

LaShonda L. Eaddy, Ph.D., APR

PERSONAL INFORMATION

Mobile Phone: (407) 506-4334
Email Address: lashondaeady@icloud.com
Website: www.lashondaeady.com
Blog : [Contemplating Crisis History](#)

EDUCATION

Ph.D. in Mass Communication – (Spring 2017) University of Georgia

Major: Crisis Communication/Public Relations

Dissertation: “Unearthing the Facets of Crisis History in Crisis Communication: Testing A Conceptual Framework”

Dissertation focused on crisis history’s impact on the public’s perceptions of organizations experiencing crises, crisis responsibility and crisis emotions. A crisis history salience scale was developed to better gauge crisis history’s impact.

Major Advisor: Yan Jin

M.A. in Communication – (Summer 2012) University of Central Florida

Major: Mass Communication

Thesis: “Johnson & Johnson’s Recall Debacle”

Major Advisor: Sherry Holladay

B.S. in Journalism with Concentration in Public Relations – (Spring 2005)

University of Tennessee

Senior Honors Project: “Measuring the Climate of Public Relations Majors” – Designed and administered survey to students in the Public Relations program to gauge their feelings regarding their professors’ perceptions of the profession as well as their family members’ understanding of Public Relations. (The project received an Award of Distinction at the 2005 University Honors Program Convocation)

Major Advisor: Bonnie Riechert

RESEARCH INTERESTS

As I’ve pondered my scholarly identity and the characteristics that set me and my research apart from others, the overwhelming theme that resonated with me was my passion for the public relations field. Public relations has been part of everything I have done, both as a professional and a scholar. Therefore, I decided to center “practitioner scholar” as my foremost scholarly identity.

As a “practitioner scholar,” my primary objective is to conduct research that can help public relations professionals. I am particularly interested in crisis communications. My main research question is “What are the impacts of crisis history?” To understand this, I formulate queries with regard to perceptions, behaviors, emotions, or intentions regarding organizations that are currently experiencing crises. I also seek to uncover what makes crisis history more or less salient for people as they make evaluations of organizations that are currently experiencing crises. Extant literature has only examined crisis history as a superficial construct, examining the impacts of crisis history as either present or absent. The truth is more complicated. Therefore, I have found a literature gap where I can lead the scholarly endeavor as the leading crisis history expert and make significant contributions. The crisis communication field is ripe and in need of further crisis history exploration. My research fills an urgent gap in two related fields: public relations as a profession, and public relations as an academic discipline. My questions and scholarly insights provide actionable results to inform crisis communication strategy.

TEACHING INTERESTS

My goal is to use my professional experience to help students connect theory and practice and develop an appreciation for both. I want to teach students the importance of using critical thinking to develop sound public relations strategy. My courses help students develop critical-thinking skills that are essential to their professional success. My hope is that using a paired emphasis on theory and practice in the classroom will help bridge the gap between public relations scholars and professionals. I have taught public relations principles, public relations writing, public relations administration, crisis management, communication research and data analytics, interpersonal communication, and fundamentals of public speaking. I am interested in also teaching public relations campaigns and public relations theory.

TEACHING AND PROFESSIONAL CERTIFICATIONS

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| <i>Online Teaching Faculty Training Certificate</i> Southern Methodist University – Dallas, TX | 2018 |
| <i>Online Teaching Certificate</i> Valencia College – Orlando, FL | Spring 2013 |
| <i>Accreditation in Public Relations (APR)</i> Public Relations Society of America (PRSA) | 2009 - Present |

CURRENT PROJECT(S)

Eaddy, L.L. (Ed.), *“History’s Impact on Crisis Preparing and Preventing,”* (Abingdon, UK: Routledge).

Expected publication August 2023

REFERREED JOURNAL PUBLICATIONS

Eaddy, L. L. (2021). Unearthing the facets of crisis history in crisis communication: A conceptual framework and introduction of the Crisis History Salience Scale.

International Journal of Business Communication.

<https://doi.org/10.1177/2329488420988769>

Jin, Y., Austin, L., **Eaddy, L.L.**, Spector, S., Reber, B., & Espina, C. (2018). How financial crisis history informs ethical corporate communication: Insights from public relations leaders. *Public Relations Review*, 44(4), 574-584.

<https://doi.org/10.1016/j.pubrev.2018.06.003>

Eaddy, L.L. & Jin, Y. (2018). Crisis history tellers matter: The effects of crisis history and crisis information source on publics’ cognitive and affective responses to organizational crisis. *Corporate Communication: An International Journal*, 23(2), 226-241.

<https://doi.org/10.1108/CCIJ-04-2017->

CHAPTERS

Eaddy, L. L., Gower, K. K., & Reber, B. H. (2022). Organizational Purpose, Culture, Crisis Leadership, and Social Media. In Y. Jin & L. Austin (Eds.) *Social Media and Crisis Communication* (pp. 73-86). (Abingdon, UK: Routledge).

<https://doi.org/10.4324/9781003043409-10>

Lu, X., Lee, Y. I., Jin, Y., Austin, L., & **Eaddy, L. L.** (2022). Crisis Information Vetting: Extending the Social-Mediated Crisis Communication Model. In Y. Jin & L. Austin (Eds.) *Social Media and Crisis Communication* (pp. 142-154).

<https://doi.org/10.4324/9781003043409-16>

Eaddy, L. L., & Spector, S. (2020). The Evolving Complexity of Crisis Issues: The Role of Crisis History. In *Advancing Crisis Communication Effectiveness* (pp. 17-32). Routledge. (Abingdon, UK: Routledge).

MANUSCRIPTS UNDER REVIEW

Voges, T., **Eaddy, L.L.**, Spector, S., & Jin, Y. Tracing the Caring Relationships Found within Three Virus Outbreaks: A Public Relations Perspective.
(R&R – *Journal of Communication Management*)

Eaddy, L.L. (2019). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management.
(Under Review – *Howard Journal of Communication*)

Parish, C., **Eaddy, L.L.**, & Jin, Y. (2020). Controversial fashion and corporate crisis learning: An analysis of the recent history of diversity-related crisis events in the global fashion industry.
(To be submitted to - *Corporate Communication: An International Journal*)

Eaddy, L.L., Brummette, J., & Jin, Y. (2019). Repeat crises: How crisis history affects stakeholder attributions and coping.
(To be submitted to *Journal of Marketing Communications for Higher Education*)

Eaddy, L. L. (2019). Determining the impact of crisis history salience: The initial testing of the Crisis History Salience Scale.
(To be submitted to *Public Relations Review*)

INVITED BOOK CHAPTERS

Eaddy, L.L. “Crisis History’s Impacts.” *The Handbook of Crisis Communication*, ed. W. Timothy Coombs and Sherry J. Holladay. (Wiley-Blackwell, expected publish date 2022).

Eaddy, L.L. “Public Relations Education in The Academy.” *Teaching Media*, ed. Susan Keith. (Cognella Publishing, expected publish date July 2023)

INVITED BOOK REVIEWS

Eaddy, L.L. (2021). *Marilyn: A Woman In Charge*. [Review of the book *Marilyn: A Woman in Charge* by Dick Martin]. *Journal of Public Relations Education*.

TRADE PUBLICATIONS & POPULAR PRESS

Eaddy, L.L. (2022, January 3). *Perspective| crises can turn into a positive for savvy businesses*. The Washington Post.
<https://www.washingtonpost.com/outlook/2022/01/03/crises-can-turn-into-positive-savvy-businesses/>

Ervin, S., Voges, T., **Eaddy, L.L.**, Kim, S., Lee, J., Reber, B., Jin, Y., & Arenstein, S. (Fall 2021). *Crisis Leadership in Organizational Preparedness for Complex and Challenging Crisis Issues*. PR News

Eaddy, L.L., Ervin, S., Lee, J., & Kim, S. (2021, April). *Survey Notes Diversity Issues, Importance of Leaders in 'Sticky' Crises*. Crisis Insider.

COMPETITELY-SELECTED CONFERENCE PAPERS

Eaddy, L.L., Raamkumar, A.S., Vijaykumar, S., Jin, Y., Lu, X., & Sharma, S. "The trust factor: Rethinking multinational companies' & health organizations' impact on public health and safety crises" abstract accepted for presentation at the 9th European Communication Conference to be held in Aarhus, Denmark, 19-22 October 2022.

Eaddy, L.L., Jin, Y., Lu, X., Vijaykumar, S., Raamkumar, A.S., & Sharma, S. "Capitalizing on restored trust for good: Multinational organizations' new role in public health and safety crises," abstract submitted for presentation at the 2022 European Public Relations Education and Research Association (EUPRERA) to be held in

Eaddy, L.L., Vijaykumar, S., Lu, X., Jin, Y., Raamkumar, A.S., & Sharma, S. "Trust: The shrouded public health threat," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

Farmer, M. & **Eaddy, L.L.** "Practice what you preach: The Dow Jones 30's DEI declarations & the regulatory, crisis management, and ethical implications of their (in)actions," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

Voges, T., **Eaddy, L.L.**, Jin, Y., & Spector, S. "Tracing the Caring Relationships Found Within Three Virus Outbreaks: A Public Health Communications Perspective," accepted for virtual presentation at the 71st Annual International Communication Association (ICA) Conference, to be held virtually on 27-31 May 2021.

Dodd, M., & **Eaddy, L.L.** "Advocate-mentorship for undergraduate students of color: A moral imperative for the public relations classroom and industry," paper accepted for virtual presentation at the annual Public Relations Society of America Educators Academy Super "Saturday" conference, Virtual COVID-19.

Parish, C., **Eaddy, L.L.**, and Jin, Y. "Controversial fashion and corporate crisis learning: An analysis of the recent history of diversity-related crisis events in the global fashion industry," paper accepted for virtual presentation at the annual conference of Corporate Communications International (CCI), Virtual COVID-19.

- Jin, Y., Austin, L., **Eaddy, L.L.**, Spector, S., Reber, B., & Espina, C. (2018, May). How financial crisis history informs ethical corporate communication: Insights from public relations leaders. Paper accepted for presentation at the International Communication Association Conference, May 24-28, 2018, Prague, Czech Republic.
- Eaddy, L.L. (2018, March). Unearthing the facets of crisis history in crisis communication: A conceptual framework and introduction of the crisis history salience scale. Paper accepted for presentation at the Annual International Public Relations Research Conference, March 8-10, 2018, Orlando, FL.
- Eaddy, L. L. (2017, August) Unearthing the facets of crisis history in crisis communication: Testing A conceptual framework. Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
- Eaddy, L.L.**, Brummette, J., & Jin, Y. (2017, March). Repeat crises: How crisis history affects stakeholder attributions and coping. Paper accepted for presentation at the Annual International Public Relations Research Conference, March 8-12, 2017, Orlando, FL.
- Eaddy, L. L. (2016, August). Saving face: How the University of Georgia survived the integration crisis and maintained its image through stakeholder management. Paper accepted for presentation at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.
- Eaddy, L.L.** & Jin, Y. (2016, March). Crisis history tells matter: The effects of crisis history and crisis information source on publics' cognitive and affective responses to organizational crisis. Paper presented at the 2016 International Public Relations Research Conference (IPRRC), Miami, FL.
- Wojdyski, B.W., Bang, H., Choi, D., **Eaddy, L.L.**, & Lewis, W.A. (2016, March). Effects of article features on consumers' recognition and evaluation of sponsored content. Paper presented at the 2016 American Academy of Advertising Conference, Seattle, WA.
- Cacciatore, M. A. & **Eaddy, L.L.** (2015, August). The changing opinion dynamics around global climate change: Exploring shifts in framing effects on public attitudes. Poster presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.
- Eaddy, L.L.** & Lee, Y. (2015, June). Surviving the scrutiny: An examination of organizational responses as collegiate athletes attempt to avoid falls from stardom.

Paper presented at the annual conference of Corporate Communications International (CCI), New York, NY.

REFEREED ORAL PRESENTATIONS AND/OR ABSTRACTS

Eaddy, L.L., Vijaykumar, S., Lu, X., Jin, Y., Raamkumar, A.S., & Sharma, S. "Trust: The Shrouded Public Health Threat," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

Farmer, M. & **Eaddy, L.L.** "Practice what you preach: The Dow Jones 30's DEI declarations & the regulatory, crisis management, and ethical implications of their (in)actions," abstract accepted for presentation at the 2022 International Crisis and Risk Communications Conference

Pompper, D., Hill, D., Russell, K., & **Eaddy, L.L.** "Decolonizing the History Chapter: Teaching & Researching Inclusive PR History," panel accepted for presentation AEJMC Public Relations Division's 2021 Virtual Conference.

Spector, S., **Eaddy, L.L.**, Voges, T., & Jin, Y. "Ethical and effective multi-agency public crisis communications: Lessons learned from recent U.S. history and through the lens of practitioners who fought in the trench warfare against the COVID-19 pandemic," accepted for presentation at the Public Relations Society of America International Conference, Virtual, COVID-19.

Eaddy, L.L. & Russell, K., (2021, June). "Fashioning a Career in Public Relations: Gertrude Bailey and Monsanto, 1940s - 1950s," accepted for virtual presentation at the International History of Public Relations Conference, June, 2021.

George, A. and **Eaddy, L.L.** "A tale of two police killings: How Fort Worth and Dallas responded to killings that garnered international attention and lessons learned," accepted for presentation at the International Crisis and Risk Conference, March 9-11, 2020, Orlando, FL.

Eaddy, L.L., Austin, L., Jin, Y., Lu, X. "True or false: How parents decide to seek, vet, or share infectious disease outbreak information," paper accepted for presentation at the International Crisis and Risk Conference, March 9-11, 2020, Orlando, FL.

Lu, Xuerong, Jin, Yan, **Eaddy, L.L.**, Austin, L., Fisher Liu, B. (2019, March). "Crisis information vetting in social-mediated crisis and risk communication: A conceptual framework," accepted for poster presentation at the International Crisis and Risk Conference, March 11-13, 2019, Orlando, FL.

Eaddy, L.L., Spector, S., Austin, L., Jin, Y., Reber, B., Espina, C., Plascencia, R., & Morales, M. (2018, July). "Public relations during financial crises: How lessons

from the Great Depression informed responses to the Great Recession” accepted for presentation at the International History of Public Relations Conference, July 11-12, 2018, Bournemouth, UK.

Eaddy, L.L. (2017, November). “When is enough, enough? Examining how crisis history impacts discussions of Uber’s current crises and reputational impacts” accepted for presentation at the Annual National Communication Association conference, November 16-19, 2017, Dallas, TX.

AWARDED GRANT PROJECTS

“Critical Literacies for the Digital Age.” Dedman College Interdisciplinary Institute (\$2,500), 2020 Co-Conveners: Gizem Arslam, LaShonda L. Eaddy, and Megan Heuer.

“Ethical and effective multi-agency public crisis communications: Lessons learned from recent U.S. history and through the lens of practitioners who fought in the trench warfare against the COVID-19 pandemic.” Page Center for Integrity in Public Communication (\$4,500), 2020 Co-Principal Investigators: Yan Jin and Shelley Spector

“Rumors and risk: An examination of publics’ response and behaviors to measles risk messages.” Sam Taylor Fellowship, General Board of Higher Education and Ministry Division of Higher Education, The United Methodist Church, (\$1,600), 2018. PI. Co-investigators: Lucinda Austin, Yan Jin, Brooke Fisher Liu, & Xuerong Lu

“Does winner *really* take all? An examination of the how ongoing trade wars impact support for diplomacy among Koreans.” Sam Taylor Fellowship, General Board of Higher Education and Ministry Division of Higher Education, The United Methodist Church, (\$1,500), 2018. PI. Co-investigator: Hyonii Hyoyeun Jun

University Research Council Grant for travel to the International Communication Association Conference and International Public Relations History Conference Southern Methodist University (\$9,149)

INVITED LECTURES, TALKS & MEDIA APPEARANCES

Crisis History’s Impacts **Feb. 2022**
 Risk and Crisis Communication graduate course
 James Madison University

The Importance of Black History in PR’s History and Future **Feb. 2022**
 Panelist
 Race in the PR Classroom Webinar Series
 Institute of Public Relations & PRSA Educators Academy

- Quoted in *Predictions: PR Pros See '22 as 'Year of the Employee,' Yet Heavy Workloads, DEI and Social Issues Loom* **Dec. 2021**
By Seth Arenstein
PR News
- Crisis History's Impacts* **Oct. 2021**
Honors Crisis Communication Course
University of San Francisco
- Quoted in *Back to School: Writing Still at the Top for PR Pros and Academics; Culture, WFH Issues Rising* **Aug. 2021**
By Seth Arenstein
PR News
- Quoted in *Lots of Thinking and Perhaps a Committee are Required When Companies Decide to Take Stands* **June 2021**
By Seth Arenstein
PR News
- Contemporary Crisis Leadership: Social Media Contemplations on Culture, Purpose, Mitigation, & Opportunities* **June 2021**
Public Relations and Communications Association (PRCA)
Americas Conference 2021 – Keynote speaker
- Quoted in *If Everyone Knows How to Respond to Crisis, Why Are So Many Fumbled?* **May 2021**
By Seth Arenstein
PR News, *Crisis Insider*
- Ethics Webinar – Expertise* **May 2021**
Board of Ethics and Professional Standards
Public Relations Society of America
- PR Women Who Changed History: Using Public Relations for the Public Good* **Mar. 2021**
The Museum of Public Relations
- Quoted in *The Importance of Diversity in PR* **Mar. 2021**
By Megan Blacher
PR Values student-run public relations blog
- Internal and External Communication Challenges During a Health Crisis* **Feb. 2021**
Crisis Communication Think Tank
University of Georgia

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| <p><i>Developing Your Scholarly Identity & Preparing for the Job Market</i> Crisis Research Group University of Georgia</p> | Dec. 2020 |
| <p><i>Historical Pandemics and Current Application to Health Crises</i> Crisis Management University of Georgia</p> | Dec. 2020 |
| <p><i>Specialties in PR</i> Public Relations Specialties New York University</p> | Nov. 2020 |
| <p><i>Crisis History's Impacts</i> Crisis Communication Class for Freshmen University of San Francisco</p> | Oct. 2020 |
| <p>Quoted in <i>SNL, Wells Fargo Act Quickly to Avert Crisis</i> By Seth Arenstein PR News, <i>Crisis Insider</i></p> | Oct. 2020 |
| <p><i>The Art of Storytelling</i> CitySquare University Training and Development CitySquare Dallas, TX</p> | Feb. 2019 |
| <p>Quoted in <i>How the Digital Age Is Changing Information Flow</i> By Mark Henricks The Holmes Report</p> | Feb. 2019 |
| <p><i>Strategic Communication Planning Seminar</i> U.S. Small Business Administration, Region VI Dallas, TX</p> | Aug. 2018 |
| <p><i>Public Relations and Integration at the University of Georgia</i> "Look Forward: A Digital Exhibition on Civil Rights and The Pulitzer Prize in Georgia." Project funded by the Pulitzer Prize Centennial Campfires Initiative and sponsored by Georgia Humanities. University of Georgia</p> | Sept. 2016 |
| <p><i>Social Media and Crisis Communication</i> Advertising and Public Relations 5120 – Crisis Communication University of Georgia</p> | Sept. 2015 |

Public Speaking and Presentations
 Advertising and Public Relations 5920 – Public Relations Communications
 University of Georgia **Oct. 2015**

HONORS, AWARDS & RECOGNITION

40 Under 40 2021 Honoree **May 2021**
 Dallas Public Relations Society of America (PRSA)

Highly Commended Paper Award **Aug. 2019**
 Emerald Publishing 2019 Emerald Literati Awards

Institute for Public Relations W. Ward White Award for Top Paper of Practical Significance **Mar. 2018**
 International Public Relations Research Conference

Outstanding Teaching Assistant Award **May 2017**
 Department of Advertising and Public Relations
 Grady College of Journalism and Mass Communication
 University of Georgia

Image Award of Distinction **Apr. 2008**
 Florida Public Relations Association

University Honors Convocation Award of Distinction **May 2005**
 University Honors Program
 University of Tennessee

TEACHING AND PROFESSIONAL EXPERIENCE

08/21 - Current

Assistant Professor, Penn State University – University Park, PA

- Teach communication research and data analytics, exposing students to qualitative and quantitative research methods. Assisting students with planning, conducting, analyzing, and reporting primary research.
- Teach public relations campaign capstone course for public relations majors.

08/17 – 06/21

Assistant Professor, Southern Methodist University – Dallas, TX

- Teach principles of public relations, helping students learn about the public relations profession as well as managing public relations.

- Teach crisis management, helping students learn about crisis prevention, recognition and communication. Facilitated discussion surrounding current organizational crises and appropriate response.
- Teach communication research and data analytics, exposing students to qualitative and quantitative research methods. Assisting students with planning, conducting, analyzing, and reporting primary research.
- Supervise student interns and help them navigate the challenges they face on their internships and learn how to use the skills in future employment.

01/17 – 05/17

Instructor of Record, University of Georgia – Athens, GA

- Taught public relations administration, helping students learn about management and leadership. Facilitated discussion surrounding public relations management challenges and best practices. Secured guest speakers to share real-world experiences from managing public relations.

08/14 – 05/17

Graduate Teaching Assistant, University of Georgia – Athens, GA

- Instructed students in the lab for public relations communication (PR Writing), teaching students how to write in various formats for different audiences and media. Evaluated students' writing exercises, AP exercises, client presentations and final media kit project.
- Served as research assistant for Michael Cacciatore. Co-authored risk communication paper.

08/13 – 07/14

Associate Faculty Member, Valencia College – Orlando, FL

- Taught the fundamentals of public speaking and supporting theories
- Instructed students in interpersonal communication
- Evaluated student speeches and assignments

08/12 – 07/13

Adjunct Instructor, Valencia College – Orlando, FL

- Instructed students in fundamentals of speech
- Taught the fundamentals of public speaking and supporting theories
- Evaluated student speeches and assignments

08/11 – 05/12

Graduate Teaching Associate, University of Central Florida - Orlando, FL

- Instructed students in the lab sections for introduction to oral communications. Students learned public speaking techniques and performed speeches in the lab session.
- Taught the fundamentals of public speaking and supporting theories
- Evaluated student speeches and assignments

01/11 – 05/11

Graduate Teaching Assistant, University of Central Florida - Orlando, FL

- Graded student assignments
- Assisted with research project involving content analysis
- Computed Scott's Pi to ensure interrater reliability for research coding
- Proctored exams

05/06 – 05/10

Internal Communications Coordinator, Florida Hospital - Orlando, FL

- Supervised the production of *The Times* employee publication and managed the redesign (including editing, layout, and story development)
- Escorted media during visits to Florida Hospital
- Collaborated with media team on crisis communication strategies
- Pitched stories to local news media
- Communicated with leadership regarding internal communications through e-newsletter
- Produced, edited, developed content *The Pulse* e-newsletter for Florida Hospital leaders

06/05 – 12/05

Public Affairs Advanced Intern, Walt Disney World, Co. - Orlando, FL

- Produced news releases for Conservation Initiatives
- Escorted media in parks and resorts
- Accompanied cast members at radio and television interviews
- Scheduled photographers and videographers for events
- Wrote stories for the Mouse Mail e-newsletter

08/04 – 12/04

Corporate Communications Intern, Scripps Networks - Knoxville, TN

- Pitched network experts to journalists and authors via ProfNet
- Assisted with event coordination during HGTV's 10th Anniversary Celebration
- Generated media lists using Bacon's Media Source
- Researched editorial calendars for various publications to assist in media relations
- Wrote stories for employee publication

05/04 – 08/04

Public Relations Intern, Maytag Corporation - Newton, IA

- Planned and executed event with editors from *Better Homes & Gardens*, *Midwest Living*, *Family Circle*, and *Country Home*
- Coordinated visits and media training for Maytag Men
- Produced news release for the Midwest Flood Disaster Rebate Program on behalf of Maytag and Amana brands

01/05 – 05/05

**Airbag & Seat Belt Safety Campaign (ASBSC) Intern,
GMMB, Inc. (Communications Agency) - Washington, DC**

- Supported the planning and execution of National Kids in Back press event
- Produced national ASBSC PSAs to be broadcasted at universities across the nation
- Recruited 22 university athletic departments to endorse the ASBSC

PROFESSIONAL DEVELOPMENT

Teaching Effectiveness Symposium

Summer 2017, 2019

Southern Methodist University – Dallas, TX

Twelve-week “Preparing Future Faculty” program

Summer 2011

University of Central Florida - Orlando, FL

One-day training - Graduate Teaching Assistant (GTA) class

Fall 2010

University of Central Florida- Orlando, FL

UNIVERSITY SERVICE

Faculty Athletic Admissions Subcommittee

Fall ‘19 – Spring ‘21

Southern Methodist University

First Generation Advisory Committee

Fall ‘19 – Spring ‘21

Southern Methodist University

Guest Lecturer

Fall 2019

RISE Class Simulation

Rotunda Scholars

Interview Panelist

Spring 2019

Hunt Leadership Scholarship Interview Day

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| <i>Music Therapy Lecturer Search Committee</i> Meadows School of the Arts Southern Methodist University | Spring 2018 |
| <i>Meadows Academic Policies Committee</i> Meadows School of the Arts Southern Methodist University | Fall 2017 - 2020 |
| EXTERNAL SERVICE | |
| <i>Vice Head Elect</i> <i>Public Relations Division</i> <i>Assoc. for Education in Journalism and Mass Communication</i> | Current |
| <i>Secretary</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication | Current |
| <i>Research Committee Chair</i> Educators Academy Public Relations Society of America (PRSA) | Current |
| <i>Research Committee Assistant Chair</i> Educators Academy Public Relations Society of America (PRSA) | 2021 |
| <i>Co-Founder & Convener</i> <i>Black PR Profs Unite</i> Support Group | Fall 2020- Current |
| <i>Barrow Award for Distinguished Achievement</i> <i>in Diversity Research and Education – Selection Committee</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication | Spring 2021 |
| <i>Research Committee Member</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2020 – Fall 2021 |
| <i>Professional Freedoms & Responsibilities Committee Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2020 – Fall 2021 |
| <i>Associate Editor/Web Manager</i> <i>Journal of Public Relations Education</i> | Summer '20 - Current |

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| <i>Outreach Committee Chair</i> Educators Academy Public Relations Society of America (PRSA) | Fall 2019 – Fall 2020 |
| <i>Professional Freedoms & Responsibilities Committee Vice Chair</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2018 – 2019 |
| <i>Sponsorships Committee</i> Educators Academy Public Relations Society of America (PRSA) | Spring 2019-2021 |
| <i>Silver Spike Awards Judge</i> Sierra Nevada Chapter Public Relations Society of America (PRSA) | Fall 2019 |
| <i>Secretary</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication | Fall 2019 – Fall 2021 |
| <i>International Conference Submission Judge</i> Public Relations Society of America (PRSA) | Spring 2018-Current |
| <i>Outreach Committee</i> Educators Academy Public Relations Society of America (PRSA) | Spring 2018-2019 |
| <i>APR Readiness Review Panelist</i> Dallas Chapter Public Relations Society of America (PRSA) | Fall 2018, Spring 2019 |
| <i>Teaching Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2018 – 2019 |
| <i>Pre-Conference Committee Member & Moderator</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2018 |
| <i>Ad hoc Reviewer</i> Public Relations Review | Summer 2018 |
| <i>Editorial Board Member</i> Journal of Public Relations Research | Fall 2017 - Current |

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| <i>Ad hoc Reviewer</i> Corporate Communication: An International Journal | Fall 2017 - Current |
| <i>Communications Director & Newsletter Editor</i> Commission on the Status of Minorities Assoc. for Education in Journalism and Mass Communication | Fall 2017 - 2019 |
| <i>Inez Kaiser Graduate Student of Color Award Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2017 - 2018 |
| <i>Professional Freedom and Responsibility (PF&R) Committee</i> Public Relations Division Assoc. for Education in Journalism and Mass Communication | Fall 2016 - 2018 |
| <i>Research Mentor</i> Creative Consultants, Student-Run Public Relations Firm University of Georgia | 2015, 2016 |
| <i>Graduate Caucus Co-President</i> Grady College of Journalism and Mass Communication University of Georgia | 2015- 2016 |
| <i>Graduate Student Association Member</i> University of Georgia | 2015, 2016 |
| <i>President elect</i> Orlando Regional Public Relations Society of America (PRSA) Board of Directors | Spring 2014 |
| <i>Vice president of scholarship fund/ student outreach</i> Orlando Regional PRSA Board of Directors | 2013 |
| <i>Vice president of administration</i> Orlando Regional PRSA Board of Directors | 2012 |
| <i>Vice president of finance</i> Orlando Regional PRSA Board of Directors | 2011 |
| <i>Assistant vice president of finance</i> Orlando Regional PRSA Board of Directors | 2010 |
| <i>Co-vice president of programs</i> Orlando Regional PRSA Board of Directors | 2009 |
| <i>Vice president of membership retention</i> Orlando Regional PRSA Board of Directors | 2008 |

Vice president of membership recruitment **2007**
Orlando Regional PRSA Board of Directors

Independent Studies, Theses and Dissertation Committees

Dissertation Committee Co-Chair **Spring 2020 - Current**
Anna Skrivanek
Doctor of Liberal Studies Student
Southern Methodist University

Comprehensive Examination Committee Member **Fall 2019**
Anna Skrivanek
Doctor of Liberal Studies Student
Southern Methodist University

Crisis Communication Scholarship Exploration **Summer 2019**
Independent Study with Anna Skrivanek
Doctor of Liberal Studies Student
Southern Methodist University

Courses Taught

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| Public Relations Campaigns | Communication Research |
| Crisis Management | Interpersonal Communication |
| Oral Communications | Public Relations Administration |
| Principles of Public Relations | Public Relations Writing |

COMPUTER SKILLS

Design Software: Adobe InDesign, QuarkXpress, & Adobe Photoshop
Statistical Software: SPSS

ENRICHMENT

University Study Abroad Program – Madrid, Spain **2003**
University of Tennessee

ACTIVE PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

International Student Advisory Group
Public Relations and Communications Association (PRCA) **2022**

| | |
|--|-----------------------|
| Member, Page Up Arthur W. Page Society | 2022 |
| Board Member Commission on Public Relations Education | 2022 |
| Senior Research Fellow Arthur W. Page Center | 2021- Present |
| Researcher, UGA Grady College Crisis Research Group | 2021 - Present |
| Member, UGA Grady College Crisis Communication Think Tank | 2020 - present |
| Member, UGA Grady College Crisis Communication Coalition | 2020 - Present |
| Member, ICA | 2018 - present |
| Member, AEJMC | 2015 - present |
| Member, PRSA | 2005 - present |