation to vape and smoke*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

234. Brewer, N. T., Jeong, M., Baig, S. A., Mendel, J. R., Hall, M. G., Lazard, A. J., Noar, S. M., Kameny, M. R., & Ribisl, K. M. (2019, March). *Examining the effect of e-cigarette health*

warnings on motivation to vape and smoke. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

233. Byron, M. J., Vu, H., Ribisl, K. M., Noar, S. M., Abrams, D. B., & Brewer, N. T. (2019, February). *US smokers' qualitative perceptions and questions about very low nicotine cigarettes*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

232. Cornacchione Ross, J., Reboussin, B. A., King, J. L., Lazard, A., Noar, S. M., Jensen, D., & Sutfin, E. L. (2019, October). *Relative effectiveness of pictorial vs. text-only cigarillo warnings among young adults*. Poster presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

231. Francis, D. B., Zelaya, C. M., Fortune, D. A., & Noar, S. M. (2019, November). *Black college women's interpersonal communication in response to a sexual health intervention: A mixed methods study*. Paper presented at the 105th Annual Convention of the National Communication Association, Baltimore, MD.

230. Jeong, M., Hall, M. G., Zhang, D., Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2019, February). *Explaining why cigarette pack messages about toxic chemicals increase forgoing cigarettes: Applying the Tobacco Warnings Model*. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

229. Jeong, M., Hall, M. G., Zhang, D., Mendel, J. R., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2019, March). *Why do cigarette pack messages about toxic chemicals increase forgoing cigarettes? An application of the Tobacco Warnings Model*. Poster session presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

228. Kelley, D. E., Noar, S. M., Ivanov, B., Dillman Carpentier, F., Comello, M., & Southwell, B.G. (2019, May). *Countering misinformation: An experiment of one- and two-sided messages for skin cancer prevention*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

227. Kowitt, S. D., Queen, T. L., Noar, S. M., & Goldstein, A. O. (2019, February). *Recall of tobacco communication campaigns: Examining cross-campaign cumulative exposure using a national sample of adolescents*. Paper presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

226. Noar, S. M., Rohde, J. A., Barker, J. O., Hall, M., Brewer, N. T. (2019, February). *Pictorial cigarette pack warnings increase negative affect and thinking about risks but not risk perceptions: A meta-analysis*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

225. Noar, S. M., Rohde, J. A., Barker, J. O., Hall, M., Brewer, N. T. (2019, March). *Do pictorial cigarette pack warnings impact risk appraisals? A meta-analysis*. Poster session presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

224. Noar, S. M., Rohde, J. A., Barker, J. O., Hall, M. G., & Brewer, N. T. (2019, May). *How do pictorial cigarette pack warnings communicate risk? A meta-analysis*. Paper presented at the 69th Annual Conference of the International Communication Association, Washington, DC.

223. Noar, S. M., Rohde, J. A., Mendel, J. R., Hall, M. G., Ribisl, K. M., Brewer, N. T. (2019, February). *Identifying effective elements for e-cigarette health warnings*. Poster session presented at the 25th Annual Meeting of the Society for Research on Nicotine and Tobacco, San Francisco, CA.

222. Noar, S. M., Rohde, J. A., Mendel, J. R., Hall, M. G., Ribisl, K. M., Brewer, N. T. (2019, March). *Identifying effective harms for use in e-cigarette health warnings*. Paper presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
221. Ribisl, K. M., Hall, M. G., Byron, M. J., Noar, S. M., & Brewer, N. T. (2019). Interest in illegally buying cigarettes under a very low nicotine content product standard. Paper presented at the 2019 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.
220. Rohde, J. A., Fisher, E. B., Noar, S. M., Kerlin, A. M., Martin, C. F., Sandler, R. S., & Long, M. D. (2019, March). *Loneliness, social isolation, and psychological distress in inflammatory bowel disease patients*. Poster session presented at the 40th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.
219. Saffer, A. J., Hall, M. G., Barker, J. O., & Noar, S. M. (2019, June). *Discerning the differences in smokers' and nonsmokers' health discussion networks*. Paper presented at the International Network for Social Network Analysis Sunbelt Conference, Montreal, Canada.
218. Baig, S. A., Noar, S. M., Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2018, April). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief tool for identifying promising health messages*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
217. Baig, S. A., Noar, S. M., Gottfredson, N. C., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2018, April). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief scale*. Poster session presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
216. Barker, J., Kelley, D., Noar, S. M., Reboussin, B. A., Cornacchione, J., & Sutfin, E. L. (2018, May). *Adolescent and young adult e-cigarette outcome expectations: Implications for health messaging from a national study*. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.
215. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. M., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2018, April). *Impact of cigarette pack disclosures about toxic chemicals: A randomized clinical trial*. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
214. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. M., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2018, February). *Constituent disclosures on cigarette packs: A randomized clinical trial*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
213. Cornacchione Ross, J., King, J. L., Reboussin, B. A., Lazard, A., Noar, S. M., & Sutfin, E. L. (2018, February). *Selecting images to develop pictorial warnings for cigarillos: Insights from focus groups*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.
212. Cornacchione Ross, J., Lazard, A., Reboussin, B. A., Noar, S. M., King, J. L., & Sutfin, E. L. (2018, February). *Impact of warnings on young adults' thinking about the risks of and discouragement from use of little cigars and cigarillos*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

211. Cornacchione Ross, J., Lazard, A., Reboussin, B. A., Noar, S. M., King, J. L., & Sutfin, E. L. (2018, February). *Impact of new FDA cigar warnings among young adults in the United States*. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

210. Francis, D. B., Noar, S. M., & Fortune, D. A., & Adimora, A. A. (2018, April). *Evaluation of a novel condom distribution and health communication intervention targeting young African American females*. Poster session presented at the 15th Biennial Kentucky Conference on Health Communication, Lexington, KY.

209. Hall M. G., Mendel, J.R., Noar S. M., & Brewer N. T. (2018, February). *Avoidance of cigarette pack risk messages: Results from two randomized clinical trials with smokers*. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

208. Hall M. G., Saffer A. J., & Noar S. M. (2018, February). *A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults*. Poster presented at the 24th Annual Meeting of the Society for Research on Nicotine & Tobacco, Baltimore, MD.

207. Hall M. G., Saffer A. J., & Noar S. M. (2018, May). *A secondary audience's reactions to The Real Cost campaign: Results from a study of US young adults*. Paper presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

206. Hall, M. G., Sheeran, P., Noar, S. M., Boynton, M. H., Ribisl, K. M., Parada, H., Johnson, T. O., & Brewer, N. T. (2018, April). *Negative affect, message reactance, and risk perceptions: How do pictorial cigarette pack warnings change quit intentions?* Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

205. Jeong, M., Zhang, D., Mendel, J. R., Noar, S. M., Agans, R. P., Boynton, M. H., Baig, S. A., Byron, M. J., Ribisl, K. M., & Brewer, N. T. (2018, June). *Public awareness of cigarette smoke chemicals: A longitudinal study of US adults and adolescents*. Poster presented at the 2018 NIH Tobacco Regulatory Science Meeting, Bethesda, MD.

204. Kelley, D. E., Noar, S. M., Ivanov, B., Dillman Carpentier, F., Comello, M., & Southwell, B. G. (2018, April). *Countering indoor tanning arguments: An experiment using skin cancer prevention messages*. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

203. Kelley, D. E., Noar, S. M., & Seidenberg, A. B. (2018, April). *Understanding the pro-tanning communication environment: Content analysis as a critical step towards message development*. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA [Winner of a Citation Award and the 2018 Population Health Sciences SIG Trainee Award for Outstanding Abstract Submission].

202. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, February). *How do conversations about pictorial cigarette pack warnings impact quit attempts? A multiple mediational analysis of a randomized controlled trial*. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

201. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, May). *Conversations about pictorial cigarette pack warnings: Theoretical mechanisms of influence*. Presented at the 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

200. Morgan, J. C., Golden, S. D., Noar, S. M., Southwell, B. G., Ribisl, K. M., & Brewer, N. T. (2018, February). *Conversational trajectories about pictorial cigarette pack warnings: Message characteristics and demographic predictors*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

199. Morgan, J. C., Golden, S. D., Noar, S. M., Ribisl, K. M., Southwell, B. G., Jeong, M., Hall, M. G., & Brewer, N. T. (2018, April). *How conversations about pictorial cigarette packs warnings impact quit attempts: A multiple mediational analysis*. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

198. Morgan, J. C., Golden, S. D., Noar, S. M., Southwell, B. G., Ribisl, K. M., & Brewer, N. T. (2018, April). *Message characteristics and demographic predictors of conversational trajectories about pictorial cigarette pack warnings*. Paper presented at the 39th Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.

197. Noar, S. M., Bell, T., Kelley, D., Barker, J., & Yzer, M. (2018, February). *Perceived message effectiveness of anti-tobacco advertisements: A systematic review*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

196. Noar, S. M., Bell, T., Kelley, D., Barker, J., & Yzer, M. (2018, April). *Perceived message effectiveness: What is it and how should we measure it?* In M. Yzer (Chair), *Perceived effectiveness ratings of health messages: Useful or overrated?* Panel session conducted at the 15th Biennial Kentucky Conference on Health Communication, Lexington, KY.

195. Noar, S. M., Horvitz, C., Rohde, J., Lazard, A., Cornacchione Ross, J., & Sutfin, E. L. (2018, February). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Poster session presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

194. Sutfin, E. L., Reboussin, B. A., Lazard, A., Cornacchione Ross, J., & Noar, S. M. (2018, February). *An experimental study of waterpipe warning statements among a national sample of US young adults*. Paper presented at the 24th Annual Meeting of the Society for Research on Nicotine and Tobacco, Baltimore, MD.

193. Brewer, N. T., Jeong, M., Mendel, J. R., Hall, M. G., Zhang, D., Parada, H., Boynton, M. H., Noar, S. M., Baig, S. A., Morgan, J. C., & Ribisl, K. M. (2017, October). *Impact of cigarette pack disclosures about toxic chemicals: A randomized controlled trial*. Paper presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

192. Baig, S. A., Gottfredson, N. C., Noar, S. M., Boynton, M. H., Ribisl, K. M., & Brewer, N. T. (2017, October). *UNC perceived message effectiveness scale (UPMES): Development and validation of a brief scale*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

191. Noar, S. M., Horvitz, C., Rohde, J., Lazard, J., Ross, J. C., & Sutfin, E. L. (2017, October). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

190. Pikowski, J. M., Lazard, A., Noar, S. M., Sheeran, P. J., Queen, T., & Goldstein, A. O. (2017, October). *The impact of source channel, and theme on adult receptivity to tobacco control*

messages. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

189. Ross, J. C., King, J. L., Reboussin, B. A., Lazard, A., Noar, S. M., & Sutfin, E. L. (2017, October). *Impact of newly mandated cigar warnings among young adults in the United States*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

188. Sutfin, E. L., Reboussin, B. A., Lazard, A., Ross, J. C., & Noar, S. M. (2017, October). *Testing waterpipe warning statements: An experimental study among a national sample of young adults*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

187. Brewer, N. T., Morgan, J. C., Baig, S. A., Mendel, J. R., Boynton, M. H., Pepper, J. K., Byron, M. J., Noar, S. M., Agans, R. P., & Ribisl, K. M. (2017, March). *Public understanding of cigarette smoke constituents: Three United States surveys*. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

186. Brewer, N., Parada, H., Hall, M., G., Noar, S. M., Boynton, M. H., & Ribisl, K. M. (2017, March). *Mediators of the impact of pictorial cigarette pack warnings on quit attempts*. Paper presented at the 38th Annual Meeting of the Society of Behavioral Medicine, San Diego, CA [Citation Award Winner].

185. Cornacchione, J., Reboussin, D. M., Noar, S. M., Wiseman, K. D., & Sutfin, E. L. (2017, March). *Cigarillo knowledge, risk perceptions, and norms among a national sample of adolescents & young adults*. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

184. Francis, D., Hall, M., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2017, March). *Measures used in pictorial cigarette pack warning experiments: A systematic review, 2000-2016*. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

183. Francis, D., Noar, S. M., Fortune, D., & Adimora, A. (2017, May). *Be straight up and so will he: Impact of an innovative HIV prevention intervention targeting young black women*. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.

182. Kowitt, S. D., Noar, S. M., Ranney, L. M., Goldstein, A. O. (2017, March). *Public attitudes toward larger cigarette warning labels: A national study*. Poster session presented at the 2017 National Conference on Tobacco or Health, Austin, TX.

181. Lazard, A., Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. M. (2017, May). *Information and delivery preferences of adolescents and young adults for tobacco education websites*. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.

180. Lazard, A., Horrell, L., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. M. (2017, March). *Anti-tobacco education websites: Information and delivery preferences of adolescents and young adults*. Poster session presented at the National Conference on Tobacco or Health, Austin, Texas.

179. Mendel, J. R., Baig, S. A., Byron, M. J., Ribisl, K. M., Noar, S. M., & Brewer, N. T. (2017, March). *Past cigarette brand-switching and likelihood of future switching based on information*

about harmful chemicals in cigarette smoke: A national study. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

178. Morgan, J. C., Noar, S. M., Ribisl, K. M., & Brewer, N. T., (2017, March). *Characterizing social interactions about pictorial warnings on cigarette packs*. Paper presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

177. Myrick, J., Noar, S. M., Sontag, J., & Kelley, D. (2017, May). *Outcome expectations mediate the relationship between sources of health and beauty information and indoor tanning behavior*. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.

176. Noar, S. M. (discussant). (2017, March). *Health communication for non-cigarette tobacco products*. Symposium conducted at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

175. Noar, S. M., Kelley, D. E., Barker, J., Reboussin, B. A., Cornacchione, J., & Sutfin, E. (2017, March). *E-cigarette outcome expectations among a national sample of adolescents and young adults*. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

174. Pikowski, J., Lazard, A., & Noar, S. M. (2017, March). *FDA credibility in a new media environment: The impact of source, channel and theme on reception of tobacco control messages*. Poster session presented at the National Conference on Tobacco or Health, Austin, Texas.

173. Pikowski, J., Lazard, A., Sutfin, E., Cornacchione, J., & Noar, S. M. (2017, March). *Examining effective message strategies for communicating the risks and harms of e-cigarettes*. Paper presented at the National Conference on Tobacco or Health, Austin, Texas.

172. Ranney, L. M., Jarman, K., Meernik, C., Queen, T., Ruel, L., Huang, L., Noar, S. M., & Goldstein, A. O. (2017, March). *Attention to source in The Real Cost Advertisements among susceptible youth*. Poster session presented at the 2017 National Conference on Tobacco or Health, Austin, TX.

171. Sutfin E. L., Cornacchione J., Lazard A., Orlan, E., Suerken, C., Wiseman, K. D., Reboussin B. A., Wolfson M., & Noar S. M. (2017, March). *Developing a point-of-sale health communication campaign for cigarillos and waterpipe tobacco*. In E. L. Sutfin (chair), *Health communication for non-cigarette tobacco products*. Symposium conducted at the 23rd Annual Meeting of the Society for Research on Nicotine & Tobacco, Florence, Italy.

170. Sutfin, E. L., Suerken C., Cornacchione J., Wagoner K.G., King, J., Wolfson, M., & Noar, S. M. (2017, March). *Waterpipe tobacco use, norms, risk perceptions, and exposure to advertising among adolescents and young adults*. Poster session presented at the 23rd Annual Meeting of the Society for Research on Nicotine and Tobacco, Florence, Italy.

169. Boynton, M. H., Agans, R., Bowling, J. M., Brewer, N. T., Goldstein, A., Sutfin, E. L., Noar, S. M., & Ribisl, K. (2016, March). *Leveraging national tobacco use phone survey data to inform FDA policy*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

168. Brewer, N. T., Hall, M. G., Noar, S. M., Parada, H., Stein-Seroussi, A., Bach, L., & Ribisl, K. M. (2016, May). *Randomized trial of pictorial cigarette pack warnings' impact on smoking*. In N. T. Brewer (Chair), *Pictorial cigarette pack warnings: Theoretical mechanisms and impact*. Symposium conducted at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.

167. Cornacchione, J., Noar, S. M., & Sutfin, E. (2016, March). *Systematic review of health communication for non-cigarette tobacco products: State of the literature*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

166. Cornacchione, J., Reboussin, D., Noar, S. M., Wiseman, K. D., Richardson, A., & Sutfin, E. L. (2016, March). *Health effects or constituents? Leveraging two nationally representative surveys to inform a point-of-sale campaign about novel tobacco products*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

165. Cornacchione, J., Suerken, C. K., Wiseman, K. D., Noar, S. M., Wagoner, K. G., & Sutfin, E. L. (2016, March). *Predictors of adolescents' first tobacco product and associations with current tobacco use*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

164. Francis, D. B., Noar, S. M., Fortune, D., & Adimora, A. A. (2016, April). *The relationship between condom access and sexual risk behaviors among black college women: Implications for health communication*. Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.

163. Garrett, K. P., Widman, L., Nesi, J., & Noar, S. M. (2016, August). *Sources of information about emergency contraception: Associations with women's knowledge and intentions to use*. Paper presented at the 2016 Association for Education in Journalism and Mass Communication conference, Minneapolis, MN.

162. Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2016, March). *A short measure of reactance to health warnings*. Paper presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

161. Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2016, March). *Reactance to health warnings: The role of affect and cognition*. In M. Kiviniemi (Chair), *Affect and cognition in health decision making: The nature and complexity of their relations and effects on health decisions*. Symposium conducted at the 37th Annual Meeting of the Society of Behavioral Medicine, Washington, DC.

160. Horrell L., Lazard A., Pikowski J., Suftin E., Cornacchione J., & Noar S. M. (2016, September) *Adolescent and young adults' perceptions of anti-tobacco websites: Results of four focus group sessions*. Paper presented at the North Carolina Public Health Association Fall Educational Conference, New Bern, NC.

159. Huang L., Pepper J., Noar S. M., Ranney L. M., Benefield T., & Goldstein A. O. (2016, March). *Impact of the Real Cost campaign on adolescents' recall, attitudes, and risk perceptions about tobacco use: A national study*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

158. Kelley, D. E., Boynton, M., Noar, S. M., Morgan, J., Mendel, J., Ribisl, K. M., & Brewer, N. T. (2016, March). *Identifying effective elements for disclosure messages about harmful constituents*. Poster session presented at the 37th Annual Meeting of the Society of Behavioral Medicine, Washington, D.C.

157. Kelley, D. E., Noar, S. M., Jo, C., & Victor, A. (2016, April). *What is being communicated to whom? Content analysis of e-cigarette print advertisements, 2010-2014*. Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.

156. Kelley, D., Noar, S. M., Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2016, March). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Poster session presented at the 74th annual meeting of the American Academy of Dermatology, Washington, DC.
155. Kowitt, S., Sheeran, P., Jarman, K., Ranney, L., Schmidt, A., Noar, S. M., Huang, L., & Goldstein, A. (2016, May). *The skull of smoke: Evidence that visual imagery increases the impact of health communication messaging on tobacco constituents*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
154. Lazard, A. J., Noar, S. M., Kowitt, S., Jarman, K., & Goldstein, A. (2016, May). *Believability of cigarette warnings about addiction: A national experiment of adolescents*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
153. Myrick, J., Noar, S. M., Kelley, D., & Zeitany, A. (2016, April). *R U tanning? The relationships between female adolescents' media use, indoor tanning beliefs, and behavioral intentions*. Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.
152. Noar, S. M., Francis, D. B., Bridges, C., Sontag, J. M., Hall, M. G., Ribisl, K. M., & Brewer, N. T. (2016, May). *Do cigarette pack warnings have impact? Quantitative syntheses of the evidence*. In N. T. Brewer (Chair), *Pictorial cigarette pack warnings: Theoretical mechanisms and impact*. Symposium conducted at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
151. Noar, S. M., Francis, D. B., Bridges, C., Sontag, J. M., Ribisl, K. M., & Brewer, N. T. (2016, March). *Does anyone heed the warnings? Systematic review of the longitudinal impact of cigarette pack warnings*. Paper presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
150. Noar, S. M., Francis, D. B., Bridges, C., Sontag, J., Brewer, N. T., & Ribisl, K. M. (2016, April). *The impact of strengthened cigarette pack warnings on attention and message processing: A systematic review*. Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.
149. Noar, S. M., Kelley, D. E., Boynton, M., Morgan, J., Hall, M., Mendel, J., Ribisl, K. M., & Brewer, N. T. (2016, March). *Perceived effectiveness of cigarette pack constituent disclosures: A randomized experiment*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
148. Schmidt, A. M., Jarman, K., Ranney, L., Noar, S. M., & Goldstein, A. O. (2016, May). *Knowledge and beliefs about FDA credibility and regulatory authority: Results of a national survey*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
147. Schmidt, A., Ranney, L. M., Noar, S. M., & Goldstein A. O. (2016, March). *Development of the FDA tobacco credibility scale (FDA-TCS)*. Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.
146. Schmidt, A., Ranney, L. M., Noar, S. M., & Goldstein A. O. (2016, May). *Development of the FDA tobacco credibility scale (FDA-TCS)*. Poster session presented at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.

145. Seidenberg, A., Noar, S. M., & Sontag, J. (2016, March). *Is initiating tanning bed use as a minor associated with increased risky tanning behaviors?* Paper presented at the 37th Annual Meeting of the Society of Behavioral Medicine, Washington, D.C.

144. Sontag, J., & Noar, S. M. (2016, April). *Assessing the potential effectiveness of pictorial messages to deter young women from indoor tanning.* Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.

143. Sontag, J., & Noar, S. M. (2016, March). *Assessing the effectiveness of pictorial messages to deter young women from indoor tanning.* Paper presented at 67th Annual Meeting of the Society of Public Health Education, Charlotte, NC.

142. Sutfin E. L., Reboussin B. A., Richardson A., Cornacchione J., Wiseman K. D., & Noar S. M. (2016, March). *Novel tobacco product use in a nationally representative sample of US adults.* Poster session presented at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

141. Wagoner K. G., Reboussin D., Cornacchione J., Wiseman K. D., Kelley D. E., Noar S. M., & Sutfin E. L. (2016, March). *Adolescents' and adults exposure to advertising of electronic nicotine delivery systems (ENDS).* In E. Klein (Chair), *Evaluating current e-cigarette marketing through a legal lens*, symposium conducted at the 22nd Annual Meeting of the Society for Research on Nicotine and Tobacco, Chicago, IL.

140. Bach, L. E., Hall, M. G., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2015, February). *Do pictorial cigarette pack warnings spark conversations?* Poster session presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.

139. Cornacchione, J., Kelley, D., Noar, S. M., Smith, M. H., & Sutfin, E. L. (2015, February). *Adolescent and young adult perceptions of hookah and little cigars/cigarillos.* Poster presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.

138. Cornacchione, J., Wagoner, K., Wiseman, K., Kelley, D., Noar, S. M., Smith, M. H., & Sutfin, E. (2015, November). *Adolescent and young adult perceptions of hookah and little cigars/cigarillos.* Paper presented at the 101st Annual Convention of the National Communication Association, Las Vegas, NV.

137. Francis, D. F., Hall, M. G., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2015, February). *Systematic review of measures used in pictorial cigarette pack warning experiments.* Paper presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.

136. Francis, D. F., Hall, M. G., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2015, May). *Systematic review of measures used in pictorial cigarette pack warning experiments.* Paper presented at the Sixty-fifth Annual Conference of the International Communication Association, San Juan, Puerto Rico.

135. Francis, D. F., Noar, S. M., Fortune, D. A., Esters, A. N., & Williams, L. (2015, July). *Development of messages for a "point-of-access" poster campaign to increase condom access and acquisition among African American college women.* Poster session presented at the 12th International AIDS Impact Conference, Amsterdam, The Netherlands.

134. Hall, M. G., Bach, L. E., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2015, April). *Social reactions to graphic cigarette pack warnings: A pilot study*. Paper presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
133. Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Bach, L. E., & Brewer, N. T. (2015, April). *Does reactance to pictorial cigarette pack warnings weaken their impact?* Paper presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
132. Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Bach, L. E., & Brewer, N. T. (2015, February). *Does reactance to graphic cigarette pack warnings weaken their impact?* Poster session presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
131. Kelley, D., & Noar, S. M. (2015, April). *A quantitative analysis of e-cigarette print advertisements featured in U.S. consumer publications*. Poster session presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
130. Kelley, D., Noar, S. M., Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, April). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Poster session presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
129. Kelley, D., Noar, S. M., Myrick, J. G., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, May). *An empirical analysis of indoor tanners: Implications for skin cancer prevention interventions*. Paper presented at the Sixty-fifth Annual Conference of the International Communication Association, San Juan, Puerto Rico.
128. Morgan, J. C., Moracco, K. E., Mendel, J. R., Teal, R., Ribisl, K. M., Noar, S. M., & Brewer, N. T. (2015, April). *'Sounds like croutons' Adult smoker and non-smokers' knowledge and perceptions of cigarette smoke constituents*. Paper presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
127. Morgan, J. C., Moracco, K. E., Mendel, J. R., Teal, R., Ribisl, K. M., Noar, S. M., & Brewer, N. T. (2015, April). *Up in smoke: Knowledge and perceptions of constituents in cigarette smoke*. Poster session presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
126. Myrick, J. G., Noar, S. M., Kelley, D., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, March). *A longitudinal test of the comprehensive indoor tanning expectations (CITE) scale: The role of affect in predicting indoor tanning behavior*. Poster session presented at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
125. Myrick, J. G., Noar, S. M., Kelley, D., Zeitany, A., Morales-Pico, B., & Thomas, N. E. (2015, March). *A longitudinal test of the comprehensive indoor tanning expectations (CITE) scale: The role of affect in predicting indoor tanning behavior*. Poster session presented at the 73rd annual meeting of the American Academy of Dermatology, San Francisco, CA.
124. Noar, S. M. (2015, April). *Evidence-based health communication for tobacco prevention and control*. In S. M. Noar (Chair), *Tobacco centers for regulatory science: A seismic shift in tobacco prevention and control*. Symposium conducted at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.

123. Noar, S. M., Hall, M. G., Francis, D., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, April). *Pictorial cigarette pack warnings: A meta-analysis of experimental studies*. Poster session presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
122. Noar, S. M., Hall, M. G., Francis, D., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, April). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. In M. Boynton (Chair), *Mind the gaps: Using theory-based tobacco prevention and control research to inform regulatory science*. Symposium conducted at the 36th Annual Meeting of the Society of Behavioral Medicine, San Antonio, TX.
121. Seidenberg, A., Noar, S. M., & Sontag, J. (2015, November). *Support for tanning bed control policies among female university students*. Poster session presented at the 143rd Annual Meeting of the American Public Health Association, Chicago, IL.
120. Sontag, J., & Noar, S. M. (2015, October). *Assessing the effectiveness of pictorial messages to deter young women from indoor tanning*. Poster session presented at 39th Annual Southeastern Consortium for Dermatology, Winston-Salem, NC.
119. Wiseman, K. D., Cornacchione, J., Noar, S. M., Moracco, K. E., Teal, R., Wolfson, M., & Sutfin, E. L. (2015, February). *Adolescents' and young adults' knowledge and beliefs about constituents in novel tobacco products*. Poster presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
118. Francis, D. B., Noar, S. M., Widman, L., Willoughby, J. F., Sanchez, D. M., & Grodensky, C. (2014, April). *The condom dispenser initiative: Promoting condom availability, accessibility, and use on a college campus*. Paper presented at the 13th Biennial Kentucky Conference on Health Communication, Lexington, KY.
117. Francis, D. B., Willoughby, J. F., Noar, S. M., Crosby, R. (2014, February). *Is a condom just a condom? Condom preferences among young African Americans visiting an STI clinic*. Poster session presented at the 35th annual Minority Health Conference, Chapel Hill, NC.
116. Garrett, K. P., Francis, D. B., Noar, S. M., & Widman, L. (2014, April). *Awareness of emergency contraception on a university campus: Implications for health communication*. Poster session presented at the 13th Biennial Kentucky Conference on Health Communication, Lexington, KY.
115. Hall, K. L., & Noar, S. M. (2014, April). *Advancing health behavior research: Theories, constructs, and measures*. Paper presented at the 35th Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.
114. Hall, M. G., Ribisl, K. M., Lee, J. G. L., Noar, S. M., & Brewer, N. T. (2014, February). *Testing warning messages on smokers' cigarette packages: A proof of principle study*. Paper presented at the Twentieth Annual Meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.
113. Hennink-Kaminski, H., Noar, S. M., Jeffries, J., & Thayer, L. (2014, June). *Food explorers: Developing a campaign to increase fruit & vegetable consumption in rural NC elementary schools*. Paper presented at the 23rd annual Social Marketing Conference, Clearwater Beach, FL.

112. Noar, S. M., Hall, M. G., Francis, D. B., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2014, May). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. Paper presented at the Sixty-fourth Annual Conference of the International Communication Association, Seattle, WA.
111. Noar, S. M., Myrick, J. G., Zeitany, A., Kelley, D., Morales-Pico, B., & Thomas, N. (2014, May). *Testing a social cognitive theory-based model of indoor tanning: Implications for health communication*. Paper presented at the Sixty-fourth Annual Conference of the International Communication Association, Seattle, WA.
110. Rogers, E., Noar, S. M., Sciarrino, J., & Flaherty, M. G. (2014, April). *Keep a breast: A qualitative study of motivations for selection, downloading, and using a breast cancer self-exam mobile app*. Poster session presented at the 2014 mHealth@Duke conference, Durham, NC.
109. Tripicchio, G., Heo, M., Diewald, L., Noar, S. M., Dooley, R., & Pietrobelli, A., & Faith, M. S. (2014, November). *Restricting advertisements for high-fat high-sugar foods during children's television programs: Attitudes in a US population-based sample*. Poster session presented at the 2014 Obesity Society Conference, Boston, MA.
108. Widman, L. Noar, S. M., Choukas-Bradley, S., & Francis, D. (2014, April). *Meta-analysis of adolescent sexual communication and condom use*. Paper presented at the 35th Annual Meeting of the Society of Behavioral Medicine, Philadelphia, PA.
107. Widman, L. Noar, S. M., Choukas-Bradley, S., & Francis, D. (2014, April). *Adolescent sexual health communication and and condom use: A meta-analysis*. Paper presented at the 2014 Meeting of the International Academy of Sex Research, Dubronvik, Croatia.
106. Noar, S. M. (2013, March). *Introduction to eHealth*. In S. M. Noar (Chair), *eHealth interventions: Where we've been and where we're going*. Symposium conducted at the 34th Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
105. Noar, S. M., Crosby, R., Willoughby, J. F., Webb, E., Van Stee, S., Feist-Price, S., & Davis, E. (2013, March). *Acceptability of an interactive, computer-tailored intervention to promote condom use among African Americans visiting an STI clinic*. Poster session presented at the 34th Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
104. Noar, S. M., Ribisl, K., Althouse, B. M., Willoughby, J. F., & Ayers, J. W. (2013, March). *Examining the impact of public figure pancreatic cancer diagnoses and deaths using search query data*. Poster session presented at the 34th Annual Meeting of the Society of Behavioral Medicine, San Francisco, CA.
103. Van Stee, S. K., Noar, S. M., & Harrington, N. G. (2013, June). *The effects of metaphor use and message format on cognitive processing and persuasive outcomes of condom promotion messages*. Paper presented at the Sixty-third Annual Conference of the International Communication Association, London.
102. Bowleg, L., Burkholder, G., Noar, S. M., Teti, M., Malebranche, D., Tschann, J. M., & Massie, J. S. (2012, November). *Black heterosexual men's sexual scripts & implications for HIV prevention: A mixed methods development and test of the cultural scenarios sexual scripts scale (C-4S)*. Paper presented at the 140th Annual Meeting of the American Public Health Association, San Francisco, CA.

101. Bowleg, L., Burkholder, G., Noar, S. M., Teti, M., Malebranche, D., Tschann, J. M., & Massie, J. S. (2012, July). *The whos, whats, whens, and wheres of sex: Low income US black heterosexual men's sexual scripts and HIV risk and protective behaviors*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

100. Head, K. J., & Noar, S. M. (2012, November). *Congestion in health behavior theory development and modification: The reasoned action approach as a case study*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

99. Head, K. J., Noar, S. M., Iannarino, N. T., & Harrington, N. G. (2012, November). *Efficacy of text messaging-based interventions for health promotion: A meta-analysis*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

98. Myrick, J. G., Willoughby, J. F., Noar, S. M., & Brown, J. (2012, April). *Seeking about Steve: A survey analysis of the impact of Steve Jobs' death on information seeking and interpersonal communication about pancreatic cancer*. Paper presented at the 12th Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

97. Noar, S. M., Myrick, J. G., Willoughby, J. F., & Brown, J. (2012, November). *Public reaction to the death of Steve Jobs: Implications for cancer communication*. Paper presented at the Ninety-Eighth Annual Conference of the National Communication Association, Orlando, FL.

96. Noar, S. M., Widman, L., Willoughby, J. F., Golin, C., & Crosby, R. (2012, July). *Incarceration and unstable housing interact to predict sexual risk behaviors among low income, heterosexually active African Americans*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

95. Noar, S. M., Willoughby, J. F., Myrick, J. G., & Brown, J. (2012, April). *Celebrity announcements about cancer and opportunities for cancer communication and prevention: A review and research agenda*. Poster session presented at the 12th Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

94. Van Stee, S. K., Noar, S. M., Palmgreen, P., Grant, L., Floyd, B., & Zimmerman, R. S. (2012, May). *Perceived message effectiveness of delay of sex PSAs targeted to African American and white adolescents*. Paper presented at the Sixty-second Annual Conference of the International Communication Association, Phoenix, AZ.

93. Widman, L., Golin, C., & Noar, S. M. (2012, July). *When do intentions to use condoms lead to action? Examining the role of sexual communication on safer sexual behavior among people living with HIV*. Poster session presented at the XIX International AIDS Conference, Washington, DC.

92. Anderson, C. N., Noar, S. M., & Rogers, B. D. (2011, April). *The persuasive power of oral health messages: A theory of planned behavior approach to dental care visitation*. Paper presented at the 2011 Eastern Communication Association Conference, Arlington, VA.

91. McGladrey, M. L., Noar, S. M., Crosby, R. A., Young, A. M., & Webb, E. M. (2011, April). *Creating Project CREATE: Lessons learned and best practices for developing web-based resources for public health practitioners*. Paper presented at the 2011 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

90. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2011, May). *Development and implementation of mass media campaigns to delay sexual initiation*

among African American and White youth. Paper presented at the Sixty-first Annual Conference of the International Communication Association, Boston, MA.

89. Van Stee, S. K., Noar, S. M., & Palmgreen, P. (2011, November). *A systematic review and meta-analysis of the effects of message sensation value on health-related attitudes and intentions*. Paper presented at the Ninety-Seventh Annual Conference of the National Communication Association, New Orleans, LA.

88. Xiao, Z., & Noar, S. M. (2011, May). *A systematic review of HIV prevention interventions in China*. Paper presented at the Sixty-first Annual Conference of the International Communication Association, Boston, MA.

87. Floyd, B., Zimmerman, R. S., Noar, S. M., & Palmgreen, P. (2010, November). *Racial differences in sexual debut: Implications for designing HIV/STD and pregnancy prevention messages targeting adolescents*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

86. Harrington, N. G. & Noar, S. M. (2010, June). *Reporting standards for studies of tailored interventions: A communication challenge*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore.

85. Helme, D. W., Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, June). *Exploratory investigation of interpersonal discussions in response to a safer sex mass media campaign*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore [Top Three Paper Award, Health Communication Division].

84. Lustria, M. L. A., Noar, S. M., Cortese, J., Van Stee, S. K., Glueckauf, R., & Lee, J. A. (2010, April). *A meta-analysis of tailored behavior change interventions delivered via the web: Effects and moderators of efficacy*. Paper presented at the 11th Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

83. Lustria, M. L. A., Noar, S. M., Cortese, J., Van Stee, S. K., Glueckauf, R., & Lee, J. A. (2010, June). *Looking under the hood of web-based tailoring: A meta-analysis of second-generation tailored health behavior change interventions*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore.

82. Mehrotra, P., Zimmerman, R. S., & Noar, S. M. (2010, November). *A test of an adapted Multiple Domain Model in predicting sexual behaviors among Indian college students*. Poster session presented at the 138th Annual Meeting of the American Public Health Association, Denver, CO.

81. Mehrotra, P., Zimmerman, R. S., & Noar, S. M. (2010, November). *A test of the adapted Multiple Domain Model in predicting sexual behaviors among young people in India: Implications for media interventions*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

80. Noar, S. M., Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, November). *Using computer technology for HIV/STD prevention among African Americans: Development of the tailored information program for safer sex (TIPSS)*. Paper presented at the 138th Annual Meeting of the American Public Health Association, Denver, CO.

79. Noar, S. M., Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, August). *Using computer-tailored interventions for HIV prevention among African Americans: Development of the tailored information program for safer sex (TIPSS)*. In S.

M. Noar (Chair), *Innovative applications of new technologies for HIV/AIDS prevention in diverse populations*. Symposium conducted at the 2010 National Conference on Health Communication, Marketing and Media, Atlanta, GA.

78. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2010, November). *Development and implementation of mass media campaigns to delay sexual initiation among African American and Caucasian youth*. Paper presented at the 138th Annual Meeting of the American Public Health Association, Denver, CO.

77. Van Stee, S. K., Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, November). *What makes campaign messages effective? A qualitative investigation of reactions to PSAs in a safer sex mass media campaign*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

76. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Cupp, P. K., & Floyd, B. R. (2010, November). *Developing, implementing, and evaluating a public service announcement (PSA) campaign to delay sexual activity in adolescents: The challenge and promise*. Paper presented at the 138th Annual Meeting of the American Public Health Association, Denver, CO.

75. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Cupp, P. K., Floyd, B., Sznitman, S., & Romer, D. (2010, June). *Outcomes of a two-city mass media campaign aimed at delaying initiation of sexual activity among African-American and Caucasian youth*. In P. Palmgreen (Chair), *Can mass media campaigns change health-related behaviors among youth?* Symposium conducted at the 18th Annual Meeting of the Society for Prevention Research, Denver, Colorado.

74. Rose, S. A., Poynter, P.S., & Noar, S. M., & Conigliaro, J. (2009, October). *Weight loss attempts after physician weight loss advice: A meta-analysis*. Poster session presented at the Twenty-Seventh Annual Scientific Meeting of the Obesity Society, Washington, DC.

73. Brewer, N. T., & Noar, S. M. (2009, September). *A consumer's guide to understanding and critically evaluating meta-analyses in health psychology*. Paper presented at the Twenty-Third Annual Conference of the European Health Psychology Society, Pisa, Italy.

72. Brewer, N. T., & Noar, S. M. (2009, April). *A consumer's guide to understanding and critically evaluating meta-analyses*. Paper presented at the Thirtieth Annual Scientific Sessions of the Society of Behavioral Medicine, Montreal, Canada.

71. Lustria, M. L. A., Cortese, J., Noar, S. M., Glueckauf, R. L., Lee, J., & Van Stee, S. (2009). *A meta-analysis of tailored web-based intervention studies*. Paper presented at the Academy Health 2009 Annual Research Meeting, Chicago, IL.

70. Noar, S. M., Webb, E., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, November). *A multi-methods examination of sexual partnerships and condom use among low income heterosexual African-American men*. Poster session presented at the 137th Annual Meeting of the American Public Health Association, Philadelphia, PA.

69. Noar, S. M., Webb, E., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, August). *Sexual partnerships, risk behaviors, and condom use among heterosexual African-American men: A multi-methods approach*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

68. Webb, E., Noar, S. M., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, November). *"I got a baby's daddy, but I got friends, too": Investigating heterosexual African*

Americans' sexual partnerships. Poster session presented at the 137th Annual Meeting of the American Public Health Association, Philadelphia, PA.

67. Webb, E., Noar, S. M., Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2009, August). *"I got a baby's daddy, but I got friends, too": A qualitative investigation of heterosexual African Americans' sexual partnerships and risk behavior*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

66. Yarber, W., Dreisbach, S., Crosby, R., & Noar, S. M. (2009, August). *Tearing down fences: HIV/STD prevention in rural America. A new guide from RCAP*. Paper presented at the 2009 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

65. Yarber, W., Dreisbach, S., Crosby, R., & Noar, S. M. (2009, August). *Tearing down fences: HIV/STD prevention in rural America. A new guide from RCAP*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

64. Young, A. M., Webb, E., Crosby, R. A., & Noar, S. M. (2009, April). *A web-based tool for developing HIV prevention materials for rural communities*. Paper presented at the 2009 Rural Center for AIDS/STD Prevention National Conference, Bloomington, IN.

63. Young, A. M., Webb, E., Crosby, R. A., & Noar, S. M. (2009, August). *A web-based tool for developing HIV prevention materials for rural communities*. Paper presented at the 2009 National HIV Prevention Conference, Atlanta, GA.

62. Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, April). *A test of the theory of planned behavior using structural equation modeling: Gender differences in condom use intentions of young adults*. Paper presented at the 10th Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

61. Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, November). *Gender and personality factors as moderators in the theory of planned behavior to test condom use intentions of young adults: Implications for message design*. Paper presented at the Society for the Scientific Study of Sexuality Mid-continent and Eastern Regions Conference, Cleveland, Ohio.

60. Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, May). *Understanding partner characteristics and personality factors as predictors of HIV and STD risk perception: Implications for message design*. Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada [Top Five Student Paper Award, Health Communication Division].

59. Noar, S. M. (2008, November). *Evaluating health communication campaigns: Key issues and alternative approaches*. Paper presented at the 22nd Annual Conference of the American Evaluation Association, Denver, Colorado.

58. Noar, S. M. (discussant). (2008, March). *Innovative, theory-based approaches to health interventions across various communication channels*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

57. Noar, S. M., Benac, C., Crosby, R., Snow, G., & Troutman, A. (2008, May). *Applying the attitude-social influence-efficacy model to condom use among African-American STD clinic patients: Implications for tailored health communication*. Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

56. Noar, S. M., Benac, C., Zimmerman, R. S., Crosby, R., Snow, G., & Troutman, A. (2008, March). *Tailoring sexual risk reduction messages for African-American STD clinic patients: Application of the attitude-social influence-efficacy model*. In M. Campbell (Chair), *Theories and mechanisms of tailored communications: Application to diverse populations*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

55. Noar, S. M., Chabot, M., & Zimmerman, R. S. (2008, March). *Applying health behavior theory to multiple behavior change: Considerations and approaches*. In C. Nigg (Chair), *Conceptualizing multiple health behavior change*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

54. Noar, S. M., Palmgreen, P., Chabot, M., Zimmerman, R. S., & Dobransky, N. (2008, May). *A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress?* Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

53. Snyder, L. B., Li, S., Huedo-Medina, T. B., Noar, S. M., Kotz, J., D'Alessandro, N., Polonsky, M., & Fuhrel, A. (2008, October). *Meta-analysis of the effectiveness of tailored interventions over time*. Paper presented at the 136th Annual Meeting of the American Public Health Association, San Diego, CA.

52. Snyder, L. B., Li, S., Huedo-Medina, T. B., Noar, S. M., Kotz, J., D'Alessandro, N., Polonsky, M., & Fuhrel-Forbis, A. (2008, August). *Tailored interventions are more effective than traditional interventions over time: A meta-analysis*. Paper presented at the 2nd Annual National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

51. Floyd, N., Noar, S. M., Mehrotra, P., Chabot, M., Palmgreen, P., & Zimmerman, R. S. (2007, November). *The role of sensation value in the effectiveness of PSAs aimed at postponing sex among middle school students: An initial study*. Paper presented at the Ninety-third Annual Convention of the National Communication Association, Chicago, IL.

50. Noar, S. M., Benac, C., & Harris, M. (2007, November). *Peering into the "black box": A meta-analysis of print tailored health behavior change interventions*. Paper presented at the Ninety-third Annual Convention of the National Communication Association, Chicago, IL.

49. Noar, S. M. (2007, April). *Behavioral interventions to reduce HIV risk behavior: A review and synthesis of meta-analytic evidence*. Paper presented at the Fifth National Conference of the Rural Center for AIDS/STD Prevention, Bloomington, IN.

48. Noar, S. M. (chair and discussant). (2007, May). *Communication perspectives on HIV/AIDS for the 21st century*. Panel session presented at the Fifty Seventh Annual Conference of the International Communication Association, San Francisco, CA.

47. Noar, S. M., Benac, C., & Harris, M. (2007, May). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the Fifty Seventh Annual Conference of the International Communication Association, San Francisco, CA.

46. Noar, S. M., Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2007, April). *Mass media campaigns as a tool for HIV prevention: A review and update*. Poster session presented at the Fifth National Conference of the Rural Center for AIDS/STD Prevention, Bloomington, IN.

45. Edgar, T., Noar, S. M., & Murphy, B. (2006, November). *Efficacy of teaching sexual communication skills for HIV prevention: 15 years of intervention studies*. Poster session presented at the 134th Annual Meeting of the American Public Health Association, Boston, MA.

44. Noar, S. M., Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2006, August). *Design, implementation, and evaluation of HIV/AIDS prevention mass media campaigns: How are we doing?* Poster session presented at the XVI International AIDS Conference, Toronto, Canada.

43. Noar, S. M., & Zimmerman, R. S. (2006, March). *Consensus and fragmentation: Health behavior theory and cumulative knowledge regarding health behaviors*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.

42. Noar, S. M., Zimmerman, R. S., Floyd, N., & Bowleg, L. (2006, August). *Why don't young adults use condoms consistently? A stages of change investigation and comparison of African-American and Caucasian young adults*. Poster session presented at the XVI International AIDS Conference, Toronto, Canada.

41. Zimmerman, R. S., Calderon, R., Noar, S. M., Novak, S. P., & Donohew, R. L. (2006, September). *The effects of individual differences and situational alcohol use on sexual behavior among adolescents*. Paper presented at the sixth annual conference of the National Hispanic Science Network on Drug Abuse, Scottsdale, AZ.

40. Zimmerman, R. S., Noar, S. M., Cupp, P. K., & Donohew, R. L. (2006, March). *Going beyond traditional theories: The multiple-domain model of health-related behavior*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.

39. Chaisamrej, R., Zimmerman, R. S., Noar, S. M., & Thomas L. (2005, May). *A comparison of five social psychological models of condom use: Implications for designing prevention messages*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

38. Cupp, P. K., Zimmerman, R. S., Noar, S. M., Feist-Price, S. M., Bhana, A., Bennie, T., & Ramsoomar, L. (2005, April). *Relative influence of social and individual difference variables in understanding adolescent risk behavior in three countries*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

37. Noar, S. M. (2005, November). *A 10-year retrospective of research in mass media campaigns for health*. In T. Edgar and V. Freimuth (Chairs), *A 10-year retrospective of health communication scholarship and directions for the next decade*. Panel session conducted at the Ninety First Annual Convention of the National Communication Association, Boston, MA.

36. Noar, S. M., Carlyle, K., & Cole, C. (2005, May). *Why communication is crucial: Meta-analysis of the relationship between safer sexual communication and condom use*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY [Top Three Paper Award, Health Communication Division].

35. Noar, S. M., Clark, A., Cole, C., & Lustria, M. (2005, November). *Review of interactive safer sex websites on the internet: Practice and potential*. Paper presented at the Ninety First Annual Convention of the National Communication Association, Boston, MA.

34. Noar, S. M., Cole, C., & Carlyle, K. (2005, April). *Measurement of self-reported condom use in studies of sexual risk behavior: How are we doing?* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

33. Noar, S. M., Palmgreen, P., Zimmerman, R. S., Lustria, M., & Lu, H. Y. (2005, May). *What makes an effective public service announcement?* Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

32. Zimmerman, R. S., Cupp, P. K., Bhana, A., Feist-Price, S. M., Noar, S. M., Bailey, A., Bennie, T., & Ramsoomar, L. (2005, April). *Test of the multiple domain model of health-related behavior for initiation of sexual activity in South African adolescents.* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

31. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, May). *Results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults.* Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

30. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, April). *Effects of a televised 2-city mass media campaign targeting risk-taking heterosexually active young adults.* Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

29. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Lustria, M. L. A., & Matuza, M. L. (2004, May). *Understanding condom use in young adults: Integrating personality and psychosocial theoretical approaches.* Poster session presented at the Fifty Fourth Annual Conference of the International Communication Association, New Orleans, LA.

28. Redding, C. A., Morokoff, P. J., Rossi, J. S., Meier, K. S., Hoepfner, B. B., Mayer, K., Koblin, B., Brown-Peterside, P., Noar, S. M., White, S. L., & Gazabon, S. A. (2004, April). *Effectiveness of a computer-delivered TTM-tailored intervention at increasing condom use in at-risk heterosexual adults: RI Project Respect.* Paper presented at the Twenty-Fifth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

27. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Matuza, M. L., & Allard, S. A. (2003, November). *Sensation seeking and impulsive vs. rational decision-making as moderators of perceived effectiveness of HIV/STD public service announcements.* Poster session presented at the One Hundred and Thirty-First Annual Meeting of the American Public Health Association, San Francisco, CA.

26. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Allard, S. L., Lustria, M. L. A., Matuza, M. L., & Cupp, P. K. (2003, July). *Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults.* Paper presented at the 2003 National HIV Prevention Conference, Atlanta, GA.

25. Clay, C. B., Noar, S. M., Zimmerman, R. S., & Stewart, G. M. (2002, August). *The influence of gender roles on safer sexual behaviors.* Poster session presented at the One Hundred and Tenth Annual Convention of the American Psychological Association, Chicago, IL.

24. Matthews, K. F., Hughes, H. K., Freeman, T. M., Leake, V. S., Prout, H. T., Anderman, L. H., Nellis, L. M., Danner, F. W., Anderman, E. M., & Noar, S. M. (2002, August). *Depression and optimism among adolescents with and without mental retardation.* Poster session presented at the One Hundred and Tenth Annual Convention of the American Psychological Association, Chicago, IL.

23. Morokoff, P. J., Redding, C. A., Noar, S. M., Rossi, J. S., Mayer, K., & Meier, K. S. (2002, July). *Stage and gender differences in model-based variables among at-risk heterosexual men and women.* Poster session presented at the Fourteenth Annual International AIDS Conference, Barcelona, Spain.

22. Morokoff, P. J., Noar, S. M., Harlow, L. L., Redding, C. A., White, S. Gazabon, S., Quina, K., Mayer, K., Koblin, B., Brown-Peterside, P., Meier, K., & Rossi, J. S. (2002, April). Multifaceted model of HIV risk applied to heterosexual men and women: Interpersonal predictors of HIV risk in RI project respect. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
21. Noar, S. M., & Morokoff, P. J. (2002, April). Condom negotiation behaviors in at-risk heterosexually active men and women. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
20. Redding, C. A., Morokoff, P. J., Noar, S. M., Meier, K. S., Rossi, J. S., Koblin, B., Brown-Peterside, P., Mayer, K., Harlow, L., White, S., & Gazabon, S. (2002, April). Evaluating transtheoretical model-based predictors of condom use in at-risk men and women. In P. J. Morokoff (Chair), *Theory-based approaches to HIV prevention*. Symposium conducted at the Twenty-Third Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.
19. Gazabon, S. A., Morokoff, P. J., Harlow, L. L., Redding, C. A., Meier, K. S., Rossi, J. S., Quina, K., Mayer, K., Evers, K., Noar, S. M., & White, S. L. (2001, August). *Predictors of stage of condom use among ethnic minority men and women*. Poster session presented at the One Hundred and Ninth Annual Convention of the American Psychological Association, San Francisco, CA.
18. Noar, S. M., & Morokoff, P. J. (2001, August). Verbal and nonverbal expressions of sexual assertiveness: How do men and women negotiate condom use? In P. J. Morokoff (Chair), *Sexual negotiations: Gender and sexual assertiveness in youth*. Symposium conducted at the One Hundred and Ninth Annual Convention of the American Psychological Association, San Francisco, CA.
17. Mauriello, L. M., Laforge, R.G., Noar, S. M., & Eastwood, A. L. (2001, March). *Decisional balance and temptation across the stages of change for "binge" drinking among adults*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
16. Noar, S. M., & Morokoff, P. J. (2001, March). *How do heterosexually active men and women negotiate condom use? The development and validation of a condom influence strategy scale*. Paper presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
15. Noar, S. M., Laforge, R. G., Maddock, J. E., & Wood, M. D. (2001, March). *A comparison of alcohol expectancies and decisional balance: Implications for the prediction of alcohol use and problems*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
14. Redding, C. A., Meier, K. S., Noar, S. M., White, S. L., Rossi, J. S., Doherty-Iddings, P., Gazabon, S. A., Morokoff, P. J., & Mayer, K. (2001, March). *The transtheoretical model for condom use in a community sample of at-risk men and women*. Paper presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.
13. White, S. L., Noar, S. M., Redding, C. A., Meier, K. S., Rossi, J. S., Morokoff, P. J., & Gazabon, S. A. (2001, March). *Preparation stage criteria for condom use in three adult samples*. Poster session presented at the Twenty-Second Annual Scientific Sessions of the Society of Behavioral Medicine, Seattle, WA.

12. Disch, W. B., & Noar, S. M. (2000, April). *Gambling behavior and alcohol consumption in college students*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

11. Gazabon, S. A., Harlow, L. L., Rose, J. S., Morokoff, P. J., Quina, K., Mayer, K., Mitchell, K., Schnoll, R., Noar, S. M., & White, S. L. (2000, April). *A comparison of the transtheoretical model's scales among white and minority women at-risk for HIV*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

10. Laforge, R. G., Noar, S. M., Mauriello, L., Gomes, S., & Cottrill, S. (2000, June). *Construct validity of a measure of readiness to change heavy episodic "binge" drinking in a general population sample of adults*. Poster session presented at the Twenty-Third Annual Scientific Meeting of the Research Society on Alcoholism, Denver, CO.

9. Noar, S. M., Morokoff, P. J., & Redding, C. A. (2000, April) *Sexual assertiveness and the stages of change in heterosexually active men*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

8. Noar, S. M., Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & White, S. L. (2000, April). *The pros and cons of condom use in college students and at-risk, ethnically diverse men and women: Implications of sample and gender differences*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

7. White, S. L., Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & Noar, S. M. (2000, April). *Utility of a 5-point likert condom frequency scale in at risk sexually active adults*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

6. White, S. L., Redding, C. A., Morokoff, P. J., Meier, K. S., Rossi, J. S., Gazabon, S. A., & Noar, S. M. (2000, April). *Preparation stage criteria for condom use in an at risk adult sample*. Poster session presented at the Twenty-First Annual Scientific Sessions of the Society of Behavioral Medicine, Nashville, TN.

5. Noar, S. M. (1999, March). *Are perceived risk of AIDS and sexually transmitted infections important variables when it comes to sexual risk taking?* Poster session presented at the Twentieth Annual Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.

4. Noar, S. M. (1999, March). *Increasing condom use in heterosexual males: The application of fifteen processes of change*. Poster session presented at the Twentieth Annual Scientific Sessions of the Society of Behavioral Medicine, San Diego, CA.

3. Noar, S. M., & Morokoff, P. J. (1999, August). *A structural equation modeling approach to sexual risk reduction*. Poster session presented at the One Hundred and Seventh Annual Convention of the American Psychological Association, Boston, MA.

2. Evans, J. and Noar, S. M. (1998, April). *Reducing aggression in our schools: A pilot project*. Paper presented at the Sixty-Ninth Annual Meeting of the Eastern Psychological Association, Boston, MA.

1. Noar, S. M. (1998, August). *Predictors of condom use in a male heterosexual population*. Poster session presented at the One Hundred and Sixth Annual Convention of the American Psychological Association, San Francisco, CA.

Invited Presentations

71. Noar, S. M. (2020, November). *Healthcare, media, and building public trust*. Moderator at panel session at the 2020 UNC Business of Healthcare Conference, Chapel Hill, NC [virtual conference].

70. Noar, S. M. (2020, October). *The new epidemic: E-cigarette and JUUL use among youth*. Webinar presented to the Chapel Hill Carrboro City Schools, Chapel Hill, NC.

69. Noar, S. M. (2020, February). *Health warnings for e-cigarette prevention*. Presented at the National Institutes of Health meeting on "E-cigarette Prevention and Cessation in Youth and Young Adults," Bethesda, MD.

68. Noar, S. M. (2020, January). *Cigarette warning labels: The battle between the FDA and the tobacco industry*. Presented at the Center for Human Science, UNC Chapel Hill.

67. Noar, S. M. (2019, October). *Perceived message effectiveness: Current status and research gaps*. Presented at Moody's College of Communication, University of Texas at Austin, Austin, Texas.

66. Noar, S. M. (2019, March). *Perceived message effectiveness: Current status and research gaps*. Presented at the Food and Drug Administration Center for Tobacco Products, Rockville, MD.

65. Noar, S. M. (2018, November). *The impact of pictorial cigarette pack warnings*. Paper presented at the Louisiana Health Sciences Center, New Orleans, LA.

64. Noar, S. M. (2018, November). *Smokers' misperceptions about the source of health harms from smoking*. Presented at the National Cancer Institute meeting on "Strategies for Preventing Tobacco-Related Misinformation and Misperceptions," Bethesda, MD.

63. Hall, M., Noar, S. M., & Brewer, N. T. (2017, October). *Why do smokers avoid risk messages? Results from two randomized controlled trials*. Poster session presented at the 2017 Lineberger Comprehensive Cancer Center Retreat.

62. Noar, S. M., & Cappella, J. (2017, October). *Communication research about tobacco regulatory science: A special issue*. Poster session presented at the 2017 National Institutes of Health (NIH) Tobacco Centers of Regulatory Science Grantee Meeting, Bethesda, MD.

61. Noar, S. M. (2017, October). *Cigarette warning labels: The battle between the FDA and the tobacco industry*. Presented in the Carolina Public Humanities Seminar Series.

60. Noar, S. M. (2017, September). *Feasibility and preliminary impact of e-cigarette harms messages delivered to adolescents using text messaging*. Paper presented at the State of North Carolina E-cigarette affinity group meeting via webinar.

59. Noar, S. M. (2017, April). *Actual and perceived effectiveness of messages to change behavior and improve public health*. Paper presented at the Psychology and Behavioral Sciences Symposium at North Carolina State University, Raleigh, NC.

58. Noar, S. M. (2017, February). *Indoor tanning prevention among young women*. Paper presented at the 11th Annual UNC Conference on Melanoma: A Multidisciplinary Perspective, Chapel Hill, NC.

57. Noar, S. M. (2016, September). *Actual and perceived effectiveness of messages to change behavior and improve public health*. Paper presented at the Inaugural Abby Prestin Health Communication Lecture, Food and Drug Administration Center for Tobacco Products, Rockville, MD.

56. Lazard, A., Sutfin, E. Pikowski, J., Cornacchione, J., Noar, S. M., Sontag, J., & Horrell, L. (2016, May). *Development of an educational website about other tobacco products*. Paper presented at the Center for Regulatory Research on Tobacco Communication Journal Club, Chapel Hill, NC.

55. Cornacchione, J., Noar, S. M., & Sutfin, E. L. (2016, April). *Systematic review of health communication for non-cigarette tobacco products*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

54. Francis, D. B., Noar, S. M., Kowitt, S., Jarman, K., & Goldstein, A. (2016, April). *Do source or message factors impact believability of new diseases linked to smoking? Implications for health communication*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

53. Jo, C. L., Southwell, B., Golden, S., Noar, S. M., & Ribisl, K. (2016, April). *The effect of e-cigarette ad messages and cues on smoking-related outcomes*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

52. Kelley, D., & Noar, S. M. (2016, April). *Systematic quantitative content analysis of e-cigarette advertisements in consumer magazines*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

51. Lazard, A., Sutfin, E., Pikowski, J., Cornacchione, J., & Noar, S. M. (2016, April). *Identifying engaging tobacco education website features: Formative research for design and development*. Poster session presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

50. Noar, S. M. (2016, March). *The impact of cigarette pack warnings*. Presented at the Institute for Collaboration on Health, Intervention, and Policy (InCHIP), University of Connecticut, Storrs, CT.

49. Noar, S. M., Francis, D., Hall, M., Bridges, C., Sontag, J., Ribisl, K., & Brewer, N. (2016, March). *Quantitative syntheses of the evidence for cigarette pack warnings*. Presented at the National Cancer Institute 2016 Grantee Meeting on Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods, Chicago, IL.

48. Peebles, K., Hall, M. G., Pepper, J. K., Byron, M. J., Noar, S. M., & Brewer, N. T. (2016, April). *Adolescents' responses to pictorial cigarette pack warnings*. Paper presented at the Center for Regulatory Research on Tobacco Communication Annual Retreat, Chapel Hill, NC.

47. Boynton, M. H., Agans, R., Bowling, J. M., Brewer, N. T., Goldstein, A., Sutfin, E. L., Noar, S. M., & Ribisl, K. M. (2015, October). *Center for regulatory research on tobacco communication (CRRTC) national phone survey, 2014-2015*. Poster session presented at the 2015 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

46. Kelley, D., & Noar, S. M. (2015, September). *A quantitative analysis of e-cigarette print advertisements featured in U.S. consumer publications*. Poster session presented at the 2015 Lineberger Comprehensive Cancer Center Annual Scientific Retreat, Chapel Hill, NC.

45. Noar, S. M. (2015, December). *The impact of cigarette pack warnings*. Webinar presentation conducted for the Center for Evaluation and Coordination of Training and Research (CECTR) in Tobacco Regulatory Science.

44. Noar, S. M., Kelley, D., Boynton, M. H., Morgan, J. C., Mendel, J. R., Ribisl, K. M., & Brewer, N. T. (2015, October). *Developing effective constituent disclosures for cigarette packs*. Poster session presented at the 2015 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

43. Noar, S. M. (2015, July). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at the Annual Meeting of the North Carolina Dermatology Association, Asheville, NC.

42. Noar, S. M. (2015, June). *Synthesizing cigarette warnings literature*. Presented at the National Institutes of Health (NIH) Tobacco Regulatory Science Health Communication meeting, Bethesda, MD.

41. Noar, S. M. (2015, February). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at the 9th Annual UNC Conference on Melanoma: A Multidisciplinary Perspective, Chapel Hill, NC.

40. Noar, S. M. (2014, August). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented to the skin cancer workgroup, Centers for Disease Control and Prevention, Atlanta, GA.

39. Brewer, N. T., Hall, M. G., Lee, J., Noar, S. M., & Ribisl, K. M. (2014, April). *Testing warning messages on smokers' cigarette packages: A proof of principle study*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

38. Goldstein, A., Ranney, L., Teal, R., Vu, M., Baker, H., Noar, S. M., Ruel, L., & Ribisl, K. (2014, April). *Enhancing source credibility in tobacco regulatory communications*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

37. Brewer, N. T., Noar, S. M., Moracco, K. E., Mendel, J., & Ribisl, K. M. (2014, April). *Communicating the risks of harmful cigarette smoke constituents*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

36. Noar, S. M. (2014, June). *Understanding indoor tanning among young women: Implications for health communication*. Paper presented at Virginia Commonwealth University's Public Health Symposium, Richmond, VA.

35. Noar, S. M., Hall, M. G., Francis, D. B., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2014, April). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

34. Sutfin, E. L., Wolfson, M., Wagoner, K., Wiseman, K., Noar, S. M., Teal, R., & Ribisl, K. (2014, April). *Effective risk communication on new and emerging tobacco products*. Poster session presented at the 2014 National Institutes of Health (NIH) Tobacco Regulatory Science Conference, Bethesda, MD.

33. Noar, S. M. (2013, October). *Efficacy and effectiveness of eHealth applications*. Paper presented at the Inaugural Symposium on Using New Technologies to Enhance Healthy Behaviors, UNC Chapel Hill.

32. Noar, S. M. (2013, August). *Celebrities and cancer: Implications for health communication*. Paper presented at the Cancer Prevention and Control Quarterly Meeting, Lineberger Comprehensive Cancer Center, UNC Chapel Hill.

31. Noar, S. M. (2013, January). *Public figure announcements about cancer: Implications for health communication*. Paper presented in the seminar series at Texas Tech University, Lubbock, TX.

30. Ribisl, K. M., & Noar, S. M. (2012, December). *Surveillance of Google searches to inform cancer prevention and control*. Paper presented at the cancer outcomes breakfast series, Lineberger Comprehensive Cancer Center, University of North Carolina, Chapel Hill.

29. Noar, S. M. (2012, November). *Using health communication to reduce indoor tanning behavior among youth*. Paper presented to the National Council on Skin Cancer Prevention, Washington, DC.

28. Noar, S. M. (2012, June). *Mass media campaigns to promote healthy behaviors: A primer*. Paper presented to the Task Force on Early Childhood Obesity Prevention, North Carolina Institute of Medicine, Morrisville, NC.

27. Myrick, J. G., Noar, S. M., Willoughby, J. F., & Brown, J. (2012, May). *Public reaction to the death of Steve Jobs: Implications for cancer communication*. Poster session presented at the 2012 Lineberger Comprehensive Cancer Center Annual Scientific Retreat, Chapel Hill, North Carolina.

26. Widman, L., Golin, C. E., & Noar, S. M. (2012, March). *Individual and interactive effects of condom use intentions and sexual communication on safer sexual behavior among people living with HIV*. Poster session presented at the Sixth National Scientific Meeting of the Social and Behavioral Sciences Research Network, Chapel Hill, North Carolina.

25. Noar, S. M. (2011, November). *eHealth applications for health promotion and disease prevention*. Paper presented in the seminar series in the Department of Community and Global Health, George Mason University, Fairfax, VA.

24. Noar, S. M. (2011, September). *The role of computer technology-based interventions in HIV prevention*. Plenary presentation delivered at the 2011 AIDS Impact Conference, Santa Fe, New Mexico.

23. Noar, S. M. (2010, October). *Harnessing the power of interactive health communication applications for health promotion and disease prevention*. Paper presented in the Mary Junck Research Colloquium seminar, Lineberger Comprehensive Cancer Center and the School of Journalism and Mass Communication, University of North Carolina, Chapel Hill.

22. Noar, S. M. (2010, March). *Efficacy of computer-based interventions in HIV prevention: Evidence from meta-analysis*. Paper presented at the New York HIV Research Centers Consortium 2010 Scientific Conference, "Innovative Applications of Information and Communication Technologies in Addressing the HIV/AIDS Epidemic," New York University, New York.

21. Noar, S. M. (2010, March). *The role of computer-based interventions in HIV prevention*. In J. Brug (Chair), *Computer tailoring and health behavior: A promising field*. Symposium

conducted at the EMGO Institute for Health and Care Research, VU University, Amsterdam, The Netherlands.

20. Noar, S. M. (2010, March). *The role of computer-based interventions in HIV prevention*. Keynote lecture delivered at the Research Institute for Psychology and Health, Utrecht, The Netherlands.

19. Noar, S. M., Webb, E., Van Stee, S., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2010, April). *Using computer technology for HIV prevention among African Americans: Development of a tailored information program for safer sex (TIPSS)*. Paper presented at the 11th Biennial Kentucky Conference on Health Communication, Lexington, KY.

18. Noar, S. M. (2008, June). *Using a stages of change approach to developing an individually tailored intervention: Project TIPSS*. Paper presented at the Stage of Change Interventions for Enhancing Health and Mental Health Workshop, Kentucky Psychological Association, Louisville, KY.

17. Noar, S. M., Black, H. G., & Pierce, L. B. (2008, September). *Efficacy of computer technology-based HIV prevention interventions: A meta-analysis*. Paper presented at the Center on Drug and Alcohol Research Translation Colloquium Series, University of Kentucky, Lexington, KY.

16. Noar, S. M., Crosby, R., Webb, E., & Van Stee, S. (2008, September). *Condom use among African-American men and women: What do we and don't we know?* Paper presented at the 2008 African-American and Latino Leadership Conference on HIV/AIDS, Lexington, KY.

15. Noar, S. M. (2008, April). *Challenges in evaluating health communication campaigns: Defining the issues*. Paper presented at the Tenth Biennial Kentucky Conference on Health Communication, Lexington, KY.

14. Noar, S. M. (2008, March). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the colloquium series at the Cancer Prevention Research Center, University of Rhode Island, Kingston, RI.

13. Noar, S. M. (2007, July). *Behavioral interventions to reduce HIV-related sexual risk behavior: Review and synthesis of meta-analytic evidence*. Paper presented to the Kentucky AIDS Education Training Center, Department of Medicine, University of Kentucky, Lexington.

12. Noar, S. M. (2007, October). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented in the colloquium series at the School of Public Health, University of North Carolina, Chapel Hill.

11. Noar, S. M. (2007, September). *Behavioral interventions to reduce sexual risk behavior: What do we know?* Paper presented at the 2007 African-American and Latino Leadership Conference on HIV/AIDS, Lexington, KY.

10. Noar, S. M. (2007, July). *Behavioral interventions to reduce HIV-related sexual risk behavior: Review and synthesis of meta-analytic evidence*. Paper presented at the Translating Research into Prevention Symposium Series, Centers for Disease Control and Prevention, National Center for HIV/AIDS, STD, & TB Prevention, Division of HIV/AIDS Prevention, Atlanta, GA.

9. Noar, S. M., Benac, C., & Harris, M. (2006, October). *Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions*. Paper presented at the Targeting and Tailoring for Communication Interventions Conference, University of Connecticut, Storrs, CT.

8. Noar, S. M. (2006, September). *African-Americans and HIV/AIDS: Trends and opportunities for intervention*. Paper presented at the 2006 African-American and Hispanic Leadership Conference on HIV/AIDS, Louisville, KY.

7. Noar, S. M. (2006, July). *Mass media campaigns to promote healthy behaviors: A primer*. Paper presented at the Office of National Drug Control Policy's Media Campaign Optimization Expert Panel Meeting, New York, NY.

6. Noar, S. M. (2006, April). *Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults*. Paper presented at the Kaiser Family Foundation Symposium on Assessing the Effectiveness of Public Education Campaigns, Washington, DC.

5. Noar, S. M. (2006, April). *Methodological workshop: Meta-analysis of communication research*. Workshop conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

4. Noar, S. M., Palmgreen, P., Zimmerman, R. S., Lustria, M., & Lu, H. Y. (2006, April). *Perceived message sensation value as a predictor of perceived message impact: Application to safer sex PSAs*. In R. L. Donohew (Chair), *Increasing the effectiveness of substance abuse and risky sexual behavior prevention interventions through audience targeting: University of Kentucky research*. Symposium conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

3. Zimmerman, R. S., Cupp, P. K., Donohew, R. L., Palmgreen, P., Noar, S. M., Feist-Price, S., Anderman, E., Lane, D., Roberto, A. J., & Lynam, D. (2006, April). *Program of research on individual differences, the multiple-domain model of health-related behavior, and risky sexual behavior*. In R. L. Donohew (Chair), *Increasing the effectiveness of substance abuse and risky sexual behavior prevention interventions through audience targeting: University of Kentucky research*. Symposium conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY.

2. Noar, S. M. (2005, May). *Review of interactive safer sex websites on the internet: Practice and potential*. Paper presented to Planned Parenthood of New York City, New York, NY.

1. Noar, S. M. (2005, March). *Development and implementation of a safer sex mass media campaign targeting young adults*. Medical Messengers Health Communication Lecture, Emerson College, Boston, MA.

Workshops

5. Noar, S. M. (2020, February). *Meta-analysis of communication research*. Conducted at University of Maryland, College Park, Maryland.

4. Noar, S. M. (2018, November). *Meta-analysis of social science research*. Conducted at The LSU Health Sciences School of Nursing, New Orleans, Louisiana.

3. Noar, S. M. (2018, March). *Meta-analysis of social science research*. Conducted at the University of Miami, Miami, Florida.

2. Noar, S. M. (2017, January). *Meta-analysis of communication research*. Conducted at the University of Kentucky, Lexington, Kentucky.

1. Noar, S. M. (2006, April). *Meta-analysis of communication research*. Conducted at the Ninth Biennial Kentucky Conference on Health Communication, Lexington, KY (with Chrissy Benac).

CONSULTING AND INVITED MEETINGS

2020	Invited Panelist and Participant, "NIH Workshop: E-cigarette Prevention and Cessation in Youth and Young Adults," <i>NIH, NHLBI, NCI</i>
2018- 2020	<i>Exploring Reactions to Health Warnings on Waterpipe Tobacco Ads</i> R21 Funded by NIDA (PI: Isaac Lipkus)
2018	Invited Participant and Speaker, "Strategies for Preventing Tobacco-Related Misinformation and Misperceptions," <i>National Cancer Institute (CASPHR)</i>
2016- 2018	<i>Comparing Graphic to Text-Only Warning Labels to Discourage Cigarillo Smoking by Young Adults.</i> R03 Funded by NCI (PI: Jennifer Cornacchione)
2016	Expert Panel, "CDC's National Tobacco Education Campaign: Evaluation Stakeholder Panel," <i>Centers for Disease Control and Prevention</i>
2016	Expert Panel, "Economic Model to Predict Consumer Behavioral Response to Health Information and Warnings," <i>Research Triangle Institute</i>
2016	Invited Participant and Speaker, "Emerging Research on Tobacco Product Warnings: Advancing Theory and Methods," <i>National Cancer Institute</i>
2015	Invited Participant, "Theories and Techniques of Behavior Change" Expert Consensus Study
2014	"Mapping the Health Behavior Theory Literature Using a Systems Approach" Funded by the <i>National Cancer Institute</i> (Contract – PI: Seth M. Noar)
2011- 2013	HIV Prevention Trials Network, Women at Risk Subcommittee <i>National Institutes of Health</i> (Subcommittee leader: Adaora Adimora)
2011	"Health Behavior Theory Constructs and Measures" Funded by the <i>National Cancer Institute</i> (Contract – PI: Seth M. Noar)
2011	Expert Panel, "Influence of New Media on Adolescent Sexual Activity," <i>Rand Corporation</i>
2009	Invited Panel, "Next Generation of HIV/AIDS Prevention Messages Targeting MSM," <i>Centers for Disease Control and Prevention</i>
2007- 2010	<i>Gender Role Norms, Sexual Scripts, and Black Men's Heterosexual Relationships.</i> R01 Funded by NIMH (PI: Lisa Bowleg, Ph.D.)
2007- 2009	Coordination Team Member, Sexual Behavior Reviews, The Guide to Community Preventive Services, <i>Centers for Disease Control and Prevention</i>
2008	Expert Scientist Panel, Campaign Evaluation, National Youth Anti-Drug Media Campaign, <i>Office of National Drug Control Policy</i>

- 2008 Tobacco media evaluation workgroup, *Partnership for a Tobacco-Free Maine*
- 2007 Planning Committee Member and Participant, Computerized Tailored Interventions Workgroup on Dissemination, *National Cancer Institute*
- 2006 Expert Scientist Panel, Media Message Design, National Youth Anti-Drug Media Campaign, *Office of National Drug Control Policy*

SELECTED PRESS COVERAGE (RESEARCH)

North Carolina Center for Public Policy Research, 6/28/2019
'Taste, Stress Relief, and Doing Vape Tricks' - Study Surveys Why Youth Vape
(coverage of our e-cigarette outcome expectations national study published in *Substance Use & Misuse*)
<https://nccppr.org/taste-stress-relief-and-doing-vape-tricks-study-surveys-why-youth-vape/>

US News & World Report, 12/13/2017
Woman's Selfie of Skin Cancer Went Viral, Sparked Awareness
(coverage of our Google Trends study published in *Preventive Medicine*)
<https://health.usnews.com/health-care/articles/2017-12-13/womans-selfie-of-skin-cancer-went-viral-sparked-awareness>

Huffington Post, 5/22/2017
Surge in Home Testing Sales Following Charlie Sheen's HIV Disclosure
(coverage of our study of Charlie Sheen and HIV test kit sales published in *Prevention Science*)
https://www.huffpost.com/entry/surge-in-home-testing-sales-followed-charlie-sheens-hiv-disclosure_n_5923681ce4b03b485cb4467e

The Washington Post, 8/5/2016
People Really Do Pay Attention to Climate Change – When Leonardo DiCaprio Talks About It
(coverage of our Google Trends study published in *PLoS ONE*)
https://www.washingtonpost.com/news/energy-environment/wp/2016/08/05/the-leo-effect-when-dicaprio-talked-climate-change-at-the-oscars-people-suddenly-cared/?utm_term=.f3d91b111ae2

The New York Times, 6/8/2016
Graphic Cigarette Warnings Deter Smokers
(coverage of our RCT published in *JAMA Internal Medicine*)
http://well.blogs.nytimes.com/2016/06/08/graphic-cigarette-warnings-deter-smokers/?_r=0

NBC News, 2/22/2016
'Charlie Sheen Effect' Fuels Interest in HIV, Researchers Find
(coverage of our Google Trends study published in *JAMA Internal Medicine*)
<http://www.nbcnews.com/health/health-news/charlie-sheen-effect-fuels-interest-hiv-n523646>

Reuters Health, 11/4/2015
Why Parents Should Have the 'Sex Talk' With Their Children
(coverage of our meta-analysis published in *JAMA Pediatrics*)
<http://well.blogs.nytimes.com/2015/11/04/why-parents-should-have-the-sex-talk-with-their-children/?ref=health>

Reuters Health, 9/25/2015
Video Games with Smoking Characters Lack Tobacco Warnings
(quoted as expert to comment on study about tobacco imagery in video games)
<http://www.reuters.com/article/2015/05/27/us-public-health-cigarettes-photos-idUSKBN0OC2R120150527>

The New York Times, 7/1/2015
U.S. Chamber Fights Smoking Laws While Hospitals and Insurers Sit on Its Board
(quoted in article as expert on graphic cigarette warnings)
<http://www.nytimes.com/2015/07/02/business/international/many-board-members-fight-smoking-even-as-chamber-opposes-tobacco-laws.html?smid=fb-nytimes&smtyp=cur>

Reuters Health, 5/27/2015
Cigarette Warnings on Packages Work Better with Pictures
(coverage of our meta-analysis published in *Tobacco Control*)

<http://www.reuters.com/article/2015/05/27/us-public-health-cigarettes-photos-idUSKBN0OC2R120150527>

WUNC, 91.5 (public radio interview), 5/6/2015

Study: Graphic Tobacco Warnings are More Effective than Text

(coverage of our meta-analysis published in *Tobacco Control*)

<http://wunc.org/post/study-graphic-tobacco-warnings-are-more-effective-text#stream/0>

Fast Company, 5/7/2014

How Steve Jobs' Death Boosted Public Health Education

(coverage of our survey study published in *Journal of Health Communication*)

<http://www.fastcoexist.com/3029752/how-steve-jobs-death-boosted-public-health-education>

Reuters Health, 2/8/2014

Young Women Use Tanning Beds, Despite Being Aware of Health Risks

(coverage of our survey study published in *JAMA Dermatology*)

<http://www.hngn.com/articles/23996/20140208/young-women-use-tanning-beds-despite-being-aware-health-risks.htm>

The New York Times, 12/30/2013

Celebrity Cancer Diagnosis Spurs Smokers to Try to Quit

(coverage of our Google Trends study published in *Preventive Medicine*)

http://well.blogs.nytimes.com/2013/12/30/celebrity-cancer-diagnosis-spurs-smokers-to-try-to-quit/?ref=health&_r=0

Huffington Post, 12/15/2013

People Seek Smoking Cessation Information When Celebrities Are Diagnosed With Cigarette-Caused Cancer

(coverage of our Google Trends study published in *Preventive Medicine*)

http://www.huffingtonpost.com/2013/12/15/celebrities-cancer-smoking-quit-_n_4428169.html?utm_hp_ref=healthy-living

TEACHING EXPERIENCE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Undergraduate Courses

Health Communication (MEJO490)
Social Marketing (MEJO671)

Graduate Courses

Seminar in Interdisciplinary Health Communication (MEJO/HBEH 825)
Seminar in eHealth Applications (MEJO/HBEH 795)
Advanced Research Methods in Meta-Analysis (MEJO890)

Guest Teaching Lectures

Noar, S. M. (Fall, 2012). *Using theory to improve health communication campaigns*. Guest lecture in "Infectious Diseases at the Community Level" (EPID 753)

Noar, S. M. (Fall, 2013). *Using theory to improve health communication campaigns*. Guest lecture in "Infectious Diseases at the Community Level" (EPID 753)

Noar, S. M. (Fall, 2013). *A consumer's guide to understanding and critically evaluating meta-analyses*. Guest lecture in "Applied Research Methods" (HBEH 750)

Noar, S. M. (Spring, 2014). *Elaboration likelihood model and message tailoring*. Guest lecture in "Communication for Health-related Decision-Making" (HBEH/PUBH 715)

Noar, S. M. (Spring, 2015). *Elaboration likelihood model and message tailoring*. Guest lecture in "Communication for Health-related Decision-Making" (HBEH/PUBH 715)

Noar, S. M. (Spring, 2016). *Tailoring and mHealth*. Guest lecture in "mHealth for Behavior Change" (HBEH 892)

Noar, S. M. (Spring, 2016). *Indoor tanning and health communication*. Guest lecture in "Public Relations Campaigns" (JOMC)

Noar, S. M. (Fall, 2020). *How Communication Has Impact: The Example of Cigarette Pack Warnings*. Guest lecture in "Communication for Health-related Decision-Making" (HBEH/PUBH 715)

UNIVERSITY OF KENTUCKY

Graduate Courses

Pro-seminar in Health Communication (CJT671)
Quantitative Methods in Communication Research (CJT665)
Advanced Research Methods in Meta-Analysis (CJT765)

Undergraduate Courses

Health Communication (COM571)

Studies in Persuasion (COM482)

Introduction to Communication Research Methods (COM365)

UNIVERSITY OF RHODE ISLAND

Undergraduate Courses

Research Methods (Instructor); Applied Research in Health Promotion (Co-Instructor); Applied Research Methods in Psychology (Co-Instructor); Health Promotion (Co-Instructor); Research Methods (Graduate Teaching Assistant); Talent Development Program (Tutor)

DOCTORAL DISSERTATION COMMITTEES

University of North Carolina at Chapel Hill

1. Jessica Willoughby, 2013, "BrdsNBz: A mixed methods study exploring adolescents' use of a sexual health text messaging service"
2. Jessica Myrick, 2013, "Searching from the heart: The interplay between emotions and customization in online health information seeking"
3. Diane Francis (Chair), 2016, "Evaluation of an innovative condom distribution program and point-of-access campaign targeting black college women"
4. Tosha Smith (Nutrition), 2016, "Taste texting: Using behavioral economics and mobile health to increase high school lunch participation"
5. Linden Thayer (Nutrition), 2016, "Food explorers: Family edition – A theory-based text message and social media pilot intervention for families to address child diet"
6. Dannielle Kelley (Chair), 2017, "Countering indoor tanning arguments: An experiment using skin cancer prevention messages"
7. Marissa Hall (Health Behavior), 2017, "Understanding the role of reactance to pictorial warnings on cigarette packs"
8. Catherine Jo (Health Behavior), 2017, "The effect of e-cigarette print advertisements on smoking cessation"
9. Chioma Ihekweazu, 2017, "Novelty, accuracy, and behavioral recommendations in health news: Two decades of *New York Times* nutrition coverage and reader comments"
10. Jennah Sontag (Co-Chair), 2017, "The effectiveness of visual and text frames in health communication"
11. Jennifer Morgan (Health Behavior), 2017, "Social interactions about pictorial cigarette pack warnings"
12. Sabeeh Baig (Health Behavior), 2018, "Examining perceived message effectiveness as a marker for the impact of brief health behavior interventions"
13. Trevor Bell (Chair), 2019, "The impact of narrative messages on adolescents' type 1 diabetes management"
14. Josh Barker, 2020, "Testing associations between personal networks, vaping outcome expectancies, and perceptions of anti-vaping advertisements"
15. Jacob Rohde (Chair), 2021, "Text4IBD: Development, feasibility, and acceptability of an eHealth intervention to reduce distress among people with inflammatory bowel disease"
16. Barbara Martin (Public Health), in progress, "Improving public health communication in a politically polarized environment: Exploring the use of moral values in message framing"
17. Alex Kresovich (Co-Chair), in progress

University of Kentucky

1. Lara Bethanne Hayes, 2004, "Using physicians' persuasive message strategies to gain mammography compliance in older women"
2. Sherman Lee (Counseling Psychology), 2005, "Towards the development and validation of the sympathy scales"
3. Mary Lee Horosewski 2005, "A synthesis of spirituality, mutuality, and sexuality: Toward an understanding of religious and spiritual variables in sexual health communication research"
4. Melissa Harris, 2006, "The role of emotion in anti-drug PSAs: Investigating the impact of guilt arousal on perceived message effectiveness and behavioral intentions to use drugs"
5. Zhiwen Xiao, 2007, "Adapting and applying a multiple domain model of condom use to Chinese college students"
6. Andrea Smith, 2009, "Differentiating acculturation and ethnic identity in predicting African American psychosocial functioning" (OE)
7. Purnima Mehrotra, 2009, "Understanding the sexual behaviors of undergraduate college students in India"
8. Brenikki Floyd, 2009, "Racial differences in sexual debut: Implications for designing HIV/STD and pregnancy prevention messages"
9. Christina Benac (Chair), 2009, "Understanding and promoting regular dental visitation: Theoretical analyses and message testing"
10. Jennifer Fairchild, 2009, "What might have been: The communication of social support and women's post-miscarriage narrative reconstruction"
11. Larson Pierce (Counseling Psychology), 2010, "Factors associated with problem drinking among high school age adolescents"
12. Jihan Mahmoud (Nursing), 2010, "The relationship of anxiety, selected demographics, social support, coping, and thinking styles among young adult college students"
13. Hulda Black (Marketing), 2011, "Network drivers of inter-customer social support"
14. Christson Adedoyin (Social Work), 2011, "A systematic review of evidence-based cancer education media interventions to improve cancer screening behaviors among African Americans in the United States" (OE)
15. Carol Smith (Nursing), 2012, "A comparison of acute and prodromal myocardial infarction symptoms and treatment-seeking behavior in women diagnosed with and without an acute myocardial infarction where all have presented with a potential acute myocardial infarction"
16. Stephanie Van Stee (Chair), 2012, "Cognitive processing, persuasive outcomes, and theoretical explanations for the effects of metaphor use and message format in condom use messages"

DOCTORAL QUALIFYING EXAM COMMITTEES

University of North Carolina at Chapel Hill

Jessica Willoughby, 2012; Jessica Myrick, 2012; Diane Francis (chair), 2014; Dannielle Kelley (chair), 2016; Jennah Sontag (Co-Chair), 2016; Chioma Ihekweazu, 2017; Josh Barker, 2018; Trevor Bell (chair), 2018; Jacob Rohde (chair), 2019.

University of Kentucky

Brenikki Floyd, 2004; Melissa Harris, 2005; Zhiwen Xiao, 2005; Carol Smith (Nursing), 2007; Purnima Mehrotra, 2007; Christina Benac, 2007; Elizabeth Webb, 2008; Larson Pierce (Counseling Psychology), 2009; Jihan Mahmoud (Nursing), 2009; Stephanie Van Stee, 2010.

MASTER'S DEGREE COMMITTEES

University of North Carolina at Chapel Hill

1. Lisa Mauriello Stockman (Chair), 2013, "Effects of social networking sites in building better patients"
2. Emery Rogers (Chair), 2014, "Keep a breast: A qualitative study of motivations for selecting, downloading, and using a breast cancer self-exam mobile app"
3. Kyla Garrett (Chair), 2016, "Emergency contraception sources of information among college women: Implications for health communication"
4. Stephanie Lane (Chair), 2016, "Young women's responses to narrative and pictorial messages about indoor tanning: A qualitative study"
5. Deanna Puglia (Chair), 2017, "Social media use and its impact on body image: The effects of body comparison tendency, motivation for social media use, and social media platform on body esteem in young women"
6. Whitney Brothers (Chair), 2021, "The world's greatest rivals vs. COVID-19: What twitter can tell us about how Duke and UNC managed their fall 2020 reopening"

University of Kentucky

Purnima Mehrotra, 2004; Meredith Lyster, 2005; Christi Cole (Chair), 2005; Ashley Clark, 2006; Ashley Paynter, 2006; Aaron Marshall, 2006; Morgan Poor, 2007 (thesis option); Chris Garnett (Public Health), 2008; Chrissie Balding Tune, 2009.

INDEPENDENT STUDY

University of North Carolina at Chapel Hill

Jessica Willoughby, 2012; Jessica Myrick, 2012; Jennifer Brown, 2012; Jayne Jeffries, 2013; Diane Francis, 2014; Kyla Garrett, 2014; Dannielle Kelley, 2015; Jacob Rohde, 2018; Rhyen Vereen, 2020.

University of Kentucky

CJT781 - Christi Cole, 2004; Chrissy Benac, 2006; Melissa Chabot, 2007; Larson Pierce (ECP), 2008; Stephanie Van Stee, 2009; Katharine Head, 2011. CJT790 - Purnima Mehrotra, 2007; Hulda Black (Marketing), 2008; Stephanie Van Stee, 2009; Margaret McGladrey, 2011.

STUDENT ADVISING

University of North Carolina at Chapel Hill

Serve as academic advisor to master's and/or doctoral students each year

University of Kentucky

5-10 undergraduate students each year - 2003-2008.

OTHER MENTORING

University of North Carolina at Chapel Hill

Served as a research mentor for medical students – Brenda Morales (2012-2013); Alexandra Zeitany (2013-2014)

STUDENT AWARDS

University of North Carolina at Chapel Hill

Jessica Willoughby, Graduate School Impact Award, 2013 (on dissertation committee)
Diane Francis, Barrow Minority Doctoral Student Scholarship, 2015 (chaired dissertation)
Marissa Hall, Marci Kramish Campbell Dissertation Award, 2015 (on dissertation committee)
Jayne Jeffries, Graduate School Impact Award, 2015 (supervised project work)
Diane Francis, Outstanding PhD student award, Hussman School, 2016 (chaired dissertation)
Diane Francis, Graduate School Impact Award, 2017 (chaired dissertation)
Trevor Bell, Rubenstein Dissertation Award, 2019 (chaired dissertation)
Jacob Rohde, Outstanding PhD student award, Hussman School, 2021(chaired dissertation)

SERVICE

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

University

2020-2023	Committee on Appointments, Promotions, and Tenure
2020-2021	Campus & Community Advisory Committee (COVID-19)
2020	Office of the Provost Engaged Scholarship Awards Committee
2016	Graduate School Program Review, Department of Health Behavior
2013	Research Navigator, NC TraCS Institute

Hussman School of Journalism and Media

2020-2021	Seed Grant Review Committee
2020	Health Communication & Marketing Search Committee (Chair)
2020	Graduate Program Alignment Committee
2020	Research and Study Leave Selection Committee
2019-2020	Strategic Planning Committee, Healthy Communities (Chair)
2016-2017	Research 2020 Committee (Chair)
2015-2016	Research Center Advisory Board
2015-2016	Seed Grant Review Committee
2014-2015	Digital Media Search Committee
2014-2019	Promotion and Tenure Committee
2013-2015	Committee on Thought Centers
2012-2016	Graduate Curriculum & Admissions Committee Member
2011-2012	Graduate Admissions Ad Hoc Committee Member
2011-2019	IHC Academic Committee (MEJO representative)

Lineberger Comprehensive Cancer Center (UNC Chapel Hill)

2019-present	Co-lead on Vaping Prevention Resource Initiative
2015-2017	Cancer Prevention & Control Program Leadership Team Member
2015-2016	Social/Health Psychology Search Committee
2014-2015	Protocol Review Committee
2011-present	Cancer Prevention & Control Program Member
2011-2012	Behavioral Intervention Search Committee

UNIVERSITY OF KENTUCKY

University

2009-2011	Advisory Board, Quantitative Initiative for Policy and Social Research
2009-2011	Summer Faculty Research Fellowship Review Committee

Graduate Program

2010-2011	Review Committee
2010-2011	Scholarship and Awards Committee* (Chair)
2009-2010	Resource Committee
2008-2009	Resource Committee
2008-2009	Scholarship and Awards Committee* (Chair)
2007-2008	Admissions and Financial Aid Committee
2006-2007	Scholarship and Awards Committee*
2006-2007	Recruitment Committee
2005-2006	Admissions and Financial Aid Committee

2004-2005 Graduate Program Committee

Department/College (University of Kentucky)

2010-2011 College Research Activity Award Review Committee
2010-2011 Admissions and Placement Committee
2009-2010 Risk & Crisis Communication Search Committee
2009-2010 Resource Committee
2008-2009 College Research Activity Award Review Committee
2007-2008 Faculty Council*
2007-2008 International/Intercultural Search Committee (Chair)
2007-2008 Curriculum Committee
2006-2008 Academic Personnel Committee*
2006-2007 Risk & Crisis Communication Search Committee
2006-2007 Resource Committee
2005-2006 Admissions and Placement Committee
2003-2005 Strategic Planning Committee

PROFESSIONAL/COMMUNITY SERVICE

Professional

2020 Mentor, Kentucky Conference on Health Communication
2009-present Scientific Committee, International AIDS Impact Conference
2016-2018 Health Communication Working Group Co-Chair,
NIH/FDA Tobacco Centers of Regulatory Science
2007-2009 Secretary, Health Communication Division,
International Communication Association*

Community

2011-present Task Force on Early Childhood Obesity Prevention
North Carolina Institute of Medicine (NCIOM)
2004-2008 Member, Board of Directors
AIDS Volunteers of Lexington, Inc., Lexington, KY
1998-2009 Behavioral and Social Science Program Volunteer
American Psychological Association, Washington, DC

* Elected positions

EDITORIAL BOARD MEMBERSHIP (current)

AIDS Care, 2010-present
AIDS Education and Prevention, 2008-present
Communication Monographs, 2007-2010, 2016-present
Health Communication, 2007-present
Health Psychology Review, 2010-present
Journal of Advertising, 2020-present
Journal of Behavioral Medicine, 2009-present
Journal of Health Communication, 2018-present
Journalism and Mass Communication Quarterly, 2020-present
Nursing Communication, 2015-present
Social Science & Medicine, 2018-present

EDITORIAL BOARD MEMBERSHIP (past)

Communication Research Reports, 2007-2009
Communication Studies, 2006-2008
Communication Yearbook, 2012-2015
Journal of Applied Communication Research, 2008-2012
Journal of Science Communication, 2008-2012
The Open Communication Journal, 2008-2015

REVIEWER FOR PROFESSIONAL JOURNALS

Addiction, 2005
Addictive Behaviors, 2020
AIDS and Behavior, 2004, 2005, 2006, 2007, 2008, 2009, 2010
AIDS Care, 2003, 2005, 2006, 2007, 2010, 2011, 2013, 2016
AIDS Education and Prevention, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2010, 2013, 2016, 2019
American Journal of Lifestyle Medicine, 2010, 2011
American Journal of Preventive Medicine, 2010, 2016, 2017, 2018
American Journal of Public Health, 2007, 2008, 2009
American Psychologist, 2018
Annals of Behavioral Medicine, 2007, 2008, 2009, 2010, 2015, 2018
Archives of Sexual Behavior, 2011, 2012, 2017
British Medical Journal, 2011
British Medical Journal (BMJ) Open, 2017
Bulletin of the World Health Organization, 2009
Cancer Epidemiology, 2014
Cochrane Review Group on HIV/AIDS, 2010
Communication Methods and Measures, 2009, 2013, 2015, 2018, 2019
Communication Monographs, 2007, 2008, 2009, 2010, 2016, 2017, 2018, 2019, 2020, 2021
Communication Research Reports, 2007
Communication Studies, 2006
Communication Theory, 2007
Communication Yearbook, 2012, 2013, 2014
Evaluation & Program Planning, 2006
Genetics in Medicine, 2014
Health Communication, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

Health Education & Behavior, 2008, 2012, 2019
Health Education Research, 2006, 2007, 2010, 2011
Health Promotion Practice, 2013
Health Psychology, 2003, 2004, 2005, 2006, 2009
Health Psychology Review, 2012, 2013, 2014, 2015, 2018, 2019, 2020
Human Communication Research, 2011, 2012, 2017, 2018, 2019
International Electronic Journal of Health Education, 2006, 2007
International Journal of Sustainability Communication, 2008
International Journal of Environmental Research and Public Health, 2019
JAMA Dermatology, 2015
Journal of Adolescent Health, 2006, 2007
Journal of Advertising, 2020
Journal of Applied Biobehavioral Research, 2006
Journal of Applied Communication Research, 2008, 2009, 2010, 2011
Journal of Behavioral Medicine, 2006, 2011, 2018
Journal of Communication, 2009, 2010, 2011, 2012, 2014, 2016, 2017, 2018, 2020
Journal of Community and Applied Social Psychology, 2005
Journal of Computer-Mediated Communication, 2009, 2016
Journal of Educational Psychology, 2005, 2007
Journal of Health and Social Behavior, 2004
Journal of Health Communication, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2015, 2018, 2019, 2020
Journal of Health Psychology, 2006, 2007
Journal of Medical Internet Research, 2012
Journal of Personality, 2002
Journal of Science Communication, 2007, 2008
Journal of Sex Research, 2009, 2010, 2011, 2012
Journal of Social and Personal Relationships, 2007
Journal of Substance Abuse Treatment, 2014, 2015
Journalism & Mass Communication Quarterly, 2016, 2020, 2021
Mass Communication & Society, 2013
Media Psychology, 2013, 2014, 2015
Nicotine & Tobacco Research, 2012, 2015, 2016, 2017, 2018, 2019, 2021
Oxford Research Encyclopedia of Communication (book chapters), 2016
Patient Education and Counseling, 2007
Pediatrics, 2019
Personal Relationships, 2003, 2004
Perspectives on Sexual and Reproductive Health, 2007
Prevention Science, 2006
Preventive Medicine, 2018
Psychological Assessment, 2003, 2004
Psychology & Health, 2008, 2009, 2013
Sexual Health, 2013
Sex Roles, 2008
Social Science & Medicine, 2016, 2018, 2019, 2020, 2021
Structural Equation Modeling, 2004
The Journal of Primary Prevention, 2020
Tobacco Control, 2016, 2020, 2021
Translational Behavioral Medicine, 2015, 2016
Western Journal of Communication, 2008

REVIEWER FOR PROFESSIONAL CONFERENCES

American Psychological Association, 2002
American Public Health Association, 2010, 2011
International AIDS Impact Conference, 2011
International Communication Association, 2004, 2005, 2007, 2012, 2013, 2015, 2016, 2017, 2018
Kentucky Conference on Health Communication, 2004, 2006, 2008, 2010
Medicine 2.0, 2013
Scientific Committee, International AIDS Impact Conference, 2009, 2011, 2013
Society of Behavioral Medicine, 2002, 2004, 2005, 2006, 2007
Society for Research on Nicotine and Tobacco, 2015, 2016, 2017

REVIEWER FOR GRANT PROPOSALS

National Institutes of Health, Tobacco Regulatory Science R03 Grants, November, 2016
Center for Regulatory Research on Tobacco Communication Pilot Grants, 2014
National Cancer Institute, Behavioral Research Grants, July, 2013
American Cancer Society, Behavioral Research Center Grant, February, 2013
National Cancer Institute, Behavioral Research Grants, November, 2010 (telephone reviewer)
International Engagement Award Program, Wellcome Trust, London, 2008
Internal Research Award Program, The City University of New York, 2007

EXTERNAL REVIEWER FOR APPOINTMENT/TENURE/PROMOTION

University of Oklahoma, 2009 (pre-tenure review)
Brown University, 2011 (initial appointment – assistant professor)
The George Washington University, 2011 (tenure review)
University of Kentucky, 2011 (tenure review)
Brown University, 2013 (tenure review)
North Carolina State University, 2013 (tenure review)
University of Missouri – St. Louis, 2014 (tenure review)
The George Washington University, 2015 (tenure review)
Boston University, 2016 (appointment – full professor)
The Ohio State University, 2016 (appointment – full professor)
University of Florida, 2016 (promotion – full professor)
University of Iowa, 2016 (tenure review)
University of Texas at Austin, 2017 (promotion – full professor)
Rutgers University, 2017 (tenure review)
Northeastern University, 2017 (tenure review)
University of Rhode Island, 2017 (promotion – associate professor, research)
University of Minnesota, 2018 (tenure review)
Temple University, 2018 (tenure review)
The George Washington University, 2018 (tenure review)
Cornell University, 2018 (promotion – full professor)
University of Pennsylvania, 2019 (promotion – full professor)
University of Minnesota, 2019 (appointment – associate professor with tenure)
University of North Carolina at Chapel Hill, 2019 (initial appointment – assistant professor)
University of Texas at Austin, 2019 (tenure review)
North Carolina State University, 2019 (promotion – full professor)
University of Oregon, 2019 (tenure review)
Cornell University, 2019 (promotion – full professor)

Georgia State University, 2020 (tenure review)
University of Minnesota, 2020 (tenure review)
University of Kentucky, 2020 (tenure review)

REVIEWER FOR AWARDS

APHA Public Health Education and Health Promotion Awards, 2018, 2019
Marci K. Campbell Dissertation Award, 2014, 2015

RESEARCH AND GRANT ADVISORY COMMITTEES

Internal Advisory Committee, Center for Drug Abuse Research Translation, University of Kentucky (funded by the National Institute on Drug Abuse), 2010 – 2011

HIV Prevention Trials Network, Women at Risk Subcommittee, National Institutes of Health, 2011 – 2014

PRE-PUBLICATION BOOK REVIEWS

DiClemente, R. J., Salazar, L. F., & Crosby, R. A. (2013). *Health behavior theory for public health: Principles, foundations and applications*. Burlington, MA: Jones & Bartlett.

Raykov, T., & Marcoulides, G. A. (2011). *Introduction to psychometric theory*. New York: Routledge.

PROFESSIONAL MEMBERSHIPS

International Communication Association
Society for Research on Nicotine and Tobacco
Society for Health Communication (founding member)

REFERENCES

Available Upon Request

TERENCE OLIVER
Reese Felts Distinguished Professor
35 Rolling Meadows Lane, Chapel Hill, North Carolina, 27517
|740-818-9743| terence.oliver@unc.edu

Education

M.A. Art Education, Ohio University, Athens, Ohio, 2004

B.S. Advertising, Ferris State University, Big Rapids, Michigan, 1984

A.A. Commercial Art, Ferris State University, Big Rapids, Michigan, 1983

Professional Experience: Academic

2020-present

Full Professor, School of Journalism & Mass Communication, UNC-Chapel Hill.

Classes taught: Introduction to Graphic Design, Magazine Design, Informational Graphics and Motion Graphics. Assistant Professor from 2010-2013.

2013-2020

Associate Professor, School of Journalism & Mass Communication, UNC-Chapel Hill.

2010-2013

Assistant Professor, School of Journalism & Mass Communication, UNC-Chapel Hill.

2007-2010

Associate Professor, School of Visual Communication, Ohio University.

Classes taught: Motion Graphics, Introduction to Information Graphics, Advanced Information Graphics, Beginning Layout and Design, Advanced Layout and Design, Editorial Illustration, Management/Leadership for graduate students.

2001-2007 **Assistant Professor**, School of Visual Communication, Ohio University.

Classes taught: Introduction to Information Graphics, Advanced Information Graphics, Beginning Layout and Design, Advanced Layout and Design, Editorial Illustration, Management/Leadership for graduate students.

1992-1994

Adjunct Professor, Kent State University (part time).

Classes taught: Advanced Information Graphics and Introduction to Page Design.

Professional Experience: Media Industry

October 2008 to Present

Motion Graphics Producer and Illustrator, Owner of Elite Execution Design, LLC. The creative sole proprietorship focuses on fulfilling my creative activity by telling stories with excellence using the power of motion graphic video and animation.

August 2000 to August 2001

Assistant Managing Editor, *Akron Beacon Journal*, Akron, Ohio. Responsible for managing four newsroom departments that included more than 40 visual and technology staffers and

five middle managers. In charge of all related fiscal and employment responsibilities.

June 1996 to August 2000

Art Director, *Akron Beacon Journal*. Responsible for leading and directing 10 artists and designers in the visual presentation of the newspaper for daily production. Responsible for yearlong redesign of the entire newspaper.

May 1997 to January 1999

Multimedia business owner (part time), Creative Design Studio. Responsible for creating video, audio, and print multimedia visual presentations for businesses.

February 1991 to June 1996

Assistant Art Director, *Akron Beacon Journal*. Responsible for assisting the art director with leading and directing 10 artists and designers in the visual presentation of the newspaper. Also responsible for developing daily hands-on page designs, illustrations and information graphics for the newspaper.

February 1988 to February 1991

Editorial Artist, *The Plain Dealer*, Cleveland, Ohio. Responsible for creating daily graphics, illustrations and information graphics for the newspaper.

July 1985 to February 1988

Advertising Artist, First National Supermarkets, Maple Heights, Ohio. Responsible for creating layouts and illustrations for newspaper advertising and for in-store circular.

Awards and Honors: Professional Recognition

Received two Pulitzer Prizes, highest and most coveted award in journalism:

1994 Pulitzer Prize. Part of a team of journalists at *The Akron Beacon Journal* who won the Pulitzer for Public Service. The prize was awarded for coverage of local racial attitudes and its subsequent effort to promote improved communication in the community. Role: During the 14-month coverage, I served as both an artist and art director for the project. I created numerous key graphics and illustrations and participated as one of the primary managers for the project.

1993 Pulitzer Prize. Part of a team of journalists at *The Miami Herald* who won the Pulitzer for Public Service. The prize was awarded for coverage of the aftermath of Hurricane Andrew. Role: Out of thousands of Knight Ridder employees, I was selected by corporate leaders to be flown to *The Miami Herald* to contribute to Hurricane Andrew special coverage. I served as illustrator and designer with the day-to-day news coverage.

Received Professional awards and medals from industry:

Received more than 50 industry awards. The majority of the awards were from The Society of News Design. SND is one of the largest and most prestigious international creative competitions in the world. Each year, the competition received more than 10,000 entries from more than 30 countries from around the world. These are some of the highlights.

Award of Excellence, Informational Graphics. 1995 Society for News Design, "*John S. Knight Center.*" Role: I created the informational graphic.

Award of Excellence, Feature Page Design. 1995 Society for News Design, "*Albert Belle.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Excellence, Page Design. 1995 Society for News Design, "*Tea.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Excellence, Feature Page Design. 1995 Society for News Design, "*Lots O' Stuff.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Excellence, Informational Graphics. 1993 Society for News Design, "*Without Warning.*" Role: I designed the page and informational graphic.

Bronze Medal, Travel page. 1993 Society for News Design, "*Mexico.*" Role: I created the illustration and designed the page.

Silver Medal, Magazine Cover. 1993 Society for News Design, "*Beacon Magazine.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Excellence, Informational Graphics. 1992 Society for News Design, "*Inventure Place.*" Role: I created the informational graphic and designed the page.

Award of Excellence, Informational Graphics. 1992 Society for News Design, "*Dahmer Chronicles.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Excellence, Illustration and Design. 1991 Society for News Design, "*No Beef.*" Role: I created the illustration and designed the page.

Received Awards and Gold medals from Creativity Competition:

Creativity is a prestigious international creative competition that receives more than 7,000 entries from more than 40 countries annually.

Gold Medal. Feature Page. 1997 Creativity, "*Travel Alaska.*" Role: I created the illustration and designed the page.

Award of Distinction, Portfolio of Work. 1996 Creativity, "*Portfolio.*" Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Award of Distinction, Illustration. 1993 Creativity, "*Mexico.*" Role: I created the illustration and designed the page.

Award of Distinction, Illustration. 1993 Creativity, "*Apples.*" Role: I created the illustration and designed the page.

Award of Distinction, Illustration. 1993 Creativity, *"Meet the Press."* Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

Received award from Print Magazine:

Print Magazine is a national design competition that receives thousands of entries annually.

Award of Design Excellence, Illustration and Design. 1994 Print Magazine Competition, *"Apples."* Role: I created the design and illustration.

Received Six First Place awards in the state of Ohio (Press Club) for graphics in the large newspaper category for multiple years:

The competition is sponsored by the Press Club of Cleveland and the Cleveland chapter of Professional Journalists and recognizes the best work done in the state of Ohio.

First Place, Feature Page Design. 1997 Ohio Journalism Excellence awards, *"Travel Alaska."* Role: I created the design and illustration.

First Place, Graphic Design. 1996 Ohio Journalism Excellence awards, *"Portfolio of Graphic Design."* Role: I created the designs and illustrations in the package.

First Place, Informational Graphics. 1995 Ohio Journalism Excellence awards, *"John S. Knight Center."* Role: I created the informational graphic.

First Place, Design. 1994 Ohio Journalism Excellence awards, *"Kent State."* Role: I art directed the page, guiding the visual style, vision, element usage and final execution.

First Place, Informational Graphics. 1992 Ohio Journalism Excellence awards, *"Inventure Place."* Role: I created the informational graphic.

First Place, Portfolio. 1992 Ohio Journalism Excellence awards, *"Portfolio of work."* Role: I created the package of graphics/illustrations in the portfolio submission.

Second Place, Illustration. 1990 Ohio Journalism Excellence awards, *"No More Boys in the Back."* Role: I created the illustration and designed the page.

Received awards from the Associated Press Society of Ohio:

The competition recognizes the best professional newspaper work produced in the state.

First Place, Informational Graphics. 1995 Associated Press Society of Ohio, *"John S. Knight Center."* Role: I created the informational graphic.

First Place, Illustration. 1995 Associated Press Society of Ohio, *"Jazz."* Role: I art directed the project.

Honorable Mention, Informational Graphics. 1995 Associated Press Society of Ohio, *"Rock Hall of Fame."* Role: I art directed the project.

Professional Honors:

1992-1997, **Featured in Akron Beacon Journal annual report** for six consecutive years

with acknowledgement of professional and personal outstanding achievements. This was a unique honor and was one of the only times in the company's history that any one individual had been recognized six years in a row in annual reports.

Awards and Honors: Academic Recognition from classes

For the last decade, assignments from my classes and student projects have consistently garnered numerous top awards in many of the most prestigious competitions in journalism (often winning more awards than any of the other competing universities). Since coming to UNC in 2010, more than 100 international student awards have come from projects created in my classes. Just last year, our students continued to dominate the Society for News Design International competitions winning the most awards compared with peer institutions. Projects from my UNC classes have won the most awards in the premier student competition for nine years straight. Additionally, I'm proud that during my years at Ohio University, my students there won the most awards for eleven years a row.

Recent article highlighting student-work nine-year UNC international winning streak:

<http://hussman.unc.edu/news/tar-heels-dominate-9th-consecutive-international-society-news-design-contest>

A sampling of the award-winning work from my UNC classes is displayed along the walls of our school adjacent to the school's Park Library. A comprehensive list of awards from classroom work from 2001-2019 is available upon request.

Academic Honors:

2016, **David Brinkley Teaching Excellence Award.** The David Brinkley Teaching Excellence Award recognizes a faculty member for excellence in teaching at any level (undergraduate, graduate, or both) and for commitment to helping students inside and outside the classroom.

2012, **Edward Vick Prize for Innovation in Teaching Award in the UNC School of Journalism and Mass Communication.** The honor acknowledged my forward-thinking initiatives that led to the publication of the university's first-ever journalism iPad magazines published in the App Store and the development and implementation of one of the first-ever journalism motion graphics courses in the nation.

2008-09, **One-year sabbatical, Ohio University.** After earning tenure in 2007, I was granted one-year sabbatical to learn the theory, software and practical applications of motion graphics. Used the knowledge to develop a course, Introduction to Motion Graphics, which was taught for the first time at Ohio University in fall 2009. Tested the material as a consultant with News 21 at UNC-Chapel Hill in summer 2009 to help refine the course. Continued the course after joining the faculty at UNC-Chapel Hill. The research and information gained during the sabbatical is positioning me to be a leader in motion graphics development and use and to establish that at UNC-CH. The motion graphics classes established and taught were the first of their kind in the nation.

Creative Activity: Professional Design and Motion Graphics (with links)

For nearly a decade I have been building an extensive portfolio of high-caliber national and international productions. In recent years, I have had incredible success producing dozens of professional productions for some of the world's top companies, universities and organizations such as Fidelity, Alcon, AT&T, MIT Technology Review, University of Arizona, UNC-Chapel Hill, Tufts University, Inova Translational Medicine Institute, the Primary Health Care Performance Initiative, the Grammy Music Education Coalition and more.

April 2019 Capsule8 How it Works Motion Graphic. In this video, I used dynamic animation techniques to illustrate Capsule8's unique real-time, zero-day detection cybersecurity capabilities. In addition to the main motion graphic, I also created several animated gifs that can also be viewed on their main site at <https://capsule8.com/>. While the topic of digital security infrastructure is quite complex, I was able to effectively communicate the functionality of Capsule8's unique product offerings through captivating, easy to understand visual elements. This was the second major production that I created for them within the last couple of years. Capsule8 is one of the country's fastest growing startups, with backing from top investors and leadership from Apple, Google, Square, McAfee, FireEye and RSA. The company is a leading IT security provider and has pioneered the industry's first real-time attack disruption platform to proactively protect Linux infrastructure and improve software security. Launched in February 2017 with a \$2.5 million seed funding, Capsule8 subsequently secured significant additional investment of \$6 million in their Series A round of funding.

Role: Producer and primary animator. <https://vimeo.com/369932532>

Spring 2017-2019 UNC Thrive Motion Graphics. In partnership with the Thrive @Carolina initiative (UNC-Chapel Hill Admissions), I was the primary investigator and creator of these short videos to help support the organization's student support and retention efforts. Through the use of innovative animation techniques, I helped enhance students' original spoken word performances where they share their personal experiences about adjusting to life on campus and learning to succeed in the world of higher education. University administrators were so pleased with the results that they extended another grant and asked me to create two more in 2019, which were recently completed.

<https://vimeo.com/216265121>

<https://vimeo.com/216264927>

<https://vimeo.com/210657879>

<https://vimeo.com/329328573>

<https://vimeo.com/365269750>

Thrive is a university-wide effort to foster a culture of success and completion for all students, Thrive @Carolina's goal is to help UNC lead all public universities in the Association of American Universities (AAU) in four- and six-year graduation rates for undergraduate students. The organization provides coordinated support services to help eliminate disparities in retention and graduation rates for students of all races, ethnicities, incomes, abilities, and educational backgrounds. **Role:** Producer and primary animator.

Fall 2018 Primary Health Care Motion Graphic. I created this motion graphic to help introduce the Primary Health Care Performance Initiative (PHCPI) and their mission-driven approach to transforming the global state of primary care. This three-minute video gives an overview of PHCPI's work around the world and serves to educate newcomers about the organization's worldwide outreach and education efforts. PHCPI consists of country policymakers, health systems managers, advocates, and others who are passionate about catalyzing primary health care improvements in low- and middle-income countries around

the world. The backbone of PHCPI consists of a partnership between the Bill & Melinda Gates Foundation, the World Bank Group, and the World Health Organization, along with technical partners Ariadne Labs and Results for Development. **Role:** Producer and primary animator. <https://vimeo.com/300501929>

Fall 2018 **Grammy Music Education Coalition Motion Graphic.** For this project, I created a testimonial series animated branding intro and outro to help GMEC encourage children in their creative pursuits. They have a goal to foster universal music education participation for the 3.8 million pre-K to grade 12 students in the U.S. that do not have such access. GMEC is a non-profit collective dedicated to building universal music education participation in elementary and secondary schools nationwide (partnership that includes the Grammy Recording Academy, the Grammy Museum and others). The series was introduced December 2018. **Role:** Producer and primary animator. <https://vimeo.com/305567545>

Fall 2018 **United European Gastroenterology Week video productions.** I created two video productions that included numerous animated infographic charts to help explain shared decision-making in ulcerative colitis and mucosal healing in Crohn's disease. The medical productions were created to showcase highlights from the Takeda-organized satellite symposium during UEG Week 2018 in Vienna, Austria. The United European Gastroenterology Week provides the attendees with the opportunity to gain insights to improve the prevention and care of digestive diseases in Europe through providing education, supporting research and improving clinical standards. UEG Week is the largest and most prestigious GI meeting in Europe and is now a global congress. UEG Week attracts around 14,000 participants each year from around the world. **Role:** Producer and primary animator.

<https://vimeo.com/309137624>

<https://vimeo.com/309136916>

May 2018 **Capsule8 Motion Graphic.** In this video, I used dynamic animation techniques to illustrate Capsule8's unique real-time, zero-day detection cybersecurity capabilities. While the topic of digital security infrastructure is quite complex, I was able to effectively communicate the functionality of Capsule8's unique product offerings through captivating, easy to understand visual elements. Capsule8 is one of the country's fastest growing startups, with backing from top investors and a leadership from Apple, Google, Square, McAfee, FireEye and RSA. The company is a leading IT security provider and has pioneered the industry's first real-time attack disruption platform to proactively protect Linux infrastructure and improve software security. Launched in February 2017 with a \$2.5 million seed funding, Capsule8 subsequently secured a significant additional investment of \$6 million in their Series A round of funding. **Role:** Producer and primary animator.

<https://vimeo.com/219711450>

Spring 2018 **Kidney Dialysis Motion Graphic.** I produced this 9-minute motion graphic in conjunction with the UNC School of Medicine's Kidney Research Center to encourage broader patient participation, to help align research and clinical processes, and to generate awareness about clinical dialysis research. With input from over 75 stakeholders, patients and care partners, I crafted this high-impact motion graphic for the Kidney Research Center to utilize through a number of different visual outlets. To top it off, this video won the highest award in the 2018 Digital Health Awards. **Role:** Producer and primary animator.

<https://vimeo.com/251583581>

UNC School of Medicine Story about the collaboration: <https://tinyurl.com/kidneyarticle>

Spring 2018 **MIT Technology Review Animated GIF**. I created an animated GIF (a short animation that loops) that describes the advanced LIDAR laser technology that allows autonomous vehicles to operate. This animated graphic was designed to convey the complex technological infrastructure of driverless car technology to a non-technical audience in an easy to digest way. The MIT Technology Review was founded at the Massachusetts Institute of Technology in 1899. This trailblazing publication has been the first to report on important new technologies through features, news analysis, business reports, photo essays, reviews, and interactive digital experiences. The MIT Technology Review has an active social network of 1.7 million followers and receives 4.1 million page views on their content each month. **Role:** Producer and primary animator.

<https://vimeo.com/308576325>

Spring 2018 **University of Arizona Student Success and Retention Innovation Promo**. For this project, I created several logo transitions and small animated graphics for video to help promote students' success at the University of Arizona. **Role:** Animator.

https://www.youtube.com/watch?v=BxgrqzpvQ_I&feature=youtu.be

December 2017 **TimeTrade animated GIF**. I created an explainer animated graphic to help explain how TimeTrade can help companies by using their intelligent online appointment scheduling software for appointments and meetings. TimeTrade is an American software company based in Tewksbury, Mass. whose self-service and assisted-service appointment scheduling solutions power the live customer support infrastructure of over 500 leading brands. Trusted by 9 of the top 20 U.S. banks, TimeTrade is credited with creating the online appointment scheduling industry more than 15 years ago, and since then has become a well-respected industry leader in the field. **Role:** Producer and primary animator.

<https://www.timetrade.com/>

April 2017 **Alcon Global Motion Graphic**. I created Japanese and American versions of this motion graphic to explain Alcon's manufacturing process. I partnered with Alcon, an American-based global leader in eye care products, to create this advertisement for their new "Air Optix plus HydraGlyde" contact lenses. By cleverly combining animated graphical elements with live video footage, I was able to tell the story of Alcon's boundary-pushing technology and products in a uniquely captivating way. Alcon's industry-leading eye care products are sold in over 180 countries. Named a top contact lens company in the 2014 EyeVote Readers' Choice Awards, Alcon is a global leader in eye care, and their innovative medicines and devices serve the full life cycle of eye care needs for vision-impaired customers the world over. **Role:** Producer and primary animator.

<https://vimeo.com/219711450>

December 2016 **Alcon Multifocal Total Motion Graphic**. I partnered with Alcon, an American-based global leader in eye care products, to create this advertisement for their Multifocal Total 1 contact lenses. The key goal was to explain how patients could see from various distances because of their patented precision profile design. Alcon's industry-leading eye care products are sold in over 180 countries. Named a top contact lens company in the 2014 EyeVote Readers' Choice Awards, Alcon is a global leader in eye care, and their innovative medicines and devices serve the full life cycle of eye care needs for vision-impaired customers the world over. **Role:** Producer and primary animator.

<https://vimeo.com/281850875>

Fall 2016 **Santen Pharmaceutical Co., Ltd. Interactive Animation.** I created interactive infographics to explain Santen's ophthalmic pharmaceutical pipeline and its development of novel therapies to treat eye conditions such as uveitis, glaucoma, and dry eye. A market leader in Japan for prescription ophthalmic pharmaceuticals, Santen Pharmaceutical Co. sold their products in approximately 60 countries with a worldwide revenue of over \$1.8 billion in 2016 alone. Santen's concentrated basic research, non-clinical studies, and drug formulation research supports their global system of drug discovery and clinical development. **Role:** Producer and primary animator. <https://vimeo.com/283236266>

April 2016 **Edge Strategy Motion Graphic.** I created this animation to introduce viewers to L.E.K. Consulting's Edge Strategy (based on the book *Edge Strategy* by L.E.K. Managing Directors Alan Lewis and Dan McKone) in a visually captivating mix of live interview footage and animated elements. This animation serves to help articulate L.E.K.'s creative approach to business consulting that differentiates them from their peers in the consulting world. L.E.K. Consulting is a global strategy consulting firm with offices across Europe, the Americas, and Asia. Named 'Strategic Consultants of the Year' at the 2015, 2013, 2012 and 2011 Health Investor Awards, L.E.K. Consulting was ranked by career site Glassdoor in 2012 as the most desirable management consulting employer for MBA students and the 2nd most desirable employer for MBA students overall. **Role:** Producer and primary animator. <https://vimeo.com/281513749>

January 2016 **Strengths-Based Medical Motion Graphic.** My goal with this animation was to assist the UNC Gillings School of Global Public Health with their initiative to better educate public health providers about the strengths-based patient approach. This colorful educational video was created to teach healthcare professionals how to help patients apply their personal strengths to more effectively activate behavior changes that result in increased positive health outcomes overall. The UNC Gillings School of Global Public Health is the #1 ranked public school of public health and is ranked #2 of both public and private schools. Working in 60+ countries and all 100 North Carolina counties, the Gillings School employs leaders in almost every area of public health. Their world-class faculty brought in an average of \$1.16 million in grant funding per principal investigator last year and was the #4 school of public health in the country for National Institute of Health funding for the 2017 fiscal year. **Role:** Producer and primary animator. <https://vimeo.com/196765613>

December 2015 **Tufts University Magazine Motion Graphic GIF.** I created this animated GIF to promote Tufts University's official magazine. My goal was to create an eye-catching animation that would be easily shareable on social media and online in order to promote this award-winning publication. A tri-annual publication, this free magazine is published by the Trustees of Tufts University, twice a year in print and once in web-only format with a circulation of 100,000. Dedicated to telling the stories of how Tufts alumni, faculty, and students are helping to change the world, the magazine has received a Bronze Medal in the "Circulations of 75,000 and Greater" category from CASE (Council for Advancement and Support of Education), in competition with 45 other publications. **Role:** Primary animator. <https://vimeo.com/145707682>

November 2015 **Inova Medical Motion Graphic.** I created all motion graphic elements for this Inova medical video to help collaborators build and examine new genetic models and make new medical discoveries about how to personalize diagnosis and treatment of tough medical conditions. Inova Translational Medicine Institute (ITMI) is a not-for-profit research institute that applies genomic and clinical information from individuals to develop

innovative methods for personalized healthcare. ITMI conducts studies related to child health and chronic diseases. Studies are designed to build genetic models that help answer questions about individual predispositions to a disease, treatment and ultimately prevention. **Role:** Primary animator. <https://vimeo.com/281513818>

October 2015 **Innovate Carolina Motion Graphic.** I created this motion graphic for UNC-Chapel Hill's former Chancellor Carol Folt. Innovate Carolina has a mission to strengthen an intentional culture of innovation and help make UNC-Chapel Hill a place where innovators can thrive, and this production was created for promotion and television commercial opportunities. Colleagues, Dana McMahan was creative director, and John Sweeney was script writer. **Role:** Producer and primary animator. <https://vimeo.com/141612009>

June 2015 **Takeda Motion Graphic.** In a joint project with Edelman's Bioscience Communications team for Takeda Pharmaceutical Company, I created three webisodes chronicling the misadventures of leading physicians and their attempts to collaborate prior to a face-to-face meeting at the Takeda Conference in Barcelona. Takeda Pharmaceutical Co. is Japan and Asia's largest pharmaceutical company. With 30,000 employees worldwide and over \$15.8 billion revenue in 2016, they are a global innovator in three therapeutic areas -- oncology, gastroenterology (GI), and neuroscience. Takeda has developed groundbreaking products such as a Zika vaccine that won FDA fast-track status in 2018, and the Takeda Oncology Company was ranked by Fortune Magazine in 2012 as one of the 100 best companies to work for in the United States. **Role:** Producer and primary animator. <https://complexstories.com/client-projects/takeda-videos/>

May 2015 **Kenan-Flagler MBA Motion Graphic.** In this animation, I lead viewers through a by-the-numbers overview of UNC's Kenan-Flagler MBA Program. Through punchy, fast-paced animations, I highlighted numerous impressive statistics about the school's curriculum, accolades, and international reputation to educate viewers about Kenan-Flagler's status as one of the world's best business schools. UNC's Kenan-Flagler MBA program is one of the top-ranked MBA programs globally, consistently receiving high rankings in faculty expertise, commitment to students, and focus on accessibility. Between the school's Full-Time MBA program, an Executive MBA designed for professionals with high organizational potential and their innovative Online MBA program with 6 concentrations, over 100 student clubs and global opportunities, Kenan-Flagler has a reputation for providing an unmatched business education. **Role:** Producer. <https://vimeo.com/138254381>

January 2015 **Tallie.com Motion Graphic.** For this animation, I set out to display the full breadth of Tallie's capabilities in a bright, lively fashion to outline for business professionals how their best-in-class cloud-based expense report platform stands head and shoulders above the competition. Tallie is an award-winning automated expense report website and software platform used by over 2,000 corporations and 90,000 active users worldwide. Their product is the first expense management system to implement real-time, bi-directional integration with the Intacct Accounting system. Tallie's cutting edge technology has won numerous industry awards, including the Tax & Accounting Innovation Award from CPA Practice (2014 & 2015), Sleeter's Awesome Application Award (2014), and the American Business Association's Bronze Stevie Award for Support (2014). **Role:** Producer and primary animator. <https://vimeo.com/136225277>

December 2014. **F-Squared Motion Graphic.** I created five motion graphics from concept to final production for F-Squared Investment company. I also created the signature branding animated logo. F-Squared Investments, Inc. was a privately-owned investment manager. The firm primarily provided its service to other investment advisers. It also catered to individuals, high net worth individuals, and pension and profit-sharing plans. The firm built itself from a virtual nonentity in 2008 to the force behind a \$28.5 billion strategy by June 2014, but in recent years ran into trouble. **Role:** Producer and primary animator. This is one sample of the five created: <https://vimeo.com/130244835>

November 2014. **Brien Holden Vision Motion Graphic.** The purpose of this project was to introduce the state-of-the-art Brien Holden Vision Insight retinal imaging system, an automated system designed to more effectively detect sight-threatening conditions such as glaucoma, AMD, and diabetic retinopathy. My goal was to create an engaging animation that utilized a combination of computer-generated elements and medical imagery to showcase the game-changing nature of this technology. The Brien Holden Vision Institute is one of the premier non-profits, non-governmental organizations in Australia, and their work focuses internationally on eye care research and vision care delivery. The Institute has provided optometric services and glass to over 14 million people in more than 50 countries, has helped train over 160,000 eye care professionals globally and has established or supported the development of 16 optometry schools across the globe. **Role:** Producer and primary animator. <https://vimeo.com/112769639>

2013-2014. **Fidelity Motion Graphics**

Over the course of two years, Fidelity Investments hired me to create many animations designed to spread the word about their Fidelity Charitable products and services, which offer philanthropic customers a donor-advised management tool to support their tax-deductible charitable contributions, and help financial advisors actively manage charitable assets and investments for philanthropic clients. I created multiple videos of varying lengths so that Fidelity Charitable would have a wide-variety of options to spread their message, from more in-depth deep dives to snappy high-level overviews. Rated Best Online Broker in 2016 and 2017 by Barron's, Investor's Business Daily, and Kiplinger's, Fidelity is one of the largest global asset management firms with more than \$2.2 trillion in managed assets. Fidelity and their 40,000-plus associates serve customers around the globe, spanning eight other countries across North America, Europe, Asia, and Australia. Over 26 million individual customers and over 20,000 employers invest with Fidelity — from more than 1/3 of all Fortune 500 companies to more than 8,000 small businesses.

June 2014. **Fidelity Investor Advisor Motion Graphic.** I also created a fourth motion graphic from concept to final production for Fidelity Investments. The focus was on growing your practice with the Charitable Investment Advisor Program. **Role:** Producer and primary animator. <https://vimeo.com/282960516>

May 2013. **Fidelity Donor Advisor Motion Graphic.** I created a motion graphic from concept to final production for Fidelity Investments. The focus was on giving, growing and granting with investments. I created motion graphic web commercial campaign from concept to final production for Fidelity Investments. For this project I created three separate commercials and branding; one 1:30-second spot, one 30-second spot and one 15-

second spot. I also created their animated branding intro. **Role:** Producer and primary animator. Example of one: <https://vimeo.com/127302535>

May 2013. **AT&T Heritage Motion Graphic.** I created this motion graphic as part of the deliverable for a UNC Stone Center Faculty Grant in Art, Culture and Creativity (supported by AT&T) for which I served as primary investigator. The project had significant local impact with profiles of North Carolinians whose lives and work have made a positive impact on Tar Heel African Americans. AT&T is the world's largest telecommunications company, and the second largest provider of mobile telephone services and the largest provider of fixed telephone services in the United States. With over 250,000+ employees worldwide and \$163.8 billion in revenue in 2016, AT&T has been named one of 2017 Fortune's 100 Best Companies to Work For and one of Diversity Inc's Top 15 Companies for Mentoring in 2017. **Role:** Producer and primary animator. <https://vimeo.com/114320062>

December 2012. **Design consulting and software training,** I served as a consultant and trainer for RHA Care Centers of Raleigh, North Carolina. I consulted the staff on design and production techniques for print and digital publication. Provided beginner and intermediate level instruction of Adobe Illustrator, InDesign and Photoshop software packages. RHA focuses on residential and vocational services and care for disabled adults and disabled children in North Carolina.

August 2012. **WomenHeart - The National Coalition for Women with Heart Disease Motion Graphic.** I helped create several beating heart, brain and blood clot animations for this educational video for WomenHeart: The National Coalition for Women with Heart Disease about atrial fibrillation in women, a heart condition that can lead to complications including stroke. AFib is the number one cause of debilitating strokes in women, and the WomenHeart organization works to help educate women about this condition. WomenHeart's mission is to improve the health and quality of life of women living with or at risk of heart disease and to advocate for their benefit. Their organization has been awarded the Women's Health Blog Award (2016), the National Health Council's Putting Patients First Award, and was recognized by Pacific Medical Training as a PMT Best of Cardiac Sites Winner (2016). **Role:** Animator. <https://vimeo.com/285655985>

August 2012. **Chicago Bears Motion Graphic,** Created artwork and art directed *The Chicago Tribune*, Chicago Bears motion graphic series. In addition to creating graphics, I provided professional guidance with animation techniques, timing and aesthetic editing and for the weekly motion graphic series presented for the entire NFL Football season. The project was another opportunity to make an impact on industry.

Spring 2012. **Election Book and TV Infographics.** Created feature infographic for the book entitled, *Taking Our Country Back*. The timely 2012 book written by my fellow professor, Daniel Kreiss showcased the graphics which were also used when presenting at CNN, C-SPAN, Harvard University, Stanford University, Yale Law School and other prominent universities and media outlets. The main graphic details how various political movements funneled over the years to culminate into a structure that affected the presidential election. With the circulation of select Howard Dean staffers, consultants, and technologies across political organizations and electoral cycles the political landscape may well have been changed.

Spring 2012. **Website Illustration.**

Created illustration for the school's website. The research-based website is a step-by-step guide for publishers and editors. The mission of the site is to function as a free, educational interactive website for the newspaper industry based on research performed at UNC's School of Journalism and Mass Communication.

May 2012. **Entertainment Industry Portrait.** Created Illustration of music artist, Aaron Michael Cox. I created it with charcoal pencil, technical pencil and Adobe Photoshop for Universal Music Group (Los Angeles). Universal is one of the world's largest entertainment companies.

November 2011. **Hero Motion Graphic.** Created hero-themed motion graphic for Journey Group, Inc. to promote and encourage the idea of heroism and volunteerism. The motion graphic depicted everyday heroes such as teachers, firemen, policemen, etc., but prompted viewers to consider other heroes such as those who volunteer their time, energy and talents every day to help those in need. I conceived and created the numerous illustrations and in-between scenes, edited the audio and then animated the entire motion graphic.

November 2011. **Television Show Intro.** Art directed and contributed graphics for national TV show intro motion graphic for WOCC Church in Durham, North Carolina.

Fall, 2010. **Thematic Motion Graphic Campaign.** I created a series of promotional motion graphics for the "Believe" theme campaign for WOCC Church in Durham, North Carolina. They were made for usage on the church website, promotional materials and for projections within the facility.

Summer 2010. **Television Motion Graphic Bumper.** Created a series of motion graphics to serve as bumpers between TV show segments. Produced for WOTV, Durham, North Carolina.

Spring 2010. **Business Branding Design Campaign,** Created entire branding campaign for Revive Carpet Cleaning of Kapaa, Hawaii. I created art, logo, and all branding materials for business cards, truck advertising, signage and marketing material.

Fall 2009. **Book Tour Illustration.** My hand-drawn charcoal pencil illustration was used for Michael Eric Dyson's international book tour, speaking engagements and on websites. Dyson is a noted scholar is a regular contributor for CNN, MSNBC and other major news stations. Dyson, named by Ebony as one of the hundred most influential black Americans, is the author of sixteen books, including *Holler if You Hear Me*, *Is Bill Cosby Right?* and *I May Not Get There With You: The True Martin Luther King Jr.*

Spring 2009. **Company rebranding.** I art directed a company rebranding marketing campaign for The Burrito Buggy of Athens, Ohio. I guided and oversaw the creation of the new logo, menu and imagery for the eatery.

Fall 2008. **Recording Artist iTunes Teaser.** I created an iTunes promotion motion graphic for national recording artist, Jesty Beatz.

2003-2008. **Columbus Dispatch,** Columbus, Ohio. I consulted with staffers and art directed numerous collaborative projects developed from enterprise graphic story proposals and

oversaw the designed pages. Provided guidance to help implement updated style guidelines and redesigned sections.

2005. **The Plain Dealer**, Cleveland, Ohio. Consulted with staffers on issues such as cross-collaboration between departments, management and team-building. Also taught and consulted designers; producing multiple pages on deadline.

2005. **Museum Exhibit**. Athens, Ohio. Exhibited original pieces of art at the Lindley Cultural Art Gallery in the month of February. The show entitled *The Five Senses* featured five of my drawings and paintings along with the work of four other notable Ohio artists.

2004. **Museum Exhibit**. Athens, Ohio. Spent six months developing and curating a museum exhibition that featured postcard representation of various Appalachian and minority issues. As curator, my role consisted of developing ideas, conducting research of specific collectibles to be displayed within the exhibit, and designing all of the promotional materials which included advertisements, postcards, museum signs and posters for the exhibition. The show was exhibited from March 11-June 3, 2004, at the Kennedy Museum of Art, in Athens Ohio, and was entitled *Mixed Messages: Rethinking Postcard Representation*.

2003. **The Athens Messenger**. Athens, Ohio. Reviewed the newspaper and consulted with news editors on numerous prototype redesigned section fronts.

2002. **The Multicultural Genealogical Center**. Consulted with the writers and editors to develop the overall design and layout of a book about diversity. MGC is a non-profit organization that documents and celebrates the contributions of African-Americans, multiracial and multicultural people in Southeastern Ohio.

2002-2005, **Akron Beacon Journal**, Akron, Ohio. Consulted with staffers on design and graphic related issues. Each year I evaluated numerous information graphics and consulted about various enterprise graphic story proposals and designed pages. Provided guidance to help implement updated style guidelines.

2002, **Appalachian Veterans Center**. Designed a local advertising campaign and all visual campaign materials that included ads for *The Athens News*, *The Athens Messenger* and full-color posters for local displays around the Athens, Ohio community for The Appalachian Veterans Appreciation Ceremony to honor local servicemen and women.

Publications

January 2019. Created a series of eight graphic visualizations. ***Managing the Environment, Managing Ourselves: A History of American Environmental Policy, Third Edition***. By Richard N. L. Andrews (New Haven CT: Yale University Press, anticipated publication 2020).

August 2016. Contributed a chapter on motion graphics to *Motion & Interactivity: In the eyes of an expert*. In J. George-Palilonis (Ed.), ***A Practical Guide to Graphics Reporting*** (187-193). New York: Routledge.

February 2016. **The Society for News Design's Design Annual**. Wrote article. PREPARE TO FLY: Motivating students to soar (pages 36-41). Link to Digital copy: https://issuu.com/societyfornewsdesign/docs/designjournal_issuu/1

July 2012. **Taking Our Country Back**, by Daniel Kreiss. I created informational graphics published in the book. The publication presents the previously untold history of the uptake of new media in Democratic electoral campaigning over the last decade. The book contributes to an interdisciplinary body of scholarship from communication, sociology and political science. The infographic execution analyzes how Howard Dean's former staffers created an infrastructure for Democratic new media campaigning after the 2004 elections that helped transfer knowledge, practice, and tools across electoral cycles and campaigns. <http://www.amazon.com/Daniel-Kreiss/e/B008KNTJ1A>

April 2012. **The Society for News Design's website**. MOTION GRAPHICS: NEW WEAPONS OF VISUAL JOURNALISM. Evolving strategies of digital communication, with case studies. Online: <http://www.snd.org/2012/04/motion-graphics-new-weapons-of-visual-journalism/>

March 2011. **Infographic tips on poynter.org**. The site post also examined how students were challenged to find a story focus, develop reporting sources, parse research, and illustrate entire infographic packages from scratch.

Summer, 2011. Carolina Communicator, an online and printed magazine produced by The School of Journalism and Mass Communication at The University of North Carolina at Chapel Hill. **ON THE MOVE WITH MOTION GRAPHICS** <http://mj.unc.edu/publications/carolina-communicator/summer-2011>

April 2011. **Contributor to article in Adobe's customer success publication** on how UNC-Chapel Hill students are excelling in new ways of storytelling. EMBRACING NEW MEDIA

Spring, 2008. **Design, The Society for News Design's Quarterly Journal**. GRAPHICS BY HAND. Article based on primary research I conducted on traditional art in information graphics. 4 pages.

Spring, 2007. **Update, The Society for News Design's Student and educator-focused Journal**. RAISING THE BAR. STEPPING UP TO THE PLATE. AND TAKING IT TO THE NEXT LEVEL: Taking journalism design to the next level. 8 pages.

Winter, 2004. **Design, The Society for News Design's Quarterly Journal**. REALITY SHOW: Designing tough subjects with no art. 4 pages.

Winter, 2003. **Design, The Society for News Design's Quarterly Journal**. DESIGN AND THE ART OF TEACHING SWEETNESS: Conceptual design and high-level execution. 6 pages.

Teaching

UNC-Chapel Hill, Recent courses and numbers:

Spring 2021

MEJO 484, Information Graphics (16 students)
MEJO 589, Motion Graphics (15 students)

Fall 2019

MEJO 484, Information Graphics (17 students)
MEJO 589, Motion Graphics (15 students)
MEJO 483, Magazine Design (16 students)

Spring 2019

MEJO 484, Information Graphics (17 students)
MEJO 589, Motion Graphics (15 students)

Spring 2020

MEJO 484, Information Graphics (18 students)
MEJO 589, Motion Graphics (12 students)

Fall 2019

MEJO 484, Information Graphics (17 students)
MEJO 589, Motion Graphics (15 students)
MEJO 483, Magazine Design (10 students)

Spring 2019

MEJO 484, Information Graphics (17 students)
MEJO 589, Motion Graphics (15 students)

Fall 2018

MEJO 484, Information Graphics (14 students)
MEJO 589, Motion Graphics (13 students)
MEJO 483, Magazine Design (18 students)

Spring 2018

MEJO 484, Information Graphics (17 students)
MEJO 589, Motion Graphics (15 students)

Fall 2017

MEJO 484, Information Graphics (16 students)
MEJO 589, Motion Graphics (12 students)
MEJO 483, Magazine Design (16 students)

Fall 2017

MEJO 605, Secondary School Publication (6 students)
MEJO 182: Introduction to Graphic Design (12 students)

Spring 2017

MEJO 484, Information Graphics (16 students)
MEJO 589, Motion Graphics (16 students)

Fall 2019

MEJO 484, Information Graphics (12 students)

MEJO 483, Magazine Design (15 students)

Theses and Senior Honors Committees at UNC- Chapel Hill

Master's thesis committee chair, Michael Gawlik (May 2021)

Title: Animating Queer History: Using Motion Graphics to Teach LGBTQ+ History.

Master's thesis committee member, Kevin LaTorre (May 2021)

Title: A Strategic Guide of Internal Communications Objectives to Direct Healthcare Providers Toward Optimal Telemedicine Use.

Master's thesis committee member, Hadley Green (May 2021)

Title: Redefining Justice: Responding to Gender Violence Outside the Carceral System

Master's thesis committee member, Adam Lau (May 2018)

Title: Where I'm from.

Master's thesis committee member, Alex Waterworth (Dec. 2015)

Appalachian Magazine: an interactive digital conversion.

Master's thesis committee chair, Grayson Mendenhall (May 2015)

Riding the wave: exploring the issues presented by a growing population of seniors

Master's thesis committee chair, Gareth Gwyn (May 2013)

Quintiles' Talent Story: Human Capital as Indicator of Customer Value Creation and Profitability.

Master's thesis committee chair, Kathryn Faulkner (May 2013)

Title: Going mobile first: designing for the small screen to create a better user experience.

Master's thesis committee chair, Vanessa McVay (May 2012)

Title: The crossing: a multimedia depiction of the extraordinary and overlooked first nonstop trans-pacific flight.

Senior honors committee chair, Kelly McHugh (May 2012)

Title: A cross-cultural analysis of color use in information graphics.

Master's thesis committee member, Erin Petty (May 2011)

Title: En masse.

Theses at Ohio University

Served as committee chair eight times and committee member four times in the nine years at Ohio University. Also served as honors committee chair two times.

Grants

2020-2021 Animated vascular access education Grant. For the second time, I am partnering with the UNC School of Medicine. The project will establish stakeholder-guided development of a vascular access education video. The NIH R21 grant will enable the team to develop an animated video to compliment the written materials as they pertain to vascular access. VA is one of the most challenging and expensive aspects of hemodialysis care and this project will 1) help develop and iteratively refine an animated vascular access education video with multiple stakeholder input, and 2) assess video feasibility and acceptability. The project will use rigorous qualitative and stakeholder engagement methods. Production of the project starts January 2020. **Role: I will be the primary animator and video producer for the \$100,000 grant.**

2019 Duke University Resiliency Project Grant. The You@Duke project was a 4-year research project seeking to understand the factors of resilience and well-being in Duke students by studying the class of 2018 from their first year through graduation. This research was funded by the Duke Endowment, and conducted in collaboration with Davidson College, Furman University, and Johnson C. Smith University. With the research now complete and currently in the final year of analysis, Duke University is sharing early insights and well-being resources with students and faculty through a website and series of videos currently in development. **Role: I was a consultant and created a small introductory animation for \$3.4 million grant.**

2019 Fire Grant. The tentatively titled “Brown, Male, and Blue” digital storytelling campaign will feature personal narratives of boys and young men of color (BYMoC) about how masculinity norms shape experiences with disclosing, legitimizing, and getting support and treatment for depressive symptoms. Consistent with well-established methods (Lambert, 2010), roughly 10-15 participants will be trained to produce 3-to-5-minute visual narratives that will be disseminated through campus/community screening events and via carefully planned social media campaigns (Facebook, Instagram, and Twitter). **Role: I was a consultant and helped secure for the \$25,000 grant.**

2018 UNC Kidney Center Grant. Building research capacity in the dialysis community at the local level grant. Sponsored by Patient-Centered Outcomes Research Institute (PCORI), the grant focuses on research for kidney dialysis. I produced a 9-minute motion graphic for the UNC School of Medicine and UNC Kidney Center that explains the IRB process and other questions patients need to know when considering participating in research studies. Estimated percentage of effort 35 percent. **Role: I was producer and animator of the 9-minute motion graphic for \$249,700 grant.**

2018 Thrive@Carolina Innovation and Collaboration Grant. The goal of this grant-funded project was to raise the overall success and graduation rates by supporting students from their first-year experience through to graduation. The project supported and complimented the established on-campus learning communities that embrace goals of student achievement. The goal was to empower and support all student achievement, but especially underserved and first-generation students to help increase retention and graduation rates. Through a creative celebration of achievement, we were able to build a sense of community that is positive and hinges on the word “success.” Ultimately, our efforts empowered students to lead and champion their own success. Estimated percentage

of effort 80 percent. **Role: The grant was \$43,000 and I was the principle investigator and created a series of five motion graphics for the project.**

2016 UNC's Department of Health Policy and Management Grant. I was brought into the Gillings School of Global Public Health project to help communicate patients' strengths in health care and their engagement with their doctors. I created an 8-minute motion graphic that showcased the various strengths-based medical interventions that could lead to better communication between doctors and patients, and ultimately lead to better health care. **Role: I created the motion graphic for the \$355,479 grant.**

2015 The Carolina Finish Line Grant. The project was designed to ensure more first-generation college students (FGCS) access, persist, and complete postsecondary study through the implementation and investigation of multifaceted programs and supports. The project was funded by an over 3-million-dollar grant awarded through the U.S. Department of Education's competitive program called The First in the World. This program provides grants to higher education institutions to spur the development of innovations that improve educational outcomes and make college more affordable for students and families, and to develop an evidence base of effective practices. The initiative started in late 2014, and I joined the team in spring 2015. **Role: I helped coordinate and consult for the project that included key white-paper marketing material and several websites for the \$3,000,000 grant.**

2013 Stone Center Faculty Grant in Art, Culture and Creativity to produce a motion graphic featuring one of the honorees in conjunction with the AT&T Heritage Calendar. The ongoing project had significant local impact with profiles of North Carolinians whose lives and work have made a positive impact on Tar Heel African Americans. The final motion graphic package was created to be shareable through Facebook and other social networks. It was also able to be embedded within websites and/or e-mailed and promoted on sites such YouTube.com. The package was designed so that it could be utilized as an educational enhancement in the classrooms throughout the state of North Carolina. The finished product was packaged so that educators can use it with their lesson plans and supporting curriculum materials. **Role: I was the primary investigator, producer and animator of the comprehensive motion graphic for the \$3,500 grant.**

2012 UNC Junior Faculty Development Award to further my creative reach and impact. I received the grant to help share lessons in innovation with working journalists. The grant helped further position me as an authority with digital innovation and has helped our school become the premier mass communication program for new media and motion graphic storytelling. As a result, I wrote two articles and conducted relevant industry interviews with prominent experts in the field from *The New York Times*, *National Geographic* and *NPR*. **Role: In addition to the two articles, I conducted a presentation on motion graphics to industry professionals and educators at the Society for News Design's 2012 International Workshop, where 19 countries were represented. \$,7,500.**

Service: To the School

Adviser, Student Society for News Design, 2010-2021.

Member, Promotion and Tenure Committee, 2015-2019. 2020-2021

Member, Diversity and Inclusion Committee, 2016-2019.

Speaker, The Media Revolution: From Gutenberg to Zuckerberg and Beyond, 2013-2021.

Chair, David Brinkley Teaching Excellence Award committee, 2018.

Member, Residential MA/JVC Program Committee, 2017-2018.

Director, Chuck Stone Program for Diversity in Education and Media. 2013-2016.

Member, Undergraduate Curriculum Committee, 2010-2016.

Adviser, Uncharted Magazine student organization. 2010-2016.

Co-adviser, Couture magazine, 2016.

Chair, David Brinkley Teaching Excellence Award committee, 2014.

Coach, Powering A Nation, 2010-2013.

Chair, The Undergraduate Scholarship Committee, 2013.

Speaker, JOMC Board of Advisers meeting. Spring, 2012.

Speaker, International Scholars Workshop, Spring, 2012.

Speaker, Korean News Editors Association's New Media Workshop, November, 2011.

Consultant, Carolina PASSPORT magazine, 2010-2011.

Member, Search committee for assistant professor in Multimedia, Spring 2011.

Speaker, International webinar for Adobe. April 2011.

Consultant, "*North Carolinians of Note.*" Spring, 2011.

Member, Promotion and Tenure Committee at Ohio University, 2007-2010.

Member, Search committee for assistant professor in Graphic Design at Ohio University, Spring, 2010.

Service: To the University

Keynote Speaker, Adobe at Wake Forest, spring 2020.

Keynote Speaker, Adobe at UNC, fall 2019.

Member, Keohane Distinguished Professorship Selection Committee, 2013-2019.

Member, UNC/Adobe university committee, 2014-2019.

Member, Institute of African American Research, 2013-2017.

Consultant, Windows Magazine of UNC's University Library, Spring, 2012.

Consultant, Endeavors Magazine, Spring, 2012.

Service to the Academy/Profession

Speaker, National College Media Convention: ACP & CMA, 2020

Speaker, Society for News Design, 2020

Speaker, Strategic Content Summit, 2020

Judge, Society for News Design's Annual International Competition, 2019.

Speaker, Visual Discovery International Conference, 2019 (Athens, Ohio). 2018 (Venice, Italy).

Speaker, Duke University's Visualization Friday Forum, 2017.

Speaker, North Carolina Scholastic Media Association, 2016.

Speaker, Society for News Design's International Workshop in Charlotte, NC, 2016.

Speaker, Society for News Design's International Workshop in Cleveland, Ohio, 2012.

Consultant, Journalism Education Association, 2011 and 2012.

Judge, Delaware Press Association's Communications Contest, Spring, 2012.

Adobe software tester, Adobe's CS6 beta software programs, Spring, 2012.

Judge, North Carolina College Media Association, 2011 and 2012.

Speaker, North Carolina Newspaper Academy Workshop. Spring, 2011 and 2012.

Judge, National Council of Farmer Cooperatives, Fall, 2010, 2011 and 2012.

Site chair, Society for News Design's Advanced Multimedia Quick Course at UNC-Chapel Hill. Spring, 2011.

Coordinator, Judging of National Press Photographers Association's Best Photojournalism Contest, Spring, 2011.

Adviser/consultant, Journalism Today Magazine, Spring, 2011.

Service to the Community

Speaker in design, Chuck Stone Program for Diversity and Education in Media Workshop, Summer, 2011- 2016.

Kenya Mission Trip, Served on a mission trip where we built two sustainable farms and donated several cows. Summer, 2014

Speaker/instructor in design, North Carolina Scholastic Media Association High School Journalism Workshop, Summer, 2011 and 2012

Hunger program assistant to feed the hungry, Care Ministry in Durham, NC, November 2012.

Speaker, UNC's Upward Bound Career Day. Fall, 2011.

LYNN C. OWENS

MEDIA AND JOURNALISM PROFESSOR



lynnowens@gmail.com



616 New Road
Raleigh, NC 27608



919-923-2891



Lynncowens.com

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL / Ph.D. / 2006
School of Journalism and Mass Communication
Research Stream: Race, Class and Gender / International Communication

NORTHWESTERN UNIVERSITY / Master of Science in Journalism / 2001
Medill School of Journalism
Concentration: Broadcast Journalism

UNIVERSITY OF PENNSYLVANIA / Bachelor of Arts / 2000
Major: International Relations
Minors: Asian and Middle Eastern Studies / World History

WORK EXPERIENCE

LECTURER OF BROADCAST JOURNALISM / University of North Carolina at Chapel Hill / 2015 - Present
Teach broadcast courses in the School of Media and Journalism including "Producing TV News", "Audio-Video Information Gathering," "Introduction to Multimedia Storytelling," "Voice and Diction," and "Media Ethics."

ADJUNCT PROFESSOR / Duke University / 2017 – Present
Teach "Video Journalism" at Duke's DeWitt Wallace Center for Media and Democracy

ASSOCIATE PROFESSOR / William Peace University / Raleigh, NC / 2008 - 2015
Taught survey, theoretical and skills courses in the Communication Department including "Introduction to Mass Communication," "Communication Research," "International Communication," "Interactive and Social Media," and "Media Writing I and II."

- Department Chair 2012 - 2014

ASSISTANT PROFESSOR / Virginia Commonwealth University / Richmond, VA / 2006 - 2008
Taught writing and video production courses. Professor for broadcast capstone course, "VCU InSight," the weekly, live student news broadcast.

REPORTER / WNCT-TV / Greenville, NC / 2001 - 2004
Worked as a general assignment reporter for the top-ranked news station in Eastern North Carolina. Wrote, edited and reported live daily.

TECHNICAL PRODUCER / Reuters Television / London, UK / 2001
Edited raw footage into packages under tight deadlines for international news feeds. Wrote anchor leads, shot list and scripts to accompany packages.

NEWS PRODUCTION ASSISTANT / KTNV-TV / Las Vegas, NV / 1998 - 2000
Assisted producers, assignment editors and directors with daily newscast preparation.

PUBLICATIONS – PEER REVIEWED

Wenger, D. & Owens, L.C., (2018). "Realigning Journalism education to meet the needs of top U.S. News Companies." *Journalism and Mass Communication Educator*

Wenger, D. & Owens, L.C., (2014). "Help Wanted: Mobile journalism skills required by top U.S. news companies." *Electronic News Journal*, 8(2), 138-149.

Wenger, D. & Owens, L.C., (2013). "An examination of job skills required by top U.S. broadcast news companies and potential impact on journalism curricula." *Electronic News Journal*, 7(1), 22-35.

Owens, L.C., Tuggle, C.A., & Holman, L. (2012). "Should certification of meteorologists serve as a model for broadcast journalists?" *Electronic News Journal*, 5(2), 112-126.

Wenger, D. & Owens, L.C., (2012). "Help Wanted 2010: An examination of new media skills required by top U.S. news companies." *Journalism and Mass Communication Educator*, 67(1), 9-25.

Wenger, D. & Owens, L.C., (2011). "Help Wanted: An examination of new media skills required by top U.S. news companies." *The Future of Journalism Education, Training and Employment*. Taylor and Francis.

Owens, L.C., (2009). "Network News: The role of race in source selection and story topic." *Howard Journal of Communications*. 19(4), 355-370.

Wenger, D. & Owens, L.C., (2008). "Resource allocation & managerial oversight of local morning newscasts." *Electronic News Journal*, 2(2) 102-116.

Owens, L.C., (2007). "International news: What makes college students want to keep reading?" *Newspaper Research Journal*. 28 (1).

Owens, L.C., (2007). "Race in the television newsroom: Do on-air personalities reflect the communities they serve?" *Electronic News Journal*, 1(1), 9-19.

PUBLICATIONS - NON-PEER REVIEWED

Owens, L.C., (2009). "Book Review: China Ink – The Changing Face of Chinese Journalism." *Journalism Studies*, 10(1), 132-136.

REFEREED CONVENTION PAPERS

Wenger, D & Owens, L.C. (2016, August). "Help Wanted: Expanding social media, mobile and analytics skills in journalism education." Paper presented at the 2016 AEJMC National Convention, Minneapolis.

Wenger, D & Owens, L.C. (2013, July). "Help Wanted: An examination of new media skills required by top U.S. news companies. Paper presented at the 2013 World Journalism Education Congress. * *Winner, 3rd Place, Best Paper.*

REFEREED CONVENTION PAPERS, CONTINUED

Wenger, D & Owens, L.C. (2012, August). "Help Wanted 2011: An examination of new media skills required by top U.S. news companies." Paper presented at the 2012 AEJMC National Convention, Chicago.

Wenger, D & Owens, L.C. (2010, July). "Help Wanted 2009: An examination of new media skills required by top U.S. news companies." Paper presented at the 2010 World Journalism Education Congress, South Africa. *Winner, Best Abstract

Wenger, D & Owens, L.C. (2009, July). "Help Wanted: An examination of new media skills required by top U.S. news companies." Paper presented at the 2010 World Journalism Education Congress, Wales, U.K.

Owens, L.C., Tuggle, C.A., & Holman, L. (2008, August). "Should certification of meteorologists serve as a model for broadcast journalists?" Paper presented at the 2008 AEJMC National Convention, Chicago.

Owens, L.C. (2007, April). "Minorities and Network News: The role of race in sources selection and story topic. Paper presented at the Broadcast Education Association, Las Vegas, NV. * Winner, 2nd Place, Multi-cultural division.

Carpentier, F.D., & Corney, L. (2006, May). "Adolescent movie preferences, mental health, and temperament." Paper presented to the International Communication Association, Dresden, Germany.

Corney, L. (2006, March). "International News: What makes readers want to keep reading?". Paper presented to the Association for Education in Journalism and Mass Communication, Tuscaloosa, AL. *Top Student Paper, Newspaper Division

Corney, L. (2006, March). "Watchdogs or Actors?: Student perception of television journalists?". Paper presented to the International Communication Association, New York, NY.

Corney, L. (2005, March). "'Little Sammy Lee:' Newspaper coverage of the first Asian-American Olympic Champion." Paper presented to the Association for Education in Journalism and Mass Communication, Athens, GA.

Corney, L. (2004, August). "Sunshine laws: How are states making lawbreakers pay?" Paper presented to the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Corney, L. (2004, August). "Sunshine laws: An analysis of access in the 50 states" Paper presented to the Association for Education in Journalism and Mass Communication, Tampa, FL.

SERVICE AND PROFESSIONAL DEVELOPMENT

Program Coordinator, CBC-UNC Diversity Fellowship Program, 2015-Present.

Vice President, Asian American Journalists Association (AAJA), North Carolina Chapter, (2011-2014), 2018-Present.

Lecturer, CBC-UNC Diversity Fellowship Program, 2014-Present.

Presenter, "Broadcast Journalism: Where We Are and Where We're Going." NC Cultural Arts Live, December 2020.

SERVICE AND PROFESSIONAL DEVELOPMENT, CONTINUED

Featured Speaker, "Using Zoom to Do Broadcast Journalism." North Carolina Scholastic Media Association Adviser Roundtable, August 2020.

Judge, 2019 State Education Association Communicator Awards (SEAComm).

Convention Speaker, "The Hidden Language of Video Production" and "Looking and Sounding Your Best On-Air." National High School Journalism Convention, Chicago, October 2018.

President, Asian American Journalists Association (AAJA), North Carolina Chapter, (2015-2017).

Featured Speaker, UNC-TV Media Bias Workshop, December 2017.

Reviewer, Scripps Howard Foundation Visiting Professors in Social Media Grants Program, (2015-Present).

Panelist, "Tweet This: Two Weeks on the Social Media Frontlines," AEJMC National Convention, San Francisco, August 2015.
Editorial Board, Journal of Communication, (2014).

Panelist, "Dim, Grim or Brighter Than Ever?: Professionals and Academics Assess the Future of Broadcast Journalism," Broadcast Educators Association Conference, Elon, NC. (2010)

Judge: Tankard Book Awards. 2009 AEJMC Convention.

U.S. Book Review Editor, Journalism Studies. (2006-2010).

Panelist, "Should Journalists Be Accredited? And Would Accrediting Them Improve Journalism?" AEJMC National Convention, Chicago, IL, August 2008.

Judge: 2008 South Carolina Broadcasters Association Star Awards.

HONORS

DISTINGUISHED SERVICE AWARD / NCSMA / 2021

Honoring those who have made significant contributions to scholastic journalism in North Carolina

NEWSPRO TOP EDUCATOR AWARD / Crain NewsPro Magazine / January 2018
"News Professionals Chose 10 Journalism Educators Who Are Making a Difference"

MCCORMICK DISTINGUISHED TEACHING AWARD / William Peace University / 2015

SCRIPPS HOWARD-AEJMC SOCIAL MEDIA FELLOWSHIP / C-SPAN / Washington, D.C. / 2014

ACADEMIC ADVISOR OF THE YEAR / William Peace University / 2013

REGIONAL EDWARD R. MURROW AWARD / Best News Documentary:
WNCT-TV / "Eye on Eastern North Carolina: The Outlying Landing Field – Ally or Enemy?" / 2003
Contributed footage, writing and interviews to this team project

EMMY NOMINATION / Best Coverage of a Special Event / 2003
WNCT-TV / "9/11: The Day that Changed America"

AMANDA REID

CARROLL HALL | ROOM 393 | CAMPUS BOX 3365
CHAPEL HILL, NC 27599-3365
E-MAIL: AREID@UNC.EDU | CELL: (904) 482-8702

EDUCATION

- | | | |
|--|------------------------------|-----------------|
| 2001- 2004 | University of Florida | Gainesville, FL |
| Doctor of Philosophy | | |
| <ul style="list-style-type: none">▪ College of Journalism and Communications▪ Dissertation: “Trademark Dilution Law: A Cross-Disciplinary Examination of Dilution and Brand Equity Scholarship”▪ GPA 4.0 | | |
| 2000- 2004 | University of Florida | Gainesville, FL |
| Juris Doctor | | |
| <ul style="list-style-type: none">▪ High Honors▪ Order of the Coif▪ Rank 14/151▪ Editor-in-Chief: University of Florida Journal of Law & Public Policy▪ Intellectual Property Certificate▪ GPA 3.56 | | |
| 1998- 1999 | The Florida State University | Tallahassee, FL |
| Master of Arts | | |
| <ul style="list-style-type: none">▪ Major: Speech Communication▪ Thesis: “An Examination of the Rhetorical Effect of Utopianism and Mythmaking: The Arguments of Anarchism and Marxism”▪ GPA 4.0 | | |
| 1996- 1998 | The Florida State University | Tallahassee, FL |
| BACHELOR OF ARTS | | |
| <ul style="list-style-type: none">▪ Magna Cum Laude▪ Double Major: Philosophy and Communication▪ GPA 3.78 | | |

ACADEMIC EXPERIENCE

- | | |
|---|-----------------|
| University of North Carolina at Chapel Hill | Chapel Hill, NC |
| Assistant Professor, Hussman School of Journalism and Media | |
| <ul style="list-style-type: none">▪ July 2018 – Present | |
| Secondary Appointment, UNC School of Law | |
| <ul style="list-style-type: none">▪ July 2018 – Present | |
| Faculty Affiliate, UNC Center for Media Law & Policy | |
| <ul style="list-style-type: none">▪ November 2018 – Present | |

- Adjunct Professor, UNC School of Law
 - August 2019 – Present
- Candidate, Fulbright Specialist Roster
 - August 2019 – August 2022
- Kopenhaver Center for the Advancement of Women in Communication
 - 2019 Fellow
- Faculty Affiliate, Center for Information, Technology, and Public Life (CITAP)
 - September 2020 – Present

- Florida Coastal School of Law Jacksonville, FL
 - Professor of Law with Tenure
 - August 2017 – May 2018
 - Associate Professor of Law
 - August 2015 – August 2017
 - Assistant Professor of Law
 - August 2012 – August 2015
 - Assistant Professor of Lawyering Process
 - August 2010 – August 2012

- University of Florida Gainesville, FL
 - College of Journalism and Communications
 - Graduate Student Professor of Record
 - Spring 2004
 - Teaching Assistant
 - Fall 2002 & Spring 2003

- The Florida State University Tallahassee, FL
 - College of Communication
 - Teaching Assistant & Lab Instructor
 - Fall 1998 & Spring 1999

PROFESSIONAL EXPERIENCE

- Hon. Susan H. Black, Eleventh Circuit Court of Appeals
 - Elbow Law clerk
 - September 2008 – August 2009 in Jacksonville, FL
 - Reviewed and analyzed appellate briefs; performed legal research and drafted bench memos and proposed opinions; attended oral arguments – issues on appeal included criminal sentencing, Title VII racial discrimination, 42 U.S.C. § 1983, Alien Tort Statute, 28 U.S.C. § 1350 & sufficiency of the evidence after a jury trial.
- Holland & Knight, LLP
 - Litigation Associate
 - August 2007 – September 2008 in Jacksonville, FL

- Performed legal research and prepared motions for state and federal court; drafted complaints, answers, and discovery for cases in state and federal court; advised clients on intellectual property matters; attended client meetings; attended court hearings and arbitration – matters included copyright, trademark, patent, Interstate Land Sales and Full Disclosure Act (15 U.S.C. §§1701-1720) & insurance.

Hon. Harvey E. Schlesinger, Middle District of Florida

- Elbow Law clerk
- July 2005 – August 2007 in Jacksonville, FL
- Reviewed criminal and civil motions; performed legal research and drafted proposed orders on dispositive motions; attended trials and hearings

Holland & Knight, LLP

- Litigation Associate
- May 2005 – July 2005 in Jacksonville, FL
- Participated in federal trial preparation; assisted preparing jury instructions; attended 2-week federal copyright trial; performed legal research and prepared legal memoranda.

Electronic Privacy Information Center (EPIC)

- Summer Intern
- Summer 2004 in Washington, DC
- Assisted preparation of amicus briefs; performed legal research on privacy laws of various countries; propounded FOIA requests on various federal agencies regarding privacy issues.

Holland & Knight, LLP

- Summer Associate
- Summer 2003 & 2004 in Jacksonville, FL
- Performed legal research and prepared legal memoranda; attended depositions and client meetings.

HONORS

Candidate on the Fulbright Specialist Roster

- August 9, 2019 to August 9, 2022 (extended to 2024 due to COVID-19)

Order of the Coif

- Invited to join honorary scholastic society for U.S. law school graduates

Certificate in Intellectual Property

- Earned certificate by focusing elective law studies on core IP courses

EIC of the University of Florida Journal of Law & Public Policy

- Elected Editor-in-Chief of UF's only interdisciplinary law journal (2003-2004)

President of Graduate Students in Mass Communication Association

- Elected president by graduate student peers (2003-2004)

SCHOLARLY PUBLICATIONS

BOOKS & MONOGRAPHS

1. **AMANDA REID**, SEAN TU & KENNETH L. PORT, FUNDAMENTALS OF U.S. INTELLECTUAL PROPERTY LAW: COPYRIGHT, PATENT, AND TRADEMARK (6th ed. 2018)
 - Kluwer Law International book for a domestic audience
 - Invited reviser of Copyright and Chip Protection sections
 - ISBN 978-94-035-0125-3
2. **Amanda Reid**, Sean Tu & Kenneth L. Port, *United States of America*, in INTERNATIONAL ENCYCLOPAEDIA OF LAWS: INTELLECTUAL PROPERTY (2018)
 - Kluwer Law International monograph for an international audience
 - Invited reviser of Copyright and Chip Protection sections
 - ISBN 978-90-654-4887-3

REFEREED PUBLICATIONS

1. **Amanda Reid** & Pablo Miño, [When Therapy Goes Public: Copyright Gatekeepers and Sharing Therapeutic Artifacts on Social Media](#), 15 INT'L J. COMM. 950-969 (2021)
2. **Amanda Reid**, [Fructifying the First Amendment: An Asymmetric Approach to Constitutional Fact Doctrine](#), 11 FED. CTS. L. REV. 109-142 (2019)
 - Articles selected by an editorial board composed of U.S. Magistrate Judges and law school professors
3. **Amanda Reid**, [Considering Fair Use: DMCA's Takedown & Repeat Infringers Policies](#), 24 COMM. L. & POL'Y 101-141 (2019)
4. **Amanda Reid**, [Operationalizing the Law of Jurisdiction: Where in the World Can I be Sued for Operating a World Wide Web Page?](#), 8 COMM. L. & POL'Y 227-265 (2003)
 - Cited in *Oldfield v. Pueblo De Bahia Lora, S.A.*, 558 F.3d 1210, 1219 n.26 (11th Cir. 2009) (J. Tjoflat)
5. Daniela V. Dimitrova, Colleen Connolly-Ahern, Andrew Paul Williams, Lynda Lee Kaid & **Amanda Reid**, [Hyperlinking as Gatekeeping: Online Newspaper Coverage of the Execution of an American Terrorist](#), 4 JOURNALISM STUDIES 401-414 (2003)

LAW REVIEW ARTICLES

1. **Amanda Reid**, [Social Utility of Music: A Case for a Copyright Exemption for Therapeutic Uses](#), 30 CORNELL J. L. & PUB. POL'Y 1-44 (2020)

2. **Amanda Reid**, [Deciding Fair Use](#), 2019 MICH. ST. L. REV. 601-649 (2019)
3. **Amanda Reid**, [Safeguarding Fair Use Through First Amendment's Asymmetric Constitutional Fact Review](#), 28 WM & MARY BILL OF RTS J. 23-44 (2019)
4. **Amanda Reid**, [Copyright Policy as Catalyst and Barrier to Innovation and Free Speech](#), 68 CATH. U. L. REV. 33-86 (2018)
5. **Amanda Reid**, [Claiming the Copyright](#), 34 YALE L. & POL'Y REV. 425-470 (2016)
 - Cited in [Nexsan Tech. Inc. v. EMC Corp.](#), 260 F. Supp. 3d 68, 75 (D. Mass. 2017)
6. **Amanda Reid**, [Place, Meaning, and the Visual Argument of the Roadside Cross](#), 2 SAVANNAH L. REV. 265-300 (2015)
 - Invited contribution to the "[Re]Integrating Spaces Colloquium"
7. **Amanda Reid**, [Private Memorials on Public Space: Roadside Crosses at the Intersection of the Free Speech Clause and the Establishment Clause](#), 92 NEB. L. REV. 124-184 (2013)
8. **Amanda Reid**, [The Power of Music: Application of the First Amendment to Copyright Regulation of Internet Radio](#), 20 TEX. INTELL. PROP. L.J. 233-279 (2012)
9. **Amanda S. Reid** & Laurence B. Alexander, [A Test Case for Newsgathering: The Effects of September 11, 2001 on the Changing Watchdog Role of the Press](#), 25 LOY. L.A. ENT. L. REV. 357-382 (2005)
10. **Amanda S. Reid**, [Play It Again, Sam: Webcasters' Sound Recording Complement as an Unconstitutional Restraint on Free Speech](#), 26 HASTINGS COMM. & ENT. L.J. 317-344 (2004)
11. **Amanda S. Reid**, [Dislocations in the Balance of Power: Due Process Rights of Deportable and Excludable Aliens in the Wake of *Zadvydas v. Davis*](#), 3 J. L. & BORDER STUDIES 73-100 (2003)
12. **Amanda S. Reid**, [Enforcement of Intellectual Property Rights in Developing Countries: China as a Case Study](#), 13 DEPAUL-LCA J. ART & ENT. L. & POL'Y 63-99 (2003)

INVITED PUBLICATIONS

1. **Amanda Reid**, Roadside Memorial Crosses: Highway to Healing or Crossroads of Conflict, *accepted for publication in* EQUAL PROTECTION V. RELIGIOUS FREEDOM: CLASHING AMERICAN RIGHTS (2021)
 - Competitively selected and peer-edited book chapter
2. **Amanda Reid**, [Henry P. Monaghan, First Amendment Due Process](#), 83 HARV. L. REV. 518 (1970), 25 COMM. L. & POL'Y 464-470 (2020)
 - Invited essay in special issue to commemorate journal's 25 years

3. **Amanda Reid**, The Ontology of Fair Use, MEDIA LAW NOTES, 47.1 (Winter 2019)
 - Invited submission for AEJMC Law & Policy Division Newsletter
4. **Amanda Reid**, POLITICAL SCIENCE QUARTERLY (Winter 2015) (reviewing SARAH STASZAK, NO DAY IN COURT: ACCESS TO JUSTICE AND THE POLITICS OF JUDICIAL RETRENCHMENT (2015))
 - Invited book review for Political Science Quarterly

CONFERENCE PAPERS & PRESENTATIONS

REFEREED CONFERENCE PRESENTATIONS

Music Matters: Copyright and Music Therapy

- *Accepted for presentation at* Communication Law & Policy Division: 70th Annual International Communication Association (ICA) Conference (Converted from Gold Coast, Australia to Virtual Platform due to COVID-19, May 2020)
- Conference acceptance rate: 44.27%

Deciding Fair Use

- Law & Policy Division: AEJMC's 102nd Annual Conference (Toronto, Canada, August 2019)
- Preconference: 7th Annual AEJMC Women Faculty Moving Forward Workshop

Fructifying the First Amendment: An Asymmetric Approach to Constitutional Fact Doctrine.

- Communication Law & Policy Division: 69th Annual International Communication Association (ICA) Conference (Washington, D.C., May 2019)
- Conference acceptance rate: 39.4%
- **Second Place Faculty Paper**

Deciding Fair Use: What is it, Who Decides it & Why it Matters

- Law & Policy Division: AEJMC's 44th Annual Southeast Colloquium (Columbia, S.C., March 2019)

Considering Fair Use: DMCA Takedown & Repeat Infringers Policies

- Law & Policy Division: AEJMC's 101st Annual Conference (Washington, D.C., August 2018)

The Latin Cross as War Memorial and The Genesis of Legal Argument: Interpreting Commemorative Symbolism in Salazar v. Buono

- Seventh International conference of the International Society for the Study of Argumentation (Amsterdam, The Netherlands, June 2010)
- Co-authored with Marilyn J. Young and M. Kelly Carr
- Published in Refereed Proceedings: "The Latin Cross as War Memorial and The Genesis of Legal Argument: Interpreting Commemorative Symbolism in *Salazar v. Buono*." In van Eemeren, Garssen, Blair, and Mitchell (eds), *Proceedings of the Seventh International conference of the International Society for the Study of Argumentation* (Amsterdam, The Netherlands: SicSat: International Centre for the Study of Argumentation, 2011, pp. 211-224).

Play it Again Sam: Webcasters' Sound Recording Complement as an Unconstitutional Restraint on Free Speech

- Freedom of Speech Division: Southern States Communication Association (Tampa, April 2004)

Critique of Dilution Law: A Re-examination of the Bases of Trademark Protection

- Law & Policy Division: AEJMC National Conference (Kansas City, August 2003)

The Dark Side of Cyberspace

- Panelist on Teaching Panel Session: Public Relations & Law Divisions: AEJMC National Conference (Kansas City, August 2003)

On the Cultural Border: Enforcement Issues for Intellectual Property Rights in Developing Countries

- Law & Policy Division: International Communication Association (San Diego, May 2003)

Operationalizing the Law of Jurisdiction: Where in the World Can I Be Sued for Operating a World Wide Web Page?

- Law & Policy Division: AEJMC Annual Conference (Miami, August 2002)
- **Top student paper award**

Hyperlinking as Gatekeeping: The Execution of an American Terrorist

- Newspaper Division: AEJMC Annual Conference (Miami, August 2002)
- Newspaper Division: ICA Conference (Seoul, 2002)
- Co-authored work

Intellectual Property Rights in Developing Countries: China as a Case Study

- Florida Communications Association (St. Pete Beach, 2002)

Critiquing Das Kapital

- Undergraduate Honors Conference of Southern States Communication Association (San Antonio, 1998)

ORGANIZED CONFERENCES AND PANELS

Exploring the Ethical and Legal Implications of Facial Recognition Technology

- Panel Moderator: AEJMC Law and Ethics Divisions (AEJMC PF&R Session via Zoom, April 28, 2021)

2020 Copyright Panel

- Panelist: 2020 IP Highlights Conference (Santa Clara University School of Law via Zoom, September 1, 2020)

The Silent Sam Settlement and The Daily Tar Heel

- Panel Moderator: DTH 127th Birthday Celebration (Chapel Hill, NC, February 22, 2020)

Platform Liability for Acts by Users

- Panelist: 2020 Technology, Media & Privacy Law Conference (University of Florida Law School, February 13-14, 2020)

Social Utility of Music: A Case for a Copyright Exemption for Therapeutic Uses

- Research presentation: 17th Annual Works-in-Progress Intellectual Property Colloquium (WIPIP) (Santa Clara University, February 7-8, 2020)

Meta-Analysis of Therapeutic Benefits of Music

- Research presentation: 5th Annual Texas A&M Intellectual Property Scholars Roundtable (Forth Worth, TX, September 27-28, 2019)

The Worth of a Tar Heel: Student-Athlete Equity and Efforts to Recognize Student Athlete Rights of Publicity

- Panelist: UNC's First Amendment Day 2019 (Chapel Hill, NC, September 24, 2019)

Operationalizing Fair Use

- Research presentation: 11th Annual CICL: Conference on Innovation and Communications Law (UNLV Law School, May 3-4, 2019)

Protecting Copyright Fair Use Through Constitutional Fact Doctrine

- Research presentation: 4th Annual Texas A&M Intellectual Property Scholars Roundtable (Fort Worth, TX, October 5-6, 2018)

Public Art, Public Memorials, and the First Amendment

- Panelist: UNC's First Amendment Day 2018 (Chapel Hill, NC, September 25, 2018)

Applying Copyright to New Media: Copyright, Neutrality & New Media

- Research presentation: Coastal Scholarship Exchange (Jacksonville, FL, April 20, 2017)

Copyright Unbounded

- Research presentation: Coastal Scholarship Exchange (Jacksonville, FL, February 19, 2016)

Copyright Unbounded

- Research presentation: Junior Intellectual Property Scholars' Association (JIPSA) 2016 (Miami, FL at FIU Law, January 29, 2016)

Claiming the Copyright

- Research presentation: Coastal Scholarship Exchange (Jacksonville, FL, February 20, 2015)

Notice of Continuing Interest in a Copyrighted Work

- Research presentation: 2015 Works-in-Progress Intellectual Property (WIPIP) 2015 (Washington, D.C., February 2015)

Place, Meaning, and the Visual Argument of the Roadside Cross Memorial

- Research presentation: [Re]Integrating Spaces Colloquium (Savannah Law School, October 19-20, 2014)

Economic, Ethical, and Neo-Tech Theories of Intellectual Property

- Panelist: Southeastern Association of Law Schools (SEALS) (Amelia Island, August 2014)

Copyright Capture: The Power of Music and the First Amendment to Set it Free

- Research presentation: 2014 Works-in-Progress Intellectual Property (WIPIP) 2014 (Santa Clara University, February 2014)

INVITED PRESENTATIONS

Disparaging, Immoral & Scandalous Trademarks: Tam v. Matal & Iancu v. Brunetti

- Interview with Director, Center for Journalism Ethics at University of Wisconsin-Madison (Zoom, April 20, 2020)

Who Wants to be a Law Clerk?

- 2019 Summer Series hosted by Jacksonville Chapter of the Federal Bar Association (Jacksonville, FL, May 30, 2019)

Copyright Policy as Catalyst and Barrier to Innovation and Free Expression

- UNC Center for Media Law & Policy (Chapel Hill, NC, March 1, 2019)

Hot Topics in Intellectual Property: Lessons Learned & Cases to Watch

- 2019 Festival of Legal Learning (Chapel Hill, NC, February 8, 2019)
- Approved for 1.0 CLE Credit

2018: IP Lessons Learned & Cases to Watch

- Franchise, Intellectual Property & Technology Law Committee of Jacksonville Bar Association (Jacksonville, FL, March 27, 2018)
- Approved for 1.0 CLE & 1.0 Intellectual Property Law Credit

Trademarks & Free Speech: Redskins, Slants & Fuct

- Invited speaker for University of North Florida's Constitution Week (Jacksonville, FL, September 21, 2017)

Copyright as Barrier or Catalyst for Free Speech and Entrepreneurialism

- FCSL LL.M. Programs Online Speaker Series (Jacksonville, FL, August 31, 2017)

The First Amendment's Public Interest Function in Copyright Law

- "Kick-off" Speaker for the 2014 Marquette University Law School's IP Colloquium Series (Marquette Law School, WI, November 7, 2014)

Trademarks and Branding

- Invited presenter at The IP IQ Forum, The Art Center Cooperative (Jacksonville, FL, May 2014)

UNC-CH TEACHING RECORD

University of North Carolina at Chapel Hill

- Media Law (MEJO 340)—Undergraduate: Journalism Focus
 - Fall 2018: 51 students enrolled
- Media Law (MEJO 341)—Undergraduate: Ad/PR Focus
 - Spring 2021: 36 students enrolled
 - Spring 2021: 34 students enrolled
 - Fall 2020: 44 students enrolled
 - Fall 2020: 41 students enrolled

- Spring 2020: 48 students enrolled
- Spring 2020: 41 students enrolled
- Fall 2019: 50 students enrolled
- Spring 2019: 50 students enrolled
- Spring 2019: 51 students enrolled
- Fall 2018: 56 enrolled
- Media Law (MEJO 740)—Graduate: Strategic Communication Focus
 - Fall 2019: 11 enrolled
- Legal Editing (LAW 546)—Rigorous Writing Experience (RWE)
 - Fall 2020: 14 students enrolled
 - Fall 2019: 11 students enrolled

OTHER TEACHING EXPERIENCE

Florida Coastal School of Law

- Intellectual Property
- Property I & II
- U.S. Property Law (Korea Program)
- Civil Procedure I
- Trusts & Estates (Live & Asynchronous Distance Education)
- Wills, Trusts & Succession (Online LL.M. course)
- Legal Editing
- Lawyering Process I & II

University of Florida College of Journalism and Communications

- Law of Mass Communications (MMC 4200)

The Florida State University College of Communication

- Public Speaking (SPC 3601)

UNC-CH STUDENT ADVISING

Doctoral Dissertations

- Shao Chengyuan, “The Surveillance Experience of Chinese University Students and the Value of Privacy in the Surveillance Society”
 - Committee member (graduation: December 2019)
- Kriste Patrow, “Sharpening the Press Clause: An Examination of the First Amendment Protection of Press Freedom and Its Role in Democracy Amid Digital and Social Disruption”
 - Committee member (2019- present)

Master’s Theses

- Mariam Turner, “First Amendment Protection for Computer Assisted Design Files”
 - MA/JD Co-chair (graduation: May 2019)

- Evan Ringel, “The Regulation of Facial Recognition Technology and Potential First Amendment Concerns”
 - MA/JD Chair (graduation: May 2021)
- Stephanie Monmoine, “Walking the Talk: Authenticity as a Sustainable Brand Differentiation Strategy in Green Marketing”
 - MA Committee member (graduation: May 2021)

Undergraduate Honors Theses

- Ayan Ajeen, “A 50 State Analysis of Prison Policies Regarding Media Access”
 - Committee member (graduation: May 2019)
- Sara Thompson Hall, “Ranked-Choice Voting, Descriptive Representation and Implications for Minority Voter Turnout in California”
 - Committee member (graduation: May 2019)

GRANTS

2020-21 – The Hayek Fund for Scholars at the Institute for Humane Studies

- Project: Pipelines vs. Platforms: An Empirical Analysis of Internet Service Providers’ DMCA Repeat Infringer Policies

2020-21 – Hussman School of Journalism and Media Seed Grant

- Project: Copyright & music therapy
- Published: Reid, A. & Miño, P. (2021). When Therapy Goes Public: Copyright Gatekeepers and Sharing Therapeutic Artifacts on Social Media, *International Journal of Communication*, 15(2021), 950-969.
- 100% effort (grant did not pay for salary)

2018-19 – Center for Faculty Excellence (CFE) Professional Exploration and Growth Grant

- Institute of Law Teaching and Learning Summer Conference. “Teaching Today’s Law Students.” Washburn University School of Law. June 3-5, 2019.
- 100% effort (grant did not pay for salary)

2018-19 – Institute for Humane Studies Grant for Free Speech & Open Inquiry from George Mason University

- Project title: “Deciding Copyright Fair Use”
- Published: Reid, A. (2019). Deciding Fair Use. *Michigan State Law Review*, 2019(3), 601-649.
- 100% effort (grant did not pay for salary)

2012-13 – FCSL Summer Research & Writing Grant

- Project title: “Private Memorials on Public Space”
- Published: Reid, A. (2013). Private Memorials on Public Space: Roadside Crosses at the Intersection of the Free Speech Clause and the Establishment Clause. *Nebraska Law Review*, 92(1), 124-184.

2011-12 – FCSL Summer Research & Writing Grant

- Project title: “The Power of Music”
- Published: Reid, A. (2012). The Power of Music: Application of the First Amendment to Copyright Regulation of Internet Radio. *Texas Intellectual Property Law Journal*, 20(2), 233-279.

SERVICE ACTIVITIES

To the Profession

- Fulbright Specialist
 - Roster Candidate (August 2019- August 2022)
- The Daily Tar Heel (DTH)
 - Board of Directors Member (2020-present)
- Law & Policy Division of AEJMC
 - Professional Freedom & Responsibility Chair (August 2020-present)
- Academic Reviewer
 - Communication Law and Policy Journal
 - New Media and Society
 - International Communication Assoc. (ICA), Law and Policy Division
 - AEJMC Southeast Colloquium, Law & Policy Division
- Student Press Law Center (SPLC)
 - Summer Media Law Institute: Moot Court Coach (2020)
- Professional Memberships
 - The Florida Bar (#11638)
 - Eleventh Circuit Court of Appeals
 - Middle District of Florida (inactive)
 - Northern District of Florida
- Continuing Legal Education (CLE) presentations
 - The Florida Bar
 - North Carolina Bar

To the University

- Institutional Reviewer for the Andrew Carnegie Fellows Program (2020-21)
- University Committee on Copyright, Chair (2020-21)
- University Committee on Copyright, Member (2019-22)
- Task Force: UNC’s Open Access Policy, Member (2019-20)
- UNC Safe Zone Ally (certification completed 2019)
- UNC Center for Media Law & Policy, Faculty Affiliate (2018-present)

To the Hussman School

- Search Committee: Richard Cole Eminent Professor, Member (2021-present)
- Task Force: M.A. Curriculum Review, Member (2021-present)
- Task Force: Ph.D. Path Options, Member (2020-21)
- Task Force: Public Life Hub, Member (2019-20)
- Institutional Review Board (IRB) Committee, Member (2019-20; 2020-21)
- Graduate Admissions Committee, Member (2018-19; 2019-20; 2020-21)

VITAE
LAURA A. RUEL
June 2021

Office:

Hussman School of Journalism and Media
212 Carroll Hall | Campus Box 3365
University of North Carolina at Chapel Hill
Chapel Hill, NC 27599-3365
(919) 962-1204

Home:

112 Vintage Drive
Chapel Hill, NC 27516

Phone:

(919) 448-8864

Education

University of Missouri, Master of Arts, Journalism, May 1993.

Thesis: Ruel, Laura. *The Effect of Information Graphics on Reading Comprehension in Newspapers*.
University of Missouri, Columbia, Mo. 1993.

Colgate University, Bachelor of Arts, June 1985.

Major: Sociology

Professional Experience: Academic

Director of Journalism, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill,
July 2017-present..

Course coordinator, MEJO 121: Introduction to Digital Storytelling. Conceive, design, teach, direct and coordinate instructors for this introductory visual communication course that is a requirement for all of the Hussman School's 1,200 undergraduate students, Fall 2015-present.

Hugh Morton Distinguished Associate Term Professor, Hussman School of Journalism and Media,
University of North Carolina at Chapel Hill, July 2012-June 2017.

Academic Director, Master of Arts in Digital Communication, Hussman School of Journalism and Media,
University of North Carolina at Chapel Hill, July 2014-July 2017.

Associate Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill,
July 2010-present.

Associate Professor, Master of Arts in Digital Communication program, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, August 2011-August 2013.

Curriculum Coordinator, Visual communication and Multimedia, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, July 2008-June 2014.

Assistant Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, July 2004-July 2010.

Executive Director, Estlow International Center for Journalism and New Media, School of Communication, University of Denver, October 2000-July 2004.

Instructor, Department of Journalism and Mass Communication, University of Denver, August 2000-July 2004.

Adjunct Faculty, Department of Communication, Creighton University, 1997.

Adjunct Faculty, Department of Communication, University of Maine at Presque Isle, 1992-1993.

Professional Experience: Media Leadership

Design Desk Supervisor, Rocky Mountain News, Denver, Co., Circulation: 500,000, June 2000-September 2000.

Presentation Editor (supervisor of design desk and graphics department), **Omaha World Herald**, Omaha, Neb., Circulation: 270,000, October 1997-December 1998.

Graphics Editor, SunSentinel, Fort Lauderdale, Fla., Circulation: 330,000, September 1990 - March 1991.

Professional Experience: Newspapers and Magazines

Page Designer, Rocky Mountain News, Denver, Co., Circulation: 500,000, December 1998-September 2000.

Graphic Artist, Omaha WorldHerald, Omaha, Neb., Circulation: 290,000, May–October 1997.

Copy Editor / Page Designer, Omaha WorldHerald, Omaha, Neb., Circulation: 290,000, November 1995 – May 1997.

Copy Editor, Echoes Magazine, Caribou, Maine, January–May 1994.

Reporter, the Aroostook Republican, Caribou, Maine, September 1992–May 1993.

Features Page Designer/Copy Editor, SunSentinel, Fort Lauderdale, Fla., Circulation: 330,000, November 1988–September 1990.

Layout Editor, Sun Sentinel, Fort Lauderdale, Fla., Circulation: 330,000, May–November 1988.

Copy Desk Media Assistant, Columbia Missourian, Columbia, Mo., Circulation: 6,000, Winter 1988.

Reporter/Editorial Assistant, the Tab, Newton, Mass., Circulation: 146,000, Summers 1981–1984.

Awards and Honors

Individual recognition

Richard Cole Service Award, award recipient, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, May 2020.

Selected participant, UNC Center for Faculty Excellence Peer Coaching Group, 2019–2020 academic year.

Selected participant, UNC Center for Faculty Excellence Leadership Workshop, 2018–2019 academic year.

Edward Vick Prize for Innovation in Teaching, award recipient, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, April 2015.

Selected participant, UNC Faculty Bootcamp, Workshop encourages an entrepreneurial mindset and helps maximize faculty impact, May 2011.

Winning presentation – Business/Sustainability Plan for Powering a Nation, by Laura Ruel.

President’s Award for Excellence in Volunteerism, Society for News Design, 2008, and 2012..

College Educator Fellowship recipient, Convergence Journalism for College Educators seminar, The Poynter Institute, February 2004.

President’s Award for Excellence in Volunteerism, Society for News Design, November 2002.

First Place FrontPage Design, Nebraska Press Association Annual Competition, 1998.

First Place News Writing Category, Maine Press Association Annual Competition, June 1993.

Designer of the Month, SunSentinel, Fort Lauderdale, Fla. Circulation: 330,000; May 1989, June 1989, September 1989, March 1990, and April 1990.

Olive Coates Memorial Scholarship, for journalistic excellence, University of Missouri, Winter 1988.

Recognition for creative leadership and administration of student projects

Winner, Online News Association, Online Journalism Awards 2016 (*These national awards honor data journalism, visual digital storytelling, investigative journalism, public service, technical innovation and general excellence.*) Category: Excellence and Innovation in Visual Digital Storytelling – Small, **Laura Ruel, design and usability coach.**

National Winner, SPJ Mark of Excellence Awards (*national competition honoring the best in student journalism; started in 1972*), Category: Best Use of Multimedia, Whole Hog by the 2014 Powering a Nation Team, **Laura Ruel, co-executive producer.**

Champion, Pictures of the Year International (POYI) (*international competition for photojournalism started in 1944; the oldest photojournalism program in the world*), Category: Online News & Issue Story Editing Magazine, Whole Hog by the 2014 Powering a Nation Team, **Laura Ruel, co-executive producer.**

Honoree, 31st Annual International Environmental Film Festival (Fife). (*The festival takes place in France and attracts large audiences – more than 14,000 in 2014.*) Over Water Under Fire by the 2013 Powering a Nation Team, **Laura Ruel, co-executive producer.**

Nominee, Student Category, SXSW interactive Festival 2014 (*national interactive media festival started in 1987*), Over Water Under Fire by the 2013 Powering a Nation Team, **Laura Ruel, co-executive producer.**

Gold Award, College Photographer of the Year competition (*international photojournalism competition started in 1945; receives entries from more than 600 student photographers/year*), Over Water Under Fire Over Water Under Fire by the 2013 Powering a Nation Team, **Laura Ruel, co-executive producer.**

Honorable Mention, Pictures of the Year International, Over Water Under Fire by the 2013 Powering a Nation Team, **Laura Ruel, co-executive producer.**

National Emmy Award, 2013 Finalist nominee for News and Documentary: New Approaches, 100 Gallons by the 2012 Powering a Nation team, **Laura Ruel, executive producer.**

Best Documentary, 2013 Ivy Film Festival (*the largest student run film festivals in the world hosted annually at Brown University.*) A Beautiful Waste by Jon Kasbe, part of the site 100 Gallons by the 2012 Powering a Nation team, **Laura Ruel, executive producer.**

Champion (Student), 2012 South by Southwest (SXSW) Interactive Awards (*national interactive media festival started in 1987*), Coal: A Love Story, <http://sxsw.com/interactive/awards/winners>. **Laura Ruel, executive producer.**

Award of Special Merit, 2012 Grantham Prize for Environmental Journalism (*prize awarded annually to nonfiction work produced in the U.S. or Canada; started in 2005*), <http://www.granthamprize.org/awards/specialmerit/2012aosm>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Shortlisted (Documentary), 2012 Vimeo Awards (*celebrates the best original videos online*), “Born Into Coal,” <http://vimeo.com/awards/shortlist/documentary>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Staff Pick, 2012 Vimeo Awards (*celebrates the best original videos online*), “Born Into Coal,” <http://vimeo.com/awards/shortlist/documentary>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Best in Category (School/University Website), 2011 Horizon Interactive Awards (*international professional competition started in 2002; receives about 1,000 entries/year; recognizes excellence in interactive media production*), <https://www.horizoninteractiveawards.com/winners/details/coalalovestory>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Gold (Short Film/Entertainment), 2011 Horizon Interactive Awards, (*international professional competition started in 2002; receives about 1,000 entries/year; recognizes excellence in interactive media production*), “Born Into Coal,” <https://www.horizoninteractiveawards.com/winners/details/bornintocoal>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Silver (Student Work), 2011 Society for News Design (SND)’s Best Digital News Design, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), <http://ssnd.wordpress.com/2012/04/23/awardwinners/>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Third Place (Issue Reporting Multimedia Story), 2011 Pictures of the Year International (POYi), (*international competition for photojournalism started in 1944; the oldest photojournalism program in the world*), “Born Into Coal,” <http://www.poyi.org/69/21/03.php>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Gold (Large Group Media Project), College Photographer of the Year 2011 (CPOY), (*international photojournalism competition started in 1945; receives entries from more than 600 student photographers/year*), <http://www.cpoyn.org/index.php?s=WinningImages&yr=66&c=240#1.0>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Award of Excellence (Individual Multimedia Story or Essay), College Photographer of the Year 2011 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student*

photographers/year), “Born Into Coal” from Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Gold (Multimedia Project), College Photographer of the Year 2011 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), “Born Into Coal,” <http://www.cpo.org/index.php?c=242&s=WinningImages&yr=66>. Part of Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Best of the Web, LA Times Photography Blog, (*a roundup of photography, video and multimedia from around the world wide web*), <http://framework.latimes.com/2011/07/29/bestoftheweb48/>. Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

First Place (Digital Storytelling), Society for News Design (SND) “Make an Impression” Design Awards, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), from the site Powering a Nation, **Laura Ruel, executive producer.**

First Place (Standalone Multimedia), Society for News Design (SND) “Make an Impression” Design Awards, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), “Coal & You.” from Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Second Place (Standalone Multimedia), Society for News Design (SND) “Make an Impression” Design Awards, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), “Coal: A Love Story (Introduction.” from Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Third Place (Standalone Multimedia), Society for News Design (SND) “Make an Impression” Design Awards, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), “From Coal Towns to Ghost Towns.” from Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Third Place (Standalone Multimedia), Society for News Design (SND) “Make an Impression” Design Awards, (*international competition honoring projects in overall design, data, breaking news, mobile and tablet; receives about 500 entries*), “World of Coal.” from Coal: A Love Story by the 2011 Powering a Nation team, **Laura Ruel, executive producer.**

Silver (Student Film/Video), 32nd Annual Telly Awards, (*international competition honoring videos and films, web commercials, and TV commercials and programs; receives over 10,000 entries/year*), “Spilling Over,” <https://www.tellyawards.com/winners/list>. From the site Powering a Nation, **Laura Ruel, executive producer.**

Second Place (Interactive Multimedia Production), World Press Photo 2011, (*international photography competition started in 1955; prizewinning photographs are assembled into a global traveling exhibition*), “Powering a Nation,” <http://www.worldpressphoto.org/multimediacontest>. **Laura Ruel, executive producer.**

Gold (School/University Website), 2010 Horizon Interactive Awards, (*international professional competition started in 2002; receives about 1,000 entries/year; recognizes excellence in interactive media production*), <https://www.horizoninteractiveawards.com/winners/details/poweringanation>. Powering a Nation, **Laura Ruel, executive producer.**

Best in Category (Short Film/Entertainment), 2010 Horizon Interactive Awards, (*international professional competition started in 2002; receives about 1,000 entries/year; recognizes excellence in interactive media production*), <https://www.horizoninteractiveawards.com/winners/details/spillingover>. “Spilling Over,” from the site Powering a Nation, **Laura Ruel, executive producer.**

Gold (Large Group Multimedia Project), College Photographer of the Year 2010 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), <http://www.cpoymagazine.com/index.php?s=WinningImages&yr=65&c=224>. From the site Powering a Nation, **Laura Ruel, executive producer.**

Gold (Multimedia Project), College Photographer of the Year 2010 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), <http://www.cpoymagazine.com/index.php?s=WinnersList&yr=65>. “Spilling Over,” from the site Powering a Nation, **Laura Ruel, executive producer.**

Silver (Multimedia Project), College Photographer of the Year 2010 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), <http://www.cpoymagazine.com/index.php?s=WinnersList&yr=65>. “Power Play,” from the site Powering a Nation, **Laura Ruel, executive producer.**

Award of Excellence (Multimedia Project), College Photographer of the Year 2010 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), <http://www.cpoymagazine.com/index.php?s=WinnersList&yr=65>. “Splitting Main Street,” from the site Powering a Nation, **Laura Ruel, executive producer.**

Most Innovative Alternative News Stories of 2010, Business Insider – The Wire, (*Business Insider selected 18 stories this year*), <http://www.businessinsider.com/alternativestorytellingof2010201012#news21poweringanation16>. From the site Powering a Nation, **Laura Ruel, executive producer.**

First Place (Video), 2010 National Press Photographers Association, (*competition honoring still and TV photojournalism, picture editing, and web editing*), “Spilling Over” part of the site Powering a Nation, **Laura Ruel, executive producer.**

First Place (Outstanding Student Reporting), Society of Environmental Journalists 2010 Awards for Reporting on the Environment, *(international competition honoring environmental journalism started in 2002)*, <http://www.sej.org/initiatives/winnerssej9thannualawards#Student>. “Mining the Mountains” and “Debating Coal’s Future,” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Overall Best Use of the Web Award, NPPA’s Best of Photojournalism 2010, *(competition honoring still and TV photojournalism, picture editing, and web editing)*, from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (News or Feature Multimedia Package), NPPA’s Best of Photojournalism 2010, *(competition honoring still and TV photojournalism, picture editing, and web editing)*, from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Second Place (Documentary Video), NPPA’s Best of Photojournalism 2010, *(competition honoring still and TV photojournalism, picture editing, and web editing)*, “Mining the Mountains,” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Second Place (Feature Video), NPPA’s Best of Photojournalism 2010, *(competition honoring still and TV photojournalism, picture editing, and web editing)*, “Roping the Wind,” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Award of Excellence (Documentary Project of the Year), 67th Pictures of the year International (POYi), *(international competition for photojournalism started in 1944; the oldest photojournalism program in the world)*, <http://www.poyi.org/67/67winnerslist.html>, from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Award of Excellence (Issue Reporting – Multimedia), 67th Pictures of the year International (POYi), *(international competition for photojournalism started in 1944; the oldest photojournalism program in the world)*, <http://www.poyi.org/67/67winnerslist.html>. “Mining the Mountains,” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Gold (Large Group Multimedia Project), College Photographer of the Year 2009 (CPOY), *(international photojournalism competition started in 1945; receives entries from over 600 student photographers/year)*, from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Gold (Individual Multimedia Story or Essay), College Photographer of the Year 2009 (CPOY), *(international photojournalism competition started in 1945; receives entries from over 600 student*

photographers/year), <http://www.cpooy.org/index.php?c=195&s=WinningImages&yr=64>. "Roping the Wind," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Bronze (Multimedia Project), College Photographer of the Year 2009 (CPOY), (*international photojournalism competition started in 1945; receives entries from over 600 student photographers/year*), "Battle for the Mountains" and "Debating Coal's Future," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Team Video), NPPA's 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), <https://www.nppa.org/gallery/24314>. "Debating Coal's Future," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Second Place (Team Video), NPPA's August 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Battle for the Mountains," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Second Place (Multimedia Project), NPPA's 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Battle for the Mountains," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Individual Video), NPPA's September 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Roping the Wind," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Team Video), NPPA's September 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Down the Lines," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Second Place (Team Video), NPPA's September 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Moving to Higher Ground," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Third Place (Team Video), NPPA's September 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Voices of Roscoe," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Team Video), NPPA's September 2009 Multimedia Contest, (*competition honoring still and TV photojournalism, picture editing, and web editing*), "Religion Rejuvenates Environmentalism," from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Quarterly Winners, Society for News Design Best of Multimedia Quarterly, (*international competition honoring projects in high quality visual journalism*), “Powering a Nation,” “Roping the Wind,” “Climate Refugees,” “Down the Lines,” “Energy Portraits,” “The HighEnergy Diet,” and “Reclaiming Creation.” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Best Independent Online Student Publication, Society of Professional Journalists Mark of Excellence Awards (SPJ), (*national competition honoring the best in student journalism, started in 1972*), from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Mark of Excellence Awards, Society of Professional Journalists Mark of Excellence Awards (SPJ), (*national competition honoring the best in student journalism, started in 1972*), “Debating Coal’s Power,” “Down the Lines,” “Reclaiming Creation,” “Roping the Wind.” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Best Overall College News Web Site), Student Society for News Design (SSND), (*student affiliate of the Society for News Design, recognizing the best design work done by students at campus publications or during internships*), from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Best Display for Multimedia), Student Society for News Design (SSND), (*student affiliate of the Society for News Design, recognizing the best design work done by students at campus publications or during internships*), from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Best Interactive or Animated Graphic), Student Society for News Design (SSND), (*student affiliate of the Society for News Design, recognizing the best design work done by students at campus publications or during internships*), from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

First Place (Best One subject Standalone Minisite), Student Society for News Design (SSND), (*student affiliate of the Society for News Design, recognizing the best design work done by students at campus publications or during internships*), “Debating Coal’s Future.” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Honorable Mention (Best One subject Standalone Minisite), Student Society for News Design (SSND), (*student affiliate of the Society for News Design, recognizing the best design work done by students at campus publications or during internships*), “Roping the Wind,” “Climate Refugees,” “Down the Lines,” “Energy Portraits,” “The HighEnergy Diet,” “Reclaiming Creation,” “Battle for the Mountains,” and “The Power in Plants.” from the site [Powering a Nation](#), **Laura Ruel, executive producer.**

Silver Award, 2009 Horizon Interactive Awards (*international professional competition started in 2002; receives about 1,000 entries/year; recognizes excellence in interactive media production*), “[Nuevas Fronteras: Stories of the Latino Experience in North Carolina](#),” **Laura Ruel, design consultant.**

Quarterly Winner, 2009 Society for News Design Best of Multimedia Design Competition (*international professional competition started in 2002; receives about 400 entries/year; recognizes excellent multimedia journalism*), "Nuevas Fronteras: Stories of the Latino Experience in North Carolina," **Laura Ruel, design consultant.**

Finalist, 2006 Journalism Awards (*national professional competition started in 2000*), "The Ancient Way," <http://www.theancientway.org>. **Laura Ruel, story and design coach.**

Bronze Award, 2006 Society for News Design's Best of Multimedia Design Competition (SND.ies), "The Ancient Way," <http://www.theancientway.org>. **Laura Ruel, story and design coach.**

First Place, Journalism Category, 2006 Association for Education in Journalism and Mass Communication's "Best of the Web" competition, "The Ancient Way," <http://www.theancientway.org>. **Laura Ruel, story and design coach.**

Professional Publications

Ruel, Laura. "Going Whole Hog on Innovative Student Project," for Society of Environmental Journalists Journal, Spring 2015 Edition.
<http://www.sej.org/publications/sejournal/overview>.

Ruel, Laura. "Engaging audiences in stories about climate change and the environment," *Periodismo, medios de comunicación y cambio climático*, ed. Leon, Bienveideio (Salamanca, España: Comunicación Social, 2014).

Ruel, Laura. "Case study: Knowledge based journalism and the UNC News21 experience," Journalist's Resource. (August 14, 2011) <https://journalistsresource.org/tipsheets/reporting/uncnews21casestudy>.

Ruel, Laura, executive producer. "Powering a nation: The quest for energy in a changing USA," the Carnegie Knight Initiative on the Future of Journalism Education and UNCC Chapel Hill, July 2009, 2010, 2011, 2012, 2013 and 2014. <http://poweringanation.org>.

Ruel, Laura, Ignacia Errazuriz, Maria and Besprosvan, Karina. "Eyetracking and Usability of Chilean Websites," Published by DiSEL: Digital Storytelling Effects Lab. (March 2009) <http://diselproject.org/mega>, <http://diselproject.org/falabella>, <http://diselproject.org/lider>, <http://diselproject.org/emol>, <http://diselproject.org/mega>, <http://diselproject.org/terra>, <http://diselproject.org/tvn>, <http://diselproject.org/vtr>.

Ruel, Laura. "What Makes a Winner?" Design Journal 107 (Summer 2008): 1115.

Ruel, Laura. "The Online Journalism Skills that Get Jobs" Poynter Online. (March 4, 2008)
http://www.poynter.org/content/content_view.asp?id=137903h.

Ruel, Laura. "Teaching Tomorrow's Journalists: Today's Best Tools" Poynter Online. (March 4, 2008)
<http://www.poynter.org/column.asp?id=101&aid=138410>.

Ruel, Laura. "Digital Still Photography," *Encyclopedia of American Journalism*, ed. Stephen Vaughn (New York: Routledge. (2007)

Ruel, Laura. "Integrated Multimedia Storytelling: Teaching Students to Shape the Future," The Convergence Newsletter. 5:4 (October 2007) <http://www.jour.sc.edu/news/convergence/v5no.4.html#Ruel>.

Paul, Nora, and **Ruel, Laura.** HTML vs. Flash: What Works Better and When? Minneapolis, Minn. and Chapel Hill, N.C. University of Minnesota and University of North CarolinaChapel Hill. (2006)

Ruel, Laura. "Who Does the Web Right?" Design Journal 93 (Fall 2005): 1819.

Ruel, Laura. "The Art of Progress" Institute for New Media Studies and the American Press Institute. University of Minnesota. (February 2005) <http://www.inms.umn.edu/digitalthink/>.

Outing, Steve and **Ruel, Laura.** "The Lessons of the Eyes," Editor and Publisher. (October 20, 2004)
http://209.11.49.220/eandp/columns/stopthepresses_display.jsp?vnu_content_id=1000681629.

Outing, Steve and **Ruel, Laura.** "Eyetrack III: News Consumer Behavior in the Age of Multimedia," Poynter Institute for Media Studies. (September 2004) <http://poynter.org/eyetrack>
• 240page website documenting the results of a 2year research study.

Ruel, Laura. "Emedia Tidbits" Poynter Institute for Media Studies. (20022008) Poynter Institute for Media Studies. <http://poynter.org/tidbits>
• Served as an invited, regular contributor to this international, edited weblog.

Paul, Nora, and **Ruel, Laura.** New Media Matter(s): Journalism Education and the Future of News. Minneapolis, Minn. and Denver, Colo.: University of Minnesota and University of Denver. (2001)

Ruel, Laura. "Newsprint to New Media: The Road Less Traveled," Design Journal 83 (Spring 2002): 6063.

Professional Publications: Columns

Regular columnist for the Online Journalism Review (www.ojr.org) from 2007 through 2009. This column is a widely circulated publication of the Knight Digital Media Center, a partnership between the USC Annenberg School of Communication and the UC Berkeley Graduate School of Journalism. Columns include:

Ruel, Laura and Paul, Nora. "Taking a ride with carousels," Online Journalism Review. (February 4, 2009) <http://www.ojr.org/ojr/people/paulruel/200902/1639/>.

Paul, Nora and **Ruel, Laura**. "Eyetracking research shows how younger readers view news websites," Online Journalism Review. (December 10, 2008) <http://www.ojr.org/ojr/people/paulruel/200812/1593/>.

Paul, Nora and **Ruel, Laura**. "Continuous Updates: Design decisions when designating breaking news," Online Journalism Review. (September 24, 2008) <http://www.ojr.org/ojr/people/paulruel/200809/1533/>.

Ruel, Laura and Paul, Nora. "Online usability questions that need answers," Online Journalism Review. (March 13, 2008) <http://www.ojr.org/ojr/stories/080313ruel/>.

Paul, Nora and **Ruel, Laura**. "The Best of the SND.ies," Online Journalism Review. (September 17, 2007) <http://www.ojr.org/ojr/stories/070917paul/>.

Ruel, Laura and Paul, Nora. "OJR's 'five guide' to doityourself website usability testing," Online Journalism Review. (August 2, 2007) <http://www.ojr.org/ojr/stories/070802ruel/>.

Paul, Nora and **Ruel, Laura**. "Navigating slide shows: What do people choose when every choice is possible?" Online Journalism Review. (June 14, 2007) <http://www.ojr.org/ojr/stories/070614paul/>.

Ruel, Laura and Paul, Nora. "Animated infographics and online storytelling: Words from the wise," Online Journalism Review. (May 23, 2007) <http://www.ojr.org/ojr/stories/070523ruel/>.

Paul, Nora and **Ruel, Laura**. "Early lessons from Poynter's Eyetrack07," Online Journalism Review. (April 14, 2007) <http://www.ojr.org/ojr/stories/070414paul/>.

Ruel, Laura and Paul, Nora. "Eyetracking points the way to effective news article design," Online Journalism Review. (March 13, 2007) <http://www.ojr.org/ojr/stories/070312ruel/>.

Ruel, Laura and Paul, Nora. "Multimedia storytelling: when is it worth it?" Online Journalism Review. (February 12, 2007) <http://www.ojr.org/ojr/stories/070210ruel/>

Paul, Nora and **Ruel, Laura**. "News site Web design: What works? What doesn't?" Online Journalism Review. (January 10, 2007) <http://www.ojr.org/ojr/stories/070110paul/>.

Refereed Journal Publications

Yu, F., **Ruel, L.**, Tyler, R., Xu, Q., Cui, H., Karanasios, S., Nguyen, B., Keilbach, A., & Mostafa, J. (2020). "Innovative UX Methods for Information Access based on Interdisciplinary Approaches: Practical Lessons from Academia and Industry", *Data and Information Management*, Vol. 4 No. 1. Doi: <https://doi.org/10.2478/dim-2020-0004>

McIntyre, K., Barnes, S., & **Ruel, L.** (2014). "The effects of online news package structure on attitude, attention, and comprehension," <http://journals.sagepub.com/doi/pdf/10.1177/1931243116656718>. *Electronic News*, 10:3 (2016) 178193.

Barnes, Spencer. and **Ruel, L.** (2017). Examining the processes involved in the design of journalistic information graphics: an exploratory study. *Journal of Visual Literacy*. 36. 1-22.

Chu, S., Paul, N. and **Ruel, L.** "Using Eye Tracking Technology to Examine the Effectiveness of Design Elements on News Websites," *Information Design Journal* 17:1 (2009): 3143.

Refereed Conference Papers

Yu, Fei and **Ruel, L.** (2019) "Innovative UX Methods for Information Access Based on Interdisciplinary Approaches: Practical Lessons From Academia and Industry." Presented at the Association for Information Science & Technology, Melbourne, Australia. (<https://www.asist.org/am19/>)

Ranney, L., Jarman, K., Huang, L., **Ruel, L.**, Barnes, S., Noar, S., & Goldstein, A. (2015). Eye tracking evaluation of a federal tobacco control communication campaign. Paper published for the 2015 National Conference on Health Communication, Marketing, & Media, Atlanta, GA.

McIntyre, K., Barnes, S., & **Ruel, L.** (2014). "The effects of online news package structure on attitude, attention, and comprehension." AEJMC National Convention Viscom Division; Boston, August 2009.

Laura Ruel & Bart Wojdyski (2009) "Effects of Hyperlink Density on News Web Page Reading: An Eyetracking Study," AEJMC National Convention Viscom Division; Montréal, Canada, August 2014.

Lynette Holman & **Laura Ruel**, "Photo Fixation: Evaluating Web Site Conventions in Online News Slideshows," AEJMC National Convention Viscom Division; Boston, Mass., August 2009.

Laura Ruel & Lynette Holman, "Photo Fixation: Evaluating Web Site Conventions in Online News Slideshows," AEJMC Southeast Colloquium Open Division; Oxford, Miss., March 2009.

Book Review

Barnes, S., & Ruel, L. (2012). A review of Alberto Cairo's "The Functional Art: An Introduction to Information Graphics and Visualization." *Visual Communication Quarterly*, 19(4), 257-259.

Presentations

"Eyes on Usability." Presentation for Triangle UXPA conference, Raleigh, N.C. , September 25, 2020.

"Innovative UX Methods for Information Access based on Interdisciplinary Approaches: Practical Lessons from Academia and Industry." Association for Information Science & Technology conference, Melbourne, Australia, October 2019.

"Usability Challenges for Campus Websites," presentation for the UNC Campus Webmasters group, November 3, 2016.

"5 Ways to Design Collaborative Courses for Digital Publications and Interactive Media," Invited panelist at the Association for Education in Journalism and Mass Communication Annual Conference, August 8, 2015, San Francisco, Calif.

"Discussing UX," Invited panelist at Google I/O Extended, May 28, 2015, Chapel Hill, N.C.

"Eyetracking and Multimedia Design," MEJO Interactive (graphics/programming) Bootcamp, May 2013, UNC Chapel Hill.

"Eyetracking and Multimedia Design," JOMC Multimedia (video) Bootcamp, May 2013, UNC Chapel Hill.

"Web Usability and Eyetracking Studies." Invited speaker at Multimedia Bootcamp, May 2009, 2010, 2011, 2012, 2013 and 2014. University of North Carolina at Chapel Hill, Chapel Hill, N.C.

"Making the stories of climate change personal." Invited speaker for conference on Communication and Climate Change, November 2013, at University of Navarra, Pamplona, Spain.

"Multimedia Trends in Western Media." Invited speaker for Zhengzhou Chinese Media Workshop, February 20, 2013, at Duke University, Durham, N.C.

"Creativity and Innovation in Web Site Design." Invited speaker for the staff of <http://china.org.cn>, October 12-15, 2009, Beijing, China. Other presentations included:

- **"Case Studies: Critiques of News Web Sites."**
- **"Website usability."**
- **"Multimedia presentations: Selecting the Best Presentation Method for a Specific Story Idea."**

“Usability and Eyetracking Research for Multimedia Design.” Invited speaker at Swedish Journalism Institute, University of North Carolina at Chapel Hill, 2009, Chapel Hill, N.C.

“Teaching Multimedia Design.” Invited speaker/instructor at the Beyond Bootcamp Workshops, Knight Center for International Media, University of Miami School of Communication, January 36, 2009, Miami, Fla. Other presentations included:

- “Teaching Multimedia Within Your Means.”
- “Designing a Beginning Multimedia Class.”
- “Hardware, Software, Tools and Resources for Teaching Multimedia.”
- “Evaluating Multimedia.”

“When, How and Why to Use Multimedia to Tell Your Health Story.” Invited speaker at the California Endowment Health Journalism Fellowships Conference, October 23-26, 2008, Los Angeles, Calif.

“Seminar: Designing a Usability Study with Eyetracking.” Invited speaker at USID08: Usability in Information Systems Conference, November 13, 2008, Barcelona, Spain. Additional presentation:

- **“Eyes on the News: Understanding User Behavior Using Eyetracking.”**

“Research that’s Relevant: What DiSEL Studies Advise about Everyday Usability and Design Decisions.” Invited speaker at the Online News Association Conference, September 13, 2008, Washington, D.C.

“Understanding User Behavior with Eyetracking.” Invited speaker at the Society for News Design Annual Workshop and Exhibition, September 29, 2008, Las Vegas, Nev.

“Multimedia Design.” Invited speaker at the International Design Conference, May 27-28, 2008, Paris, France.

“Using Multimedia to Tell Your Health-Related Stories.” Invited speaker at the California Endowment Health Journalism Fellowships Conference, April 13-18, 2008, Los Angeles, Calif.

“Multimedia Meets Narrative.” Invited speaker at the Harvard University Nieman Foundation Conference on Narrative Journalism, March 14-16, 2008, Boston, Mass.

“What Makes Web Sites Work? Analysis and Design Decisions.” Invited speaker at the Online News Association Conference, October 17, 2007, Toronto, Canada.

“Applying Research Findings to Improve Multimedia Design.” Invited speaker at the Multimedia Intensive Course sponsored by www.elmundo.es, October 18, 2006, Madrid, Spain.

“Multimedia Design Basics.” Invited speaker at Multimedia Bootcamp, August 17, 2006, University of North Carolina at Chapel Hill, Chapel Hill, N.C. Presentations included: “Multimedia Research and Design, “”

“Why Multimedia?” Invited speaker at the Multimedia News Production Workshop, August 11-12, 2006, University of Minnesota School of Journalism, Minneapolis, Minn.

“Editing in a Multimedia Environment.” Invited speaker at the Knight Foundation National Copy Editing Fellows program, July 2006, 2007 and 2008, University of North Carolina at Chapel Hill.

“Newspaper Design.” Invited speaker at the North Carolina Press Association Newspaper Academy, May 2006, 2007, 2008 and 2009, University of North Carolina at Chapel Hill.

“Applying Research Findings to Your Design,” Invited speaker at the EPA Web Workgroup (WWG) National Conference, March 15, 2006, USEPA, Raleigh, N.C.

“New Media Journalism.” Invited speaker for a weeklong inhouse staff training for the staff of the Guangzhou Daily News group, <http://dayoo.com>, August 2005, Guangzhou, China.

“Careers in Multimedia Journalism.” Invited panelist at Journalism Career Day, April 23, 2005, University of North Carolina at Chapel Hill.

“Creating an Effective Website.” Invited speaker at WRAL.com inhouse staff training, April 8, 2005, WRALTV, Raleigh, N.C.

“Effective Website Design,” Invited speaker at NewsObserver.com inhouse staff training, December 3, 2004, The (Raleigh, N.C.) *News & Observer*.

“Extreme Makeover,” Invited panelist at the Online News Association’s Annual Convention, November 12, 2004, Hollywood, Calif.

“Moving into Multimedia,” Invited participant at the Tribune Company Interactive Editors’ Weekly conference call, October 12, 2004, Chicago, Ill.

“Eyetrack III,” Invited speaker at the Society for News Design’s Annual Workshop and Exhibition, October 2, 2004, San Jose, Calif.

“Eyetracking and Web Design,” Invited speaker at International Digital Media Week, September 22, 2004, Vilanova i la Geltrú, Spain.

“Seeing the News,” Invited panelist at the Association for Education in Journalism and Mass Communication, August 7, 2004, Toronto, Canada.

Teaching (since at UNC-CH, Fall 2004)

Multimedia Design, Visiting faculty for a weeklong intensive course in the international undergraduate program in journalism at Universidad de Navarra, Spain, March 2013.

Multimedia Design and Usability, Visiting faculty for a weeklong intensive course in the master's program in journalism and mass communication, Universidad de los Andes, Santiago, Chile, September 2010.

Multimedia Design and Eyetracking, Visiting faculty for week-long intensive course in the master's program in Web communication, marketing and business, Autonomous University of Barcelona, March 2010.

MEJO 121: Introduction to Digital Storytelling, one-two class per academic year since Spring 2016

MEJO 782: Multimedia Digital Storytelling, Spring 2010, 2011, 2012, Fall 2013, 2014, 2015, 2016, 2017, 2018, 2019

MEJO 721: Usability and Multimedia Design, Fall 2012, 2016, 2017, 2018

MEJO 491: U.S. Demographics and Energy Use, News 21 seminar, Spring 2009, 2010, 2011, 2012, 2013.

MEJO 192: Special Projects in Multimedia Storytelling, Writing and Design Coach, Galicia, Spain, July 2005

MEJO 187: Introduction to Multimedia, two sections per semester 2004-2010 (including one section each in Summer 2005, Summer 2006, Maymester 2007), one section per semester in 2009-2010 and Spring 2020.

MEJO 581: User Experience Design and Usability, one section per semester. 2004-present.

Guest lecturer for the following courses:

- MEJO 101: The Media Revolution
- MEJO 716: Research Methods
- MEJO Graduate Seminars in Specialized Reporting, Beginning Photojournalism, The World of Visual Communication, Usability and Multimedia Design (semester when not teaching class), Multimedia Storytelling (semester when not teaching class)

Dissertation committees:

Dissertation committee member, Lynette Holman (2010)

Dissertation committee member, Nicole Smith (2006)

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Thesis committees:

Master's thesis committee chair Megan Mendenhall (Fall 2021, anticipated)

Master's thesis committee chair Alicia Carter (2021)

Master's thesis committee chair Kristen Hendrickson (2020)

Master's thesis committee chair Natalie Sayewich (2019)

Master's thesis committee chair, Carson Pence, MA student from the School of Information and Library Science (2019)

Master's thesis committee chair, Stephany Pritchard (2019)

Master's thesis committee chair, Bridgette Cyr (2018)

Master's thesis committee chair, Paula Brown Williams (2017)

Master's thesis committee chair, Maureen Robbs (2017)

Master's thesis committee chair, Samantha Carpenter (2017)

Master's thesis committee chair, Scott Geier (2016)

Master's thesis committee chair, Casey Hart (2016)

Master's thesis committee chair, Amy Brock (2016)

Master's thesis committee chair, Lexi Namer (2016)

Master's thesis committee chair, Indaia Whitcombe (2016)

Master's thesis committee chair, Candace Doby (2015).

Master's thesis committee chair, Tessa McSwain (2014)

Master's thesis committee chair, Cat Angst (2014)

Master's thesis committee chair, Caitlin Kleiboer (2014)

Master's thesis committee chair, Natalie Taylor (2014)

Master's thesis committee chair, Kathryn Kennedy (2014)

Master's thesis committee chair, Darin Dillehunt (2013)

Master's thesis committee chair, Melissa Umbarger (2013)

Master's thesis committee chair, Jillian Powell (2013)

Master's thesis committee chair, Hadley Gustafson (2012)

Master's thesis committee chair, Catherine Orr (2011)

Master's thesis committee chair, Carol Perry (2011)

Master's thesis committee chair, Erin Petty (2010)

Master's thesis committee chair, Monica Ulmanu (2010)

Master's thesis committee chair, Lauren Frohne (2010)

Master's thesis committee chair, Todd Brantley (2009)

Master's thesis committee chair, Phil Daquila (2010)

Master's thesis committee chair, Melissa Moser (2009)

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Master's committee member, Michael Gawlik, (2021)

Master's committee member, Megan Robb, (2021)

Master's committee member, Will Rimer, (2020)

Master's committee member, Aaron Hawkins, (2020)

Master's thesis committee member, Andie Rea (2020)

Master's thesis committee member, Jeremiah Murphy (2019)

Master's thesis committee member, Scott Thompson (2019)

Master's thesis committee member, Katherine Maddux (2018)

Master's thesis committee member, Lindsay Luxton (2018)

Master's thesis committee member, Karin Fullington (2017)

Master's thesis committee member, Karah Manning (2017)

Master's thesis committee member, Eva Bland (2017)

Master's thesis committee member, Lucy Saiheng, from the School of Information and Library Sciences (2017)

Master's thesis committee member, Gabriel Maisonnave (2017)

Master's thesis committee member, Anna Spelman (2017)

Master's thesis committee member, Michelle Lotker (2017)

Master's thesis committee member, Andrea Patiño Contreras

Master's thesis committee member, Ran Li (2016)

Master's thesis committee member, Mengqi (Stella) Jiang (2016)

Master's thesis committee member, Ben Donnelly (2015)

Master's thesis committee member, Kelly Creedon (2014)

Master's thesis committee member, Evey Wilson (2014)

Master's thesis committee member, Gareth Gwen (2014)

Master's thesis committee member, Priscilla Tsai (2014)

Master's thesis committee member, Teresa Kriegsman (2013)

Master's thesis committee member, Patrick Mustain (2013)

Master's thesis committee member, Elena Rue (2011)

Master's thesis committee member, Vanessa McVay (2011)

Master's thesis committee member, Andrew Gaerig (2010)

Master's thesis committee member, Sabrina Lopez (2010)

Master's thesis committee member, Eileen Mignoni (2009)

Master's thesis committee member, Bart Wojdynski (2008)

Master's thesis committee member, Gabriel Dance (2005)

Master's thesis committee member, Carrie Leonard (2005)

Master's thesis committee member, Rob Roberts (2004)

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Senior honors thesis committee chair, Valentina Arismendi (2021)

Senior honors thesis committee member, Peter Andringa (2020)

Senior honors thesis committee chair, Sarah Riazatti (2011)

Senior honors thesis committee member, Meg Wright (2007)

Grants

North Carolina Translational and Clinical Sciences Institute (Laura Ruel,, co- investigator),
Examining the Effectiveness of the NCTraCS website. (Heidi Hennink-Kaminski, (co- investigator) Award:
\$20,000. (2018)

UNC Communication TCORS Rapid Response Funding Mechanism Award. Leah Ramney, principal
investigator (**Laura Ruel, co-investigator**)
Award: \$33,474 (2015)

TCORS Project 3: How to optimally communicate FDA authority over tobacco products (Kurt Ribisl, principal
investigator, Adam Goldstein, principal investigator (**Laura Ruel, co-investigator for eyetracking research**)
Award: \$19.4 million, 2013-2018
Source: U.S. Food and Drug Administration (FDA) and the National Institutes of Health (NIH) via UNC Center for
Regulatory Research on Tobacco Communication (CRRTC)

News 21: A national initiative to advance the U.S. news business by helping revitalize schools of journalism
(UNC principal investigator)

Award: \$232,000/year for three years; Total award: \$696,000 (2008–2011)

Source: Hussman School of Journalism and Media, UNC-CH via the Carnegie Knight Initiative on the Future of Journalism Education

Eyetracking and Usability Study of Chilean News Web Sites

Award: \$15,000 (2008)

Source: OMD.cl, Mega.cl and Universidad de Los Andes, Santiago, Chile

Eyetracking Research:

Online photo slideshows, Home page images and link density, Online news page carousels

Award: \$10,000 (2008)

Source: Hussman School of Journalism and Media, UNCCH

Digital Story Effects Lab:

Research into the Effects of Alternative Digital Story Designs on New Audiences

Award: \$31,457 (2006–2007)

Source: Digital Technology Initiative Program, University of Minnesota

Flash vs. HTML: What Works Better and When?

Award: \$3,111 (2005)

Source: Summer Grants for Research and Graduate Program Related Activities, Hussman School of Journalism and Media, UNCCH

Eyetrack III: Online News Consumer Behavior in the Age of Multimedia

Award: \$30,000 (2002-2004)

Source: Poynter Institute for Media Studies

Service

To the School

Director of Journalism, Hussman School of Media and Journalism (2017–present)

Course Development Coordinator, MEJO 121 (Fall 2015–present)

Chair, Hussman School of Media and Journalism Curriculum Committee, January 2021–present

Member, Hussman School of Media and Journalism Curriculum Committee, 2017–present

Chair, Rich Beckman Award for Documentary Storytelling Committee (2008–present)

Member, Master of Arts Admissions Committee (2007–present)

Co-Chair, search committee for Professor in Business Journalism (Spring 2020–present)

Co-Chair, search committee for Assistant Professor in Journalism (Fall 2019)

Member, search committee for Assistant Professor in Broadcast and Electronic Communication (Fall 2018)

Academic Director, Master of Arts in Digital Communication, Hussman School of Journalism and Media (2014–2017)

Chair, Master of Arts in Digital Communication, Admissions Committee (2014–2017)

Moderator, Q&A Session with HBO's VICE correspondent Isobel Yeung at the Hussman School of Journalism and Media (March 2, 2016)

Organizer, Eyeguide Mobile Tracker Training with Dr. Hessam Ghamari at the Hussman School of Journalism and Media at UNCC Chapel Hill *Approximately 25 faculty attended 1 hour information session, 9 attended full day training* (Friday, Dec. 11, 2015)

Curriculum Coordinator, Visual Communication and Multimedia, Hussman School of Journalism and Media (2008–2014)

Member, MEJO Curriculum Committee (2012–2014)

Member, Reese News Steering Committee (2012–2013)

Coordinator/organizer, Washington Women in Photojournalism exhibit in MEJO (Spring 2013)

Presenter, Eyetracking and Multimedia Design for MEJO's Visiting International Scholars (2013)

Panelist, MEJO faculty mentoring session (2012)

Independent study supervisor, Liz Gibson (Fall 2021)

Independent study supervisor, Addy Liu (Spring 2019)

Independent study supervisor, Rocky Moon (from the MEITE - UNC School of Education Program) (Fall 2018)

Independent study supervisor, Lauren Tarpley (Fall 2016)

Independent study supervisor, Gabriel Maisonnave (Spring 2016)

Independent study supervisor, Anna Spelman (Fall 2015)

Independent study supervisor, Brittany Mayes (Spring 2015)

Independent study supervisor, Kelly Creedon (Fall 2014)

Independent study supervisor, Ligaiya Romero (Fall 2013)

Independent study supervisor, Katheryn McKee (Spring 2013)

Independent study supervisor, John Kasbe (Fall 2012)

Presenter, MEJO alumni event in New York City (*spoke to alumni about News 21 project and newly created MATC program*) (Spring 2010)

Guest instructor, Serena Fenton online class in the certificate in Technology for MEJO (Spring 2010)

Chair, search committee for Assistant Professor in Graphic Design (Spring 2010)

Chair, search committee for Assistant Professor in Graphic Design (Fall 2008)

Member, search committee for Assistant Professor in Photojournalism (Fall 2008)

Member, search committee for Assistant Professor in Graphic Design (Fall 2005)

Scholarship committee member (2005, 2006)

Faculty adviser, Student Society for News Design (2004–2010)

To the University

Elected member, UNC's Faculty Grievance Committee, July 2020-present.

Member, Center for Faculty Excellence Peer Leadership Coaching Group, 2019-present.

Faculty adviser, FLUX (Future Leaders of UX) University Student Group, Fall 2019-present.

Selected participant, Center for Faculty Excellence, Leadership Fundamentals Group, 2018-2019 academic year

Invited speaker, Usability Challenges for Campus Websites, presentation for the UNC Campus Webmasters group (November 3, 2016)

Invited speaker, Human Information Behavior and Eyetracking, School of Information and Library Science, UNC-Chapel Hill, 2019

Consultant, eyetracking and usability testing for the Daily Tar Heel's website redesign (Spring 2014)

Invited speaker, UNC Royster Society of Fellows panel event. "Why Water?" (February 2013)

Conducted usability and eyetracking research for NCTraCS Institute (The North Carolina Translational and Clinical Sciences Institute) at UNC (2013–2015)

Web advisory committee member, UNC.edu redesign, (2008–2009)

Adviser/consultant, Students of the World Summer Documentary Team (Spring 2007)

To the Profession

Judge, AEJMC Best of the Web Competition, (June 2020)

Coordinated and conducted usability tests with local media organizations on their websites and apps. Organizations include WRAL.com, Whiteville.com, NC Justice Center, Town of Chapel Hill, NAB's TV 3.0 user interface, and numerous others, (2004–present)

Entry screener, UXPA International Conference, 2018

Tenure and promotion reviews

- 2019 Adam Peruta, S.I. Newhouse School of Public Communications, Syracuse University
- 2016 Richard Koci Hernandez, Graduate School of Journalism, University of California, Berkeley
- 2011 Julie Elman, Scripps College of Communication, Ohio University

Interviewed for: "Make a Scene: Lessons From South By Southwest: Four SXSW success stories share their advice for an effective festival showing."

<http://getinmedia.com/articles/filmtvcareers/makescenelessonsouthsouthwest> (2013)

Member, Board of Directors, Society for News Design (January 2003–2010)

Judge, New Frontier Digital Journalism Awards (2009)

Judge, Best Law Firm Web Sites & Technology competition (March 2008)

Research adviser, Eyetracking the News: A Study of Print and Online Reading, <http://poynter.org/eyetrack> (March 2007)

Judge, Best of Cox competition (March 2005)

Coordinator and Site Chair, Society for News Design Multimedia Workshops, Hussman School of Journalism and Media, UNCC Chapel Hill (January 2004, 2005 and January 2005, 2006)

Judge, Student Society for News Design Web design competition, University of Missouri (2002)

Founder and Coordinator, SND.ies: Society for News Design Best of Multimedia Design Competition (May 2001–May 2014)

- Created and administered these international awards that recognize excellence in multimedia journalism design.

To the Community

Speaker, North Carolina High School Journalism Education Board, “Users are Always RIGHT: Eyetracking and Usability and Design” (Summer 2019)

Keynote speaker, N.C. Scholastic Media Association High School Journalism Workshops (2015)

Speaker/instructor in Web design, N.C. Scholastic Media Association High School Journalism Workshops, 2006, 2007, 2008, 2009.

Guest speaker at St. Thomas More Middle School, Chapel Hill, “What is Journalism?” (2004, 2005)

Memberships

Member, Triangle UXPA (Triangle User Experience Professional Association), Summer 2015-present

Member, Ladies that UX, TriangleArea branch, Summer 2015-present

Member, TCORS Eye TrackingWorkgroup, with all TCORS projects in US, (2015-2016)

Member, Association for Education in Journalism and Mass Communication

- Visual Communication Division, 2004-present

Member, Society for News Design, 1986-present

Member, Online News Association, 1999-present

Education

American University, Washington, DC
Master's Degree in Media Entrepreneurship, May 2015

Ithaca College, Ithaca, NY
Bachelor of Arts, magna cum laude, May 2006
Double major: Journalism, Politics

Professional Experience

Teaching Associate Professor – University of North Carolina - Chapel Hill
Chapel Hill, NC July 1, 2017 - Present
Teach graduate and undergraduate courses in environmental storytelling, media innovation, and introductory reporting at the Hussman School of Journalism and Media. Coach international reporting workshop. Advise independent studies and Master's theses. Serve on various service and search committees.

Senior National Editor – *HuffPost*

Previous: Senior reporter, Energy and environment editor, Enterprise editor. Senior enterprise editor

Washington, DC August 2013 – Present
Assign and edit features, investigations, and enterprise stories on energy, environment, health, economics, labor, and inequality beats. Manage a team of reporters, work with freelancers, coordinate multimedia and promotion, and work with other editors to lead and organize reporting across the newsroom. Coordinate internal newsroom information tips and security task force. Work on various task forces including membership and recirculation.

Freelancer reporter

June 2002-2013

Published work in *Center for Public Integrity*, *Daily Beast*, *Foreign Policy*, *The Guardian*, *High Country News*, *In These Times*, *New York Times Room for Debate* blog, and *Washington Post*.

Staff reporter – *Mother Jones*

Washington, DC

September 2009 – August 2013

Reported, researched and wrote articles and blog posts for daily publication, focusing on energy and environmental policy, gender, health, and politics. Wrote in-depth investigative and feature stories for both the website and magazine. Appeared frequently on television and radio.

Political reporter – *Grist*

Washington, DC

May 2008 – August 2009

Reported, researched, and wrote articles and blog posts for daily publication on congressional, judicial, and executive-branch activities. Tracked legislation, covered daily proceedings,

developed sources, conducted interviews, and analyzed breaking news and events.

Writing fellow – *The American Prospect*

Washington, DC

September 2007 – May 2008

Researched, reported, and wrote articles for publication in both the web and print editions.

Contributed daily to blog, finding sources, conducting interviews, and analyzing breaking news.

Staff writer – *Bridgeton News*

Bridgeton, NJ

June 2002 - August 2004

Reported on local news and events for this daily newspaper. Wrote features, news, crime logs, and court reports. Copy-edited and proofed pages. The paper has since merged with two others to form the *South Jersey Times*.

Honors and Awards

As editor:

Stories I have edited have been recognized with the Dateline award from the Society of Professional Journalists - DC Chapter and finalists for awards from the National Association of Black Journalists and SPJ-DC. Reporters on my team have also been recognized for beat-reporting awards from leading environment, labor and health organizations. And I have been part of projects featured in Longreads and nominated for numerous reporting and writing awards.

As professor/coach:

David Brinkley Teaching Excellence Award, UNC Chapel Hill, May 2021.

The 2018 project for MEJO 584, *Aftermath*, won the Online News Association 2018 David Teeuwen Student Journalism Award - Large Newsroom, the Society for News Design's Best of Student Design 2019, and the Horizon Interactive Awards 2018 - Gold. It also took second place in the Society of Environmental Journalism's Ray Reece Excellence in Environmental Journalism Student Award 2019.

The 2019 project for MEJO 584, *Uprooted*, won the 2020 national Mark of Excellence award for collaborative journalism from the Society of Professional Journalists, the Horizon Interactive Award, the Broadcast Education Association 2020 "Best of Festival" in Interactive Multimedia, was a finalist for the Online News Association David Teeuwen Student Journalism Award, and was a top-10 finisher in the Hearst profile writing category.

The 2020 project for MEJO 584, *Barriers*, won three Horizon Interactive awards: Best In Category for Web: Magazine/News/Blog, a Gold for Web: Travel & Tourism, and another Gold for Short Film/Documentary. The anchor story on coral reef health won second place in the 2021 Hearst Explanatory Reporting category, and two other stories claimed second and third place in the Hearst Multimedia Digital News/Enterprise category.

As reporter:

Fellow, International Center for Journalists - Digital Path to Entrepreneurship and Innovation for Latin America, Bogota, Colombia, Feb. 2017

Fellow, Weidenbaum Media Retreat, sponsored by the Weidenbaum Center on the Economy, Government, and Public Policy at Washington University in St. Louis, Osterville, Mass., June 27-29, 2016

Winner, Deadline Club of New York's award for Science, Technology, Medical or Environmental Reporting for the story, "Climate Change Takes A Village: As The Planet Warms, A Remote Alaskan Town Shows Just How Unprepared We Are," May 2015.

Honoree, The National Audubon Society's Women in Conservation Program, May 2015.

Publications

I have been a full-time editor at HuffPost since 2017. As a Senior Enterprise Editor, I am actively engaged in assigning, editing, and publishing stories daily. My team of eight includes our health, labor, economic and environmental reporters. I also edit dozens of stories from freelancers each year, and coordinate with our art, front page, audience, and video teams for publishing and promotion.

My team published 397 stories in 2019; as of June 1, 2020, we had already published 336 stories. Eight stories this year have brought in more than 1 million readers; 93 stories drew more than 100,000. They have resulted in policy and enforcement changes while also shaping the national conversation around all the issues we cover.

Major projects:

[Data Disappeared](#) — October 2020 — Contributed as both a writer and editor on this 8-part series on how the Trump administration has destroyed or distorted the data vital to public life and safety.

[Should I Call 911 If...](#) — August 2020 — Conceived of, planned, and led a 16-part package on alternatives to calling the police, in the wake of the national reckoning on race. The package was executed collaboratively across our newsroom, with an emphasis on audience need and interactivity.

[Detroit's Health Care Workers Ask: 'How Many Lives Can We Save?'](#) — April 2020 — Conceived of, organized, edited, and published a major package of stories with Type Investigations. Coordinated team of four reporters, four editors, visuals, audience, and PR. Package included one major feature and 8 sidebars, produced remotely.

[What Will Be Lost series](#) — February 2020 — Conceived of, planned, and executed month-long series on how climate change is reshaping our relationships.

[Pain In America](#) — January 2020 — Conceived of, assigned, edited, and executed a nine-part series looking at some of the underlying causes of the opioid addiction crisis and how we both understand and treat pain.

[Life And Debt: Stories From Inside America's GoFundMe Health Care System](#) — June 2019 — Co-conceived of and edited five-part series looking at why thousands of Americans have turned to crowdfunding websites to help cover medical bills and related costs, and what their stories reveal about the shortcomings of the American health care system.

[Death By Degrees](#) — September 2018 — Organized, led and edited three-part investigation on how climate change is already making dangerous jobs like agriculture, first responders and firefighting deadly. Wrote intro copy.

Other feature editing examples:

[Postal Workers Are Dying In Heat Waves. It's Only Going To Get Hotter.](#)

[How Federal Restrictions Force Pilots To Hide Mental Illness](#)

[There Are Massive Chemical Dumps In The Gulf We Know Almost Nothing About Chasing The Methane Dragon That Lurks In The Deep Sea](#)

[Environmental Destruction Brought Us COVID-19. What It Brings Next Could Be Far Worse.](#)

[How Employers Make It Impossible For Working Women To Breastfeed](#)

[The Futile Search For A Magic Number That Says It's Safe To Reopen](#)

[An Iowa Teenager Didn't Wreck His State's Health Care Market. Here's Who Did.](#)

[How the ACORN Scandal Seeded Today's Nightmare Politics](#)

[Stephanie Kelton Has The Biggest Idea In Washington](#)

[A Hospital Crisis Is Killing Rural Communities. This State Is 'Ground Zero.'](#)

As a reporter:

Investigative project on race, forthcoming, HuffPost.

[EPA Freezes Grants, Tells Employees Not To Talk About It, Sources Say](#) - January 2017 - Broke one of the first major EPA stories of the Trump era, widely cited across other news outlets.

[One Big Piece Of Obama's Legacy: A Park System That Looks Like All Of Us](#) - May 2016 - A look at how the Obama administration radically reshaped the National Parks to reflect a more diverse range of American history.

[As The Planet Warms, A Remote Alaskan Town Shows Just How Unprepared We Are](#) - December 2014 - Award-winning feature story on an Alaskan village that has tried to relocate

repeatedly as their island disappears, but has been unable to do so.

[Sally Jewell's Frustrating First Year In Washington](#) - April 2014 - Profile of Sally Jewell, Obama's second Secretary of Interior and former head of REI.

[In The American West, A Battle Unfolds Over Bugs, Climate Change And The Fate Of An Iconic Species](#) — January 2014 — Major feature on how climate impacts on the whitebark pine are having ecosystem-wide impacts and creating a political controversy.

[Snowden Docs: U.S. Spied On Negotiators At 2009 Climate Summit](#) - January 2014 - Co-wrote major scoop highlighting U.S. surveillance effort in major international climate change summit.

Book Chapters:

Sheppard, Kate. "Underwater: Are We Ready for a Superstorm Sandy Every Other Year?" *The Best American Science and Nature Writing 2014*. Ed. Deborah Blum and Tim Folger. New York: Mariner, 2014. 238-50. Print.

Teaching Activities

In development

MEJO [number TBD] - Media Innovation In Practice

Developing a new media innovation course for the Master's in Digital Communication program, to be taught starting in Spring 2023.

Spring 2021

MEJO 565 - Environmental Storytelling

One section, 20 students

MEJO 463 - News Lab: Creating Tomorrow's News Products

One section, 18 students

Independent study: Jada Hester, "Entertainment and Culture Reporting"

Thesis committees:

- Giulia Heyward, MA, April 2021, "A New Day For Queer People In The South"
- Hadley Green, MA, April 2021, "Transforming Justice"
- Emma Tobin, ESC, (expected) November 2021, *Chair*
- Derek Hodge, MADC, (expected) November 2021, *Chair*

Fall 2020

MEJO 753 - Reporting and Writing News

One section, 6 students

IDST 190-008 - Fake News, Real Science

130 students

Course was part of the pilot “Ideas, Information, and Inquiry” (Triple I) program, co-taught with professors from the departments of Geology and Education. We were awarded \$5,000 course development funds and up to \$40,000 per semester for instructional support.

Spring 2020

MEJO 565 - Environmental Storytelling
One section, 18 students

MEJO 463 - News Lab: Creating Tomorrow’s News Products
One section, 19 students

Coach: MEJO 584 - International Projects
Supervised 5 reporters throughout term; assisted in leading a group of 27 students during 10 days in Belize over spring break.

Thesis committees:

- Riley Davis, MA, April 2020, “A Captive Audience Examining Zoo Conservation Efforts in the 21st Century”
- Sarah Champagne, MA, April 2020, “Coca As Usual”

Undergraduate Honors project reader:

- Alex Baumeier, BA May 2020, “Are E-Newsletters The Future For Community Newspapers?”

Fall 2019

MEJO 463 - News Lab: Creating Tomorrow’s News Products
One section, 18 students

MEJO 753 - Reporting and Writing News
One section, 6 students

Independent study: Riley Davis, “Environmental Storytelling”

Thesis committee: Natalie Sayewich, MADC, Nov. 2019, “Hooked Down East: A Digital Resource For the Eastern NC Angler”

Spring 2019

MEJO 463 - News Lab: Creating Tomorrow’s News Products
One section, 19 students

Coach: MEJO 584 - International Projects
Coached 5 student reporters throughout the semester

Thesis committee: Kaia Findlay, MA, July 2019, “Protected: Sea Level Rise Thesis Project”

Fall 2018

MEJO 463 - News Lab: Creating Tomorrow’s News Products
One section, 19 students

Independent study: Kaia Findlay, “Documentary Approaches To Environmental Issues”

Spring 2018

MEJO 463 - News Lab: Creating Tomorrow’s News Products
One section, 19 students

MEJO 153 - Writing and Reporting
One section, 18 students

Coach: MEJO 584 - International Projects
Coached 5 student reporters throughout the semester

Fall 2017

MEJO 565 - Environmental Storytelling
One section, 16 students

Grants

Co-investigator, Online News Association Challenge Grant, \$20,000. December 2020-December 2021

Service

Hussman service:

Journalism Master’s Program Task Force - January 2020-present
North Carolina Local News Lab Fund grant review committee — June 2020 - present
Graduate student admissions committee — January 2020-present
Hearst Awards selection committee — 2017-present
NC Scholastic Media Association High School Journalist of the Year judge — 2019-present
Daily Tar Heel editor selection committee — 2018, 2020
Faculty search committee — journalism faculty hire, fall 2019
Climate Matters in the Newsroom co-organizer — fall 2019
Strategic plan task force — spring 2019
MADC curriculum task force — spring 2018

HuffPost newsroom leadership initiatives:

July 13, 2021

June 2020-present — Leading internal, cross-team task force on improving reader time on site and navigation to other original content. Working with audience, art, and membership teams.

March 2017- present - Lead newsroom-wide source tips and information security task force. Program has resulted in hundreds of story tips and dozens of “scoops,” as well as a more structured and formalized way of harnessing readers as our eyes on the ground.

April - October 2018 - Member, cross-team task force focused on membership/revenue. This was one of the committees established as we created our membership program, which launched in 2019 and now has 100,000 members.

August-October 2017 - Co-leader, newsroom reorganization for enterprise team. Radically rethought our beats and core focus in the enterprise department, restructured teams, and directed reporting.

Voluntary trainings attended:

Workplace Integrity: Train the Trainers, Power Shift Project/Freedom Forum — July 2021

Transforming Journalism Beyond "Diversity," Press On — June 2021

Course Design Institute with the UNC Center for Faculty Excellence — June 2020

The Entrepreneurial Mindset — Maximizing Faculty Impact — June 2020

Haven training - December 2018

Safe Zone training - June 2018

Board Memberships:

Society of Environmental Journalists

VP for Membership, October 2014-April 2017; Board Member, October 2013-April 2017

Elected to the board of directors for this membership organization serving more than 1,200 professional environmental journalists, editors, and academics. As membership VP, I led efforts to expand our reach, improve SEJ’s diversity, and update programming and systems to enhance member experience.

Street Sense

Secretary, January 2016-June 2017; Board Member, October 2015-April 2019

Appointed to the board of *Street Sense*, Washington, D.C.'s bi-weekly newspaper created by and focusing on people who are experiencing homelessness. Also served on the finance committee.

Washington Youth Summit on the Environment

Advisory board member, January 2012-January 2019

Provided guidance and assistance to organizers of this annual event for high school students at George Mason University.

Additional service:

Report for America

Mentor, June 2021-present

Regularly meet with and provide mentorship to a new Report for America journalist.

Society of Environmental Journalists

Volunteer, 2009-present

Help organize panels, recruit speakers, and serve on a diversity task force.

Covering Climate Now

Awards judge, June 2021

***Street Sense* Awards for Excellence in Journalism**

Coordinator, January 2013-June 2017

Organized program recognizing the best reporting on homelessness and housing issues. Solicited nominations, recruited judges, and helped organize award events and speakers.

Street Sense

Volunteer writing coach and editor, September 2010-October 2015

Led a weekly writing workshop for vendors, edited stories, and helped staff editors prepare print edition.

***Mother Jones* union, United Autoworkers Local 2103**

Co-chair, July 2011-August 2013

Successfully negotiated a new union contract, advocated for staff to management, and organized union events and activities.

***Mother Jones* Board of Directors**

Staff representative, October 2011-August 2013

Advocated for staff interests to the board of directors and served as a conduit of information from board meetings to staff.

Memberships:

Investigative Reporters and Editors, Online News Association, Society of Environmental Journalists, Society of Professional Journalists, News Leaders Association (formerly ASNE)

Speaking Engagements

Panelist, “Boosting Your Climate Confidence On Every Beat,” Covering Climate Now virtual event, February 25, 2021.

Moderator, “Eldercare and COVID: What We Can Do To Save Lives,” HuffPost virtual event, September 24, 2020.

Moderator, “Think Before You Link: How Readers Can Help Fight Misinfo Online,” HuffPost, virtual event, June 8, 2020.

July 13, 2021

Moderator, "Trends in Clean Energy Media Coverage" panel at the UNC Clean Tech Summit, Chapel Hill, N.C., March 1, 2019

Moderator, Environmental Science Communication Degree info panel. Chapel Hill, NC, January 23, 2019

Speaker, Institute for Defense and Business Summit, Chapel Hill, N.C., August 21, 2018

Moderator, Environmental Science Communication Degree info panel, Chapel Hill, N.C., January 22, 2018

Moderator, "Opening Plenary: Environmental Journalism in the Trump Era," Society of Environmental Journalists annual conference, Pittsburgh, Pa., Oct. 6, 2017

Panelist, "How to Go from Prof(essional) to Prof(essor)," Society of Environmental Journalists annual conference. Pittsburgh, Pa., October 6, 2017

Moderator, Years Of Living Dangerously discussion, World Resources Institute, Washington, D.C., October 27, 2016

Journalist Trainer, COMPASS science communication training program, Pennsylvania State University, State College, Pa., October 19-21, 2016

Moderator, "Survivor: Journalism — Doing More With Less" panel, Society of Environmental Journalists, Sacramento, Calif., September 22, 2016

Panelist, "What Makes An Expert?" ScienceOnlineDC, Washington, D.C., October 7, 2015

Panelist, "Climate and Energy in the 2016 Election," hosted by Climate Nexus at The National Press Club, Washington, D.C., September 9, 2015

Speaker, International Affairs Conference at Star Island, Rye, N.H., July 25-August 1, 2015

Panelist, "Facilitating Communication and Journalism During Environmental Disasters," hosted by the University of New Hampshire and the National Oceanic and Atmospheric Administration, Washington, D.C., June 8, 2015

Panelist, "Digital Age Climate and Extreme Weather Reporting," South By Southwest Festival, Austin, Texas, March 15, 2015

Panelist, "Looking into the Congressional Crystal Ball," Pew's Clean Energy Business Network Summit, Washington, D.C., February 2, 2015

Moderator, "BP Spill Restoration: How Are Billions of Dollars Being Spent?" Society of Environmental Journalists, New Orleans, La., September 6, 2014

Speaker, "Who's Covering the Environment Today?" Society of Environmental Journalists, New Orleans, La., September 5, 2014

Plenary speaker, "Washington Insider," The Corps Network National Conference, Washington, D.C., February 11, 2014

Media Appearances

"Reese Innovation Lab Students Pitch The News Products Of Tomorrow," Center for Innovation and Sustainability in Local Media website, November 2019.

"Reshaping the future of journalism," UNC's Well Said podcast, April 10, 2019

"In changing media landscape, UNC journalism students develop tools for tomorrow," WRAL Tech Wire, Dec. 7, 2018

Guest co-host, "Warm Regards" podcast on coverage of climate change issues, October 2016.

Television: MSNBC's The Rachel Maddow Show, Countdown, Live with Thomas Rogers, The Ed Show, Hardball, and Disrupt; Current TV's The War Room, Young Turks, Countdown; CTV News (Canada); Al Jazeera; CCTV (China)

Radio: NPR's On Point, To The Point, and The Diane Rehm Show; Public Radio International's Living on Earth; BBC World Service; KALW's Your Call; Sirius XM; Wisconsin Public Radio; WAMU's The American Forum

ERIN SIEGAL McINTYRE

Curriculum vitae updated July 2021

Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
219 Carroll Hall (CB3365), Chapel Hill, North Carolina 27559
Phone: 646-239-7307 Email: esm@unc.edu

EDUCATION

- M.S.** **Journalism, Columbia University, New York, N.Y.**
2009 Specialization: Fellow, Stabile Center for Investigative Journalism
Master's thesis: "Cadena Perpetua: Corruption and Trafficking in International Adoption Between Guatemala and the U.S." (Awarded Honors)
Advisor: Prof. Wayne Barrett
- B.F.A** **Photography, Parsons School of Design, New York, N.Y.**
2006 Specialization: Documentary & news photography
Thesis: Deconstructing Photographic Education
Advisor: Prof. George Pitts

ACADEMIC POSITIONS

- 2020-present Assistant Professor, UNC Hussman School of Journalism and Media
2005-06 Teaching Assistant, School of Visual Arts, New York, New York

PROFESSIONAL POSITIONS

- 2020- present Senior Media Fellow, New American Economy
2006-present Contributing Photographer, Redux Pictures, New York, NY
2005-present Investigative multimedia journalist/ Founder, Cathexis Press LLC
2009-19 [Senior Fellow](#), The Schuster Institute for Investigative Journalism at Brandeis University, Waltham, Massachusetts
2015-20 Staff writer, New American Economy
2015-16 Contributing editor, Education Dive
2015-16 Staff writer, Burlington Free Press
2014- 16 Investigative Multimedia Correspondent/Producer, Special Projects and Documentaries, Univision, Miami, Florida and Tijuana, Mexico
2012-14 Contributing Investigative Reporter/ Producer, Fronteras Desk (KPBS, KUAT, KPCC, KJZZ), Tijuana, Mexico
2012 Columnist, [The FOIA Watchdog](#), Columbia Journalism Review
2009 Staff photographer, United Nations, General Assembly, New York, NY
2006 Staff photographer, United Nations, General Assembly, New York, NY

2006 First Assistant, [Susan Meiselas](#), Magnum Photos
 2005-06 Contributing photographer, Courier Newspapers, Brooklyn, NY
 2005 Studio Manager, [James Nachtwey](#), VII
 2005-06 Staff writer, [ArtistSpectrum](#) magazine, New York, NY
 2004 Intern, [James Nachtwey](#), VII
 2004 First Assistant, Shannon Fagan
 2003 Intern, South End Press, Boston
 2003 Intern, Max Vadukul Studio

HONORS & AWARDS

2021 Clarion Award from the Association for Women in Communications (AWC) for “Best Radio Documentary, for “A Butterfly With My Wings Cut Off: A Transgender Asylum-Seeker’s Quest to Come to California,” for KQED’s The California Report
 2020 25th Annual Webby Awards nominee for Best Podcast in the category of Diversity & Inclusion, for “A Butterfly With My Wings Cut Off: A Transgender Asylum-Seeker’s Quest to Come to California,” co-produced with Sasha Khokha of KQED’s The California Report
 2019 “From Africa to Mexico: How Far Would You Go For The American Dream?” by Deborah Bonello and Erin Siegal McIntyre for The Telegraph, nomination for Best Print and Web Story of 2019, Foreign Press Association, London, United Kingdom
 2015 News & Documentary Emmy Award, “Perilous Journey,” 48 Hours on CBS (pitched show idea; freelance field production; on-camera expert; show based in part on “Finding Fernanda”)
 2015 Clarion Award from the Association for Women in Communications (AWC), Best National Television News Magazine, “Cuerpomático: Is rape the price to pay for migrant women chasing the American Dream?” for *America with Jorge Ramos* on Fusion (English version) and *Aquí y Ahora* (Spanish version) on Univision
 2015 Sunshine State Award from the Florida chapter of the Society of Professional Journalists, Best Television Feature, “Cuerpomático”
 2014 UNESCO Chair Award, 15th Annual Intl. Conference on Human Trafficking, Forced Labor, and Exploitation, University of Connecticut, Storrs, Connecticut
 2014 Freelance Journalist of the Year, Pacific Media Workers Guild
 First place, Narrative Writing
 First place, Photography
 First place, News Feature
 First place, Graphic Journalism
 2014 Best Magazine Feature Story, Society of Professional Journalists, San Diego
 2014 Best Radio Feature Series, Society of Professional Journalists, San Diego
 2012 W3 Gold Award Winner, Web Video, Public Service category
 2012 Overseas Press Club of America Robert Spiers Benjamin Award Citation, Best Reporting in any medium on Latin America
 2012 James Madison Freedom of Information Award, Northern California Society of Professional Journalists
 2012 International Latino Book Award, category of Women's Issues, *Finding Fernanda*
 2012 Gold Independent Publisher Book (IPPY) Award, Current Events II (Social Issues /Public Affairs/Humanitarian), *Finding Fernanda*
 2009 Sigma Delta Chi award for Investigative Reporting, Society of Professional

Journalists, "Dead by Mistake" (collaborative Gannett investigation)
 2008 Reuters Images of the Year (inclusion)
 2007 Reuters Images of the Year (inclusion)
 2007 Redux Pictures, Photos of the Year (inclusion)
 2006 Reuters Images of the Year (inclusion)
 2005 Reuters Images of the Year (inclusion)
 2005 Best New Title of 2005, Independent Press Association, Spread Magazine

GRANTS & FELLOWSHIPS

2021 "Amplifying Marginalized Voices in Public Deliberation: Inclusive Community Conversations About Inequities in Partnership with Journalists and J-Schools," University of Wisconsin, \$10,000; P.I. Dr. Sue Robinson, Helen Firstbrook Franklin Professor of Journalism chair at the University of Wisconsin-Madison's School of Journalism and Mass Communication

2021 Summer Intensive, 50 Women Can Change the World: Journalism Leadership

2021 Fall 2021 Teaching Fellow, Institute of African American Research's initiative for Student Learning to Advance Truth and Equity (IAAR-SLATE), University of North Carolina Chapel Hill, \$1500

2021 UNC Chapel Hill Hussman School of Journalism and Media, Hussman School 2021 Seed grant, \$5000

2021 Online News Association's 2020-2021 [Challenge Fund for Innovation in Journalist Education](#) grant, "Operationalizing Professional-University Investigative Reporting Partnerships," \$20,000

2020 Spring 2020 Teaching Fellow, Institute of African American Research's initiative for Student Learning to Advance Truth and Equity (IAAR-SLATE), University of North Carolina Chapel Hill, \$1500

2020 2020 cohort, Take the Lead's 50 Women Can Change The World In Journalism

2019-20 [International Women's Media Foundation Reporting Grant for Women's Stories](#), for radio documentary with KQED San Francisco's *The California Report* host Sasha Khokha on a thrice-deported transgender asylum-seeker from Guatemala, \$5,500

2019 Curso Ambiente Hostil México, Rancho Barranca del Álamo, Aculco, Mexico, for 15 Reuters Mexico photographers, Key Objectives Pty Ltd, \$1,500

2018 Kathryn Davis Fellowship for Peace, Middlebury College, Middlebury, Vermont, \$10,000. Courses taken:
 La Cultura Visual y la Formación de la Nación, Prof. Daniel Chavez
 Español Recursos Intermedios Avanzados para la Comunicación en Contexto, Prof. Daniel Sefami
 Análisis de Textos Literarios, Prof. Agustín Reyes-Torres

- 2014 Leonard C. Goodman Institute for Investigative Reporting grant, \$3,000
- 2014 John S. Knight Fellowship Finalist, Stanford University
- 2014 New York Times Fellowship for the Changing Face of America: Immigration and the Politics of Reform, University of Berkeley, \$550
- 2013 Investigative Reporters and Editors Freelance Fellowship, \$1,000
- 2013 Fund for Investigative Journalism investigative reporting grant, \$5000
- 2012-13 [Soros Justice Fellowship](#), with Joel Medina and Beth Caldwell, \$75,000
- 2012 TED Global Fellow Finalist
- 2010 Investigative Reporters and Editors Freelance Fellowship, \$1,000
- 2010 [Joan Cook Fellowship Fund](#), Journalism and Women Symposium, \$1,200
- 2010 Investigative Reporting Program Fellowship at the UC Berkeley Graduate School of Journalism, Finalist
- 2010 Reporting grant, Schuster Institute for Investigative Journalism at Brandeis University, Waltham, Massachusetts, \$5,000
- 2010 Kickstarter crowd-funded campaign for reporting expenses, “[Finding Fernanda: A True Story of Crime, Corruption, & Faith](#),” \$5050
- 2009 Fellow, Toni Stabile Center for Investigative Journalism, Columbia University Graduate School of Journalism, \$20,070
- 2008 Irving Lainoff Scholarship, Columbia University Graduate School of Journalism, \$1550
- 2008 Anne McCormick O'Hare Memorial Award scholarship from the Newswomen's Club of New York, \$5,000
- 2006 Camera Club of New York, Artist in Residency, sponsored by Fujifilm and Kodak, New York, \$250
- 2004 School of Visual Arts, Artist in Residency (Summer, Photography), New York, \$1500

PROFESSIONAL REPRESENTATION

- 2012-present Literary agency: Farley Chase, [Chase Literary Agency](#), New York, N.Y.
- 2007-present Photo agency: [Redux Pictures](#), New York, N.Y.

BIBLIOGRAPHY

BOOKS AUTHORED

- Ongoing *Author:* "Untitled: Culture & U.S. Border Patrol," book of investigative journalism. First option for publication, Beacon Press
- 2012 *Author:* "The U.S. Embassy Cables: Adoption Fraud in Guatemala, 1987-2010," Cathexis Press.
- 2012 *Author:* "Finding Fernanda: One Child, Two Mothers, and a Cross-Border Search for Truth," Beacon Press, 2012. Reviewed in the [Miami Herald](#), the [Christian Science Monitor](#), the [American Prospect](#), [Rewire](#), more.

BOOK CHAPTERS AUTHORED

- 2018 "El Cerco," by Guillermo Arias Camarena, Editoriales El Colegio de la Frontera Norte (COLEF), Tijuana, Baja California, México
- 2015 "\$pread: The Best of the Magazine that Illuminated the Sex Industry and Started a Media Revolution," edited by Rachel Aimee, Eliyanna Kaiser, and Audacia Ray, The Feminist Press, City University of New York

PHOTOGRAPHIC CONTRIBUTIONS TO BOOKS

- 2014 "Digital Rebellion: The Birth of the Cyber Left," by Dr. Todd Wolfson, University of Illinois Press
- 2009 "American Youth," by the photographers of Redux Pictures, Contrasto
- 2006 "Shut Them Down: The G8, Gleneagles 2005 and the Movement of Movements," by various authors, edited by D. Harvie, K. Milburn, B. Trott, and D. Watts, Autonomedia

ACADEMIC PUBLICATIONS

- 2018 "[Saviors, scandal, and representation: Narratives around human trafficking in international adoption.](#)" For the "Media and Human Trafficking: Negotiating Meaning, Representation, and Change" issue of *The Journal of Human Trafficking* guest edited by Drs. Barbara Friedman and Anne Johnston at the University of North Carolina School of Media and Journalism

DOCUMENTARY FILM & TV CREDITS

- 2013 "Perilous Journey," 48 Hours Mystery (Emmy award-winning). Field production, investigative research, and on-camera consultant for hour-long special investigation into corrupt international adoptions for CBS news magazine; original airdate Jan. 18, 2014; available online: <https://www.cbsnews.com/videos/perilous-journey>

- 2006 “Taking The Pledge,” Co-director/Producer/ Editor, 15-minute documentary investigation examining the impact of PEPFAR (President’s Emergency Plan for AIDS Relief) pledge on HIV/AIDS prevention among prostitutes in developing countries. In Khmer, Thai, French, Portuguese, and Bengali with English subtitles. Underwritten by the Urban Justice Center’s Sex Work Project, New York, New York.
- 2004 Co-director/Producer/Editor, “Unconventional TV,” live in-studio broadcast, Manhattan
Neighborhood Network (New York, NY) and Free Speech TV/Dish Network. Edited multi-shot production for live/live-to-tape show; mixing, Compix/titling, record format, deck operation for daily 29-min show on Manhattan Public Access TV.
- 2003 Field producer/ camera / co-editor, “The Miami Model,” 91 minutes. Produced and edited documentary collaboratively with ten filmmakers across the U.S. Feature-length documentary on the 2003 Free Trade of the Americas Agreement summit in Miami, worker’s rights, political organizing led by communities of color, and their fight for fair trade. Aired nationally in U.S. on Dish Network/FSTV and screened internationally. Distribution by AK Press and Third World Newsreel.

FILM FESTIVALS AND SCREENINGS

- 2009 10th Annual Indymedia Film Festival, NY. *The Miami Model*
- 2008 International AIDS Conference in Mexico City, Mexico. *Taking the Pledge*
- 2007 World Social Forum, Nairobi, Kenya. *Taking the Pledge*
- 2007 International Conference on AIDS in Asia and the Pacific, Mali. *Taking the Pledge*
- 2003 Edinburgh Documentary Film Festival, Edinburgh, Scotland. *The Miami Model*

PHOTOGRAPHIC EXHIBITIONS

- 2019 “The Big Reveal,” show, Currents New Media Festival, produced by The CENTER Santa Fe for El Museo de Cultural Santa Fe. June 7-8; 14-15, 2019, Santa Fe, New Mexico
- 2012 “Finding Fernanda: Pictures from an Investigation,” solo show, New America NYC, New America Foundation, New York, NY
- 2012 “Finding Fernanda: Pictures from an Investigation,” solo show, Institute of the Americas, University of California San Diego, La Jolla, California
- 2007 “Indwelling: Living in a Female Body.” Charity photo exhibition and sale juried by Joyce Tenneson at Cooper Union, New York, NY
- 2007 Group show, Camera Club of New York artists-in-residency, New York, NY
- 2006 Visual AIDS Benefit exhibit and auction, Sikkema Jenkins & Company, New York, NY
- 2006 Camera Club of New York show and auction, Daniel Cooney Fine Art, New York, NY
- 2006 “Remembering What Care Forgot: New Orleans,” multimedia show to benefit relief efforts after Hurricane Katrina, ABC No Rio, New York, NY
- 2006 Slideshow Potluck, Splashlight Studios, New York, NY

- 2006 “Sex Worker Visions,” group show benefitting \$pread Magazine, LGBT Community Center, New York, NY
- 2006 “Hey Hot Shot,” invited group show, Jen Bekman Gallery, New York, NY
- 2006 Solo show, The Tea Lounge, Brooklyn, New York, NY
- 2005 “New Visions,” Galleries at Max Mara, New York, NY
- 2005 Parsons Photography Senior Show, senior thesis; video and photo installation, New School University, New York, NY
- 2005 “Project Diversity,” multi-venue exhibition, Rush Philanthropic Arts Foundation, Danny Simmon’s Corridor Gallery, Brooklyn, NY
- 2005 “The Industrial Landscape,” The New School University, New York, NY
- 2004 Emerging Photographer Show, Stepping Stone Gallery, Long Island, NY
- 2004 “Dissent!” Group show, NYC Indymedia, The Brecht Forum, New York, NY
- 2004 Resident Artist Open Studio (artist-in-residency), School of Visual Arts, New York, NY
- 2004 *Equality Now!* Locus Media Gallery, New York, NY
- 2004 *Generations.04* exhibit at the A.I.R. Gallery, New York, NY
- 2003 “65 x 25,” The Boston Photo Collaborative, curated by Carl Mastandrea, Boston, MA
- 2003 WERISE 2nd Annual International Women Artists’ Conference Exhibition, Bluestockings, New York, NY

INVITED GUEST LECTURES & PANELS AT UNC CHAPEL HILL

- 2021 “Investigative Journalism,” Chuck Stone Program for Diversity in Education and Media, North Carolina Scholastic Media Association, July 5, 2021
MEJO 755, Narrative Journalism, March 25, 2021
MEJO 463, News Lab, February 23, 2021
MEJO 463, News Lab, April 15, 2021
- 2020 “The Power of Journalism,” MEJO 101, invited panelist, moderated by Lee Meredith and Deb Aikat, August 26, 2020

INVITED TALKS, MODERATION & CONFERENCE PRESENTATIONS

- 2021 “Small scale, high impact: Developing Meaningful and Manageable Partnerships,” Investigative Reporters and Editors Conference, accepted panel proposal, with Hannah Critchfield of North Carolina Health News and UNC Hussman undergraduate student Arabella Saunders, June 17, 2021
- 2021 Invited participant, N.C. Local News Summit, January 13, 2021
- 2020 “Finding your Freelance Rhythm,” Investigative Reporters and Editors Conference, invited panelist with Aaricka Washington and Dan Schwartz, September 22, 2020
- 2020 “Working with Journalists,” presentation and workshop with photographer Greg Constantine for the attorneys and legal interns of Al Otro Lado, Tijuana, Baja California, México, August 7, 2020

- 2020 “Be Your Own Boss: On Freelance and Startup Journalism,” workshop invited by professors Mike McKisson and Ruxandra Guidi, at the University of Arizona School of Journalism, Tucson, Arizona, April 4, 2020
- 2019 “Healing In-Justice,” conference of the California Wellness Foundation, moderator for opening plenary on the connections between gun violence, immigration, and healing practices with Alex Sánchez (Homies Unidos), Norma Hernández-Peterson (ACLU), and Ramla Sahid (Partnership for the Advancement of New Americans); conference keynote by Rep. Karen Bass (CA)
- 2019 “One Year After the Migrant Caravan: What We Learned about Covering Immigration and the Border,” moderator, hosted by the San Diego chapter of the Society of Professional Journalists and the San Diego- Tijuana chapter of the National Association of Hispanic Journalists at the San Diego Central Library’s Neil Morgan Auditorium, San Diego, California
- 2019 “Eyewitness on the Border: Families, Children, National Security, Migration, and Detention,” invited keynote address, luncheon lecture and presentation to faculty, and photo exhibition, St. Michael’s College, Burlington, Vermont
- 2019 “Tracked! The U.S. Government’s Database on Journalists & Immigration Advocates,” panel moderator, hosted by the San Diego Association of Black Journalists, the San Diego Press Club, ONA San Diego, the Asian American Journalists Association San Diego, the San Diego chapter of the Society of Professional Journalists, the San Diego/Tijuana chapter of the National Association of Hispanic Journalists, Telemundo 20, and NBC 7 San Diego; Neil Morgan Auditorium, San Diego Central Library, San Diego, California
- 2018 “The Visual Representation of the US/Mexico Border Wall and the Immigrant Crisis,” invited expert panelist, co-produced by the Magnum Foundation and Reading the Pictures, with support from the W. Eugene Smith Memorial Fund's Chapnick Grant
- 2018 “Reporting from the Border,” panel host and moderator, produced by the San Diego chapter of the Society of Professional Journalists and the San Diego- Tijuana chapter of the National Association of Hispanic Journalists, San Diego, California
- 2017 Guest lecturer, International Reporting class taught by Dr. Barbara Barnett, William Allen White School of Journalism and Mass Communications, University of Kansas, Lawrence, Kansas
- 2017 The German Marshall Fund of the United States, Transatlantic Leadership Seminar, invited lecturer for two days guiding seminar in various locations in Tijuana, Mexico
- 2014 “Risky Business: Freelance Investigative Reporting,” invited guest and panelist, the 8th Annual Reva and David Logan Investigative Reporting Symposium, University of California, Berkeley, California

- 2014 “Human Trafficking in Adoption,” panelist, 15th Annual UNESCO Chair International Comparative Human Rights Conference on Human Trafficking, University of Connecticut, Storrs, Connecticut
- 2013 “Pictures and Sound | How To Tell Compelling Multimedia Stories, Advice from the Pros,” panel participant, Journalism and Women Symposium Annual Conference, Essex Junction, Vermont
- 2012 Keynote speaker, “Best Interests of the Child? Race, Religion, and Rescue in Adoption,” Seventh Biennial Adoption Conference, St. John’s University, New York, New York
- 2012 Book lecture, *Finding Fernanda*, Institute of the Americas, University of San Diego, La Jolla, California, May 15, 2012
- 2011 Guest lecturer, presentation to graduate students on funding and executing book-length investigations, Stabile Center for Investigative Reporting, Columbia University Graduate School of Journalism, New York, New York
- 2010 “Haiti Aftermath: A Look Back at the First Week,” panelist, photo criticism, BAGnewsSalon (precursor to ReadingthePictures.com)
- 2008 "Independent Media and Movement Building: Perspectives from Mexico and the US," panelist, National Conference on Organized Resistance, American University, Washington D.C.
- 2006 “So You Want to Start a Magazine?” presentation, Allied Media Conference, Bowling Green University, Bowling Green, Ohio
- 2005 “Women Filmmakers: From Margin to Center,” invited panelist discussing The Miami Model and Indymedia, “Union for Democratic Communication conference, November 3-6, Florida Atlantic University, Boca Raton, Florida
- 2004 Organizer, New School SDS Street Art Workshop, New School University, New York, NY
- 2003 "Indymedia, Guerilla News Network, and Alternative Journalism," invited panelist, Columbia University’s Graduate School of Journalism, New York, New York

WORKSHOP FACILITATION

- 2021 “Watchdog Weapons for Accountability Work: FOIA & Public Records Requests,” Movement Journalism Network Gathering, July 23-24
- 2021 “The Reporting Workshop,” hosted in partnership with the North Carolina Open Government Coalition, July 15, 2021

2021 “Working with Media” workshop, NAACP Chapel Hill Carrboro Member Training, January 8, 2021

OP-ED CONSULTING, EDITING, & PLACEMENT

- 2021 [“Immigrants Help Economy, but Face Tremendous Challenges,”](#) by Ángela Dean, Hawaii Star-Advertiser, July 7, 2021
- [“Providing Better Language Assistance For Micronesians Will Help The Entire State,”](#) by Philios Uruman, Hawaii Civil Beat, June 23, 2021
- [“Denying Nikole Hannah-Jones tenure goes against the ideals her critics and UNC claim to uphold,”](#) by Daniel Johnson, UNC Park Fellow, The Hill, June 3, 2021
- [“Immigrants strengthen our military and our country. Why won’t the government recruit us?”](#) by Rahul Trivedi, The Hill, June 1, 2021
- [“Two immigration bills will finally recognize the contributions of the undocumented,”](#) by Sonia Campos Rivera, Pasadena Star-News, April 14, 2021
- [“On immigration, we did everything by the book. It still didn’t matter,”](#) by Sarah Hill, Connecticut Post, April 1, 2021
- [“I dream of serving in the military, but can’t until Biden reinstates a program for noncitizen recruits,”](#) by Joey Antohi, the Philadelphia Inquirer, March 31, 2021
- [“What We Owe Foreign-Born Recruits,”](#) by Ankit Gajurel, the Military Times, March 12, 2021
- [“My View: How immigrant women are helping power the U.S. economy”](#) by Ioanna Morfessis, Phoenix Business Journal, March 6, 2021
- [“TPS Holders Deserve Permanent Protection,”](#) by Doris Reina-Landaverde, Dig Boston, March 5, 2021
- [“Refugees make Kansas City stronger. We have work ahead after four years of setbacks,”](#) by Dr. Sofia Khan, Kansas City Star, February 7, 2021
- [“Health care jobs are going unfilled. Here’s why this Indiana doctor can’t help,”](#) by Dr. Vasu Voleti, The Indiana Star, January 7, 2021
- 2020 [“Immigrants play vital roles in the American economy and deserve pathways to citizenship,”](#) by Dr. Michael Chavarria, The Sacramento Bee, December 23, 2020
- [“Bring in Entrepreneurial Immigrants to Make More Jobs for Americans,”](#) by Sophie Alcorn, Esq., Times of San Diego, December 4, 2020
- [“There’s Only One Way to Recover from the Pandemic: Together,”](#) by Danh Vo, Workday Minnesota, December 7, 2020
- [“In midst of coronavirus pandemic, rural America desperately needs more doctors like me,”](#) by Raguveer Kura, USA Today, November 5, 2020
- [“For TPS holders, the election stakes couldn’t be higher,”](#) by José Palma, The Hill, October 20, 2020
- [“Fresno can rise up to help its immigrants, even as the federal government falls short,”](#) by Samuel Molina, Fresno Bee, October 7, 2020
- [“Immigration reform and inclusivity are essential to America’s prosperity,”](#) by Sandra Chavarría, San Bernardino Sun, October 6, 2020
- [“Immigrants like me will be crucial to economic recovery,”](#) by Nafy Flatley, BobCut Magazine, September 17, 2020

[“More protections needed for Nebraska’s meatpacking workers,”](#) by Carol Flora, Omaha World Herald, August 28, 2020
[“U.S. committed to religious freedom but forsakes refugees?”](#) by Pastor Eric Costanzo, The Christian Post, August 27, 2020
[“Dreamers' Children: Up to 200,000 American Kids Could be Left Parentless,”](#) by Robin Valenzuela, Common Dreams, August 6, 2020
[“Arizona farms like mine need a steady pipeline of legal workers. Will the Senate help?”](#) by Selwyn Justice, Arizona Republic, July 18, 2020
[“America Can’t Eat Without Farmworkers,”](#) by Joe L. Del Bosque, The Orange County Register, July 9, 2020
[“Let the Dreamers succeed,”](#) by Alejandra Ruiz, New York Times, June 19, 2020
[“Provide a pathway forward for Dreamers; They deserve it,”](#) by Mislá Barco, CalMatters, June 18, 2020
[“‘Say Their Names’: How graffiti is cutting to the heart of the protests,”](#) by Susan Phillips, Los Angeles Times, June 14, 2020
[“What refugees and asylum seekers can teach us about pandemic survival,”](#) by Dr. Sofia Khan, St. Louis Post-Dispatch, May 26, 2020
[“I’m a 25-year-old essential workers at Harvard. Here’s what it’s like.”](#) By Maren R. Ceja, Boston Dig, April 18, 2020
[“Your next boss could be an undocumented immigrant; growing number of business founders lack legal status,”](#) by Iliana G. Perez, CalMatters.org, April 18, 2020
[“Republicans ignore young Hispanics like me at their own peril,”](#) by Diego Cifuentes, Florida Sun Sentinel, March 2, 2020
[“Mike Parson does the right thing for all Missourians by supporting refugees,”](#) by Dr. Sofia Khan, Kansas City Star, February 19, 2020
[“Chula Vista leads the way for immigrant integration and success,”](#) by Mayor Mary Casillas Salas, Times of San Diego, February 6, 2020
[“We need foreign students to keep ‘America First,’”](#) by Vivek Vaidya, Denver Westword, January 12, 2020
[“If the Trump administration forces TPS holders to leave, that would mean certain danger,”](#) by José Palma, Dig Boston, January 1, 2020

2019 [“How a bipartisan bill in Congress could save farms like mine,”](#) by Joe L. Del Bosque, Los Angeles Times, December 25, 2019
[“I work as a hotel maid on the Vegas strip. Deporting Nevada’s TPS holders makes no sense,”](#) by Francis García, Nevada Independent, October 3, 2019
[“America belongs to every citizen,”](#) by Eugene Field, San Bernardino Sun, September 17, 2019
[“The number of refugees coming to KC is way down. That’s bad for us- and our economy,”](#) by Dr. Sofia Khan, Kansas City Star, August 11, 2019
[“In some states, Dreamers can’t be licensed nurses. In Arkansas, one woman decided to change that,”](#) by Rosa Ruvalcaba Serna, Glamour magazine, July 25, 2019
[“Chasing the dream, fulfilling the promise,”](#) by Luis Sotelo, Omaha World Herald, June 27, 2019
[“The continuing cost of the Trump Muslim ban,”](#) by Farida Chehata, Los Angeles

Daily News, May 13, 2019

[“I’m the child of immigrants. I’m not giving up on the Republican party,”](#) by Diego Cifuentes, New York Times, April 17, 2019

[“Compassion for immigrants embedded in Jewish history. We should now repay kindness,”](#) by Rabbi Doug Alpert, Kansas City Star, March 19, 2019

[“Imagine infusing politics with moral principle,”](#) by Rev. Bobby Love Sr, Topeka Capital-Journal, March 18, 2019

[“Trump’s border wall fixation drives voters away from GOP,”](#) by Heberto Sanchez, Times of San Diego, March 6, 2019

[“For me, immigration is biblical—foreign-born congregants are human beings, not political problems,”](#) by Pastor Eric Costanzo, Fox News Opinion, February 10, 2019

[“Two years later, the continuing cost of the Muslim ban,”](#) by Farida Chehata, Pasadena Star-News, February 1, 2019

[“Trump’s proposed public charge rule will hurt immigrants- and American families,”](#) by Karla Gonzales Garcia, Denver Westword, January 20, 2019

[“Kobach, Yoder campaigns said immigrants are scary. Their loss proves we’re changing,”](#) by Rick Behrens, Kansas City Star, January 12, 2019

2018 [“Trump administration proposal could devastate the U.S. economy and immigrants,”](#) by Farida Chehata, Orange County Register, December 17, 2018

[“What makes Fresno’s economy thrive? Inclusivity, engagement, and diversity,”](#) by Samuel Molina, Fresno Bee, November 2, 2018

[“Embracing immigrants helps Omaha’s economy thrive,”](#) by Emiliano Lerda, Omaha World Herald, October 31, 2018

[“An embrace of newcomers helps Long Beach thrive,”](#) by Pasin Chanou, Long Beach Post, October 15, 2018

[“San Diego a leader in supporting immigrant entrepreneurs,”](#) by Francis Prado, Times of San Diego, October 13, 2018

[“Immigrants help Crete economy thrive,”](#) by Nancy Tellez, Lincoln Journal Star, September 25, 2018

[“Why would Trump kill a program that could create thousands of jobs?”](#) by Ioanna Morfessis, Arizona Republic, July 28, 2018

[“Immigrant entrepreneurs are essential to American economic growth,”](#) by Heberto Sanchez, Times of San Diego, June 30, 2018

[“Immigrants and their children fuel America’s entrepreneurial economy,”](#) by Graciela Tiscareño-Sato, Times of San Diego, May 8, 2018

SELECT MEDIA COVERAGE

2020 [“Army National Guard Officer and Freelancer Gets Published Thanks To MVJ Mentorship Program,”](#) by Military Veterans in Journalism, interviewed and quoted in article as expert source/mentor.

2020 [“Real America with Jorge Ramos,”](#) on-camera interview and facilitated interviews of students in MEJO 459 Community Journalism class for segment on transitioning to remote learning during the fall 2020 semester at UNC

- 2020 “La organización New American Economy realizó un estudio sobre el performance de trabajadores hispanos durante la pandemia por covid-19 lo que demuestra que tanto como en niveles bajos como altos los latinos representan una importante fuerza laboral que ahora es considerada “esencial” pero que sigue siendo por algunos discriminada,” Política Ya con Tsi-tsi-ki Felix, Univision
- 2019 [“Pitch perfect,”](#) expert source in article by Katie Perkins in Q4 issue of the IRE Journal on conceptualizing, pitching, funding, and executing freelance investigative projects
- 2018 BBC World Service, invited guest discussing Central American asylum-seekers in Tijuana
- PRI The World, invited guest discussing militarization of U.S. side of the U.S-Mexico border in San Diego and Tijuana
- Simultaneous translation from Spanish to English for broadcast on PRI’s The World host Marco Werman interviewing Haitian author Pascal Ustin Dubuisson
- Featured interview, workplace gender discrimination, More than Papercuts podcast with Ibbly Caputo, Scene-on Radio
- 2017 Interview, NPR Morning Edition, “American to Stand Trial Over Guatemalan Adoptions” Interview, Latino USA, [“Fairy Godmother or Trafficker? An American Woman Stands Trial in Guatemala,”](#)
- 2016 BBC World Service, producer, special live series with Nuala McGovern on the reactions to the U.S. presidential elections from Tijuana and along the border
- 2015 At This Hour, CNN, live spot anchored by John Berman and Kate Bolduan about “‘Cuerpomático:’ Is rape the price to pay for migrant women chasing the American Dream?” and Donald Trump subsequently calling Mexicans “rapists” and citing the story
- PRI’s The World segment [“One girl’s controversial adoption, and what it says about Guatemala’s broken international adoption system,”](#) expert source, interviewed by Marco Werman.
- 2014 “Q & A With Erin Siegal,” Frontera List and [blog](#) of Molly Molloy
- “Crossings are Down, but Deaths are Up, say McIntyre/Wessler: Al-Jazeera America talks with reporters Erin Siegal McIntyre and Seth Wessler on the border beat,” Q & A interview with Al Jazeera America
- Interview on the capture of El Chapo, Columbia News Tonight
- Interview on the capture of El Chapo, La Presse, Canada

- 2013 Interview in Tijuana, Dr. Tracy Everbach, University of Texas Austin, "Life and Death on the Border: Research project on women journalists who cover the U.S.-Mexico border"
- "Orphan Fever: The Evangelical Movement's Adoption Obsession," by Xení Jardin, BoingBoing, April 15, 2013
- 2012 "[The Horrors of International Adoption in 'Finding Fernanda'](#)," by Jessa Crispin, January 10, 2012, Kirkus Book Reviews
- PRI's The World / [Tiny Spark podcast](#), "[International Adoption: When Altruism Becomes Industry](#)," interviewed by Amy Costello
- Reuters TrustLaw, "[Fernanda's story: The dark side of the Guatemalan baby trade](#)," by Tiziana Barghini, April 10, 2012
- El Economista, "[Finding Fernanda: libro sobre tráfico infantil](#)," by Mariana Islas, March 17, 2012
- "[Central American Horror Story: A Brief Chat With Finding Fernanda Author Erin Siegal](#)," by Arturo García, February 8, 2012
- "Erin Siegal: Periodismo en la Frontera," by Alvaro González, February 5, 2012, Cuello Blanco Magazine
- "[International Adoption or Child Trafficking?](#)" by E.J. Graff, The American Prospect, January 6, 2012
- "In the Land of Lost Children," by Christa Hillstrom, February 2, 2012, HumanGoods.net "[Journalist Traces Corruption in Guatemala Adoptions](#)," by Kim Phagan-Hansel, Adoption Today magazine, February 2012
- "A Deeper Look at International Adoption," by Abel Habtegeorgis, January 11, 2012, Ella Baker Center for Human Rights
- "[Guatemala may re-open stalled foreign adoptions as poverty stakes remain high](#)," Women's News Network, by Christa Hillstrom, May 25, 2012
- 2011 "[Erin Siegal: For Sale, Baby](#)," by Kristin French, Guernica Magazine, December 15, 2011
- "[What Stolen Children Mean for Adoption](#)," by KJ Dell Antonia, Slate, August 5, 2011
- "[Guatemalan Court Order Rattles Foreign Adoption Community](#)," by Adam Martin, The Atlantic, August 19, 2011

“Profile: Erin Siegal BFA ‘06,” spring issue of RE:d, the alumni magazine of Parsons School of Design

“[Babies for Sale: Looking at the Adoption Industry in Guatemala](#),” by Julia Dahl, The Crime Report, CBS, November 2011

“[Finding Fernanda: Pictures from an Investigation](#),” by Elissa Curtis, November 10, 2011, The New Yorker

“Adoption Discussions” with Donna Montalbano, WOON public radio Rhode Island, Finding Fernanda

2010 “[Q&A With Erin Siegal: Tapping Social Networks to Fund Investigative Journalism](#),” Jasmine DeFoore blog, July 18, 2010

2006 Feature profile, “Dance Partner: To Photograph the Closed Culture of Strip Clubs, Parsons’ Erin Siegal Had to Become Part of It,” American Photo on Campus magazine

MEDIA CONSULTING

2021 Carrboro/ Chapel Hill NAACP
2020 Brennan Center for Justice at NYU
2016-2020 New American Economy
2020 Brennan Center for Justice, New York University School of Law
2017-2019 FIRE: Freelance Investigative Reporters and Editors
2019 National Economic and Social Rights Initiative, New York, NY
2017 Paid Leave for the United States (PL+US), Washington, D.C
2012 Writing and editing, Knight Foundation final project report, BASETRACK by John S. Knight Fellow and TED Fellow Teru Kuwayama

TEACHING EXPERIENCE

Fall 2020 MEJO 553, Advanced Reporting, UNC Chapel Hill
MEJO 459, Community Journalism, UNC Chapel Hill

Spring 2021 MEJO 390, Special Projects in Communication, UNC Chapel Hill
MEJO 153, Section One, Writing and Reporting, UNC Chapel Hill
MEJO 153, Section Two, Writing and Reporting, UNC Chapel Hill
MEJO 553, Advanced Reporting, UNC Chapel Hill

Summer 2021 MEJO 153, Writing and Reporting, UNC Chapel Hill

Fall 2021 MEJO 553, Advanced Reporting, UNC Chapel Hill
MEJO 459, Community Journalism, UNC Chapel Hill

Fall 2005 Social Documentary Photography, School of Visual Arts, New York, N.Y.

Spring 2006 Social Documentary Photography, School of Visual Arts, New York, N.Y.

TEACHING TRAININGS, COURSES, AND WORKSHOPS

July 1, 2020 Hussman Training on Fall Course Design, UNC
July 8, 2020 Getting Organized: Using the Lessons Tool in Sakai, UNC
July 9, 2020 Assessment in Sakai: Assignments and Tests & Quizzes, UNC
July 10, 2020 Return to Campus and COVID-19 Workplace Accommodation and Flexibility Training for Faculty and Staff, UNC
July 13, 2020 Essentials for Remote Teaching and Learning – Synchronous Interactive Workshop, UNC
August 4, 2020 Survive and Thrive: A New TA Institute, UNC
August 5, 2020 Ethics in the Classroom seminar, UNC
August 6, 2020 Teaching with Sakai Tools to Help Students Learn, UNC Chapel Hill
November 3, 2020 Designing Effective Online Courses, UNC Chapel Hill
February 15-16, 2021 Equity in Teaching Institute, Center for Faculty Excellence, UNC Chapel Hill

Upcoming:
August 3, 2021 Bringing Out the Best in Others
August 19, 2021 Addressing Employee Performance Issues in a Supportive Way
September 2, 2021 Becoming a Better Listener

PROFESSIONAL DEVELOPMENT TRAININGS, COURSES, & CERTIFICATES

2021 “Fundamentals of Qualitative Research,” July 26-27, taught by Dr. Johnny Saldaña, 18th Annual Qualitative Research Summer Intensive, UNC Odum Institute of Social Science Research
Designing a Research Plan, UNC Office of Sponsored Research
Multigenerational Work Teams
Safe Zone Training, LBGTQI Center
Fulbright Scholars Info Session for Faculty and Scholars

2020 Introduction to Research Support at Carolina, Faculty Foundations series, UNC Chapel Hill Center for Faculty Excellence
It Takes a Network: Creating Your Mentoring Plan, UNC Center for Faculty Excellence

2015 Screenwriting I: An Introduction, Prof. Jason Greiff, New York University’s School of Professional Studies Humanities, Arts, and Writing Program

2014 The Screenwriter’s Craft, Section 001, Prof. Jason Greiff, New York University’s School of Professional Studies Humanities, Arts, and Writing Program

GRADUATE STUDENT SUPERVISION

2021-present Noel Castro Fernández, Fulbright Fellow, UNC
2021-present Nia Parker-Robinson, Park Fellow, UNC
2020-present Daniel Johnson, Park Fellow, UNC

MASTER'S THESIS COMMITTEES

2021 Derek Roger Hodges

UNDERGRADUATE RESEARCH SUPERVISION

University of North Carolina at Chapel Hill

2021 Mary King
Sonia Rao
Hannah McConnell
Arabella Saunders
Morgan Hazel

Brandeis University, Schuster Institute for Investigative Journalism

2017 Santiago Montoya

2016 Breanna Small
Jake Greenberg
Amina Fahmy
Sarah Pizzano

2015 Ariel Kagedan

2013 Damiana Andonova
Becca Richman
Simon Diamond Crater
Sidra Ahmed

2012 Megan Carrigan
Katharine Cohen

PROFESSIONAL MENTORING EXPERIENCE

2019-present Mentor, The Op-Ed Project
2021 2021 Op-Ed Project Workshop, gifted scholarship to UNC Assistant Dean of Students and Chapel Hill-Carrboro NAACP President Dawna Jones
2021 Op-Ed Project Workshop, gifted scholarship to UNC Hussman senior Ruth Samuel
“[Promoting Equitable and Socially Just Bilingual Education Programs](#),” by Suzanne García- Mateus, Salinas California, January 23, 2021
2020 “Nationwide Immigrant Purge Will Overburden Child Welfare Agencies,” by Robin Valenzuela
2019 “Border Patrol is the Reason People are in Danger,” by Parker Deighan
“Procrustes’ New Bed,” by Tamara Mack-Lowe

“The U.S. Must Protect, Not Punish, Immigrant Women Seeking Refuge,” by Brianna Krong
 “Our people are drowning. But there are not pictures to prove it,” by Nabi DeAngulo
 “Criminalizing Immigrants Diminishes Our Humanity,” by Dr. Angela Steusse, UNC Chapel Hill

2019-present	Mentor, Military Vets in Journalism 2020 Davis Winkie Drew Lawrence 2021 Jeffrey Dean
2012-2016	Mentor, Journalism & Women Symposium
2006	Bilingual mentor and photo instructor, Under the Radar, after-school arts program by La Raza Centro Legal and PODER for undocumented youth, San Francisco, California
2005-2007	Mentor / photography instructor, First Exposures (program for at-risk and homeless high school students), SF Cameraworks, San Francisco, California
2003	Mentor and photography instructor for at-risk youth, Boston Photo Collaborative, Boston, Massachusetts

PROFESSIONAL INTERN SUPERVISION ON INVESTIGATIVE PROJECTS

2020	Shahrazad Encinias
2013	Sergio Santamaria
2010	Fernanda Diaz

SERVICE TO THE COMMUNITY

2020-21	Carrboro Elementary School PTA Newsletter Coordinator
2020-21	Carrboro Elementary School PTA, Dual Language Kindergarten Room Parent
2020	Communications Committee, Chapel Hill-Carrboro chapter, NAACP
2020	Volunteer translator, La Raza Community Center
2020	Meals on Wheels, volunteer, San Diego
2016-20	Court Appointed Special Advisor (CASA), Voices for Children, San Diego
2017-19	San Diego Public Library Foundation Donor Circle, Circle of Lore member

SERVICE TO THE UNIVERSITY

2020-21	2021 MA Program Admissions Sub-Committee
2020-21	MA Program Task Force Committee

2020-21 Undergraduate Advisory Curriculum Committee, Journalism At-Large
 2020-21 DEI Climate and Culture Event Planning Sub-Committee
 2020-21 Hearst Contest Writing Committee
 2020-21 UNC Caregiving Working Group Committee

PROFESSIONAL SERVICE

2021 Screener/ reviewer, Online Journalism Awards, Online News Association
 2021 Judge, 42nd Annual News & Documentary Emmy Awards, Investigative Reporting Magazines, National Academy of Television Arts & Sciences
 2020-present Editorial Advisor to the Board of Directors, Freelance Investigative Reporters and Editors (FIRE)
 2020 Narrator, “Migrant Voices” podcast, Forced Migration from Central America Project, Dr. Sonja Wolf, Programa de Política de Drogas, Centro de Investigación y Docencia Económicas (CIDE) Región Centro, Aguascalientes, México
 2020 Screener/ reviewer, Online Journalism Awards, Online News Association
 2020 Judge, 41st Annual News & Documentary Emmy Awards, Investigative Reporting Magazines, National Academy of Television Arts & Sciences
 2019-present Mentor, The Op-Ed Project
 2019 Founder and Co-Chair, Diversity Committee, Society of Professional Journalists San Diego
 2019 IRE Student Sponsorship Program, sponsor of two diversity fellows, Investigative Reporters and Editors
 2019 Judge, 40th Annual News & Documentary Emmy Awards, Investigative Reporting Magazines, National Academy of Television Arts & Sciences
 2019 Judge, Western Pennsylvania Golden Quill State Awards from the Society of Professional Journalists, Non-daily News Feature Writing, Layout and Design, Medical and Healthcare Writing
 2018 Board of Directors, Society of Professional Journalists, San Diego
 2018 Judge, Journalism and Women Symposium Conference Diversity Fellowship
 2017 Judge, Campus Times undergraduate clip contest, Opinion and Editorial Writing, University of La Verne, La Verne, California
 2017 VIDA: Women in Literary Arts; Web Editor
 2017 Judge, 38th Annual News & Documentary Emmy Awards, Investigative Reporting Magazine Programs, National Academy of Television Arts & Sciences
 2017 Judge, Journalism and Women Symposium Conference Diversity Fellowship
 2016-20 Monthly donor, The Ida B. Wells Society for Investigative Journalism
 2016 Judge, 37th Annual News & Documentary Emmy Awards,

	Investigative Reporting Magazine Programs, National Academy of Television Arts & Sciences
2015	Judge, 36 th Annual News & Documentary Emmy Awards, Investigative Reporting Magazine Programs, National Academy of Television Arts & Sciences
2015	Judge, Journalism and Women Symposium Conference Diversity Fellowship
2014	“Following the Migrant’s Path: Bringing to Life an Undocumented Journey,” article published in the IRE Journal with sidebar “Tips for Freelance Investigations,” Investigative Reporters and Editors
2012	Judge, Investigative Reporting category (circulation 100,000+), Sigma Delta Chi awards, Society of Professional Journalists
2007-08	West Coast Director, \$pread Magazine
2005-07	Co-founding Art Director, \$pread Magazine
2005	Volunteer, The LUCIE Awards ceremony, New York, New York
2002-04	Volunteer, Blacked Out TV video collective
2002-04	Volunteer, New York City Indymedia photo and video collectives
2002	Co-founder/co-editor, DIRT Newspaper, Boston Independent Media Center
2002	Volunteer staff writer, What’s Up Magazine, Boston
2001-04	Volunteer, New York City Indymedia photo collective

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

2021	OpenNews DEI Coalition member
2020	Carolina Black Caucus
2020	News Leader Association
2020	Association for Women Faculty & Professionals, UNC Chapel Hill chapter
2018-2020	San Diego chapter of the Society of Professional Journalists <ul style="list-style-type: none"> • 2019 Diversity Committee co-founder and co-chair • Board Member 2018-2019
2018-present	PEN America
2014-present	National Association of Hispanic Journalists
2010- 2013	Author's Guild
2010-2012	National Lesbian and Gay Journalists Association
2010-2012	National Writer’s Union
2009-2018	Journalism & Women Symposium <ul style="list-style-type: none"> • 2013-2015 Board Member • 2014 Diversity Committee co-founder
2008- present	Investigative Reporters and Editors
2006-2008	American Society of Media Photographers
2005-2007	National Press Photographer's Association
2005-2007	New York Press Photographer’s Association
2005-present	Committee to Protect Journalists
2005-present	Reporters Sans Frontières

John Sweeney
Curriculum-Vitae
Emphasis: 2013–2021

PERSONAL

John Sweeney
Distinguished Professor
Head, Advertising-Public Relations
Director, Sports Communication Program
University of North Carolina at Chapel Hill
Carroll Hall, CB 3365
Chapel Hill, NC. 27599-3365
jsweeney@email.unc.edu

EDUCATION

M.ED. University of North Carolina at Chapel Hill, 1986

B.S. Northwestern University, 1974

PROFESSIONAL EXPERIENCE

1981-2020. Advertising consultant and volunteer

1988-1995. Creative Director, Sweeney Heard, Durham, NC

1979-1981. Associate Creative Director, FCB Advertising, Chicago, Illinois

1975-1979. Copywriter, FCB Advertising, Chicago, Illinois

PAGE 2

Brand Experience: Professional experience with over 45 national brands including television, print, outdoor, web, direct, video, promotion.

HONORS

- 2021. John Sweeney Scholarship
Endowment increased by \$500,000

- 2018. North Carolina Media and Journalism Hall-of-Fame
First faculty member elected in advertising-public relations since the founders of the two areas.

- 2017. John Sweeney Scholarship
Endowment increased by over \$49,000

- 2016. The President's Volunteer Service Award
Given by the Corporation for National and Community Service for my Red Cross volunteer work.

- 2015. Richard Cole Service Award
Top service award in the Hussman School. Given to one person annually.

- 2013. John Sweeney Scholarship
Endowment increased to \$75,000.

Awards over career include 2 named scholarships endowed by former students, 8 campus teaching awards, 2 School teaching awards and a term professorship given to honor exceptional teaching.

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BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

REFEREED OTHER PRODUCTS OF SCHOLARSHIP

2021 International Crisis and Risk Communication Conference
March 2021, Virtual Conference. Poster: The NBA versus China
on the Hong Kong protests.

2020 International Crisis and Risk Communication Conference,
March, 2020, Orlando, Florida. Poster: The coming crisis in stadium
architecture. Presentation: The fundamental crisis in Thoroughbred
Racing.

2019 International Crisis and Risk Communication Conference.
March, 2019, Orlando, Florida. Presentation: Advertising and the obesity
crisis. Presentation: Brand crisis by marketing design.

2018 International Crisis and Risk Communication Conference.
March, 2018. Orlando, Florida. Presentation: The Concussion Crisis and
the National Football League.

2013-2020 “The Strategy behind Sports Advertising” Insert for tenth
edition of Advertising Principles and Practice. Wells, Moriarty, Mitchell.

PRODUCTS OF CREATIVE ACTIVITY SUCH AS PERFORMANCE AND EXHIBITIONS.

1989-2018. The Martin Agency Presentation on advertising creativity
Over fifty presentations and workshops with the Martin Agency intern
Program. Introduced students to advertising creative thinking.

PAGE 4

2013–2018. The Storm and Light Report on leading series and subjects: Baseball, Football, Soccer, Golf, Mountaineering, Summer movies, Blues, Broadway, Congress, Miami Beach, Las Vegas, Egyptian tourism, Newspaper industry, Floral industry, California wine industry. 15 subjects in initial presentation.

2013. “Interview with master teachers,” Invited to a refereed panel as a master teacher. AEJMC National convention, Chicago, Illinois, August 11, 2012

2013. “Digital assignments for Professional Teams,” Invited to refereed panel. AEJMC National Convention, Chicago, Illinois, August 11, 2012

2013 The State of the Portfolio in Advertising. Refereed panel at the American Academy of Advertising, April 5, 2013, Albuquerque, New Mexico

2005–2021 Professional assignment between class and leading professional teams and organizations. One leading sports non-profit and one leading national team is recruited every year. Senior executives visit Chapel Hill and critique the students. Assignments since 2013 noted.

2021–Spring. Miami Heat
Refresh the Heat game and broadcast experience for Generation Z.

2020–Fall. United States Olympic Committee
Communication plan to build interest in the LA 2028 Games

2020-Spring. Washington Nationals
Campaign to name Nationals Stadium and Field.

2019-Fall. Gulfstream Park, Miami, Florida
Recruit Millennial generation to thoroughbred racing.

PAGE 5

2019-Spring. Orange Bowl

Campaign to sell tickets in early fall period.

2018—Fall. United States Anti-Doping Agency

True Sport drug-free system for Olympic contact sports

2018-spring. Miami Heat

Promote new 601 stadium entertainment area.

2017—fall United State Golf Association

Improve the fan experience at the United States Open Championship

2017—spring NASCAR

Reinvent NASCAR content on NASCAR.com

2016—fall. Orange Bowl Committee

Develop new athletic charity event for the Committee.

2016—spring. Miami Heat

Reimagine the arena experience for millennials

2015—fall. United States Anti-Doping Agency

Develop educational campaign for the “True Sport” Initiative

2015—spring. Miami Marlins

Develop a loyalty program for fans who attend the games

2014—Fall. Miami Marathon

Attract more international participants to the marathon.

2014—spring. Orange Bowl Committee

Develop a digital network for the Orange Bowl.

PAGE 6

NEXT MEDIA WORKSHOP—Annual presentation on a leading issue in advertising and public relations. 4-5 speakers are recruited to speak on related topics before 150-200 students. Program cancelled by pandemic. Plan to revive the Workshop in spring, 2022.

2019. The increasing importance of Public Relations

2018. The video revolution in media

2017. The demand for engagement in marketing and advertising

2016. The brilliant, small agency

2015. Future trends in advertising

OTHER

2017-2019. Greenset Golf -Redesign of the game of golf for future popularity. Game is significantly faster and easier than traditional golf. Redesign includes new rule card, scorecard and website promoting game.

TEACHING ACTIVITIES

Teach a 2-2 with a single course dropped as compensation for being the Head of Advertising-Public Relations. Here are my courses for the last four years:

Maymester, 2021. MEJO 376. Sports Marketing and Advertising
--20 students--

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- Spring, 2021. MEJO 376. Sports Marketing and Advertising
 --32 students--
- MEJO 377. Sports Communication
 --22 students--
- Maymester, 2020. MEJO 376 Sports Marketing and Advertising
 --30 students--
- Spring, 2020. MEJO 376. Sports Marketing and Advertising
 --30 students--
- MEJO 377. Sports Communication
 --24 students--
- Fall, 2019. MEJO 376. Sports Marketing and Advertising
 --30 students--
- MEJO 476 Ethical Issues and Sports Communication
 --24 students--
- Maymester, 2019. MEJO 376—Sports Marketing and Advertising
 --22 students—
- Spring, 2019. MEJO 376—Sports Marketing and Advertising
 --30 students—
- MEJO 377—Sports Communication
 --24 students—
- Fall, 2018. MEJO 376. Sports Marketing and Advertising
 --30 students—
- MEJO 476 Ethical Issues and Sports Communication
 --24 students—

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Maymester, 2018. MEJO 376 Sports Marketing and Advertising
--22 students--

Spring, 2018 MEJO 376 Sports Marketing and Advertising
--30 students--
MEJO 377 Sports Communication
-24 students--

SERVICE

2018–2021. Head, Advertising & Public Relations

2013–2018. Head, Advertising

2013–2021. Director, Sports Communication Program

2020-2021. Head, Fixed term committee

2008-2018. volunteer work for National Red Cross
Winner of National award for service.

2017-2020. Head, Promotion + Tenure Committee

2013-2020. 9 tenure reviews for individuals at other universities

2013-2020. Reviewer for 2 convention paper competitions and 2
Journals

2013-2020. Member of curriculum, architecture, name-change, fixed-
term, Carolina Innovation Initiative, search and other committees in the
School of Journalism and Media.

RESEARCH STATEMENT—I hope to be a leading voice representing the attitudes of top professionals on campus. I bring in speakers, work with executives creating professional assignments for classes and write about topical issues in the field. This range of creative work helps to bring the attitudes and insights of the industry to the university community

TEACHING STATEMENT—As the winner of 10 teaching awards, I strive to make the classroom both entertaining and substantial. The effort to keep classes representative of current trends while engaging students emotionally in the field is a challenge that I find a source of passion and intense effort.

SERVICE STATEMENT— I am a full professor so I feel obligated to make major contributions to the administration of the School as well as dedicated effort in service. I am head of Advertising-Public Relations, Director of Sports Communication and a member of a long list of committees. My service helps define the culture of the School and allows the generation of tenure-track scholars to put more time and effort into their research.

CURRICULUM VITAE
February 1, 2021

Ryan Michael Thornburg
(919) 667-5613
ryan.thornburg@icloud.com

Education

George Washington University, Master of Arts in Political Management. August 2001.

University of North Carolina at Chapel Hill, Bachelor of Arts. May 1997. Double major in journalism and political science.

Professional Experience: Academic

Associate professor, School of Journalism & Media, University of North Carolina at Chapel Hill, July 2013-present.

- Director, Reese News Lab, School of Journalism & Media, University of North Carolina at Chapel Hill, January 2017 – May 2019.
- Reese Felts Distinguished Term Professorship, August 2015 – August 2018.
- Director, M.A. Program, University of North Carolina at Chapel Hill, August 2015-December 2016.
- Assistant professor, School of Journalism & Media, University of North Carolina at Chapel Hill, July 2007-June 2013.

Adjunct associate professor, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Fall 2019.

Visiting Associate Professor of the Professional Practice, Annenberg School of Communications, University of Southern California, August 2015.

Visiting Lecturer in Digital Media, DeWitt Wallace Center for Media and Democracy at the Sanford School of Public Policy, Duke University, September 2013-May 2015.

Assistant director and managing editor, Program on Southern Politics, Media and Public Life, University of North Carolina at Chapel Hill, January 2001-December 2001.

Research Assistant, Democracy Online Project, George Washington University, August 1998-December 1999.

Professional Experience: Digital Media Leadership

U.S. News & World Report. Managing Editor, USNews.com. September 2006-July 2007.

Congressional Quarterly. Managing Editor, CQ.com. September 2005-September 2006.

Washingtonpost.Newsweek Interactive/washingtonpost.com. National/International Editor. January 2003-September 2005.

Carolina Political Report. Founding owner and editor. November 2001-September 2002.

Professional Experience: Online News Producing

The Huffington Post. Volunteer contributor for “Off the Bus” citizen journalism project on super delegates to the Democratic National Convention. February 2008.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Editorial consultant and news producer for the 2002 congressional elections. July-December 2002.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Senior Producer, politics section. April 2000-December 2000.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Producer, politics section. January 1998-April 2000.

Washingtonpost.Newsweek Interactive/washingtonpost.com. Producer, nation & world and metro sections. May 1997-January 1998.

Honors & Awards

Individual Awards & Honors

Winner. Knight News Challenge. John S. & James L. Knight Foundation. \$275,000 two-year grant. “Open Block Rural.” One of 16 winners from among more than 1,600 entries. 2011.

Semi-finalist (top 12 percent of entries). Knight News Challenge. John S. & James L. Knight Foundation. “Concierge News.” 2011.

Semi-finalist (top 13 percent of entries). Knight News Challenge. John S. & James L. Knight Foundation. “Newsroom Genome Project.” 2007.

Team Awards & Honors

First place, News Documentary, Region 8 Edward R. Murrow Awards. “On The Margins” Housing Struggles in the Triad.” Collaboration with reporters at WFDD, the National Public Radio affiliate in Winston-Salem, N.C., Awarded May 2020.

First place, investigative reporting, RTDNAC/AP Awards. “On The Margins” Housing Struggles in the Triad.” Collaboration with reporters at WFDD, the National Public Radio affiliate in Winston-Salem, N.C., 2019.

Finalist, General Excellence (small site), for CQ.com. (managing editor of CQ.com). Online Journalism Awards (world's largest new media contest). Online News Association (1,800 members). 2006.

Finalist, Breaking News for “Tsunami Coverage,” washingtonpost.com. Online Journalism Awards. Online News Association. 2005. (national & international editor)

Winner, “Best Internet News Service with more than 1 million monthly visitors” for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2004. (national & international editor)

Winner, Creative Use of the Medium (large site) for “Defining the Barrier.” washingtonpost.com. Online Journalism Awards. Online News Association. 2004. (national & international editor)

Finalist, Breaking News for “coverage of the capture of Saddam Hussein.” washingtonpost.com. Online Journalism Awards. Online News Association. 2004. (national & international editor)

Winner, “Best Overall U.S. Newspaper Online Service with more than 250,000 circulation” for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2001. (senior producer, politics)

Winner, “Best News Section in a Newspaper Online Service” for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2001. (senior producer, politics)

Finalist, General Excellence in Online Journalism (for sites affiliated with a print publication) for washingtonpost.com. Online Journalism Awards. Online News Association. 2001. (senior producer, politics)

Winner, Most Innovative Use of Digital Media in News Event Coverage for publications with circulation more than 250,000 for “political coverage of 2000 elections” on washingtonpost.com. Digital Edge Awards. Newspaper Association of America. 2001. (senior producer, politics)

Winner, Best News Section in a Newspaper Online Service, for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 2000. (producer, politics)

Winner, Best Use of Interactivity in a Newspaper Online Service. “Live Online” on washingtonpost.com. 2000. Eppy Award. Editor & Publisher and Mediaweek. (producer, political Live Online discussions)

Winner, Best Overall U.S. Newspaper Online Service with more than 100,000 circulation. washingtonpost.com. Editor & Publisher and Mediaweek. Eppy Award. 1999. (producer, politics)

Winner, Best News Section in a Newspaper Online Service for washingtonpost.com. Eppy Award. Editor & Publisher and Mediaweek. 1999. (producer)

Bibliography: Books

Thornburg, Ryan M. (2010). *Producing Online News: Digital Skills, Stronger Stories*. 358 pp. A college and professional textbook and subscription website that introduces students to the concepts and skills needed to produce multimedia, interactive and on-demand news. Washington, DC: CQ Press, a Division of SAGE Publications, Inc. Adopted at 65 colleges and universities in 36 states.

Yopp, J.J., McAdams, K.C., & **Thornburg, R.M.** (2009). *Reaching Audiences: A Guide to Media Writing, 5th Ed.* 384 pp. A college textbook for introductory news writing classes. Upper Saddle River, NJ: Allyn & Bacon, a Division of Pearson Education. Adopted at 41 schools and universities in 20 states.

Bibliography: Book Chapters

“Using Digital Tools to Enhance Public Affairs Reporting,” in Abernathy, Penny Muse, *Saving Community Journalism: The Path to Profitability*. pp. 131-132. Chapel Hill, N.C.: The University of North Carolina Press.

Thornburg, R.M. (2003). North Carolina Senate: Dole Finally Beats Clinton (Sort Of), An analysis of the 2002 U.S. Senate race in North Carolina. In Sabato, L.J. (Ed.) *Midterm Madness: The Elections of 2002*. pp. 137-144. Lanham, MD: Rowman & Littlefield Publishers, Inc.

Bibliography: Refereed Journal Article

“The gap between journalism online education and practice: the twin surveys.” (August 2011) Du, Ying Roselyn and **Thornburg, Ryan**. *Journalism and Mass Communication Educator*, Vol. 66, Issue 3, pp. 218-230.

Bibliography: Refereed Conference Papers

“What is needed vs. what is taught: A national survey of online journalism instructors.” Du, Ying Roselyn and **Thornburg, Ryan**. Paper presented to the Small Program Interest

Group at the AEJMC (Association for Education in Journalism and Mass Communication) Annual Convention. St. Louis, Mo., Aug. 11, 2011.

“The Gap Between Online Journalism Education and Practice: The Twin Surveys.” Du, Ying Roselyn and **Thornburg, Ryan**. Paper presented to the Newspaper Division at the AEJMC Annual Convention. Denver, Colo., Aug. 10, 2010.

Bibliography: Commissioned Articles

“The Psychology and Economics of Fake News on Social Media.” *An Anatomy of Fake News: History, Populism, Partisanship, Technology and Solutions*. **Thornburg, Ryan**. Louisiana State University Manship School of Mass Communication John Breaux Symposium. Published April 2019. https://www.lsu.edu/manship/research/centers-labs/rcmpa/events/breaux_symposium/2018breauxsymposium.pdf

Democracy Online Project at The George Washington University. (2001). “Digital Donors: How campaigns are using the Internet to raise money and how it’s affecting democracy.” (Democracy Online Project Occasional Paper #1). Washington, DC: **Thornburg, R.M.**

Bibliography: Professional Publications

Ford, David; Thornburg, Ryan (2019). "Eviction's Cost: It Won't Be Home Anymore". WFDD. <https://www.wfdd.org/story/evictions-cost-it-wont-be-home-anymore>

Garcia, Eddie; Thornburg, Ryan (2019). "Housing Authority Major Player in Winston-Salem Evictions". WFDD. <https://www.wfdd.org/story/housing-authority-major-player-winston-salem-evictions>

Ford, David; Garcia, Eddie; Bethanie, Chafin; Locke, Amanda; Thornburg, Ryan (2019) On the Margins. WFDD. <https://www.wfdd.org/story/margins>

“Confederate statues have nothing good to teach student journalists.” *Columbia Journalism Review*, Jan. 14, 2019. <https://www.cjr.org/opinion/silent-sam-unc-journalism-school.php>

“Tools to Present Your Investigative Stories.” *IRE Journal*, fourth quarter of 2016, p. 20. <https://ire.org/publications/ire-journal/browse-back-issues/93/download/>

“Numbers on faculty bias don’t add up.” *Star News*. Op/Ed column. Nov. 17, 2016. <http://www.starnewsonline.com/opinion/20161117/tar-heel-voices-numbers-on-faculty-bias-dont-add-up>

“ONA15: The Generational Shift Comes to Digital Journalism” MediaShift.org, Oct. 1, 2015. <http://mediashift.org/2015/10/ona15-the-generational-shift-comes-to-digital-journalism/>

“N.C. Data Dashboard Helps Newsrooms Scrape Public Data” MediaShift.org, September 24, 2015. <http://mediashift.org/2015/09/n-c-data-dashboard-helps-newsrooms-scrape-public-data/>

“Open N.C.’s Data Dashboard Brings Public Records to Reporters” MediaShift.org, April 14, 2015. <http://mediashift.org/2015/04/open-ncs-data-dashboard-brings-public-records-to-reporters/>

“Email Newsletter Success Metrics: What You Need to Know” MediaShift.org, Jan. 6, 2015. <http://mediashift.org/2015/01/email-newsletter-success-metrics-what-you-need-to-know/>

“Localizing the NYT Data Visualization on Race Gap for Police in N.C.” PBS.org Idea Lab, Sept. 9, 2014. <https://mediashift.org/2014/09/localizing-the-nyt-data-visualization-on-race-gap-for-police-in-nc/>

“For OpenBlock, Big Improvements From Small Newsrooms” PBS.org Idea Lab, July 31, 2013. <https://mediashift.org/2013/07/for-openblock-big-improvements-from-small-newsrooms/>

“OpenBlock Rural Finds Three Key Audiences for Open Data” PBS.org Idea Lab, Jan. 30, 2013. <https://mediashift.org/2013/01/openblock-rural-finds-three-key-audiences-for-open-data028/>

“Klout in the Classroom: Grading Students on Social Media Use” PBS.org Idea Lab, Oct. 9, 2012. <https://mediashift.org/2012/10/klout-in-the-classroom-grading-students-on-social-media-use281/>

“Why Did So Many News Outlets Not Link to Pussy Riot Video?” PBS.org Idea Lab, Aug. 21, 2012.

“Can Google Maps + Fusion Tables Beat OpenBlock?” PBS.org Idea Lab, Aug. 1, 2012.

“When News Organizations Geocode, How Accurate Are They?” PBS.org Idea Lab, July 2, 2012.

“Integrating Knight Lessons Into the Classroom.” PBS.org Idea Lab, June 5, 2012.

“Pay Walls and Social Media Could Shift the Public Agenda.” PBS.org Idea Lab, April 17, 2012.

“At SXSW: Building Trust With a Penny Press for the Digital Age.” PBS.org Idea Lab, March 6, 2012.

Comment to the Federal Communications Commission. “Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations.” MB 00-168. Jan. 17, 2012. (Cited in FCC final rule as published in the May 11, 2012 Federal Register. 77 FR 27631)

“OpenBlock: Can You Explain Data to a Computer AND a Human?” PBS.org Idea Lab, Dec. 22, 2011.

“Feeding OpenBlock: A New Newsroom Pet That Eats Elements.” PBS.org Idea Lab, Nov. 17, 2011.

“OpenBlock to Help Rural Newspapers Get Access to Public Data.” PBS.org Idea Lab, Oct. 28, 2011.

“Citizen journalists can fill the gaps.” *The News & Observer*. Op/Ed column co-authored with Fiona Morgan. Dec. 12, 2010. Page A25.

“The Gap Between Online Journalism Education and Practice.” SlideShare.net. “News & Politics” page feature. Aug. 10, 2010. <http://www.slideshare.net/ryan.thornburg/gap-rt-edits>

“Social Media and User Generated Content For Journalists.” SlideShare.net. “News & Politics” page feature. March 3, 2009. <http://www.slideshare.net/ryan.thornburg/social-media-and-user-generated-content-for-journalists>

“Editing Online News.” SlideShare.net. “News & Politics” page feature. Feb. 18, 2009. <http://www.slideshare.net/ryan.thornburg/editing-online-news-1035762>

“Staying Connected to Voters.” Op/Ed column. *The News & Observer*. Nov. 26, 2008. Page A17.

“In redistricting, democracy suffers.” Op/Ed column. *The News & Observer*. Feb. 22, 2001. Page A16.

“Early Returns.” *washingtonpost.com*. A daily blog/column summarizing political news around the country. January 1998-April 2000.

Regular contributor to “Net Election” series on *washingtonpost.com*, *slate.com* and *industrystandard.com*. May 2000–October 2000.

“GIS and the Privacy Puzzle.” *Governing*. December 1999. Pages 60-61.

“A Digital Political Machine.” *Governing*. April 1999. Page 60.

Regular contributor to *.netpulse: journal of online politicking*. September 1997–September 1999.

Teaching Activities

University of North Carolina at Chapel Hill. School of Journalism & Media, July 2007-current.

MEJO 153 Newswriting. 3 credit hours. Study of news story elements, writing of leads, organization and writing of various types of news stories. (Spring 2020; Fall 2014; Summer 2014 (online); Fall 2013; Coordinator of 12 sections in Spring 2012; Fall 2011; Spring 2011; Fall 2010; Fall 2009; Fall 2008; Spring 2008; Fall 2007.) *Developed new lessons in online news writing for course.*

MEJO 253 Reporting. 3 credit hours. Exercises in news gathering, interviewing, and writing news. (Fall 2011, Fall 2012.)

MEJO 390 Advanced Data Reporting. 3 credit hours. Finding and telling news stories using public data and the R software. (Fall 2020, Summer 2020.)

MEJO 463 Newsdesk, 3 credit hours. A collaboration with all news and editorial skills courses in the School. Students in Newsdesk serve as online news producers for a public Web site showcasing student work across media platforms. (Spring 2010, Fall 2009, Spring 2009.) *Developed new course.*

MEJO 491 Social Media for Journalists, 3 credit hours. Through hands-on exercises with both new and established social media tools, students learn how to use social networks to find information as well as distribute news. (Fall 2012.) *Developed new course.*

MEJO 491 Investigative Reporting, 3 credit hours. Students from both the University of North Carolina at Chapel Hill and Duke University learn tools, techniques and role of investigative reporting in the United States before producing a complete journalistic investigation using digital publishing tools. A collaboration with Sarah Cohen, Knight Professor of the Practice of Journalism and Public Policy at the Sanford School of Public Policy at Duke University. (Spring 2012.) *Developed new course.*

MEJO 491 Public Affairs Reporting for New Media, 3 credit hours. An APPLES service-learning course pairing student with N.C. news organizations to use new media techniques in pursuit of public affairs stories such as the state's rising high school dropout rate. (Fall 2010, Spring 2010, Spring 2009.) *Developed new course; entirely new syllabus each semester.*

MEJO 491 Online News Writing and Editing, 3 credit hours. Examination of the changing behaviors and preferences of the U.S. news audience through a study of contemporary research and anecdotes from professionals. Practical skills emphasis on experience writing and editing for the Web and e-mail. Students develop techniques for innovating and leading change in newsrooms. Collaborate with students in Advanced Editing and Community Journalism classes. (Fall 2008, Spring 2008, Fall 2007.)
Developed new course.

MEJO 490 Teaching Online News in the Secondary School, 3 credit hours. Course designed for high school teachers focuses on the opportunities and challenges that online publishing tools and changes in audience behavior are creating for scholastic journalism education. (Summer 2020, Summer 2014, Summer 2011, Summer 2010.)
Developed new course.

MEJO 551 Digital Media Economics. 3 credit hours. Introduction to concepts including creative destruction, public versus private financing, and digital revenue strategies as they relate to media economic issues. (Spring 2016, Spring 2014, Spring 2013.)

MEJO 570 (formerly JOMC 491/390/460/890) Data Driven Journalism, 3 credit hours. Through hands-on exercises, students are introduced to skills and concepts needed to acquire, clean, analyze and present data for public affairs news packages. (Fall 2020, Spring 2019 – 2 sections, Fall 2019 -2 sections, Spring 2018, Fall 2017, Spring 2017, Fall 2016, Spring 2016, Summer 2015, Spring 2014, Spring 2013.) *Developed new course.*

MEJO 711 Writing and Editing for Digital Media. 3 credit hours. The required writing class in the School's online Certificate in Technology and Communication program, covering the foundations and contexts of writing for digital media learned through applied writing assignments. (Fall 2015.)

MEJO 753 Newswriting & Reporting. 3 credit hours. Exercises in news gathering, interviewing, and writing news for master's students. (Fall 2015, Fall 2014, Fall 2013; Fall 2011.)

University of North Carolina at Chapel Hill. Kenan-Flagler Business School, Fall 2019.

BUSI 803 Storytelling with Data (2 sections). 1.5 credits. A course for MBA students that teaches tools and techniques need to communicate about data in meaningful ways. *Team taught. Helped redevelop course and wrote new case study.*

University of Southern California . USC Annenberg School for Communication and Journalism, August 2015.

JOUR 528 Summer Digital News Immersion. 4 units. Team-taught course that orients and familiarizes all incoming MA journalism students with the best practices and standards of cutting-edge multimedia, multi-platform fact gathering, reporting and storytelling. (Summer 2015)

Doctoral Dissertation Committee

Jesse Abendour (2016) “The economic drivers of investigative reporting at local television stations.”

Masters Thesis Committees

Emma Peaslee (2020) “Unraveling: A podcast about science, technology, and criminal justice.” Chair.

Chris Gentilviso (2019) “Swinging for the Fences: Can Baseball and Millennials Revive an Iconic Industrial City?”

Jordan Wilkie (2018) “Pushed Out Then Locked Up: Treatment of Juvenile Sexual and Gender Minorities in North Carolina’s Criminal Justice System.” Chair

Lily Carollo (2018) “Our Political Moment: The Constitution’s Trouble with Parties — and Democracy.”

Kiersten Schmidt (2017) “No News Is Bad News.” Chair.

Liz Schlemmer (2017) “How One County Deals with its Local Jail: From the Inside Out.”

Andrea Patino-Contreras (2016) “For Love & Country.” Chair.

Todd Brantley (2009) “Shiftingelectorate.com.”

Undergraduate Honors Thesis Chaired

Kevin Kiley (2010) “No news at breakfast – I’ll take mine to go: college students’ habits and what they indicate about future news use.”

Ashley Yakopec (2009) “More Bars in More Places: Exploring Smartphone Use among Emerging Adults.”

Grants

N.C. Local News Lab Fund. 2018. \$42,000. One of 28 awardees in \$2 million statewide competitive program sponsored by The Democracy Fund and N.C. Community Foundation. Awarded in June 2018.

National Science Foundation Office of Advanced Cyberinfrastructure. "ImPACT - Infrastructure for Privacy-Assured compuTations." \$2,983,303 total grant, a portion of which funds 0.6% of my salary for three years. Member of the Use Cases Working Group. Awarded May 2017.

https://www.nsf.gov/awardsearch/showAward?AWD_ID=1659367 and
<http://cyberimpact.us/about/>

UNC-Chapel Hill Senior Faculty Research and Scholarly Leave, Spring 2015. \$42,425. Competitive university-wide grant provides one semester of full salary support plus research funding for study of data driven journalism. Awarded in Spring 2014.

Google Computational Journalism Research Program. \$78,968. One of five recipients of this invitation-only grant to support research on use of digital public data in newsrooms. Awarded in February 2014.

JOMC Research Center Seed Grant Application. \$5,000. Competitive award granted by a committee of faculty in the School of Journalism and Media. For public data acquisition. Awarded in Spring 2014.

Knight News Challenge grant. \$275,000. For developing a sustainable editorial and business model for the OpenBlock Web application at rural newspapers. 2011-2013.

Junior Faculty Development Award, University of North Carolina at Chapel Hill. \$7,500. For work developing online modules for textbook. 2010-2011.

Ueltschi Service-Learning Course Development Grant from the APPLES Service-Learning Program at the University of North Carolina at Chapel Hill. \$8,000. One of five faculty winners for 2008.

Service to Journalism Education

J-School Hackathon, sponsored by MediaShift. Team facilitator. University of Nevada, Reno. Feb 24-26, 2017. Students from 11 universities were given 36 hours to come up with a new media startup business that used "chat bots." The students received guidance and feedback from the business development director from ProPublica and a programmer who works at Facebook on their Instagram and Messenger apps among others. I also brought two UNC students, one of which was on the winning team.

The Chronicle. Faculty adviser to the Duke University student news organization. September 2013-May 2015.

International Symposium on Online Journalism. Manuscript reviewer. University of Texas at Austin. December 2014.

International Symposium on Online Journalism. Manuscript reviewer. University of Texas at Austin. April 2012.

Member, inaugural Advisory Committee. Reporter's Lab. DeWitt Wallace Center for Media and Democracy. Duke University. May 2011- June 2013.

World Journalism Education Congress. Manuscript reviewer. December 2009. Conference held July 5-7, 2010 in Grahamstown, South Africa.

Service to the School of Journalism & Media

Director, Reese News Lab., January 2017-January 2019. Annual budget of \$171,000 from gift of Reese Felts to the School and \$332,000 from the School's Center for Innovation and Sustainability in Local Media. CISLM is funded with a grant from the Knight Foundation and UNC Provost's Office.

Director, M.A. Program. August 2015-January 2017.

Committees

Member, Promotion & Tenure committee. August 2020 – present.

Member, "Scenario 2020" committee. Summer 2020.

Member, Faculty Search Committee for Reporting Assistant Professor. Fall 2019.

Masters Advisory Committee, December 2017-June 2019.

Member, Faculty Search Committee for Knight Professor in Digital Advertising. Spring 2019.

Chair, Faculty Search Committee for Executive Director of Reese News Lab. Spring 2016.

Member, Faculty Search Committee for Hussman Lecturer. Spring 2016.

Member, Faculty Search Committee for Project Director of the Center for Innovation and Sustainability in Local Media. Fall 2015.

Member, Reese Felts Steering Committee. August 2013- August 2015.

Member, “Path Forward” Curriculum Committee: Residential Masters-Two Tracks. August 2013-August 2015.

Member, “Path Forward” Curriculum Committee: The Carolina Writing Lab Course. August 2013-August 2015.

Member, Reporting M.A. application review committee. Spring 2014.

Member, Reporting M.A. application review committee. Spring 2013.

Member, Reporting M.A. application review committee. Spring 2012.

Member, Business & Media M.A. application review committee. Spring 2012.

Coordinator, 53 153 Newswriting classes. Spring 2011-Spring 2012.

Member, Faculty Search Committee for Reese Felts executive producer. Spring 2011.

Member, Faculty Search Committee for Reese Felts executive producer. Spring 2010.

Member, Reese Felts Search and Planning Committee. August 2009-July 2011.

Member, Undergraduate Curriculum Committee. August 2009-July 2011.

Member, Elected Advisory Committee on Faculty Salaries. January 2008-May 2011.

Member, Faculty Search Committee for photojournalism position, Fall 2008.

Coordinator, MEJO 153 Newswriting classes. Spring 2008.

Member, Search Committee for Knight Chair in Digital Media Economics. Fall 2007.

Presentations

U.S. State Department tour for 18 African journalists. Presentation on “Digital Techniques and the Usage of Data in Reporting.” Reese News Lab. Chapel Hill, N.C., November 1, 2017.

U.S. State Department tour for 17 international journalists. Presentation on “American Innovation and Entrepreneurship.” Reese News Lab. Chapel Hill, N.C., April 25, 2017.

“Journalism in the Trump Era.” School Board of Advisers meeting. Panelist. Chapel Hill, N.C., April 7, 2017.

Faculty interviewer, Park Lecture with Fox News host Chris Wallace, April 6, 2017.

Conference co-organizer, "'What Should We Be Worried About? Information and Media in the Trump Era,'" School of Journalism and Media, Chapel Hill, N.C., March 31, 2017.

"Thwarting the Emergence of News Deserts" symposium at the Newseum. Panelist. Washington, D.C., March 28, 2017. <https://cislms.org/symposium2017live/>

U.S. State Department tour for Moldovan journalists. Presentation on "Design Thinking to Solve Today's Journalism Challenges." Reese News Lab. Chapel Hill, N.C., February 16, 2017.

Colloquia for Visiting International Scholars. Presentation on "Data Reporting." Chapel Hill, N.C., October 7, 2016.

"Investigative Journalism" presentation for international journalists. International Visitor Leadership Program, U.S. Department of State. School of Journalism and Media, Chapel Hill, N.C., Sept. 29, 2016.

"Saving Community Journalism" book launch. Panelist. <http://new.livestream.com/accounts/191743/ncnewspaperacademy>. Chapel Hill, N.C., May 8, 2014.

Colloquia for Visiting International Scholars. Presentation on "Social Media in Today's World." Chapel Hill, N.C., March 22, 2013.

Colloquia for Visiting International Scholars. Presentation on "How Programmers and Journalists Are Working Together to Open Government Data and Make Interesting Online Tools With It." Chapel Hill, N.C., March 30, 2012.

"Utilizing New Media in TV and Newspaper News Reporting Workshop" for the Korean Editors Association. Presentation on "Online Editing & Reporting." Chapel Hill, N.C., Dec. 4, 2010.

Invited participant: Faculty Briefing for Federal Communications Commission member Mignon Clyburn. Chapel Hill, N.C., Oct. 6, 2010.

Chuck Stone Diversity Workshop. Presentation on "What's a blog?" Chapel Hill, N.C., July 12, 2010.

Chuck Stone Diversity Workshop. Presentation on "What's a blog?" Chapel Hill, N.C., July 20, 2009.

Chuck Stone Diversity Workshop. Presentation on "Getting information and checking source reliability." Chapel Hill, N.C., July 20, 2009.

Carolina Association of Future Magazine Editors. Invited speaker on "The Future of Magazines Online." April 15, 2009.

Carolina Association of Black Journalists. Workshop for High School Students. Invited speaker on “Blogging.” Feb. 28, 2009.

Other

OurChatham.com. Founding faculty adviser. A student-led project using audience engagement and email newsletter publishing to serve a rural news desert, teach audience engagement and newsroom metrics. Funded by the Knight Foundation’s Center for Innovation and Sustainability in Local Media at the UNC-Chapel Hill School of Journalism and Media. January 2018-January 2019.

Lowell Thomas Travel Journalism Competition. Judge in the categories of “Blogs” and “Special Packages (all media).” Society of American Travel Writers. 2011.

Faculty chaperone, Student/Development Fall Break Trip, Washington, D.C., Oct. 21-22, 2010.

Faculty co-adviser, *Online News Association*, one of three original student chapters. School of Journalism and Media. Fall 2010-Spring 2011.

Faculty adviser, student online election coverage program. *National Public Radio/NPR.org*, Chapel Hill, N.C., and Washington, D.C., August to November 2010.

Executive Editor, Carolina Journalism Network, <http://cjn.jomc.unc.edu>. August 2009-May 2010.

Lowell Thomas Travel Journalism Competition. Judge in the categories of “Blogs” and “Special Packages (all media).” Society of American Travel Writers. 2010.

Faculty coach, Powering a Nation, <http://unc.news21.org>. June 2009-August 2009.

Lowell Thomas Travel Journalism Competition. Judge in the categories of “Blogs” and “Special Packages (all media).” Society of American Travel Writers. 2009.

Executive Editor, N.C. Diploma Dilemma, <http://www.ncdropout.org>. January 2009-May 2009.

Executive Editor, Carolina Reporter, <http://carolinareporter.jomc.unc.edu>. August 2008-May 2009.

Creator and Host, *Inside the Future of News: A Series of Conversations Inside the Nation's Leading Online Newsrooms*. Host of weekly on-camera interview with professionals working in the nation’s leading online newsrooms. Scott Anderson, Senior Political Producer, CNN.com, Jan. 17, 2008; Peter Roybal, Senior Product Manager, Yahoo News, Jan. 24, 2008; Jamie Hammond, Editor in Chief, AOL Money and Finance, Jan. 31, 2008; Paige West, Director of Interactive Operations, MSNBC, Feb. 6, 2008;

Jeffrey Marcus, Sports editor, NYTimes.com, Feb. 14, 2008; Mary Specht, Product Design Specialist, Gannett, March 6, 2008; John Robinson, Editor, The News & Record (Greensboro, N.C.), April 3, 2008; Patrick Cooper, Network Editor, USA Today, April 10, 2008.

Member, School delegation to Carnegie-Knight Initiative meeting, Paley Center for Media, New York, N.Y., Jan. 8-9, 2008.

Service to the University

Elected Member, UNC Faculty Council, July 2020 – present.

Chair, Community Engagement & Civic Impact subcommittee of Data Science Initiative steering committee. University of North Carolina at Chapel Hill Office of the Provost. August 2019 – March 2020.

Faculty Mentor, Johnston Scholars Awards Program, July 2013-May 2019.

Selection committee member, Social Innovation Cohort 5, CUBE program at Campus Y. <https://socialinnovation.unc.edu/>. March-April 2019.

Judge, Carolina Data Challenge, a hackathon co-hosted by the UNC Computer Science Department, the Odum Institute, and the National Consortium for Data Science. September 17, 2017.

Coach. ECON 125: “Introduction to Entrepreneurship.” Mentored four teams of five students and led bi-weekly workshops for those 20 students in the course. Instructor of Record: Buck Goldstein. Fall Semester 2017.

Faculty Liaison to the Honor System, March 2013-June 2017.

Member, Board of Directors. DTH Publishing Corporation. August 2009-December 2017.

Commencement speaker. Department of Statistics and Operations Research. UNC-Chapel Hill. May 14, 2017. <https://www.ryanthornburg.com/2017/05/14/2017-graduation-speech-to-unc-department-of-statistics-and-operations-research/>

UNC-Chapel Hill Working Group on Data Studies Curriculum, Chancellor's Office of Innovation & Entrepreneurship, April 2013-May 2014.

Invited discussion leader. Carolina Summer Reading Program. Aug. 20, 2012.

Invited member. Subcommittee on Academic Regulations, Academic Plan Steering Committee, Spring 2012-Spring 2013.

Invited member. Retention Working Group, Office of Undergraduate Education. Spring 2012-Spring 2013.

Invited guest. Faculty lunch reception. Morehead-Cain Finalist Weekend. March 2, 2009.

Faculty adviser, *UNCharted*, a student magazine about the arts community at UNC-Chapel Hill, November 2008-Spring 2009.

Selected participant. Tar Heel Bus Tour. May 12-17, 2008.

Discussion group leader on topic of “Social Media.” Academic Day. Office of Undergraduate Admissions. Nov. 16, 2007.

Panelist: “How Blogs and Other New Media Are Affecting the Policy Debate.” Workshop for new members of the N.C. General Assembly. School of Government. Nov. 13, 2007.

Service to the Profession: Training & Consulting

International

Marie Curie-Sklodowska University. External member, scientific board. REINITIALISE Project: preserving fundamental rights in the use of digital technologies for e-health services, funded by the EU Horizon 2020 – Twinning Programme. Lublin, Poland, 2020-present.

Marie Curie-Sklodowska University. Fulbright Specialist. “Digital Local Public Spaces: Comparative Analysis of Local Communities Online.” Lublin, Poland. May 6-20, 2019.

Dalian Nationalities University. Developed and presented one-week solo seminar on data reporting to students and faculty. Dalian, China. October 10-17, 2016.

Knight Center for Journalism in the Americas at The University of Texas at Austin. “Social Media for Journalists” MOOC course. Coordinator and lead instructor of 5-week massively open online course attended by 6,300 students from 149 countries. <https://knightcenter.utexas.edu/00-14945-sign-now-%E2%80%9Csocial-media-journalists%E2%80%9D-knight-center%E2%80%99s-next-massive-online-course>. Feb. 3-March 9, 2014.

Canadian Broadcasting Corporation, on behalf of Webmedia Group. “Digital headline writing” course. Toronto, Canada. March 20, 2012.

The Globe & Mail, on behalf of Webmedia Group. “Digital headline writing best practices” course. Toronto, Canada. Sept. 29, 2011.

Toronto Star, on behalf of Webbmedia Group. “Twitter for journalists” course. Toronto, Canada. July 28-29, 2011.

International Center for Journalists, on behalf of Webbmedia Group. “Launching a Digital News Site” for Arab journalists. This syllabus of guided readings, discussion and activities for a six-week online course for journalists in the Middle East and North Africa. English, translated into Arabic. Washington, D.C., March, 2011.

The Globe & Mail, on behalf of Webbmedia Group. “Social media and online news research” courses. Toronto, Canada. February and March, 2011.

International Center for Journalists, on behalf of Webbmedia Group. Led workshops on social media, crowdsourcing and democracy for Egyptian journalists and bloggers. Cairo, Egypt. March 1-13, 2010.

Forum for Argentine Journalism (FOPEA). Led five workshops on five different topics related to online news. Buenos Aires and Tucuman, Argentina. Oct. 26-30, 2009.

Chinese Internet Information Agency. Led workshops on Web re-design, information architecture, opinion writing and Web news writing for the English-language staff of China.org.cn. Beijing, China. May 11-13, 2009.

National

Institute for Defense & Business. “Alternative News” presentation for workshop on “Industry Based Broadening: Information Operations.” Chapel Hill, N.C., Aug. 14, 2018.

Data.world corporate lunch and learn for employees. “Data journalism.” Austin, Texas, via videoconference. November 1, 2017.

National Press Club, on behalf of Webbmedia Group. “Blogging for associations” course. Washington, D.C., March 16, 2012.

National Press Club, on behalf of Webbmedia Group. “Headline writing for digital media” course. Washington, D.C., March 15, 2012.

Pew Research Center. Author of private memorandum, “Digital Editorial Strategy,” Washington, D.C., June 2011.

New York Public Radio/WNYC, on behalf of Webbmedia Group. “Editing for online” course. New York, N.Y., May 2011.

MSL Group Americas, on behalf of Webbmedia Group. “Social media” course. New York, N.Y., March 2011.

New York Public Radio/WNYC, on behalf of Webmedia Group. “Twitter for journalists” course. New York, N.Y., July, 2010.

U.S. News & World Report. Editorial strategy consultant. August 2007-January 2008.

North Carolina

N.C. Local News Workshop. Elon University, Advisory Board Member, 2020-present.

North Carolina Public Radio. Advised editors searching to hire a data reporter. Developed assessment tool for job applicants. May 2016.

The News & Observer. Conducted session during retreat for top editors. Raleigh, N.C., Dec. 3, 2013.

The StarNews. Conducted one-on-one training for new bloggers. Wilmington, N.C., July 2, 2009.

The StarNews. Led newsroom discussion about online journalism. Wilmington, N.C., July 3, 2008.

Service to the Profession: Conferences & Workshops

International

Presenter. “Readers: Customers, not Products.” *Media in the Digital Environment* conference. University of Wroclaw. Wroclaw, Poland. May 14, 2019.

National

Panel organizer and instructor. “Introduction to R”. Computer Assisted Reporting Conference. Investigative Reporters and Editors. New Orleans, La., March 2020. <https://github.com/rtburg/NICAR2020-Intro-to-R>

Panel organizer and moderator. “The State of Data Reporting Outside Major Cities”. Computer Assisted Reporting Conference. Investigative Reporters and Editors. Newport Beach, Calif., March 7, 2019. <https://www.ire.org/events-and-training/event/3433/4344/>

Workshop organizer. "Introduction to Data Journalism" conference. Two-day workshop for 35 journalists from three states. Funded by the School of Journalism and Media's Center for Innovation and Sustainability in Local Media and co-sponsored with Reveal/The Center for Investigative Reporting and Wake Forest University's journalism program. Winston-Salem, N.C., June 18-19, 2018.

Respondent. “Anatomy of Fake News.” John Breaux Symposium. Sponsored by the Louisiana State University Manship School of Communication & The George Washington University Graduate School of Political Management. Washington, D.C., May 3, 2018.

Panel organizer and moderator. "Using data and records to investigate voting". Computer Assisted Reporting Conference. Investigative Reporters and Editors. Chicago, Ill., March 10, 2018. <https://www.ire.org/events-and-training/event/3189/3550/>

Invited participant. "Journalism, Election Reporting, & Ballot Data". One of 12 national participants in small group discussion at headquarters of The Democracy Fund. Washington, D.C., January 25, 2018.

Invited participant. "Newsgeist 2017." Phoenix, Ariz., Nov. 3-4, 2017. Among about 220 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Invited participant. "Deeper Insights" conference. Z. Smith Reynolds Foundation. Durham, N.C., October 4, 2017.

Panelist. "Coding for Journalists." Association for Education in Journalism and Mass Communication. Annual Meeting. Chicago, Ill., Aug. 10, 2017.

Panelist. "From Strategy to Innovation: Startup Principles, Data Visualization, and Visual Storytelling." Association for Education in Journalism and Mass Communication. Annual Meeting. Chicago, Ill., Aug. 9, 2017.

Invited participant, Knight-Civic Hall Symposium on Tech, Politics, and the Media, New York Public Library, January 18, 2017. <http://www.civichall.org/events/kfcivichall>

Invited participant. "Newsgeist 2016." Phoenix, Ariz., Dec. 8-10, 2016. Among about 200 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Volunteer editor for student newsroom. Online News Association annual conference. Los Angeles, California. Sept. 23-26, 2016.

Invited speaker. "Little Data: New Techniques for Finding Stories That Matter to Local Audiences." New York Press Association Spring Convention, Saratoga Springs, New York. April 8, 2016.

Invited participant. "Mapping , Measuring, and Monitoring Local News Ecosystems." One of 17 people from the U.S. and Canada invited to participate in a workshop supported by the Democracy Fund and the Geraldine R. Dodge Foundation and hosted by the Media + the Public Interest Initiative at Rutgers University. Brunswick, N.J., Dec. 11, 2015.

Invited speaker on “Audience Data Strategies.” International News Media Association Data Insights Conference. Chicago, Ill., Oct. 1-2, 2015.

Invited participant. “Newsgeist 2014.” Phoenix, Ariz., Nov. 14-16, 2014. Among about 150 key practitioners and thinkers from the worlds of journalism, technology, and public policy who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation and Google.

Invited participant. “Dodging the Memory Hole: Saving born-digital news content.” Reynolds Journalism Institute at the University of Missouri, Columbia, Mo., Nov. 10-12, 2014. One of 10 post-conference leaders working to advance work in Awareness, Standards & Practices and Legal Framework.

Invited Participant (one of 12), Scripps Howard Journalism Entrepreneurship Institute, Walter Cronkite School of Journalism and Mass Communication, Arizona State University. January 3-8, 2013. <https://asunow.asu.edu/content/scripps-howard-journalism-institute-teaches-entrepreneurship>

Invited participant. MIT-Knight Civic Media Conference. Cambridge, Mass., June 17-19, 2012. Among 234 international participants, chosen by the John S. & James L. Knight Foundation and the Center for Civic Media at the Massachusetts Institute of Technology.

Panelist. “A Penny Press for the Digital Age.” SXSW Interactive. Austin, Texas, March 10, 2012. Chosen from 3,278 panel proposals. Selection is done by 30 percent popular vote, 40 percent SXSW board, 30 percent SXSW staff.

Invited participant. “Spark Camp 2.0: Data.” Austin, Texas, Jan. 13-15, 2012. Among 75 international participants, who were nominated by industry peers. Funded by the John S. & James L. Knight Foundation, Google and the University of Texas School of Journalism.

Panelist. “Social Networking: Promise and Peril.” Religion Newswriters Conference. Durham, N.C., Sept. 16, 2011.

Invited participant. MIT-Knight Civic Media Conference. Cambridge, Mass., June 22-24, 2011. Among 225 international participants, chosen by the John S. & James L. Knight Foundation and the Center for Civic Media at the Massachusetts Institute of Technology.

Editor for national conference student newsroom. Computer Assisted Reporting Conference. Investigative Reporters and Editors. Raleigh, N.C., Feb. 24-27, 2011.

Panelist. “Producing the CAR story: Techniques and alternatives to print.” Investigative Reporters and Editors national computer-assisted reporting conference. Raleigh, N.C., Feb. 25, 2011.

Co-organizer. Invitation-only summit on “Bridging the Gap” in state government news coverage. Funded by the N.C. Center for Voter Education. Raleigh, N.C., Dec. 5, 2010.

Panel organizer and moderator. “How to Use a University: Opportunities for Collaboration Between Industry and Academia.” Online News Association annual conference. Washington, D.C., Sept. 12, 2008.

Invited workshop participant. “Developing a National Strategy for the Preservation of Digital News.” U.S. Library of Congress. Washington, D.C., Sept. 2-3, 2009. (48 workshop participants)

Invited speaker on “Citizen Journalism.” Knight-Carnegie Initiative on the Future of Journalism Education. Shorenstein Center on the Press, Politics and Public Policy. Harvard University. Cambridge, Mass., June 20, 2008.

Panelist. “The Echo Chamber at Mach Speed: Meta-Reporting in the Nation’s Capital.” Association for Education in Journalism and Mass Communication. Annual Meeting. Washington, D.C., Aug. 12, 2007.

Panelist. “Maintaining Quality in the Face of New Media Pressures.” Association for Education in Journalism and Mass Communication. Annual Convention. Washington, D.C., Aug. 11, 2007.

Editor for international conference student newsroom. Online News Association annual conference. Toronto, Canada. Oct. 17-19, 2007.

Panel Moderator: “Copyediting for multiple media” at the “Breakfast of Editing Champions.” Association for Education in Journalism and Mass Communication. annual convention. Washington, D.C., Aug. 10, 2007.

North Carolina

Panelist. Community Voices Forum, “Fake News – the search for credibility,” sponsored by *The News & Observer* and *WTVD*. Raleigh, N.C., August 30, 2017.
<http://www.newsobserver.com/news/politics-government/state-politics/article170497942.html>

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University. Presented lecture on “Media and Technology” for 17 journalists from Nanjing, China. Durham, N.C., Dec. 11, 2014.

“Open Data in North Carolina.” Panelist. Sunshine Day conference. Sunshine Center of the N.C. Open Government Coalition at Elon University. Elon, N.C., March 17, 2014.

“Digital Records.” Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 2, 2013.

“Show Your Work: Cheap & Easy Tools for Presenting Data.” Presentation at the EcoAdvocate Seminars on Investigative Reporting and Public Records, Preserve Rural Orange. Durham, N.C., Nov. 20, 2012. <http://vimeo.com/58031491>

“Accessing Digital Open Records.” Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 26, 2012.

“Newswriting and Story Structure Ideas.” Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 26, 2012.

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University

Presented a lecture on online news writing and reporting to Chinese journalists. Durham, N.C., Aug. 17, 2011.

“Online Newswriting and Editing 2.0.” Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., April 29, 2010.

“Online Newswriting and Editing.” Presentation at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 8, 2009.

Invited speaker. Media Fellows Program at the DeWitt Wallace Center for Media & Democracy, Duke University. Presented lecture on online news writing and reporting for 17 journalists from Nanjing, China. Durham, N.C., Sept. 29, 2010.

“The Future of News.” Keynote speaker at the annual meeting of the N.C. Association of Government Information Officers. Chapel Hill, N.C., Nov. 19, 2008.

“Editing for Searchers & Scanners.” Panelist at the Institute for Midcareer Copyeditors. Chapel Hill, N.C., July 16, 2008.

“Online Newswriting and Editing.” Panelist at the N.C. Newspaper Academy. North Carolina Press Association. Chapel Hill, N.C., May 9, 2008.

“It’s Not Just Blogging: Giving Business News a Better Online Presence.” Panelist at the fall conference of the Society of American Business Editors and Writers. Chapel Hill, N.C., Oct. 20, 2007.

“Web Tools for Political Reporting.” Panelist at the N.C. Institute of Political Leadership and the John Locke Foundation. Raleigh, N.C., Sept. 8, 2007.

Professional Service: Judging Industry Competitions

Investigative Reporters and Editors. Screener, Gannett Award for Innovation in Watchdog Journalism. Joined *New York Times* and *The Guardian* staff as one of three screeners. December 2014.

Annual Awards of Excellence, Digital First Media Company, based in New York with more than 10,000 employees in 18 states reaching more than 60 million readers. Judge. <http://www.digitalfirstmedia.com/> May 2013.

Online Journalism Awards. Online News Association. Judge. One of a 12-person panel selecting the final award recipients in all categories. University of Miami. Aug. 26-28, 2012.

Online Journalism Awards. Online News Association. Screener for the categories of Topical Reporting for large sites and Online Commentary for large sites. July 2012.

Online Journalism Awards. Online News Association. Screener for the categories of Specialty sites, affiliated and Breaking News for large sites. July 2011.

John S. & James L. Knight Foundation. News Challenge 2010. First and second round judging panel. Miami, Fla., November 2009-February 2010.

John S. & James L. Knight Foundation. News Challenge 2009. Final judging panel. Miami, Fla., Feb. 13, 2009.

Society for News Design. College News Design Contest. Judge for 2008 online news design competition. April 2008.

Florida Society of Newspaper Editors. Judge for 2008 Journalism Awards. March 2008.

Lawyers Weekly. Judge for 2008 Best Law Firm Web Site contest. February 2008.

Online News Association. Screener for 2007 Online Journalism Awards in the categories of General Excellence for large sites, Online Commentary for medium sites, and Specialty Journalism for small sites. August 2007.

CURRICULUM VITAE

of

C. A. Tuggle

Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
CB #3365
Chapel Hill, NC 27599
919-358-9611
catuggle@unc.edu

Home address: 2812 Devon Rd.
Durham, NC 27707

June 2, 2021

Education

Ph. D., The University of Alabama, Mass Communication, 1996.

M. A., The University of Florida, with distinction in Mass Communication, 1992.

B. S., The University of Florida, Broadcasting, 1978.

TEACHING/ADMINISTRATIVE EXPERIENCE

August 2015	Named Senior Associate Dean for Undergraduate Studies
July 2015	Named Stembler Distinguished Professor
August 2013	Named director of the residential MA program
August 2012	Named Reese Felts Distinguished Professor
July 2008	Promoted to Full Professor at UNC-Chapel Hill. Sequence coordinator (department head) since 2005
July 2002	Granted tenure and promoted to Associate Professor at UNC-Chapel Hill
July 1999 to July 2002	Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Chapel Hill, North Carolina. (Electronic Communication)
August 1996 to July 1999	Assistant Professor, School of Journalism and Mass Communication, Florida International University, North Miami, Florida. (Broadcast Journalism)
August 1994 to July 1996	Instructor, Division of Mass Communication, The University of Montevallo, Montevallo, Alabama.
August 1995 to May 1996	Graduate Research Assistant, College of Communication, The University of Alabama, Tuscaloosa, Alabama.
January 1995 to May 1995	Graduate Teaching Assistant, College of Communication, The University of Alabama.
1990 to 1994	Guest lecturer, Departments of Journalism, Telecommunications, Public Relations; The University of Florida, Gainesville, Florida.
1992	Instructor, Summer Journalism Institute, The University of Florida.

PROFESSIONAL EXPERIENCE

MEDIA RELATIONS COORDINATOR

The University of Florida, Gainesville, Florida, October, 1989 - August, 1994

PRODUCER/REPORTER

WFLA-TV, Tampa, Florida, August, 1979 - October, 1989

SPORTS REPORTER/PHOTOGRAPHER

WTSP-TV, St. Petersburg, Florida, August, 1978-August, 1979

FREELANCE WORK:

ESPN, NBC Sports, CNN, Sportschannel Florida, CrossCreek Productions.

DOCUMENTARIAN: Have produced five versions of a 60-minute documentary (English, Spanish, Spanish with English subtitles, English with subtitles in Chinese and Russian) titled: Las Abuelas de Plaza de Mayo and the Search for Identity. The film is about a group of grandmothers looking for their missing grandchildren, stolen, they believe, by the military during the country's Dirty War. Have screened the film more than 300 times to date with more than 11,000 online views. The film has received an Accolade Award of Merit, two Best Shorts Awards, and an Indie Award of Excellence. All are international awards. Documentary completed with funding from a \$3000 grant from the journalism school and a \$2000 grant from the University Research Council, along with contributions from numerous individuals.

Have also produced two 30-for-30-style documentaries about the UNC field hockey team's back-to-back undefeated national championship seasons. 2018 – With Each Other, For Each Other. 2019 – Believe It, Do It, Earn It. The 2019 film won the Enrica Speroni Award (the highest award given to first-time festival competitors) at the FICTS Federation International Cinema Television Sportifs Festival in Milan, Italy. http://www.ficts federation.it/diploma/BELIEVE_IT_DO_IT_EARN_IT.pdf Production funding for both documentaries provided by the Triad Foundation.

Currently in production with Earn It: The Carolina Way, the story of the UNC field hockey team's third straight national title. Expected completion date is Aug. 10, 2021.

HOST AND EXECUTIVE PRODUCER, SPORTS FOCUS: Sports Fous is a weekly radio show that airs on WCHL in the Chapel Hill area. We discuss topics of overarching interest in the sports world, such as use of PEDs, player safety, coaching salaries, paying college athletes, etc. The show began airing in September, 2013.

HONORS

Ed Bliss Award, RTVJ Division of AEJMC. Award honors a broadcast journalism educator who has made a significant and lasting contribution to the field. August, 2011

Nominee, Carolina Women's Leadership Council Faculty Mentoring Award, 2009

Argonaut, Order of the Golden Fleece, UNC-Chapel Hill, inducted March, 2007

Delta Upsilon Distinguished Faculty Member Award, April, 2007

Kay Phillips Distinguished Service Award, North Carolina Scholastic Media Assn., 2006

David Brinkley Teaching Excellence Award (Included \$2500 prize), 2005, UNC-CH

Superlative Edward Kidder Graham Award for Faculty, 2002, UNC-Chapel Hill

Outstanding Faculty Award, 2000, UNC-Chapel Hill

Have directed work that has resulted in more than 700 regional and national student journalism awards, including seven EMMYs, six Hearst Broadcast National Championships and nine Overall Hearst Championships.

Complete list available at www.carolinaweek.org/awards.

RESEARCH ACTIVITY AND PUBLICATIONS

Books and book chapters

Tuggle, C. A., Carr, F., and Huffman, S. (2013). Broadcast News Handbook: Writing, Reporting, and Producing in a Converging Media World. Fifth edition. New York: McGraw-Hill. Russian translation completed in 2009. Previous editions were 2001, 2004, 2007 and 2010.

Tuggle, C. A., Casella, P. and Huffman, S. (2010): Live, Late-Breaking, and Broken: TV News and the Challenge of Live Reporting in America. In Stephen Cushion and Justin Lewis (eds.). *The Rise of 24-Hour News Television. Global Perspectives*. Bern: Peter Lang Publishing Group. pp. 133-150.

Tuggle, C. A. (2001). Gayle Sierens: Keepin' On. In M. Beadle and M. Murray (Eds.). Indelible Images: Women of Local Television. Ames, Iowa. Iowa State University Press. pp. 178-189.

Refereed publications

Coche, R. and Tuggle, C. A. (2018). Men or women, only five Olympic sports matter: A quantitative analysis of NBC's primetime coverage of the Rio Olympics. *Electronic News*, 12(4), 199-217.

Coche, R. & Tuggle C.A. (2017). Developing More Sophisticated Methods for Measuring Olympic Medal Success. *International Journal of Sport Management*, 18, 313-329.

Coche, R. and Tuggle, C. A. (2016). The women's Olympics? A gender analysis of NBC's coverage of the 2012 London summer games. *Electronic News*, 10(2), 121-138.

Davis, K. and Tuggle, C.A. (2012). A Descriptive Analysis of NBC's Coverage of the 2008 Summer Olympics. *Electronic News*. June 2012 6: 51-66. DOI 10.1177/1931243112452261

Owens, L., Tuggle, C. A. and Holman, L. (2011). Should Certification of Meteorologists Serve as a Model for all Broadcast Journalists? *Electronic News*. June 2011 5: 112-126, doi:10.1177/1931243111408784

Tuggle, C. A., Huffman, S., and Rosengard, D. (2007). Reporting Live from the Scene: Enough to Attract the 18-24 Audience? *Journal of Broadcasting & Electronic Media*, 51(1), pp. 58-72.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2007). A Descriptive Analysis of NBC's Coverage of the 2004 Summer Olympics. *Journal of Sports Media*, 2(1), pp. 54-75.

Adams, T. and Tuggle, C. A. (2004.) ESPN SportsCenter and Coverage of Women's Athletics: "It's a Boys Club." *Mass Communication & Society*, 7(2), pp. 237-248.

Huffman, S., Tuggle, C. A., and Rosengard, D. (2004). How Campus Media Cover Sports: The Gender-equity Issue, One Generation Later. *Mass Communication & Society*, 7(4), pp. 475-489.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002). For the Ear to Hear: Conversational Writing on the Network Television News Magazines. *Southwestern Mass Communication Journal*, 17(2), pp. 97-106.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002). A Descriptive Analysis of NBC's Coverage of the 2000 Summer Olympics. *Mass Communication & Society*, 5(3), pp. 361-375.

Tuggle, C. A. (2001). A Plea to Limit "Sports Speak" in the Sportscast. *Electronic News: A Journal of Applied Research & Ideas* 1(1), pp. 31-35.

Tuggle, C. A. and Huffman, S. (2001). Live Reporting in Television News: Breaking News or Black Holes? *Journal of Broadcasting & Electronic Media*, 45(2), pp. 335-344.

Tuggle, C.A. and Sneed, D. (2000). Baseball Box Scores in the Newspaper: Helpful Statistics or Sports Heiroglyphics? *Newspaper Research Journal*, 21(3), pp. 2-13.

Tuggle, C. A. and Sneed, D. (2000). Teaching Media Studies as High School Social Science. *Journalism and Mass Communication Educator*, 54(4), pp. 67-76.

Tuggle, C. A. and Huffman, S. (1999). Live News Reporting: Professional Judgment or Technological Pressure? A National Survey of Television News Directors and Senior Reporters. *Journal of Broadcasting & Electronic Media*, 43(4), pp. 492-505.

Tuggle, C. A. and Owen, A. (1999). A Descriptive look at NBC's Coverage of the Centennial Olympics: The "Games of the Woman?" *Journal of Sport & Social Issues*, 23(2), pp. 171-182.

Tuggle, C. A. and Sneed, D. (1998). Faculty in Professional Programs: The Mix of Experience and Degrees. *Journalism & Mass Communication Educator*, 53(1), pp. 14-22.

Tuggle, C. A. (1998). The Bias Toward Finding Bias in Television News. *Communication Reports*, 11(1), pp. 65-72.

Tuggle, C. A. (1997). Differences in Television Sports Reporting of Men's and Women's Athletics: ESPN SportsCenter and CNN Sports Tonight. *Journal of Broadcasting & Electronic Media*, 41(1), pp. 14-24.

Gan, S., Tuggle, C. A., Mitrook M., Coussement, S., and Zillmann, D. (1997). The Thrill of a Close Game: Who Enjoys it and Who Doesn't? *Journal of Sport and Social Issues*, 21(1), pp. 53-64.

Carroll, R., Tuggle, C. A., Mitrook, M., McCollum, J., Arlington, K., and Hoerner, J. (1997). Consonance in Local Television News Program Content: An Examination of Intermarket Diversity. *Journal of Broadcasting & Electronic Media*, 41(1), pp. 132-144.

Carroll, R. L., and Tuggle, C. A. (1997). The World Outside: Local TV News Treatment of Imported News. *Journalism & Mass Communication Quarterly*, 74(1), pp. 123-133.

Tuggle, C. A. (1991). Media Relations During Crisis Coverage: The Gainesville Student Murders. *Public Relations Quarterly*, 36(2), pp. 23-28. Article was reprinted with permission of PRQ and appears in McElreath, M. & Miller, P. (Eds.). (1995). *Introduction to Public Relations and Advertising: A Reader from the Consumer's Point of View*. Needham Heights, MA: Simon & Schuster.

Refereed Conference Papers

Coche, R. and Tuggle, C.A. (2018). Communicating Olympic Medal Success Fairly. Paper presented at Summit on Communication and Sport, Bloomington, IN.

Coche, R. & Tuggle, C.A. (2017, August). From 1996 to 2016, two decades of NBC's primetime Olympic coverage. Association for Education in Journalism and Mass Communication (AEJMC) National Conference, Chicago, Illinois.

Coche, R. and Tuggle, C.A. (2016). From the 1996 "Olympics of the woman" to the 2012 "Women's Olympics:" A gendered evolution of NBC's primetime Olympic coverage. Paper presented at Sports Media Consortium National Conference, Atlanta, GA.

Coche, R. and Tuggle, C. A. (2015). The women's Olympics? A gender analysis of NBC's coverage of the 2012 London summer games. Paper presented at the 2015 International Communication Association conference, San Juan, Puerto Rico.

Coche, R. and Tuggle, C. A. (2014). Developing New Methods for Measuring Olympics Medal Success. Paper presented at the 2014 IACS Summit on Sport and Communication. New York, NY.

Davis, K. and Tuggle, C. A. (2009). A Descriptive Analysis of NBC's Coverage of the 2008 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, Boston, MA, August, 2009.

Corney, L. and Tuggle, C. A. (2008). Should Certification of Meteorologists Server as a Model for all Broadcast Journalists? Presented at Association for Education in Journalism and Mass Communication National Conference, Chicago, IL, August, 2008.

Tuggle, C.A., Huffman, S. and Rosengard, D. (2005). A Descriptive Analysis of NBC's Coverage of the 2004 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, San Antonio, TX, August, 2005.

Corney, L. and Tuggle, C. A. (2005). Race in the Television Newsroom: Are On-Air Personalities Reflecting the Communities They Serve? Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2005.

Edwards, D., Tuggle, C. A., and Kozlowski, D. (2004). How Do We Select Them and What do We Teach Them?: Success Factors for Broadcast Journalism Award Winners. Presented at Association for Education in Journalism and Mass Communication National Conference, Toronto, Canada, August, 2004.

Adams, T., and Tuggle, C. A. (2003). ESPN SportsCenter and Coverage of Women's Athletics: "It's a Boys Club." Presented at Association for Education in Journalism and Mass Communication National Conference, Kansas City, MO, August, 2003.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2002). Live News Reporting: How a Young Demographic Views It. Presented at Association for Education in Journalism and Mass Communication National Conference, Miami Beach, FL, August, 2002.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2001). A Descriptive Analysis of NBC's Coverage of the 2000 Summer Olympics. Presented at Association for Education in Journalism and Mass Communication National Conference, Washington, D. C., August, 2001. Top-ranked faculty paper in Commission on the Status of Women interest group.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2001). Audience Assessment of Live Television News Reporting: The Viewers' View. Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2001. Top-ranked paper in News Division.

Huffman, S., Tuggle, C. A., and Rosengard, D. (2001). How Campus Media Cover Sports: The Gender-equity Issue, One Generation Later. Presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 2001. An earlier version of this paper was presented at the College Media Advisors Conference, New York, NY, February, 2001.

Tuggle, C. A., Huffman, S., and Rosengard, D. (2000). For the Ear to Hear: Conversational Writing on the Network Television News Magazines. Presented at the Association for Education in Journalism and Mass Communication National Conference, Phoenix, AZ, August, 2000.

Tuggle, C.A. and Huffman, S. (2000). Live Reporting in Television News: Breaking News or Black Holes? Presented at Broadcast Education National Conference, Las Vegas, NV, April, 2000. Paper also presented at Association for Education in Journalism and Mass Communication mid-year conference, Chapel Hill, NC, March, 2000.

Tuggle, C.A. and Sneed, D. (1999). Baseball Box Scores in the Newspaper: Helpful Statistics or Sports Hieroglyphics? Paper presented at Association for Education in Journalism and Mass Communication National Conference, New Orleans, LA, August, 1999.

Sneed, D., and Tuggle, C. A. (1999). "'Oreo' Remark Triggers Racial Incident. Paper presented at National Association for Ethnic Studies National Conference, Orlando, FL, March, 1999.

Tuggle, C. A., Sneed, D., and Wulfemeyer, T. (1998). Incorporating Media Studies in the High School Social Science Curriculum: Perspectives of South Florida Teachers. Paper presented at Association for Education in Journalism and Mass Communication National Conference, Baltimore, MD, August, 1998.

Tuggle, C. A., and Huffman, S. (1998). Live News Reporting: Professional Judgment or Technological Pressure? A National Survey of Television News Directors and Senior Reporters. Paper presented at Broadcast Education Association National Conference, Las Vegas, NV, April, 1998.

Tuggle, C. A., and Huffman, S. (1998). GOING LIVE: Legitimate News or Performance TV? A National Survey of Television News Directors and Senior Reporters. Paper presented at Association for Education in Journalism and Mass Communication mid-year conference, Dallas, TX, February, 1998.

Tuggle, C. A., and Owen, A. (1998). Identification of Video News Releases: Who Supplied the Goods? Paper accepted for presentation at the Fifth Annual Meeting of the American Society of Business and Behavioral Sciences, Las Vegas, NV, February, 1998.

Tuggle, C. A., and Owen, A. (1997). A Descriptive Look at NBC's Coverage of the Centennial Olympics: The Games of the Woman? Paper presented at the Broadcast Education Association national conference, Las Vegas, NV, April, 1997.

Tuggle, C. A. (1997). The bias toward finding bias in television news. Research paper presented at the Association for Education in Journalism and Mass Communication mid-year conference, St. Petersburg, FL, February, 1997.

Tuggle, C. A. (1997). Women in sports: Television's dismissal of the "weaker sex." Research paper presented at the 15th Annual Women's History Month Conference, North Miami, FL, April, 1997.

Tuggle, C. A. (1996). Quantitative coverage of female athletics: ESPN SportsCenter and CNN Sports Tonight. Research paper presented at the Association for Education in Journalism and Mass Communication national conference, Anaheim, CA, August, 1996.

Carroll, R. L., and Tuggle, C. A. (1995). "The world outside: Local TV news treatment of imported news." Research paper presented at the Association for Education in Journalism and Mass Communication National Conference, Washington, D. C. August, 1995.

Carroll, R. L., Tuggle, C. A., McCollum, J., Mitrook, M., Arlington, K., and Hoerner, J. (1995). "Consonance in local television news program content: An

examination of national diversity.” Second ranked research paper in the news division, Broadcast Education Association National Conference, Las Vegas, NV, April, 1995.

Tuggle, C. A., and Ferguson, M. A. (1994). “The effects of type of labeling and of sponsor on credibility of video news releases.” Top three research paper in the public relations division, Association for Education in Journalism and Mass Communication National Conference, Atlanta, Georgia, August, 1994.

Other Publications

Let’s rethink how we determine Olympic success. (2018.)
<https://www.cnn.com/2018/01/06/opinions/olympic-medal-premium-calculations-opinion-tuggle-coche/index.html>

UNC prof: Weight medals for a more fair count. (2018). WRAL Sports Fan. Read more at <http://www.wralsportsfan.com/unc-prof-weight-medals-for-a-more-fair-count/15956714/#MgHtVgCjir01C4yW.99>.

Team USA: Most medals and also most efficient. (2016). WRAL Sports Fan.

Hey NBC, You Need to Use MPC in Your Olympics Coverage. (2010).
Electronic News. June 2010. 4: 57-59, doi:10.1177/1931243110368024

Which Country “Won” the Olympics? (2008). Electronic News 2(4), 194-197.

Dropping Sports Coverage Isn’t the Answer to Declining News Viewership.
(2008). Electronic News, 2(3), 121-122.

Help Us Help You. (2007). Electronic News, 1(3), 137-139.

How Do We Select Them and What do We Teach Them?: Success Factors for Broadcast Journalism Award Winners. (2005.) BEA Feedback, 46, no. 2, pp. 12-22.
Quarterly non-refereed research report produced by the Broadcast Education Association.

Tuggle, C. A. (2002, November 3). Lessons in Media Coverage. The News & Observer. pp. 25A-26A.

Tuggle, C. A. (2001). Satellites, Communication; Satellites, History of; Satellites, Technology of. In J. Schement (Ed.). Encyclopedia of Communication and Information. Farmington Hills, MI. Macmillian. pp. 903-914.

Tuggle, C. A. (2001, April 30). Box-score Baffled. Editor & Publisher, p. 46.

Tuggle, C. A. (2001, May). Sports Survival. American Journalism Review, p. 19.

Tuggle, C. A. (2001). Wagging the Dog: Technology and Local TV News. Columbia Journalism Review, March/April. p. 57.

Tuggle, C. A. (1993, May). FILM AT 11: How to make video news releases work for academic institutions. Case Currents. pp. 32-39.

Book Reviews

Even Worse Than We Had Hoped: A Journey Through the Weird Wild World of Local TV News, by Paul Spelman. Reviewed in Electronic News, 4(4), 2010.

Managing Media Convergence: Pathways to Journalistic Cooperation, by Ken Killebrew. Reviewed in Journalism and Mass Communication Quarterly, 82(4), (2005), pp. 998-999.

Broadcasting & Convergence: New Articulations of the Public Service Remit, Gregory Lowe and Taisto Hujanen (Eds.). Reviewed in Journalism and Mass Communication Quarterly, 84(4), (2004), pp. 998-999.

Crime and Local Television News: Dramatic, Breaking, and Live from the Scene, by Jeremy Lipshultz and Michael Hilt. Reviewed in Mass Communication & Society, 6(2), (2003), pp. 212-214.

TEACHING RECORD

University of North Carolina at Chapel Hill:

MEJO 129 TV Sports Reporting - Students are responsible for sports coverage on all of the school's news platforms, including the new program Sports Xtra, which went on air in Fall 2012 with students participating in the effort, not as part of a class, but as an extracurricular pursuit. The class is now offered regularly.

MEJO 252 Audio Journalism - Students learn the basics of writing for broadcast using audio as the medium of delivery.

MEJO 625 Media Hub – Students from the school's various sequences come together to find and produce stories for use by professional media partners across the state. Stories are developed for use on various platforms (radio, TV, print, multi-media) and in both English and Spanish.

JOMC 120 Introduction to Field Production and Editing – Shooting and editing video for television news and other video productions, with emphasis on composition, lighting, and storytelling through video and natural sound.

JOMC 154 Convergence Reporting – Preparing students for work in converged media environments, in which journalists prepare stories for presentation on various media platforms: television, radio, print and online.

JOMC 191 Sports Announcing – Practicum in preparing for and announcing sports events for radio and television, both play-by-play and color commentary, as well as producing and delivering sports highlights programs.

JOMC 421 Broadcast Reporting and Producing – Emphasis on reporting for television and news package production. Includes instruction about writing with the video, on-camera presence and interactivity in standups, diction and “energy” in delivery. Producing instruction includes tie-writing (transitions within and between stories), show rundown preparation, and script vetting.

JOMC 522 Carolina Week – UNC’s first student-produced newscast, which premiered Spring, 2000. Includes sports and weather, and utilizes talents of students from UNC and other area universities. Show is broadcast live twice per week and also later played on a 16-county cable system. In late 2004, we also created a 30-minute weekly radio news program, Carolina Connection, which airs weekly on local news/talk station WCHL-AM.

JOMC 523 Television News and Production Management – Students participate in a collaborative learning environment to hone skills learned in earlier courses and help less experienced students acclimate to the broadcast news experience within the School.

JOMC 141 Media Ethics – Students learn how to make ethics decision in all of the media related industries by applying relevant codes of ethics and the teaching of philosophers including Aristotle, Mill, and Kant.

Florida International University:

Documentary Production - Advanced laboratory and field work to produce, write, report, and edit documentaries and long-form news pieces for television. Emphasis on journalistic and technical broadcast skills including lighting and sound.

Electronic News Gathering - Current styles and techniques of reporting, photojournalism, and TV news videotape editing. Emphasis on sound journalistic practices under deadline pressure stressing relationship between script and visuals.

Broadcast News Reporting - Reporting, writing, and producing hard news and features for television. Emphasis on grammar, broadcast writing style, and news judgment. Writing assignments ranged from VOs to packages.

News and Public Affairs Reporting - Emphasis on covering government and politics as well as other “beats” while reinforcing writing, editing, reporting, and packaging skills from earlier courses.

Newscast - Initiated a weekly student-produced newscast. Set-up responsibilities included set design, coming up with script template, show design, getting course added to curriculum. Course incorporated all standard newscast elements.

University of Montevallo:

Television News I and News II - Included newsgathering, writing, newsroom management and ethics, reporting and presentation. Overseeing production of twice-weekly cable newscast crewed entirely by students and encompassing all standard newscast elements including live inserts, satellite reports, and full chroma-key weather.

Television Production I and Production II - Included studio production and electronic field production for commercial, educational, and instructional application. Emphasis on videography, lighting, and editing.

Electronic Newsgathering - Included videography, editing, and fact finding using electronic and other databases, reporting and interviewing techniques, and writing for broadcast. Students produced stories for inclusion in student newscast.

Field Videography - Includes standard and advanced field video techniques related to production of informational, educational, instructional, and news projects. Emphasis on lighting and sound as well as visuals.

University of Alabama:

Sports Announcing - Featured instruction and practice in the principles and techniques of describing and producing sports events for radio and television and of gathering and reporting sports news.

Writing for the Mass Media - Writing for print, broadcast, public relations, and advertising, with emphasis on broadcast and AP style, grammar, punctuation, clarity of thought, organization, and structure. Nearly all instruction was computer based. Graduate teaching assistant.

University of Florida (guest lecturer):

Senior Seminar, Introduction to Public Relations, Writing for Public Relations, Introduction to Journalism, Introduction to Mass Communication, Television News II.

DISSERTATIONS AND THESES CHAIRED

Dissertations

Schaible, Brad (2020) Investigating the Attributes of Consumers Showing Interest in Adoption of ATSC 3.0 Television.

Coche, Roxane (2012) How Female Athletes Portray Themselves on Social Media Sites Such as Facebook and Twitter.

Casella, Peter (2008) The Grand Experiment. The 10 O'Clock News Reported by Carol Marin.

Corney, Lynn (2006) Minorities and Network News: The Role of Race in Source Selection and Story Topic.

Adams, Terry (2003) Networked News: An Examination of Communication Between Technical and Editorial Staff in Television News.

Rosengard, Dana (2002) The Pedagogical Profile Supporting a Television Newscast Experience in the Undergraduate Broadcast Journalism Curriculum: A Comparative Study of Programs.

Theses

Zhu, John (2013) A Simpler Approach to College Recruitment Videos.

Vidinsky, Nick (2007) The Little Towns that Could (or Couldn't). An Internet Audio Series and Accompanying Multimedia on America's Changing Maps.

Syal, Shaheen (2006) Connecting in Cyberspace: First and Second-Generation Indian-Americans Using the Internet to Find a Spouse.

Hovsepyan, Anush (2004) Acting is Being Alive: The Story of Joan Darling

Fowler, Richard (2003) Feeding the Furnace: Solutions for Keeping a Glass Studio Going.

Senior Honors Theses

Lalezarian, A. (2017). Against the Odds: Embracing Judaism in Denmark.
<https://vimeo.com/214857564>

Malkoski, K. (2012). Female sportscasters: They've got what it takes to succeed... or not? Priming Gendered Stereotypes about Female Sportscasters.

Winker, A. (2011) [You've got \(too much\) male: an analysis of gender depictions](#)

[on ESPN's talk and debate shows.](#)

Hamilton, K. (2010). [Success is everything: local newspaper coverage of collegiate women's basketball programs from 1992 to 2008.](#)

PROFESSIONAL AND ACADEMIC PRESENTATIONS

Working the Olympics with ONS. Invited Panel Member. AEJMC, Chicago, IL. August, 2017.

Leveraging the Media. Matthew Gfeller Sport-Related Neurotrauma Symposium. Chapel Hill NC, March 2017.

Back to Broadcast Basics. Invited seminar leader. Virginia Association of Broadcasters, Charlottesville, VA, March, 2007.

Coverage of the Olympics and Paralympics. Invited panel member. Association for Education in Journalism and Mass Communication National Conference, Toronto, Canada, August, 2004.

Producing Live Shots. Invited Panel Member. Radio/Television News Directors' Association National Conference, Las Vegas, NV, April, 2004.

“Teaching Broadcast Courses in a Converging Media World.” Invited Panel Member and Moderator, Broadcast Education Association National Conference, Las Vegas, NV, April, 2004.

“Making the change from the profession to the classroom.” Invited Panel Member, Broadcast Education Association National Conference, Las Vegas, NV, April, 2002.

PROFESSIONAL ENRICHMENT

Participant: Media Literacy Seminar, Manship School of Mass Communication, LSU, 2009

Fellow: Scripps Howard Academic Leadership Academy, Manship School of Mass Communication, LSU, 2008

SERVICE

International:

Lecturer/Consultant/Trainer

China Internet Information Center; Blue Ocean Network; China Central Television; School of Journalism, China University of Political Science and Law – Lectured and trained students and journalists in video storytelling. July, 2010. Beijing, China.

Kazakh National University. Taught graduate and undergraduate classes and advised faculty relative to curriculum development. December, 2009. Almaty, Kazakhstan.

Member, Graduate Faculty

Catholic University of Argentina. Taught month-long course in News for Television in the master's program for audio-visual communication (MaCA) Summer 2009, Summer 2010. Buenos Aires, Argentina.

Fulbright Senior Specialist Specialist in Broadcast Journalism, available to international universities for teaching, curriculum development, etc., current member of UCA's graduate program advisory committee.

Grants totaling nearly \$10,000 have funded visits to:

Catholic University of Argentina, Buenos Aires, May, 2003 and May, 2004,
Catholic University of Chile, Santiago, May, 2004

Peru University of Scientific Applications, Lima, May, 2004

Coordinator

Led a group of 25 students who worked as interns for the Olympic News Service at the Rio Summer Olympics, August, 2016. Four other students reported for state media outlets.

Led a group of 33 students who worked as media volunteers at the Beijing Summer Olympics, July-August, 2008

Will lead a group of six students to cover the Tokyo Olympics remotely from Chapel Hill.

National:

Editor

Co-editor of the journal Electronic News.
Sponsored by the RTVJ division of AEJMC
and published by Sage 2006-2011

Editorial Board Member

Journalism and Communication
Monographs 2008-2011

Site Team Member

ACEJMC accreditation visits to University
of Southern Mississippi, Virginia
Commonwealth University, Abilene
Christian University, Hampton University,
University of Miami, Southeast Missouri
State University, Southern University

Member

Berry College Communications Department
assessment team 2006

Broadcast Education Association Festival
Committee (vice chair, news) 2001 – 2006

Reviewer

Electronic News 2011-2015
Journal of Mass Communication & Society
2001 – 2004, 2020
Journal of Broadcasting & Electronic Media
2002 – 2015
Journal of Sports Media 2006 – 2017, 2020
Journalism and Mass Communication
Quarterly 2005
AEJMC SE Colloquium Open Division
2003, 2004, 2007
Newspaper Research Journal 2002
Journalism Monographs 2009 – 2010

Tenure and promotion cases for: Michigan
State, Kent State, West Virginia, Tennessee,
Illinois, Colorado, Florida International,
Missouri, Purdue, Nebraska, Georgia

Judge

New York International Television and Film Festival 2010, Grand Jury 2011, 2012, 2013, 2014, 2015
National Headliner Awards 2001 – 2009, 2011, 2012
Society of American Travel Writers 2009, 2011, 2016, 2017, 2020, 2021
Alaska Press Assn. 2011
Electronic News Association of the Carolinas 2004-2008
SCBA Star Awards 2007
National Council of Farmer Cooperatives 2000-2017, 2020, 2021
National Motor Sports Press Association 2003
RTNDAC Regional Awards 2005 – 2007

**To the University:
Speaker**

Frequent speaker at UNC admissions and alumni events, such as Carolina 101, Explore Carolina, C-Tops orientation, admissions receptions and open houses, regularly conduct tours of Hussman School for UNC athletics department and admissions department

Member

Student Registration Design Team 2019-2020
Enrollment Growth Management Committee – 2020, 2021
Graduating Seniors Covid-19 Support Committee - 2020
CAS Administrative Boards 2017, 2016
Faculty Council 2017, 2016
DUS Council 2017-2021
University Curriculum Committee 2017, 2016
University Grade Appeal Committee 2017, 2016
Mentor – Carolina Covenant 2015, 2017
Independent Study Task Force, 2017

Chancellor's Awards Committee 2007, 2006, 2005, 2004

Committees to select WUNC-FM Gen. Mgr., Anchor, Reporter, ATC host, Director of Study Abroad

To the School:

SADUS

Senior Associate Dean for Undergraduate Studies. August, 2015 – present. Led faculty through a major curriculum revamp. Significantly updated policies and procedures. Handle all scheduling of instructors and classrooms. Coordinate three types of admission to the school, reviewing approximately 500 applications per year. Host orientation sessions. Hold regular student advising appointments. Position includes a spot on the Dean’s cabinet.

Director

Residential MA Program 2013 – 2015
Also helped shepherd one of the university’s first joint BA/MA programs across disciplines (with Environmental Studies)

Chair

Promotion and Tenure Committee, which leads to membership on the Dean’s advisory council 2014 – 2015

Director

Broadcast Division, North Carolina Scholastic Media Institute, 2004 – 2017, also yearly J-Day instructor since 2008

Involved in coordinating and lead instructor in Capitol Broadcasting Company/UNC Journalism School Minority Fellowship Program, which began in March, 2013

Trainer

Involved in media training sessions for:
Town of Carrboro
School of Public Health
Carrboro Police
Carrboro Fire
Town of Cary
NC Division of Public Health
UNC Libraries

Ambassador/Fundraiser

Have accompanied School's development officer on fundraising trips to New York City, Washington, DC, Atlanta GA, Charlotte, NC, Chicago, IL, New York, NY

Presenter

To visiting international journalists associated with the Murrow program and to visiting scholars from Korea and China. To the Chuck Stone Minority Fellows Program.

Member

Curriculum Committee 1999 – 2008, 2014,
Chair: 2016 – 2021
Hearst Committee 1999 – 2021
Transfer Student Admissions Committee
2001 – 2021
Graduate Admissions Committee 2002 –
2015
Online Masters Admissions Committee
2011 – 2013
Scholarship Committee 2004 – 2006, 2017 –
2020, 2021
Promotion and Tenure Committee 2012–
2014, 2019-2021

LISA VILLAMIL

Hussman School of Journalism and Media | 330 Carroll Hall, Campus Box #3365, Chapel Hill, NC 27599
lisa_villamil@unc.edu | 919.843.0039 office | 202.288.3420 cell

EDUCATION

M.A.E. Art Education, School of the Arts, Virginia Commonwealth University, Richmond, Va., 1998
Specialization: Museum and Interdisciplinary Art Education

B.F.A. Fine Art, School of the Arts, University of Missouri, Columbia, Mo., 1986
Major: Painting and Printmaking; Minor: Art History

B.A. History, College of Arts and Science, University of Missouri, Columbia, Mo., 1986
Thesis Block: Intellectual and Cultural History

Gifted Education Endorsement, School of Education, University of Virginia, Charlottesville, Va., 2000
Curriculum and Programming (12 hours)

PROFESSIONAL EXPERIENCE

Assistant Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill, N.C.
July 2014–present

Assistant Professor, School of Visual Communication, Ohio University, Athens, Ohio
2010–2014

Assistant Professor, Visual Arts Center, Tidewater Community College, Portsmouth, Va.
2004–2010

Instructor, Maury High School, Norfolk Public Schools, Norfolk, Va.
2002–2003

Instructor, ODC School for the Gifted and Talented, Virginia Beach Public Schools, Virginia Beach, Va.
1998–2002

INDUSTRY EXPERIENCE *Relevant*

Creative Director, Narratio, LLC. Story Design Studio, Washington, D.C., 1998–2021
Consulting practice serving corporations, organizations and nonprofits for design, brand, multimedia and interactive storytelling projects. Clients include Canon Inc., Apple Inc., Ferrari S.p.A., Amadeus North America, Plumvo Financial Planning, The Mariners' Museum and magazine, *16/9 ème Le Magazine du Film*.

Communications and Design Director, Firm Associate
Shriver and Holland Architects and Master Planners, Norfolk, Va., August 1989–1998
Associate and member of leadership circle. Directed strategic marketing, communications and visual design for complex institutional projects including universities, airports and museums.

Designer | BHN Advertising & Public Relations, St. Louis, 1986–1989
Designed advertising creative products and initiated new marketing strategies for the largest independently owned ad agency in the Midwest. Co-leader for new corporate healthcare division.

HONORS AND RECOGNITION

Invited Tar Heel Bus Tour, Chancellor sponsored. UNC-Chapel Hill faculty members and senior administrators will embark on a journey throughout North Carolina to connect with and learn from the communities they serve. 2019.

Junior Faculty Development Award, "Storymaking: The Great Coharie River Park." Creative project, Coharie Tribal lands, Sampson County, North Carolina. 2019.

Honored Faculty Member for Student Retention and Success, University recognition from Kelly Redfearn Kinder, Native American and first generation college graduate. 2016.

Invited special guest/ VIP, "Gasping for Air: Letters About Race and Social Injustices in America" book launch event, American University, Washington, D.C. 2015.

Invited design thinker, "Co" One of 31 professionals invited to participate in design thinking social innovation international challenge, Washington, D.C., Feb. 27– March 1, 2015.

Invited speaker, Ohio Water Project launch event with Scripps College of Communication dean and school directors, Ohio University, Athens, Ohio, 2014..

Juried Regional Exhibition, "Athens Paints", Athens, Ohio. The Dairy Barn, Athens, Ohio, 2014.

Honors For Students' Achievements and Projects:

Recognition and adaption of student project work on GE PRISM from GI Hitachi Nuclear Energy supporting subsequent selection for U.S. test reactor programme. 2017.

Faculty mentoring:

Second Place (Infographics), Emily Pignatiello, Student Society for News Design. 2013

Honorable Mention (Illustration), Alex Martinez, Student Society for News Design. 2013

Third Place (Special Sections), Catherine Pomiecko, Student Society for News Design. 2012

Honorable Mention (Infographics), Midori Sakurai, Student Society for News Design. 2012

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP

Products of interdisciplinary scholarship

Director. Social Innovator. Genomic Medicine Symposium and Native Health Data Archive Southeastern Native American Health Data Initiative (SENAHD), 2020 to present

UNC Odum Institute for Research in Social Science, American Indian Center, Native BioData Consortium
The purpose of this initiative is to safely and ethically bring the benefits of health and wellness innovations through big data and genomic medicine to tribal communities in the American Southeast. An interdisciplinary team of Native scientists, public health experts and communicators will: 1) Host a biodata symposium to educate and connect health researchers with Southeastern tribal communities. 2) Establish a Southeastern Intertribal Health Council to advise and engage with health researchers. 3) Develop an archive for Southeastern Native American health data to include population, biological and environmental data. 4) Inspire and inform Native American and allied health students to pursue STEM careers as scientists, researchers, ethicists, legal experts, health professionals and advocacy or journalism communicators.

Director. Multimedia Documentary Searching for Buffalo Island, 2018 to present

The purpose of this storytelling project is to deepen understanding about Native American history east of the Mississippi 1609 and 1945. During a period of rapid colonial expansion, the Cherokee became a diasporic people. Unlike other diasporas, there is little research in that area (Smithers, 2015). “Searching for Buffalo Island” expands the geographical and chronological scope of historical analysis and helps to explain the dispossession of American Indians. Storytelling uses mixed-media research including statistical and genetic data, deep mapping, oral storytelling and multimedia production.

Co-Investigator

Bright Spots & Disparities: Creating a Culture of Health in Appalachia. 2015–2018

Robert Wood Johnson Foundation, Appalachian Regional Commission, Healthy Kentucky Foundation, PDA

The purpose of this innovative research initiative was to provide a basis for understanding and addressing health issues in the 13-state Appalachian Region that resulted in a series of published studies.

REPORT 1: Health Disparities in Appalachia. 2017

This study measures population health in Appalachia and documents disparities between the Region and the nation as a whole, as well as disparities within the Appalachian Region. https://www.arc.gov/research/researchreportdetails.asp?REPORT_ID=138

REPORT 2: Identifying Bright Spots in Appalachian Health: Statistical Analysis. 2018

This study describes the results of a regression analysis used to assess how each of the Appalachian Region's 420 counties scored on 19 different health indicators, and then identifies counties with better-than-expected outcomes. Through this process, 42 Appalachian counties were classified as "Bright Spot" counties. https://www.arc.gov/research/researchreportdetails.asp?REPORT_ID=144

REPORT 3: Exploring Bright Spots in Appalachian Health. 2018

Exploring Bright Spots in Appalachian Health: Case Studies presents in-depth studies of 10 of the 42 “Bright Spot” counties identified through the statistical analysis described in the series' second report. https://www.arc.gov/research/researchreportdetails.asp?REPORT_ID=145

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP *con't.*

Products of interdisciplinary scholarship *con't.*

Co-Investigator

Environmental Monitoring Technology: From Stream to Cloud. 2014–2016

Ohio University, Voinovich School of Leadership and Public Affairs

The purpose of this project is to develop low-cost sensor technology for remote locations for water quality environmental monitoring and other uses. Worked closely with an interdisciplinary team of environmental scientists, computer scientists and engineers at three abandoned coal mine test sites in Appalachia. Developed communication strategy and information design for an internet content hub for environmental agencies and citizens with a real-time data dashboard displaying water quality measurements.

Project Director

Ohio Water Project: Public Clearinghouse for the Appalachian Ohio Valley. 2014

Ohio University, Scripps College of Communication and WOUB public media

PHASE I: Ohio Water Project concept and planning. 2013

Led planning with the E.W. Scripps School of Journalism, School of Visual Communication and the Voinovich School of Leadership and Public Affairs for a major project investigating water quality in the Ohio Appalachian Valley. Spent one semester recruiting professors, students and administrative experts to collaborate on an interdisciplinary team. <http://woub.org/2014/08/29/ohio-university-departments-schools-collaborate-regional-water-project/>

PHASE 2: Ohio Water Project production. 2014

Directed the "Ohio Water Project" that was designed as an innovative publishing platform and archive where journalism, research, community and advocacy groups share information about water quality. The public clearinghouse was published on the WOUB public radio station website reaching the Appalachian Ohio Valley community. The major interdisciplinary project and collaboration included 70 students, three colleges, four schools and national media partners. <http://ouwaterproject.org/>

Products of engaged scholarship

Changing the Narrative of Inequality to Justice in the South. 2019–present

Duke University Sanford School of Public Policy, Duke Center for Documentary Studies, UNC Center for the Study of the American South in collaboration with Darren Walker, Ford Foundation president.

Social Innovator. Phase 1

Changing the Narrative of Inequality to Justice in the South. 2019–2020

The purpose of this project is to build a diverse coalition of policy makers, academics, media and arts storytellers and community leaders to examine complex issues and to develop a new narrative leading to greater equity and justice in the South. Jennifer Lawson, senior vice president for television and digital video content at the Corporation for Public Broadcasting, is facilitating coalition. Darren Walker, president of the Ford Foundation, is mentoring coalition by meeting to discuss policy, civic engagement and changemaking.

Social Innovator and Storyteller. Phase 2

Create Justice NC Coalition. 202 to present

The purpose of this project is to activate a coalition guided by eight principles and a process for change developed by the Create Justice Coalition during Phase I. Next steps are to develop story priorities, organize production teams, develop budgets and seek funding. The goal is to produce stories with local community leaders and residents driving narratives.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP *con't.*

Products of engaged scholarship *con't.*

Social Innovator

Farm to School Initiative, 2020 to present

Federal Hocking Public School System and Rural Action Coalition, Ohio

The purpose of this project is to serve healthy, nutritious meals to students in a rural, Appalachian community where 89% of students are eligible for free lunches. The nutritional quality of school meals has a direct impact on the health of students. In the summer of 2020 the school district was awarded a grant from the United States Department of Agriculture with matching funds from both the Federal Hocking Local Schools and Rural Action to develop a program for purchasing local farm food, retraining school cafeteria workers and engaging students through activities like farm tours, increased education about food, school garden activities and special school events.

Social Innovator

Storymaking: The Great Coharie River and Tribal Center, 2020

UNC American Indian Center, Coharie Indian Tribe

The purpose of this project is to work with the Coharie Tribe to help envision and pursue entrepreneurial opportunities around the Great Coharie River as the center of tribal life in Sampson County, North Carolina. Collaborating with the American Indian Center, this Native team developed real estate, market, communication and social innovation strategies to help develop a park for kayaking expeditions and an enhanced cultural center with an emphasis on social, ecological and business sustainability practices.

Products of creative activity such as performance and exhibitions

"Storytelling and Data-Driven Content" Invited speaker for Content+ Conference sponsored by Pace, a leading national Content Marketing company. Greensboro, N.C. September 24, 2015

"Data Reportage: Seeing Stories in Numbers" Moderator for the Schunemann Symposium on New Media, hosting international speakers. March 25, 2014

"Developing Recommendations for Future Environmental Stewardship in Appalachia" Invited speaker, "A Region Reflects: 50th Anniversary of LBJ's War on Poverty Speech" Athens, Ohio. April 4, 2014

"Data and Reportage Symposium" Interviewed on NewsWatch, WOUB Public Media. March 19, 2014

"Teaching Millennials Data Visualization" Invited speaker for Tableau, Inc., Learn. London, U.K. June 12, 2013

"Breakthrough Ideas in a Digital World" Invited speaker for Future M, Marketing and Technology Conference at Innovation and Design, Boston, Ma. Oct. 22, 2012

"Awards Selection Process" Invited speaker at Konneker Awards Ceremony, at Baker Hall, Ohio University, Athens, Ohio. March 12, 2013

"Science, Story and Indigenous Languages as Shape Shifters of the American Indian Narrative" Visiting International Scholars Colloquium, Chapel Hill, N.C. November 1, 2019

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP *con't.*

Products of creative activity such as performance and exhibitions *con't.*

"Native American Representation " Media Literacy undergraduate class, Hussman School of Journalism and Media, October 9, 2019

"Talking in Circles: How to Think About Design" Strategic Marketing Communication graduate program, Emerson College, Boston, Ma., May 8, 2019

"Professional Panel of Indigenous Faculty" Carolina Indian Circle, University of North Carolina at Chapel Hill, N.C. March 26, 2019

"How the Media Creates Stereotypes with Native American Culture" Media Ethics, UNC Media and Journalism School, Chapel Hill, N.C. March 5, 2019

Digital and other novel forms of scholarship

User Experience and Design Consultant

North Carolina Translational and Clinical Sciences Institute Website. 2019

The purpose of this project was to provide consulting and design services to the NC TraCS Institute to help create a digital front door through a website for the public to understand and engage in research opportunities.

Art Director

American Legion Post No. 5 website. 2015.

American University, School of Communication, Washington, D.C.

The purpose of this project was to document the story behind the historical preservation of D.C.'s only American Legion Post with African American members and to honor the organization's role in the civil rights movement. Helped hire developer and guide project. <http://dcpost5.americanobserver.net/>

Creative Director

"Migration on the Crossroads of History" Interactive Museum Exhibit. 2013–2014

History Museum of Western Virginia, Roanoke, Va., Group 3 Architects & Exhibit Design, Charlottesville, Va.

The purpose of this project was to create an interactive history game, "The Crossroads of History" about a turbulent 10-year period in the Appalachian region when railroad companies move in and created a major geographic crossroads to markets in the eastern and western regions of the country. Worked with exhibit designers, architects, providing storytelling, interactive design from concept through exhibit installation.

Creative Director

Ferrari S.p.A. North America Website Redesign. 2013

Mediaman USA, Cambridge, Ma.

The purpose of the project was to redesign the website for Ferrari S.p.A. North America to update its brand image for the Americas, target prospective customers and create more robust fan club participation and social media engagement. Led international creative and programming team in members Boston, Montana, Buenos Aires, Mainz to Shanghai, presenting project to Ferrari S.p.A. executives in Maranello, Italy.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP *con't.*

Digital and other novel forms of scholarship *con't.*

Information Architect and Experience Designer
"Plumvo" N.Y.C. Financial Product Startup. 2013
Mediaman USA, Cambridge, Ma.

The purpose of this start-up project was to help design an online-brokerage, wealth-management and personal-finance software for a Wall Street client. Worked for a German digital agency on an international team in America and Germany. The project required intense digital collaboration to engineer the product development at the same time as creating a brand experience. Provided information architecture, UX design and data visualization. <https://www.youtube.com/watch?v=f72xTPG6xf8>

Creative Director and Interaction Designer
"The Miniature Ships of August Crabtree" Interactive Museum Exhibit. 2011
Mariners' Museum, Newport News, Va.

The purpose of this project was to design an interactive timeline for a museum permanent exhibit and online website. The information graphic features 3-D animations of 16 hand-carved ships for one of the largest maritime history museums in the world. <http://www.marinersmuseum.org/crabtree-miniature-ships/>

Creative Director and Interaction Designer
"World Explorer" Interactive Museum Exhibit. 2011
Mariners' Museum, Newport News, Va.

The purpose of this project was to design an interactive game for middle and high school students exploring the Age of Exploration. The game was designed in alignment with national curriculum standards Best viewed on Firefox browser: <http://exploration.marinersmuseum.org/wp-content/themes/agesofex/games/explorer/>

User Experience and Visual Designer
"Worldmerge, Intelligence Storytelling Work Station" 2009–2010
Earl Research, Transdisciplinary Program Manager, Ted Goranson, Ph.D., Virginia Beach, Va.

The purpose of this project was to adapt intelligent technology for scenario modeling and storytelling used by the intelligence community to an open web service for film enthusiasts. Worked with science, engineering virtual enterprise team for an Apple, Inc. Provided UX and visual design for product prototype.

Other products of scholarship

Research Editor
Cannes Lions International Creativity Festival, Cannes, France. 2013–2016
Taiwan Rep Office

The purpose of this scholarship was to work with Asian creativity and innovation professionals as a cross-cultural team helping to understand and report on world trends at the prestigious Cannes festival.

Book Designer
Imagining New Normals, A Narrative Framework for Health Communication. 2012
Lynn Harter, Ph.D., Larry Hamel-Lambert and Kendall-Hunt Publishers, Dubuque, Ia.

The purpose of this project was to design an engaging book cover and suggest the page design layout for a 224-page book about how individuals can redefine their reality in the midst of trauma and illness.

BIBLIOGRAPHY AND PRODUCTS OF SCHOLARSHIP *con't.*

Other products of scholarship *con't.*

Magazine Designer

16/9ème Le Nouveau Magazine du Film, 2007–2008

Karim Ramzi Studio, Artistic Director, Karim Ramzi. Paris, France 2007–2008

The purpose of this project was to design and launch a new film magazine for France and North Africa. Worked with artistic director to develop magazine brand, design and production process. 16/9ème premiered at the Marrakesh International Film Festival. <http://naim.over-blog.org/article-16241399.html>

Project Director

"Acts of Optimism: Life at Tidewater Community College" Book and Multimedia, 2004–2006

Publisher: TCC Educational Foundation.

The purpose of this project was to produce a \$60,000 hard-cover, coffee-table photography book for Tidewater Community College, a large urban system in Tidewater, Va. Led two-year project working with photojournalism and design students and professional journalists to create an authentic look at the lives and dreams of the students, faculty and staff. Students also produced one of the first student multimedia projects in the country. "Acts of Optimism" was nationally recognized by the Poynter Institute, PDN Education, and sold in Barnes and Noble bookstores.

Refereed unpublished oral presentations and/or abstracts

"Creative Research Competition Program." Moderator and organizer. AEJMC Annual Conference, Toronto, Canada. August 7, 2019

"From Strategy to Innovation: Startup Principals, Data Visualization and Visual Storytelling." Panelist and organizer. AEJMC Annual Conference, Chicago. August 9, 2017

"Technical Thoughts: Making Purchase & Teaching Decisions in a Fast-Changing Technological World." Panelist. AEJMC Annual Conference, Minneapolis, Mn. August 4, 2016

"Five Ways to Design Collaborative Courses for Digital Publications and Interactive Media." Panelist and organizer. AEJMC Annual Conference, San Francisco, Ca. August 7, 2015

CONFERENCE AND PUBLIC PRESENTATIONS *con't.*

TEACHING

Courses Taught last three years teaching a 2/3 course load

2019-2020

MEJO 530 Green Brand Lab, Social Innovation and Sustainability. 20 *students, spring*
MEJO 433.1 UX Strategy and Design. Business + Interaction Deign. 19 *students, spring*
MEJO 433.2 UX Strategy and Design. Business + Interaction Deign. 17 *students, spring*
MEJO 900 Reading and Research, Graduate Independent Study. 2 *students, spring*
MEJO 992 Master's (No-Thesis), Graduate Study. 1 *student, spring*
MEJO 334.1 Visual Design for Strategic Communication. 20 *students, fall*
MEJO 334.2 Visual Design for Strategic Communication. 20 *students, fall*
MEJO 992 Master's (No-Thesis), Graduate Study. 2 *students, fall*; 2 *students, spring*

2019-2020

MEJO 536 Green Brand Lab, Social Innovation and Sustainability. 19 *students, spring*
MEJO 436.1 UX Strategy and Design. Business + Interaction Deign. 19 *students, spring*
MEJO 436.2 UX Strategy and Design. Business + Interaction Deign. 20 *students, spring*
MEJO 900 Reading and Research, Graduate Independent Study. 2 *students, spring*
MEJO 992 Master's (No-Thesis), Graduate Study. 1 *students, spring*
MEJO 334.1 Visual Design for Strategic Communication. 20 *students, fall*
MEJO 334.2 Visual Design for Strategic Communication. 21 *students, fall*
MEJO 992 Master's (No-Thesis), Graduate Study. 2 *students, spring*

2018–2019

MEJO 336.1 Ad UX and Engagement Design. Business + Interaction Deign. 16 *students, spring*
MEJO 335 Visual Language Lab, Design Thinking and Innovation. 19 *students, spring*
MEJO 334.1 Presentation Design for Strategic Communication. 20 *students, spring*
MEJO 900 Reading and Research, Graduate Independent Study. 2 *students, spring*
MEJO 336.1 Ad UX and Engagement Design. Business + Interaction Deign. 16 *students, fall*
MEJO 334.1 Visual Design for Strategic Communication. 20 *students, fall*

2017–2018

On leave

TEACHING *con't*

2016–2017

MEJO 334.1 Presentation Design for Strategic Communication. *19 students, spring*

MEJO 490.2 Special Topics in Mass Communication. *15 students, spring*

MEJO 717 Visual Communication and Information Architecture. Graduate Course. *8 students, spring*

MEJO 490.1 Special Topics in Mass Communication. *20 students, fall*

MEJO 334.1 Presentation Design for Strategic Communication. *17 students, fall*

MEJO 992 Master's (No-Thesis), Graduate Study. *1 student, fall*

Graduate Student Supervised as Chair | Hussman School of Journalism and Media

Janina Millis, "A Big Fish to Fry: A Community Outreach Campaign for North Carolina's Division of Marine Fisheries Observer Program." 2021

Eamon Hennigar, "Corporate-Nonprofit Partnerships for Improved Sustainability Initiatives." 2021

Stephanie Monmoine, "Walking the Talk: Authenticity as a Brand Differentiation Strategy in the Green Marketplace." 2021

Mary Claire McCarthy, "Generation Z Takes to the Forest: Fostering Environmental Advocacy through Strategic Communication in a Digital Age." 2020

Betsy Mann, "Fork in the Road." 2020

Kasha Lee Eli, "Creating Meaningful Tourist Experiences through Storytelling." 2019

Sara Edwards, "Mission, Value, and Messaging for an Environmental Nonprofit Organization: A Strategic Communication Plan for the North Carolina Coastal Federation." 2018

Mandy Dailey, "Visualizing the Maternal Health Continuum of Care." 2016

Mary Beth Sandell, "Using Data-Analysis in Non-Profit Storytelling." 2015

Graduate Student Committees | Hussman School of Journalism and Media

Shepard Barnes, "Improving Patagonia's Worn Wear Marketing Strategy: An Analysis of Patagonia's Existing Social Media Platforms." 2021

Sara Barr, "Assessment Of Framing and Ideology In Environmental Children's Literature and Application To Environmental Problem-Solving." 2021

Mariana Abdalla, "First-Person Narratives For Nonprofit Public Relations." 2016

Jennie Saia, "Social Media for Social Good." 2016

Sarah Lamm, "MultiTasking Matters. Innovation Start-up." 2016

TEACHING *con't*

Zach Rearick, "Comparisons and Content Analyses of Websites of Members of Congress." 2015

Alex Waterworth, "Appalachian Magazine i-Pad App." 2015

T. Quantá Holden, "My Father's Smile. Social Media." 2015

Graduate Students Supervised as Chair | Ohio University

Nii Nikoi, "Paper as a Medium for Collaboration and Interaction." 2014

Colleen Flayler, "Artmaking to Reach People with Disabilities." 2013

Graduate Student Committees, Member | Ohio University

Logan Werlinger, "The Last Minutes of Sunrise." 2014

Armanda Petkiewitz, "Lucie Lacava | The Project." 2014

Matthew Forsythe, "Non-profit Design." 2014

Annie Ward, "Healthy Living Initiative, User Experience Design." 2014

Jill Bateman, "A Case Study of an Ohio University Website Redesign." 2014

Chris Franz, "Yard Sales." 2013

Graduate Student Committees, Member | Ohio University

Junru Huang, "Not on the Lunch Menu, Corky Lee, Citizen Journalist in Chinatown, N.Y.C." 2013

Chris Sinclair, "A War-Torn Education, Burma Conflict and Minority Group Oppression." 2013

Emine Ziyatdinova, "The Wind Blows East." 2012

Claire Harbage, "Sometimes I Dream of Devils." 2012

Patrick Traylor, "A Visual Exploration of Nerd Culture." 2012

Darcy Holdorf, "A Growing Nigerian Community in Guangzhou Reflects China's Impending Immigration Conflict." 2012

Karla Sanders, "Rancon Creek Watershed Map Project." 2012

Madeline Gray, "Believing in Burkina Faso." 2011

Wonsuk Choi, "Bypassing." 2014

Aurelia Bunescu, "Trois Petits Cochons." 2013

Workshops Serving as Faculty

Launch Chapel Hill. Invited coach and speaker. Launch Accelerator, Chapel Hill, N.C. July 24, 2019

Multimedia Storytelling. Invited coach. Scripps in D.C. September.12, 2017

UNC Innovation and Entrepreneurship Workshop. Invited coach, Chapel Hill, N.C. May 16 to17, 2016

GRANTS AND AWARDS

2019 Junior Faculty Development Award: \$10,000

“Storymaking: The Great Coharie River Park”

Role: Primary Investigator (Co-Investigator Randi Byrd, American Indian Center)

2015 Robert Wood Johnson Foundation and Appalachian Regional Commission: \$750,000

"Bright Spots & Disparities: Creating a Culture of Health in Appalachia"

Role: Co-Investigator, (PI: Nancy Lane; Co-Investigator: Mark Holmes, Ph.D.)

2014 Ohio University 1804 Grant: \$49,327

"Environmental Monitoring Technology: From Stream to Cloud "

Role: Co-Investigator, (PI: Natalie Kruse Daniels, Ph.D.)

PROFESSIONAL SERVICE

Creative Research Chair, AEJMC, Visual Communication Division. 2019, 2020, 2021

Judge, AEJMC, Visual Communication Division, Best of Digital Competition. 2018, 2019

Representative, Visual Communication Division Fair, AEJMC Annual Conference, Toronto, 2019

Reviewer, AEJMC Visual Communication Division. 2018

Reviewer, AEJMC Advertising Division. 2018

Social Media Chair, AEJMC, Visual Communication Division. 2014, 2015, 2016, 2017

Judge, UNC TV Hackathon, Design Thinking and Innovation Competition. 2016

Invited Design Thinker, "Weekend to Change the World: D.C. Service Jam." Washington, D.C. 2015

Judge, Dispatch Eddie Awards, Columbus Dispatch. 2012

Judge, NPPA National Clips Contest. Nov. 2010

Judge, NPPA Regional Multimedia Contest. 2012

Education Chair, AIGA, Hampton Roads Chapter. 2008, 2009, 2010

Service to University

Member, Tar Heel Bus Tour Advisory Committee, 2020

Member, Certificate in Innovation for the Public Good, 2020

Service to University *con't*

Member, Faculty Advisory Technology Committee, reports to chancellor and faculty. 2018, 2019, 2020, 2021

Member, Provost Discussion, UNC Vision for the American Indian Center and Indigenous Studies. 2018

Faculty Advisor, Design for America, UNC Student Chapter. 2016, 2017, 2018

Member, Ohio University Curriculum Committee. (served by presidential invitation) 2013, 2014

Judge, Ohio University, Konneker Medal for Commercialization & Entrepreneurship. 2014

Member, Ohio University Perspectives Committee. 2013, 2014

Service to School

Diversity and Inclusion Committee, 2015, 2016, 2017 and 2019, 2020, 2021

Graduate Student Application Review. 2021

Native American storytelling editor, Media Hub, UNC Media and Journalism School. 2019

Advisor, CRASH Campaign, 2019.

Member, Data Literacy/Data-Derived Insight Sub-committee, UNC Media and Journalism School. 2018

Design Thinking coach, BOA Challenge, UNC Media and Journalism Board of Advisors. 2016

Member, Search committee for Graduate Program Marketing position, UNC Media and Journalism School. 2015

Member, Search Committee, Edgar Cato Distinguished Professorship in Public Relations, UNC Media and Journalism School. 2014

Service to Community

Farm to School, Advisory Committee, Federal Hocking Public Schools, Ohio, 2020–2021

Historic building restoration design consultant, The Westmoreland, Washington, D.C., 2018–2020

Speaker chair, Human Science Center, Interdisciplinary Scholars, Chapel Hill, N.C., 2014–2017

Founding member, "Shoot for Good" annual event, Truth with a Camera Foundation, 2010–2012

CREATIVE RESEARCH STATEMENT

I am an assistant professor in the Hussman School of Journalism and Media with an interest in contributing to a deeper understanding of Southeastern Native American and Appalachian rural communities. Often mass audience understanding of these communities is formed by stereotypical media representations or no media coverage at all. My research and creative scholarship seeks to holistically explain how history, culture, traditions, environment, economy, politics and policy are interrelated. I serve as a social innovator or advocacy communicator using storytelling, information design, data visualization and multimedia to produce media products to educate and advocate for equity, access and respect.

TEACHING STATEMENT

I teach experience design and social innovation courses. I believe the deepest learning occurs when a professor creates an open and respectful classroom and helps students feel supported and confident to pursue their own paths. I meet each student where they are and work to move them beyond where they think they can go. As a classically trained teacher in gifted education, I use backward curriculum design, differentiated instructional strategies, problem-based project design, peer review, self-reflection and give frequent verbal feedback. I work to keep our attention on growth rather than grades. As an underrepresented faculty member, I share my experiences and listen to theirs.

SERVICE AND ENGAGEMENT STATEMENT

I grew up in a family where from an early age I was expected to help my community by visiting with elderly neighbors, raking leaves in parks or volunteering at our city hospital. Service is a wonderful way to help out, make friends and better understand the workings of the community. It is also a way to feel included and committed to the community. My service opportunities at the University of North Carolina at Chapel Hill have been primarily at the university level. It is an honor to work with colleagues across all disciplines.

MEMBERSHIPS

Native American Journalists Association

National Association of Hispanic Journalists

Association for Education in Journalism and Mass Communication

CURRICULUM VITAE

Xinyan (Eva) ZHAO

Assistant Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
356 Carroll Hall, Chapel Hill, NC 27514
ezhao@unc.edu
<https://evazhaoxy.wixsite.com/zhao>

EDUCATION

- 2017 Ph.D. in Communication
University of Maryland, College Park
Advisor: Edward L. Fink
- 2011 M.Phil. in Journalism
Hong Kong Baptist University
Advisor: Yu Huang
- 2009 B.A. in Journalism
Fudan University, China
Graduation with the highest distinction

RESEARCH INTERESTS

Social Media, Crisis Communication, Health Communication
Computational Methods, Social Networks

ACADEMIC APPOINTMENTS

- 2020 – Assistant Professor (Tenure Track, Research Track)
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- 2018 – 2020 Assistant Professor (Tenure Track)
Department of Communication Studies
Hong Kong Baptist University

HONORS & AWARDS

Research Award (\$10,000), Mass Communication and Society Division, Association for Education in Journalism and Mass Communication (AEJMC), 2021-2022

Top Faculty Papers, Public Relations Division, 70th Annual Conference of International Communication Association (ICA), Golden Coast, 2020.

Faculty Performance Award for Young Researcher, Hong Kong Baptist University, 2020.

Top Faculty Papers, Information System Division, 68th Annual Conference of International Communication Association (ICA), Prague, 2018.

Top Student Papers, Public Relations Division, 67th Annual Conference of International Communication Association (ICA), San Diego, 2017.

The Chinese Government Award for Outstanding Students Abroad (\$6,000), 2016-2017.

Travel Grant (\$500), College of Arts & Humanities, University of Maryland, 2014 & 2015.

Research Fellowship (\$5,000 & \$3,000), University of Maryland, 2012 & 2013.

US-China Education Trust Scholarship (\$3,000), Washington D.C., 2010.

Commercial Radio 50th Anniversary Scholarship (HK\$10,000), HKBU, 2010.

MPhil Fellowship (HK\$120,000), Hong Kong Baptist University, 2009-2011.

First & Second Prizes of People's Scholarship, Fudan University, 2006 & 2007.

GRANTS & CONTRACTS

External Grants

- 2021 *Role:* Co-PI
Source: Facebook Research
Project Title: "How Facebook users process problematic content: Evidence from Experiments" (PI: Stephanie Jean Tsang, Co-PI: Xinyan Zhao)
Total Amount: \$65,000
Status: Submitted
- 2021 *Role:* Leading PI
Source: National Science Foundation (NSF), Decision, Risk and Management Sciences (DRMS).
Project Title: "Collaborative proposal: Convergence in a complex emergency information environment" (PI: Xinyan Zhao, Co-PIs: Sifan Xu & Lucinda Austin)
Total Amount: \$581,587 (UNC-CH Amount: \$420,000)
Status: Declined
- 2021-23 *Role:* Leading PI
Source: AEJMC, Mass Communication and Society Division
Project Title: "An ecological approach to ICT-enabled disaster support network in multiethnic communities" (PI: Xinyan Zhao, Co-PI: Wenlin Liu)
Total Amount: \$10,000
Status: Funded

2020 *Role:* Single PI
Source: Early Career Scheme of General Research Grant (GRF), Hong Kong Research Grant Council.
Project Title: “Social media convergence during emergencies: Hong Kong people’s information choices, perceptions, and actions given multi-platform emergency communication” (No.: 22610120)
Total Amount: \$50,207 (HK\$389,124)
Status: Funded and returned due to change of institution.

Internal Grants

2021-22 *Role:* Single PI
Source: Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
Project Title: “Digital media convergence during emergencies: How people react to multiplatform pandemic communication from organizations”
Total Amount: \$5,000
Status: Funded

2019-20 *Role:* Single PI
Source: Faculty Research Grant, HKBU School of Communication.
Project Title: “Toward a valid and reliable system of automated content analysis using crowdsourcing data”
Total Amount: \$7,640 (HK\$ 60,000)
Status: Completed

SCHOLARLY PUBLICATIONS

Refereed Journal Articles (* denotes equal authorship)

- [1] **Zhao, X.** & Tsang, S. J. (forthcoming). Self-protection by fact-checking: How pandemic information seeking and verifying affect preventive behaviors. *Journal of Contingency and Crisis Management*. <https://doi.org/10.1111/1468-5973.12372>
- [2] **Zhao, X.**, & Oh, H. J. (2021). What fosters interorganizational frame convergence: Examining a semantic network during the opioid crisis. *Public Relations Review*, 47(3). <https://doi.org/10.1016/j.pubrev.2021.102042>
- [3] Zhan, M., & **Zhao, X.** (2021). How publics react to issues with risk implications: Extending a relational perspective of issues management. *Journal of Contingency and Crisis Management*. <https://doi.org/10.1111/1468-5973.12359>
- [4] Chen, Y. R.* & **Zhao, X.*** (2021). Digital dialogue in online brand communities: Examining the social network outcomes of brands’ dialogue with Facebook users. *Telematics & Informatics*, 57, <https://doi.org/10.1016/j.tele.2020.101507>
- [5] **Zhao, X.**, & Fink, E. L. (2020). Proattitudinal versus counterattitudinal messages: Message

- discrepancy, reactance, and the boomerang effect. *Communication Monographs*.
<https://doi.org/10.1080/03637751.2020.1813317>
- [6] **Zhao, X.**, Zhan, M., & Ma, L. (2020). How publics react to situational and renewing organizational responses across crises: Examining SCCT and DOR in social-mediated crises. *Public Relations Review*, 46(4), 1-10. <https://doi.org/10.1016/j.pubrev.2020.101944>
- [7] **Zhao, X.**, Zhan, M., & Liu, B. F. (2019). Understanding motivated publics during disasters: Examining message functions, frames, and styles of social media influentials and followers. *Journal of Contingency and Crisis Management*, 27, 387-399. <https://doi.org/10.1111/1468-5973.12279>
- [8] **Zhao, X.**, & Zhan, M. (2019). Appealing to the heart: How social media communication characteristics affect audiences' message favorability during Manchester terrorist attack. *International Journal of Communication*, 13, 3826–3847.
<https://ijoc.org/index.php/ijoc/article/view/11816>
- [9] **Zhao, X.**, Zhan, M., & Liu, B. F. (2018). Disentangling social media influence in crises: Testing a four-factor model of social media influence with large data. *Public Relations Review*, 44, 549-561. <https://doi.org/10.1016/j.pubrev.2018.08.002>
- [10] **Zhao, X.**, Zhan, M., & Jie, C. (2018). Examining multiplicity and dynamics of publics' crisis narratives with large-scale Twitter data. *Public Relations Review*, 44, 619-632.
<https://doi.org/10.1016/j.pubrev.2018.07.004>
- [11] **Zhao, X.**, Yang, B., & Wong, C.-W. (2018). Analyzing trend for immigrants' e-health engagement from 2008 to 2013. *Health Communication*, 16, 1-11.
<https://doi.org/10.1080/10410236.2018.1475999>
- [12] Yang, B., & **Zhao, X.** (2018). TV, social media, and college students' binge drinking intentions: Moderated mediation models. *Journal of Health Communication*, 1, 61-71.
<https://doi.org/10.1080/10810730.2017.1411995>
- [13] **Zhao, X.**, Zhan, M., & Wong, C.-W. (2018). Segmenting and understanding publics in a social media information sharing network: An interactional and dynamic approach. *International Journal of Strategic Communication*, 12, 25-45.
<https://doi.org/10.1080/1553118X.2017.1379013>
- [14] Yang, B., Nan, X., & **Zhao, X.** (2017). Persuasiveness of anti-smoking messages: Self-construal and message framing. *Health Education*, 117, 398-413.
<https://doi.org/10.1108/HE-12-2016-0064>
- [15] **Zhao, X.**, & Nan, X. (2016). Influence of absolute and comparative risk perceptions on cancer screening behaviors and the mediating role of cancer worry. *Journal of Health Communication*, 21, 100-108. <https://doi.org/10.1080/10810730.2015.1033114>
- [16] **Zhao, X.** (2016). Effects of perceived media diversity and media reliance on public opinion expression. *International Journal of Public Opinion Research*, 28, 355-375.
<https://doi.org/10.1093/ijpor/edv015>

Refereed Conference Papers & Posters

- [1] Xu, S. & **Zhao, X.** (2021). An ecological and dynamic convergence framework for disaster and emergency communication. Paper to be presented at the 107th Annual Conference of National Communication Association (Mass Communication Division), Seattle, WA.
- [2] **Zhao, X.**, & Chen, Y. R. (2021). Mechanisms of digital dialogue in driving online brand community engagement. Paper to be presented at the 107th Annual Conference of National Communication Association (Public Relations Division), Seattle, WA.
- [3] Wu, J., Wong, C.-W., **Zhao, X.**, & Liu, X. (2021). Toward effective automated content analysis via crowdsourcing. Paper presented at the IEEE International Conference on Multimedia and Expo (ICME). <https://arxiv.org/abs/2101.04615>
- [4] **Zhao, X.** & Wang, X. (2021). Dynamics of networked framing: Automated frame analysis of elite media and public on Weibo with pandemic big data. Paper presented at the 71st Annual Conference of International Communication Association (Mass Communication Division), Virtual Conference (COV-19).
- [5] **Zhao, X.**, Tsang, S. J., & Xu, S. (2021). Motivated responsibility attribution in pandemic: An integrated framework of antecedents, processes and outcomes. Paper presented at the 71st Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19).
- [6] **Zhao, X.** (2021). Examining social media influentials' frame building across crisis clusters: A multilevel perspective. Paper presented at the 71st Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19).
- [7] **Zhao, X.** & Zhan, M. (2021). Fostering social media influence across crises: Examining the communicative and user-specific antecedents. Paper presented at the 24th International Public Relations Research Conference (IPRRC), Virtual Conference (COV-19).
- [8] **Zhao, X.** *, & Chen, Y. R.* (2020). Social-mediated organization-public dialogue and organization's community structure: A network approach. Paper presented at the 70th Annual Conference of International Communication Association (Public Relations Division), Virtual Conference (COV-19). (***equal authors**)
- [9] Zhan, M., & **Zhao, X.** (2020, May). Organizational openness, public engagement, and organization-public relationships: A meta-analysis. Paper presented at 70th Annual Conference of International Communication Association (**Top Faculty Papers, Public Relations Division**), Virtual Conference (COV-19).
- [10] **Zhao, X.**, Zhan, M., Ma, L. (2020, May). Interplay of content and source: Examining predictors of users' engagement on social media during disasters. Paper presented at the 70th Annual Conference of International Communication Association (Comm & Tech Division), Virtual Conference (COV-19).
- [11] **Zhao, X.**, & Zhan, M. (2019). Effects of different message appeals on publics' message

- favorability on social media during disasters. Paper presented the 69th Annual Conference of International Communication Association (Public Relations Division), Washington D.C.
- [12] **Zhao, X.**, & Fink, E. L. (2018, May). Two routes to the boomerang effect: Proattitudinal versus counterattitudinal messages. Paper presented at the 68th Annual Conference of International Communication Association (**Top Faculty Papers, Information System Division**), Prague.
- [13] Yang, B., & **Zhao, X.** (2018, May). How acculturation to U.S. and Hispanic cultures is related to U.S. Hispanics' health information seeking and source trust: Findings from Annenberg National Health Communication Survey. Paper presented at the 68th Annual Conference of International Communication Association (Ethnicity & Race in Communication Division), Prague.
- [14] **Zhao, X.**, Zhan, M., Lim, J. & Liu, B. F. (2018, March). How do social media influentials gain influence in different types of crises? Examining influentials in eight organizational crises with Twitter big data. Paper presented at the International Public Relations Research Conference, Orlando, FL.
- [15] **Zhao, X.**, Zhan, M., Ma, L., & Wong, C.-W. (2017, November). We like the future more: Examining the influence of crisis response strategies on public sentiment from a big data perspective. Paper presented at 103th Annual Conference of National Communication Association (Public Relations Division), Dallas, TX.
- [16] **Zhao, X.**, Jie, C., & Zhan, M. (2017, November). Toward a social-mediated crisis theory (SCARE): Modeling topics from big data for Chipotle E. coli crisis. Paper presented at 103th Annual Conference of National Communication Association (Public Relations Division), Dallas, TX.
- [17] Zhan, M., **Zhao, X.**, Guo, S., & Anderson, L. (2017, November). When anger becomes helpful: An exploration of emotion dissent and its receptivity. Paper presented at 103rd Annual Conference of National Communication Association (Organizational Communication Division), Dallas, TX.
- [18] Yang, B., & **Zhao, X.** (2017, August). The influence of television, social media, and sensation seeking on college students' normative perceptions, binge drinking attitudes and intentions. Paper presented at 103rd Annual Conference of AEJMC (Science, Health, Environment, and Risk Communication Division), Chicago, IL.
- [19] **Zhao, X.**, Zhan, M., & Wong, C.-W. (2017, May). Evolving publics, evolving messages: Analyzing publics' information sharing network in a social-mediated crisis. Paper presented at the 67th Annual Conference of International Communication Association (**Top Student Papers, Public Relations Division**), San Diego, CA.
- [20] **Zhao, X.**, Yang, B., & Wong, C.-W. (2017, May). Toward a Multilevel E-health Engagement Model: Analyzing trend for immigrants' e-health engagement from 2008 to 2013. Paper presented at the 67th Annual Conference of International Communication Association (Health Communication Division), San Diego, CA.

- [21] **Zhao, X.** (2016, November). Influence of risk perception and internet trust on cancer information seeking and scanning online. Paper presented at 102th Annual Conference of National Communication Association (Health Communication Division), Philadelphia, PA.
- [22] Nan, X., Verrill, L., Kim, J., & **Zhao, X.** (2016, March). Food safety information in the U.S.: Trends on sources and information seeking/sharing behaviors. Paper presented at the Annual Symposium of Joint Institute for Food Safety and Applied Nutrition, University of Maryland.
- [23] Nan, X., Verrill, L., & **Zhao, X.** (2015, November). Risk perception and fatalistic belief as predictors of information seeking and sharing related to a food recall. Paper presented at the annual conference of the National Communication Association (Health Communication Division), Las Vegas, NV.
- [24] Yang, B., & **Zhao, X.** (2015, May). An examination of the moderating role of group-identification in peer norm-mediated media influence. Paper presented at 65th Annual Conference of International Communication Association (Health Communication Division), Puerto Rico.
- [25] **Zhao, X.**, & Nan, X. (2014). Risk perceptions, fatalistic beliefs, and cervical cancer screening. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.
- [26] **Zhao, X.**, Yang, B. & Fink, E. (2014). Big gulp or just a sip? The effect of self-efficacy, goal progress, and gender on multiple goal pursuit. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.
- [27] Yang, B., **Zhao, X.**, & Nan, X. (2014). Are matched messages more persuasive than mismatched messages? Exploring the role of self-construal and personal/relational message frame in nonsmokers' responses to anti-smoking messages. Paper presented at 100th Annual Convention of National Communication Association, Chicago, IL.
- [28] **Zhao, X.**, & Nan, X. (2014). Influence of absolute and comparative risk perceptions on cancer screening behaviors and the mediating role of cancer worry. Paper presented at 64th Annual Conference of International Communication Association, Seattle.
- [29] **Zhao, X.** (2013). A self-created spiral of silence?: Modeling the effects of media reliance and perceived media diversity on opinion expression. Paper presented at 99th Annual Conference of AEJMC, Washington, D.C.
- [30] Madden, K., **Zhao, X.**, Iles, I. A., Yang, B., & Nan, X. (2013). Perceived bias in neutral news coverage of health policies: The role of group difference and anxiety. Panelist, Annual Convention of National Communication Association, Washington, D.C.
- [31] **Zhao, X.** (2011). Are people empowered by Internet? The impact of social-psychological factors and Communication setting on opinion expression in China. Paper presented at 9th Annual International Conference on Communication and Mass Media, Athens, Greece.

Invited Lectures

Zhao, X. (2019). Computational methods to communication. School of Communication, Hong Kong Baptist University.

Zhao, X. (2017). Big data in digital public relations. University of Maryland, College Park.

Non-Refereed Works

Zhao, X. (2017). Testing a dual path framework of the boomerang effect: Proattitudinal versus counterattitudinal messages (Doctoral dissertation). Retrieved from DRUM at the University of Maryland (URI: <http://hdl.handle.net/1903/19926>).

TEACHING RECORD

Courses at the University of North Carolina at Chapel Hill

Fall 2021

MEJO 379 Advertising and Public Relations Research, 35 students.

MEJO 670 Digital Advertising and Marketing, 14 students.

Spring 2021

MEJO 379 Advertising and Public Relations Research, 35 students.

MEJO 670 Digital Advertising and Marketing, 14 students.

Fall 2020

MEJO 379 Advertising and Public Relations Research, 25 students.

MEJO 141 Media Ethics, 44 students.

Courses at the Hong Kong Baptist University

Spring 2020

PRAD 3017 Strategic Communication and Emerging Media Technologies, 36 students.

Fall 2019

COMD 7020 Research Methods in Communication, 8 postgraduate students.

ORGC 4045 Advanced Quantitative Communication Research, 15 students.

Spring 2019

PRAD 3017 Digital Public Relations, 40 students.

PRAD 4006 Research Practices in Public Relations and Advertising, 38 students.

Fall 2018

PRAD 4006 Research Practices in Public Relations and Advertising, 33 students.

PRAD 3035 Public Relations Writing, 30 students.

Spring 2018

PRAD 3017 Digital Public Relations, 39 students.

PRAD 3035 Public Relations Writing, 38 students.

Courses at the University of Maryland

Spring 2017, Fall 2016, Spring 2016, Fall 2015, Fall 2014

Instructor, COMM 107 Oral Communication: Principles and Practices, 20 students.

Spring 2014, Fall 2013

Teaching Assistant, COMM 250, Introduction to Communication Inquiry, 80 students.

Spring 2013, Spring 2015

Teaching Assistant, COMM 400, Research Methods in Communication, 70 students.

ADVISING RECORD

Dissertations and Theses the University of North Carolina at Chapel Hill

Committee Member for

Jacob Rohde, Ph.D. student

Dissertation Proposal Title: Leveraging social media for intervention design and recruitment: Reducing distress among those with inflammatory bowel disease.

Mengyu Qian, M.A. student

Graduation: 2020

Thesis Title: Framing political issues: A content analysis of Chinese Weibo posts about Hong Kong demonstrations

Dissertations and Theses at the Hong Kong Baptist University

Co-supervisor of

Qiongyao Huang, Ph.D. student

Haoyang Chen, M.Phil. student (Graduation: August 2020)

Liping Liu, Ph.D.

Graduation: May 2018

Dissertation Topic: Different media use and multimodal connectedness: The role of personal networks in Chinese migrant workers' mental health

Undergraduate Honors Projects at the Hong Kong Baptist University

Supervisor of

Minghua XIE

Graduation: May 2019

Thesis Title: Examining consumers' responses to negative electronic word-of-mouth on social media: The effect of perceived credibility on brand attitude and purchase intention (Top Honor's Project Award)

Kei Wa LAM & Yet Ching CHEUNG

Graduation: May 2019

Campaign Client: Mother's Choice (Top Honor's Project Award)

Meng YUAN & Suet Ying YU

Graduation: May 2019

Campaign Client: The Samaritan Befrienders Hong Kong

Cho Yan CHAN & Ka Fai LEUNG

Graduation: May 2018

Campaign Client: AIR Fitness

Pui Faat YEUNG & Wing Tung Wong

Graduation: May 2018

Campaign Client: Pure Fitness

PROFESSIONAL SERVICE

Discipline Specific

Ad-hoc Reviewer

Communication Monographs;

New Media & Society;

Journal of Computer-mediated Communication;

Journalism & Mass Communication Quarterly;

Journal of Health Communication;

Health Communication;

Public Relations Review;

Telematics and Informatics;

Journal of International Crisis and Risk Communication Research;

Journal of Applied Communication;

Journal of Consumer Affairs;

Asian Journal of Communication.

Reviewer, Public Relations Division, Health Communication Division, Computational Methods Interest Group, Mass Communication Division, Communication & Technology Division, Annual Conference of International Communication Association (ICA).

Reviewer, Social Cognition Division, Health Communication Division, Annual Conference of National Communication Association (NCA).

Reviewer, ComSHER Division, Annual Conference of Association for Education in Journalism and Mass Communication (AEJMC).

Respondent, Panel of Healthcare Connections: The Role of Communication in the Policy Process, 99th Annual Convention of National Communication Association, D.C., 2013.

Service at the Hong Kong Baptist University

Associate Director, Artificial Intelligence and Communication Lab, HKBU School of Communication.

Postgraduate Admission Committee, HKBU School of Communication.

Undergraduate Admission Committee, HKBU School of Communication.

Research Development Team, Department of Communication Studies, HKBU.