

Tiffany Derville Gallicano
Associate Professor
Department of Communication Studies
University of North Carolina, Charlotte
Tiffany.Gallicano@charlotte.edu

Education

University of Maryland, College Park

Ph.D., Communication, December 2007

M.A., Communication, May 2002

Graduate Certificate, Women's Studies, May 2005

Dissertation: Relationship Management and Member Retention: A Case Study of an Advocacy Organization (Advisor: Linda Aldoory, Ph.D.)

Activities: Vice President, Communication Graduate Student Organization
2002-2003

Facilitator, Debate Watch, Commission on Presidential Debates
2000, 2004

Willamette University, Salem

B.A., Rhetoric and Media Studies, May 1997

Activities: President, Mid-Atlantic Young Alumni Club
1998-2000

Student Body Vice President and Interim Student Body President,
Associated Students of Willamette University, 1996-1997

Member, Debate Team
1994-1996

Academic Positions

University of North Carolina, Charlotte, Associate Professor, 2018-present

University of North Carolina, Charlotte, Assistant Professor, 2016-2018

University of Oregon, Associate Professor, 2014-2016

University of Oregon, Assistant Professor, 2007-2014

Towson University, Assistant Professor, 2006-2007

University of Maryland at College Park, Teaching Assistant, 2004-2005

University of Maryland University College, Instructor, Summer 2004, Summer 2005

Research Assistant, University of Maryland at College Park, 2002-2004
University of Maryland at College Park, Teaching Assistant, 2000-2002

External Grants

1. **Agency:** Army Research Office, Department of Defense, Social and Behavioral Research Division

Title: What Feeds Firestorms of Emotion? Emotion Regulation, Emotion Contagion, and Collective Behavior in Socio-Political Events

UNCC Project Mosaic/DSI Research Team: Cherie Maestas (Political Science), Sara Levens (Psychology), and Samira Shaikh (Computer Science), and Wlodek Zadrozny (Computer Science)

Role: Co-Investigator. **Amount:** \$598,680. **Submitted:** 8/10/2017.
Awarded: 9/30/18.

An additional \$3,900 was awarded for summer 2020 to hire an undergraduate student for collaboration during our summer research.

An additional \$5,700 was awarded for summer 2019 to hire a high school student and an undergraduate student for collaboration during our summer research.

2. **Agency:** Arthur Page Center for Integrity in Public Communication, Page Legacy Scholarship

Title: A Survey About Readers' Expectations Regarding Ghostwriting and Authorship of Corporate, Nonprofit and Political Blogs

UO Research Team: Tom Bivins (Communication) Yoon Cho (Communication)

Role: Principal Investigator. **Amount:** \$8,400. **Awarded:** 2011-2012.

3. **Agency:** Public Relations Society of America Foundation

Title: Relationship Management, Ethics, and Organizational Culture for the Millennial Generation of Agency Practitioners

UO Research Team: Pat Curtin (Communication) and Kelli Matthews (Communication)

Role: Principal Investigator. **Amount:** \$6,160. **Awarded:** 2007-2008.

Internal Grants

1. **Agency:** Charlotte Research Institute, Targeted Research Internal Seed Program

Title: Modeling Emotional Contagion and Influence in Online Platforms
UNCC Project Mosaic/DSI Research Team: Sara Levens (Psychology) and Samira Shaikh (Computer Science)
Role: Co-Investigator. Amount: \$55,000. Awarded: 7/1/2017-6/30/2018.
2. **Employer:** University of Oregon, School of Journalism and Communication, Fighting Fund Grant

Purpose: Summer research funds. **Amount:** \$2,000. **Awarded:** 2012-2013.
3. **Employer:** University of Oregon, School of Journalism and Communication, Fighting Fund Grant

Purpose: General research funds. **Amount:** \$3,000. **Awarded:** 2011-2012.
4. **Employer:** University of Oregon, School of Journalism and Communication, Fighting Fund Grant

Purpose: General research funds. **Amount:** \$2,000. **Awarded:** 2009-2010
5. **Employer:** University of Oregon, Office of Research and Faculty Development, New Junior Faculty Award

Purpose: Start-up research funds. Amount: Stage I: \$2,000, Stage 2: \$5,500.

Awarded: 2007-2008.

Awards

International Public Relations Research Conference

1. **Title:** Boston University Award for the Top Paper About Public Relations and the Social and Emerging Media
UNCC Project Mosaic/DSI Research Team: Ryan Wesslen (Computer Science) and Jean-Claude Thill (Geography)
Role: Principle Investigator. **Amount:** \$1,000. **Awarded:** March 2017.
2. **Title:** Jackson-Sharpe Award (for the best scholarly research bridging theory and practice)
UO Research Team: Kevin Brett and Toby Hopp
Role: Lead author. **Amount:** \$2,000. **Awarded:** March 2012.
3. **Title:** Jackson-Sharpe Award (for the best scholarly research bridging theory and practice)

UO Research Team: Pat Curtin and Kelli Matthews
Role: Second author. **Amount:** \$2,000. **Awarded:** March 2010.

**Association for Education in Journalism and Mass Communication Conference,
Public Relations Division**

4. **Title:** Race in Public Relations Award
UNCC Research Team: Olivia Lawless, Abigail Higgins, Samira Shaikh, and Sara Levens. **Role:** Lead author. **Amount:** \$500. **Awarded:** August 2021.
5. **Title:** Best Reviewer, Open Division
Awarded: August 2019
6. **Title:** Great Ideas for Teaching, Third Place
Role: Sole author. **Awarded:** August 2017.
7. **Title:** Top Teaching Paper Award, First Place
UO Research Team: Jenny Tatone and Alec Tefertiller
Role: Third author. **Amount:** \$500. **Awarded:** August 2016.
8. **Title:** Top Teaching Paper Award, First Place
Research Team: Daradirek "Gee" Ekachai and Karen Freberg
Role: First author. **Amount:** \$500. **Awarded:** August 2013.

Public Relations Society of America, Public Relations Journal

9. **Title:** Top 5 article of the year
Research Team: Daradirek "Gee" Ekachai and Karen Freberg
Role: First author. **Awarded:** 2014.
10. **Title:** Top 5 article of the year
Role: Sole author. **Awarded:** 2013.

School of Journalism and Communication, University of Oregon

11. **Title:** Jonathan Marshall Award for Innovative Teaching (awarded to the top teacher of the year)
Awarded: 2013.

EUPRERA Conference, Institute for Public Relations

12. **Title:** Best New Research on the Personal Influence Model of Public Relations
Role: Sole author. **Amount:** 500 Euros. **Awarded:** 2008.

University of Oregon Athletics

13. **Title:** Most Valuable Professor from the Women's Soccer Team
Awarded: October 2015.
14. **Title:** Most Valuable Professor from the Lacrosse Team
Awarded: June 2015.

University of Maryland at College Park, Department of Communication

15. **Title:** Outstanding Teaching Award

Awarded: May 2005.

16. **Title:** Certificate of Commendation for Teaching

Awarded: May 2001.

Willamette University

17. **Title:** Outstanding First-Year Student (awarded to the top student in the university's freshman class based on academic achievement and leadership)

Awarded: May 1993.

Refereed Publications

(^Undergraduate student at the time of the project, †graduate student at the time of the project)

Journal Articles

1. **Gallicano**, T. D. (2024). Spilt milk: Navigating a response to a moral dilemma. *Journal of Public Relations Education*, 9(3), 141–169.
2. Kinsky, E. S., & **Gallicano**, T. D. (2024). Express yourself: Developing creative storytelling skills. *Journal of Public Relations Education* 9(3), 65–85.
3. **Gallicano**, T. D., Wesslen, R., Thill, J.-C., †Cheng, Z., & Shaikh, S. (2023). Hot issue publics in the new media age: An analysis of the Charlotte protest. *Journal of Public Relations Research*.
<https://doi.org/10.1080/1062726X.2023.2233105>
4. †Sledzieski, N., **Gallicano**, T. D., Shaikh, S., & Levens, S. (2023). Optimizing recruitment for qualitative research: A comparison of social media, emails, and offline methods. *International Journal of Qualitative Methods*, 22, 1–10.
https://doi.org/10.1177_16094069231162539
5. **Gallicano**, T. D., ^Lawless, O., †Higgins, A. M., Shaikh, S., & Levens, S. (2023). The concentric firestorm: A qualitative study of Black Lives Matter activism and the COVID-19 pandemic. *Journal of Public Relations Research*, 35(2), 63–85. doi:10.1080/1062726X.2022.2164004
6. **Gallicano**, T. D. (2017). Math, message design and assessment data: A strategic approach to the Facebook assignment. *Journal of Public Relations Education*, 3(2), 128–132.
 - This paper went through blind review and was identified as the third-place winner in the Great Ideas for Teaching in PR competition in the PR Division of the AEJMC conference in 2017. The paper was accepted automatically into the journal as one of the top five submissions.

7. †Tatone, J., **Gallicano**, T. D., & †Tefertiller, A. (2017). I love tweeting in class, but... A qualitative study of student perceptions of the impact of Twitter in large lecture classes. *Journal of Public Relations Education*, 3(1), 1–13.
 - This study won the top teaching paper award in the PR Division of AEJMC in 2016 and was the lead article in the journal.

8. †Hopp, T., & **Gallicano**, T. D. (2016). Development and test of a multidimensional scale of blog engagement. *Journal of Public Relations Research*, 3-4, 127–145. doi:10.1080/1062726X.2016.1204303
 - This study was the lead article in the journal issue.
 - The Institute for Public Relations selected a summary of this study for inclusion in its Digital Media Research Center.

9. Smith, B., & **Gallicano**, T. D. (2015). Terms of engagement: Analyzing public engagement with organizations through social media. *Computers in Human Behavior*, 53, 82–90. doi:10.1016/j.chb.2015.05.060
 - This study was publicized by the CDC's Health Communication Science Digest, an e-newsletter from the office of the associate director for communication, which highlights important literature for the public health communication community.

10. **Gallicano**, T. D., †Cho, Y. Y., & Bivins, T. H. (2015). What do blog readers think? A survey to assess ghost blogging and commenting. *Research Journal of the Institute for Public Relations*, 2(1), 1–35.
 - The Institute for Public Relations selected a summary of this study for inclusion in its Digital Media Research Center.

11. **Gallicano**, T. D., Ekachai, D., & Freberg, K. (2014). The infographics assignment: A qualitative study of students' and professionals' perspectives. *Public Relations Journal*, 8(4), 1–23.
 - This study was honored as one of the top five articles published in the *Public Relations Journal* in the past year.
 - A summary of the results that pertain to the industry was published in PRSA's Tactics
 - A summary of the results that pertain to educators was published in PRSA's newsletter for the Educator's Academy.

12. **Gallicano**, T. D., †Brett, K., & †Hopp, T. (2013). Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging. *Public Relations Journal*, 7(3), 1–41.
 - The Institute for Public Relations selected a summary of this study for inclusion in its Digital Media Research Center.

13. **Gallicano**, T. D. (2013). Internal conflict management and decision making: A qualitative study of a multi-tiered grassroots advocacy organization. *Journal of Public Relations Research*, 25(4), 368–388.
doi:10.1080/1062726X.2013.806867
- According to the Taylor & Frances report distributed at the editorial board meeting on Aug. 5, 2016, this publication was the fourth most downloaded article in the *Journal of Public Relations Research* from EBSCO in 2015 (748 downloads).
14. **Gallicano**, T. D. (2013). Millennials' perceptions of diversity in their PR agencies. *Public Relations Journal*, 7(2), 37–70.
- This study was named one of the top five journal articles published in the *Public Relations Journal* in the past year. A link to this study was included in a PRSA email to members, and a summary of the study's findings was included in *Tactics*.
15. **Gallicano**, T. D. (2013). Relationship management with the Millennial Generation of public relations agency employees. *Public Relations Review*, 39(3), 222–225. doi:10.1016/j.pubrev.2013.03.001
16. **Gallicano**, T. D. (2013). Relationship stresses: New ground for relationship management research. *Journal of Communication Management*, 17(1), 75–91.
doi:10.1108/13632541311300160
17. †Ciszek, E., & **Gallicano**, T. D. (2013). Changing cultural stigma: A pilot study of sexual orientation and mental illness organizations. *Public Relations Review*, 39(1), 82–84. doi:10.1016/j.pubrev.2012.09.011
18. **Gallicano**, T. D., Curtin, P. A., & Matthews, K. (2012). I love what I do, but... A relationship management survey of Millennial Generation public relations agency employees. *Journal of Public Relations Research*, 24(3), 222–242.
<https://doi.org/10.1080/1062726X.2012.671986>
19. **Gallicano**, T. D., & †Stansberry, K. (2012). Assessment of a diversity assignment used in a PR principles course. *Communication Teacher*, 26(2), 115–128. doi:10.1080/17404622.2011.643811
20. Curtin, P. A., **Gallicano**, T. D., & Matthews, K. (2011). Millennials' approaches to ethical decision making: A survey of young public relations agency employees. *Public Relations Journal*, 5(2), 1–21.
- This study was also published on the website of the Institute for Public Relations: <http://www.instituteforpr.org/topics/encourage-ethical-practice-among-cultural-strangers>

21. **Gallicano**, T. D. (2011). A critical analysis of greenwashing claims. *Public Relations Journal*, 5(3), 1-21.
22. **Gallicano**, T. D., & Heisler, T. A. (2011). Relationship outcomes in an organization with a mechanical structure. *PRism*, 8(1), 1-15.
23. **Gallicano**, T. D., & Stansberry, K. (2011). Communication with diverse audiences through a case study approach. *Public Relations Review* 37(5), 556-561. doi:10.1016/j.pubrev.2011.09.023
 - The journal issue this article appeared in was recognized with the PRIDE award for an outstanding contribution to public relations education from the Public Relations Division of the National Communication Association.
24. **Gallicano**, T. D., & Sweetser, K. D. (2011). Guidelines for teaching the social media release. *Teaching PR*, 81(summer), 1-4.
25. **Gallicano**, T. D. (2009). Personal relationship strategies and outcomes in a case study of a multi-tiered membership organization. *Journal of Communication Management*, 13(4), 310-328. doi:10.1108/13632540911004597
 - This study was also published on the website of the Institute for Public Relations: <http://www.instituteforpr.org/tiffany-gallicano-strategies-for-cultivating-personal-relationships>
26. **Derville**, T. (2005). Radical activist tactics: Overturning public relations conceptualizations. *Public Relations Review*, 31(4), 527-533. doi:10.1016/j.pubrev.2005.08.012

Conference Proceedings

In the computer science discipline, conference proceedings are valued more highly than journal articles.

1. Levens S., El-Tayeby, O., **Gallicano**, T., Brunswick, M., & Shaikh, S. (2019). Using information processing strategies to predict message level contagion in social media. In T. Ahram (Ed.), *Advances in Intelligent Systems and Computing* (Vol. 965, pp. 3-13). Springer. https://doi.org/10.1007/978-3-030-20454-9_1
2. Shaikh, S., †Ravi, K., **Gallicano**, T., †Brunswick, M., †Aleshire, B., †El-Tayeby, O., & Levens, S. (2019). EmoVis – An interactive visualization tool to track emotional trends during crisis events. In T. Ahram (Ed.), *Advances in Artificial Intelligence, Software and Systems Engineering* (pp. 14-24). Cham, Switzerland: Springer. https://doi.org/10.1007/978-3-030-20454-9_2

3. †Wesslen, R., †Nandu, S., †Eltayby, O., **Gallicano, T.**, Levens, S., Jiang, M., & Shaikh, S. (2018, June). *Bumper stickers on the Twitter highway: Analyzing the speed and substance of profile changes*. Proceedings of the Ninth International AAAI Conference on Web and Social Media. Paper available at <https://osf.io/preprints/socarxiv/bx9rm> doi:10.17605/OSF.IO/BX9RM

Refereed Book Chapters

1. Levens, S. M., †Brunswick, M., †McCue, M., **Gallicano, T. D.**, and Shaikh, S. (2020). Contagion via media use. In J. V. den Bulck (Ed.), *The International Encyclopedia of Media Psychology* (pp. 1-8). Indianapolis, IN: Wiley. <https://doi.org/10.1002/9781119011071.iemp0143>
2. **Derville, T.** (2005). Non-profit partnerships: Service-learning for public relations students. In R. Lowery-Hart & C. Thomas-Maddox (Eds.), *Service learning in communication*. Boston, MA: Allyn & Bacon.

Invited Publications

(^Undergraduate student at the time of the project, †graduate student at the time of the project)

1. **Gallicano, T. D.**, & Matthews, K. (2016). Millennial PR agency practitioners' discussion of ethical issues. In B. R. Brunner-Johnson (Ed.), *The moral compass of public relations*. New York, NY: Routledge.
 - The book this chapter appeared in won the PRIDE Book Award for outstanding innovation, development, and educational achievements in public relations from the Public Relations Division of the National Communication Association.
2. **Gallicano, T. D.**, Bivins, T. H., & †Cho, Y. Y. (2014). Considerations regarding ghost blogging and ghost commenting. In M. W. DiStaso & D. S. Bortree (Eds.) *Ethical practice of social media in public relations* (pp. 21–32). New York, NY: Routledge.
3. **Gallicano, T. D.** (2014). Ghost blogging. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (pp. 579–580). Thousand Oaks, CA: Sage.
4. **Gallicano, T. D.** (2014). Marriott on the Move cultivates relationships and increases profit. In Center, A. H., Jackson, P. J., Smith, S., & Stansberry, F. (Authors), *Public relations practices: Managerial case studies and problems* (8th ed.). Upper Saddle River, NJ: Prentice Hall.
5. **Gallicano, T. D.**, & McComas, K. A. (2013). Coalition building. In R.L. Heath (Ed.), *Encyclopedia of public relations* (rev. ed., pp. 126–128). Thousand Oaks, CA: Sage.

6. McComas, K. A., & **Gallicano**, T. D. (2013). Collaborative decision making. In R.L. Heath (Ed.), *Encyclopedia of public relations* (rev. ed., pp. 136–139). Thousand Oaks, CA: Sage.
7. Bowen, S. A., & **Gallicano**, T. D. (2013). A philosophy of reflective ethical symmetry: Comprehensive historical and future moral approaches in the excellence theory. In K. Sriramesh, A. Zerfaß, & J.-N. Kim (Eds.), *Current trends and emerging topics in public relations and communication management* (193–209). New York, NY: Routledge.
8. **Derville**, T., & McComas, K. A. (2005). Coalition building. In R.L. Heath (Ed.), *Encyclopedia of public relations* (pp. 133–135). Thousand Oaks, CA: Sage.
9. McComas, K. A., & **Derville**, T. (2005). Collaborative decision making. In R.L. Heath (Ed.), *Encyclopedia of public relations* (pp. 143–146). Thousand Oaks, CA: Sage.
10. **Derville**, T. (2003). LEA=liberating expansive authorship or licensing editorial abdication? [Review of the book *Deconstructing public relations: Public relations criticism*]. *Public Relations Review*, 29, 219–221.

Book Reviews

1. **Gallicano**, T. D. (2021). Review of the book “Discovering public relations: An introduction to creative and strategic practices.” *Journal of Public Relations Education*, 7(3), 207–212.
2. **Gallicano**, T. D. (2014). Review of the book “Coming out of the closet: Exploring LGBT issues in strategic communication with theory and research.” *Journalism and Mass Communication Quarterly*, 91(1), 192.
doi:10.1177/1077699013519910
3. **Derville**, T. (2008). Review of the book “Measuring public relationships: The data-driven communicator’s guide to success.” *Public Relations Review*, 34(4), 317–420.
4. **Derville**, T. (2003). LEA=liberating expansive authorship or licensing editorial abdication? Review of the book “Deconstructing public relations: Public relations criticism.” *Public Relations Review*, 29(2), 219–221.

Industry Outreach: Twitter Chats, Guest posts for Facebook and Twitter, Guest Blog Posts, Magazine Articles and Newspaper Articles

1. †Hopp, T., & **Gallicano**, T. D. (2017, May 26). How to determine if a blog is effective: A multidimensional scale of blog engagement. *Research Letter of the Institute for Public Relations*. Retrieved from

<http://www.instituteforpr.org/determine-blog-effective-multidimensional-scale-blog-engagement/>

2. **Gallicano, T. D.** (2017, January 30). Reasons to consider pedagogy as a research area [blog post]. *AEJMC Public Relations Division*. Retrieved from <http://aejmc.us/prd/2017/01/30/guest-post-reasons-to-consider-pedagogy-as-a-research-area/>
3. **Gallicano, T. D.** (2016, September 14). Millennial ethics: Workplace dilemmas and scenarios. *National PRSSA Twitter chat: #PRSSA. Featured speaker.*
4. **Gallicano, T. D.** (2016, September 20). Let's talk ethics! Best practices for ethics curriculum in public relations. *AEJMC PR Division and PRSA Twitter chat: #PREthics, one of three featured speakers.*
5. **Gallicano, T. D., Cho, Y. Y., & Bivins, T. H.** (2015, January 8). What do blog readers think? A survey to assess ghost blogging and commenting. *Research Letter of the Institute for Public Relations*. Retrieved from <http://www.instituteforpr.org/blog-readers-think-survey-assess-ghost-blogging-commenting/>
6. **Gallicano, T. D.** (December 2015). Managing internal conflict in multi-tiered advocacy organizations. *Strategist.*
7. **Gallicano, T. D.** (April 2015). Stop the job-hopping: The 6 fundamentals of Millennial retention. *Tactics, 22*(4).
8. **Gallicano, T. D.** (February 2015). How to create an infographic that people will want to read. *Tactics, 22*(2), 17.
9. **Gallicano, T. D., Brett, K., & Hopp, T.** (2014, January 20). Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging. *Research Letter of the Institute for Public Relations*. Retrieved from <http://www.instituteforpr.org/ghost-blogging-like-speechwriting-survey-practitioners-ethics-ghost-blogging>
10. **Gallicano, T. D.** (October 2013). What do Millennials think about diversity in the workplace? *Tactics*, p. 17. *This article was a condensed version of the discussion section from my study titled "Millennials' perceptions of diversity in their PR agencies," which was published in the *Public Relations Journal*.
11. **Gallicano, T. D.** (June 2012). Crafting an inclusive agency culture. *Tactics*, p. 6.

12. **Gallicano, T. D.** (2008, November 10). Strategies for cultivating personal relationships. *Research Letter of the Institute for Public Relations*. Retrieved from <http://www.instituteforpr.org/tiffany-gallicano-strategies-for-cultivating-personal-relationships>

Scholarly Outreach: Facebook Live Interview, Academic Newsletter Canva Post, and Academic Newsletter Articles

1. **Gallicano, T. D.** (2024, Feb. 6). Bring your classroom to the conference. *Joint effort organized by Amanda Weed to discuss teaching paper competition calls and tips for the 2024 AEJMC paper competition.*
2. **Gallicano, T. D.** (2023, September 19). AI in the JMC classroom. *AEJMC Standing Committee on Teaching.*
<https://us02web.zoom.us/rec/share/DVv3QDrwlMszQ39ciDe9a7ny1usL7hgLIVz-b8vN9qenIwJjPfkArdVyGLoVL09g.kU7gaYpI4R-Gg5He>
Passcode: u@*Ar6!X
3. **Gallicano, T. D.** (2023, July). Politics and technology emerge as key themes in 2023 teaching programming. *AEJMC News.*
4. **Gallicano, T. D.** (March 2019). Your journey awaits. [Canva post]. *PR Update, 54(1)*, p. 18.
5. **Gallicano, T. D.** (2017, November 17). Grading strategies [one of three featured speakers]. *AEJMC Public Relations Division Twitter chat.*
6. **Gallicano, T. D.** (2017, October 9). Ask me anything with senior faculty & practitioners. *AEJMC Public Relations Division's Facebook Live Interview (first of the division's series).*
7. **Gallicano, T. D.** (July 2016). Our innovations this year. *PR Update, 51(3)*, pp. 4-5.
8. **Gallicano, T. D.** (March 2016). An update on PRD activities. *PR Update, 51(2)*, pp. 4-5.
9. **Gallicano, T. D.** (January 2016). Planning for the long-term financial health of PRD. *PR Update, 51(1)*, 4.
10. **Gallicano, T. D.** (October 2015). Immediate and long-term strategic planning in our 50th year as a division. *PR Update, 50(4)*, 4.
11. **Gallicano, T. D.** (September 2015). Global bridges panel addresses the public relations challenges involved with helping refugees. *PR Update, 50(4)*, 5.

12. **Gallicano, T. D.** (July 2015). 2015 annual conference: Schedule at a glance. *PR Update*, 50(3), 5.
13. **Gallicano, T. D.** (March 2015). 2015 Annual conference: Special panel includes spokesperson for the United Nations High Commissioner for Refugees. *PR Update*, 50(2), 5.
14. **Gallicano, T. D.** (February 2015). PF&R panels selected for San Francisco conference. *PR Update*, 50(1), 5–6.
15. **Gallicano, T. D.** (December 2014). Teaching panels selected for San Francisco conference. *PR Update*, 49(5), 2–3.
16. **Gallicano, T. D.** (November 2013). Teaching tips: Time management. *PR Update*, 48(5), 4.

Conference Presentations and Webinars

1. **Gallicano, T. D.,** & Smith, L. (2024, August 8). Assessment and Feedback. Presentation for the Standing Committee on Teaching’s “Teaching Experts Are In” session, Association for Education in Journalism and Mass Communication, Philadelphia.
2. Weed, A., **Gallicano, T. D.,** Madsen, D., de los Santos, T., Trifiro, B., Dick, B. G. (2024, February 6). *Bring your classroom to the conference*. Presentation for a coalition of teaching groups in AEJMC, organized by Amanda Weed, online webinar.
3. **Gallicano, T. D.,** Tait, G., & Cozma, R. (2023, September 19). AI in the JMC Classroom. Presentation for the Standing Committee on Teaching of the Association for Education in Journalism and Mass Communication, online webinar.
4. **Gallicano, T. D.,** & Tsai, J.-Y. (2023, August 7). Preparing the Next Generation of Communicators to use AI Responsibly in the Workplace. Presentation for the Standing Committee on Teaching of the Association for Education in Journalism and Mass Communication, Washington, DC.
5. Kinsky, E., & **Gallicano, T. D.** (2022, February 25). BINGO! Sparking class community through student videos. Presentation for the winter conference of the Public Relations Division of the Association for Education in Journalism and Mass Communication, online. 180 people registered for the recording.
6. **Moderator and Respondent.** (2022, February 23). Experiential learning at the crossroads: Discussing critical internship issues. Presentation for the

winter conference of the Public Relations Division of the Association for Education in Journalism and Mass Communication, online. 130 people registered for the recording.

7. **Gallicano, T. D.**, †Lawless, O., †Higgins, A. M., Shaikh, S., & Levens, S. (2021, August). The concentric firestorm: A qualitative study of Black Lives Matter activism and the COVID-19 pandemic. Paper presented at the Association for Education in Journalism and Mass Communication, online.
 - This paper won the inaugural Race in Public Relations Award at the conference.
8. **Gallicano, T. D.** (2021, February). Game Night: Spark Class Community Through Adobe Intro Videos and BINGO. Invited to represent UNC Charlotte's Center for Teaching and Learning. Assignment presented at Kingston University's Festival of Learning, online.
9. **Panelist** (with Bourland-Davis, P., Fullerton, J., & Lubbers, C. Moderated by Weed, A.; 2021, February 28). Sharing the gifts of pedagogy research: Insights and best practices about the science of teaching. Panel for the winter conference of the Public Relations Division of the Association for Education in Journalism and Mass Communication, online.
10. **Gallicano, T. D.**, & Rothberg, R. (2020, October). Student leadership in public relations strategy: A flipped classroom model. Paper presented at the International Public Relations Society of America conference, online.
11. **Gallicano, T. D.**, †Wesslen, R., Thill, J.-C., †Cheng, Z., & Shaikh, S. (2020, August). Hot issue and enduring publics on Twitter: A big data analysis of the Charlotte protest. Paper presented at the Association for Education in Journalism and Mass Communication, online.
12. †Mahajan, K., Levens, S., **Gallicano, T.**, & Shaikh, S. (2020, July). Studying the effect of emotional and moral language on information contagion during the Charlottesville event. Paper presented at Widening Natural Language Processing (WiNLP), online.
13. Levens, S., †El-Tayeby, O., **Gallicano, T.**, †Brunswick, M., & Shaikh, S. (2019, July). Using information processing strategies to predict message level contagion in social media. Paper presented at the Applied Human Factors and Ergonomics conference, Washington, DC.
14. Levens, S. M., †El-Tayeby, O., †Aleshire, B., †Nandu, S., †Wesslen, R., **Gallicano, T.**, & Shaikh, S. (2018, July). Using information processing strategies to predict contagion of social media behavior: A theoretical model. Paper presented at the Applied Human Factors and Ergonomics conference, Orlando, FL.

15. †Wesslen, R., †Nandu, S., †El-Tayeby, O., **Gallicano**, T., Levens, S., Jiang, M., & Shaikh, S. (2018, June). Bumper stickers on the Twitter highway: Analyzing the speed and substance of profile changes. Paper presented at the International Conference on Web and Social Media, Stanford, CA.

16. **Gallicano**, T. D. (2017, August). *Math, message design and assessment data: A strategic approach to the Facebook assignment [Great Ideas for Teaching in PR paper]*. Paper presented at the top teaching papers high density session at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
 - This paper was awarded third place in the Great Ideas for Teaching in PR competition.

17. †Wesslen, R., **Gallicano**, T., †Thill, J.-C., & †Nandu, S. (2017, July). *Hot issue publics on Twitter: Analyzing Charlotte protests with automated text analysis*. Paper presented at the International Conference on Computational Social Science, Cologne, Germany.

18. **Gallicano**, T. D., †Wesslen, R., & Thill, J.-C. (2017, March). *From cluster tweets to retweets: A big data, rhetorical exploration of digital social advocacy in the context of the Charlotte protests on Twitter*. Paper presented at the meeting of the International Public Relations Research Conference, Orlando, FL.
 - This study won the Boston University Award for the Top Paper About Public Relations and the Social and Emerging Media.
 - This study received news coverage on the local CBS station:
<http://www.wbtv.com/story/35372342/tweets-during-keith-lamont-scott-unrest-analyzed-by-unc-charlotte-researchers#.WRHOfwWCQG8.facebook>

19. †Tatone, J., †Tefertiller, A., & **Gallicano**, T. D. (2016, August). I love tweeting in class, but... A mixed-method study of student perceptions of the impact of Twitter in large lecture classes. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
 - This study won the top teaching paper award in the Public Relations Division.
 - My contribution to the manuscript was equal to the second author's contributions in terms of our project hour logs, but I am listed last to support my graduate students. Our equal contribution is noted in an author's note in the manuscript.

20. **Gallicano**, T. D., Ekachai, D., & Freberg, K. (2015, October). The infographics assignment: A qualitative study of students' and professionals' perspectives. Best of *Public Relations Journal Studies* 2013-2014 panel, Public Relations

Society of America, Atlanta, GA.

21. **Gallicano**, T. D. (2014, October). Millennials' perceptions of diversity in their PR agencies. Best of *Public Relations Journal Studies* 2012-2013 panel, Public Relations Society of America, Washington, DC.
22. **Gallicano**, T. D. (2014, October). Digital media assignments that stick. Public Relations Society of America, Washington, DC.
23. †Hopp, T. M., & **Gallicano**, T. D. (2014, August). *Can ghost blogging disclosure help an organization? A test of radical transparency*. Association for Education in Journalism and Mass Communication, Montreal, Canada.
24. **Gallicano**, T. D., Ekachai, D., & Freberg, K. (2013, August). *The infographics assignment: A qualitative study of students' and professionals' perspectives*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Washington, DC. *This study won the top teaching paper award in the Public Relations Division.
25. **Gallicano**, T. D., & Matthews, K. (2012, October). *Hope for the future: Millennial PR agency practitioners' discussion of ethical dilemmas*. Paper presented at the meeting of the Public Relations Society America of America, San Francisco, CA.
26. **Gallicano**, T. D. (2012, August). *Tenacious tweeting, bellowing blogging, fanatical Facebooking, yappy YouTubeing: Using industry cases as teaching tools*. Moderator for panel at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
27. **Gallicano**, T. D., †Cho, Y. Y., & Bivins, T. H. (2012, August). *What do blog readers think? A survey to assess ghost blogging and ghost commenting*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
28. **Gallicano**, T. D. (2012, June). *Social media and the client pitch*. Presentation at the Edelman New Media Academic Summit, Palo Alto, CA.
29. **Gallicano**, T. D., Brett, K., & †Hopp, T. (2012, March). *Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging*. Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL. *This paper was also presented at the October 2012 PRSA International Conference in the workshop titled "Public Relations Research Showcase Presentations: Top Six Articles."
30. **Gallicano**, T. D. (2011, August). *Relationship management with the Millennial Generation of public relations agency employees*. Paper presented at the

meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

31. **Gallicano**, T. D. (2011, August). *Making sense of CSR: Evaluating the effectiveness, ethics and enforcement of CSR messages and campaigns*. Panelist at the meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
32. Curtin, P. A., **Gallicano**, T. D., & Matthews, K. (2010, March). *Using relationship management to encourage ethical practice among cultural strangers: A survey of Millennial Generation public relations agency practitioners*. Paper presented at the 13th Annual International Public Relations Research Conference, Miami, FL.
33. **Gallicano**, T. D. (2009, August). *Pretending to care regardless of results: A critical examination of relationship types and a revised framework*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.
34. **Gallicano**, T. D., Curtin, P. A., & Matthews, K. (2009, August). *"I love what I do, but...": A relationship management survey of millennial generation public relations agency employees*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Boston, MA.
35. **Gallicano**, T. D. (2009, November). *Podcasting: A class lesson, discussion guide, and assignment*. Paper presented at the meeting of the National Communication Association, Chicago. (Paper later published on my blog in response to requests.)
36. **Gallicano**, T. D., & Sweetser, K. (2008, November). *Democratizing access: The social media release*. Paper presented at the meeting of the National Communication Association, San Diego, CA.
37. **Derville**, T. (2008, October). *Personal relationship strategies and outcomes in a case study of a multi-tiered membership organization*. Paper presented at the Euprera 2008 Congress, Milan, Italy.
38. †**Derville**, T. (2006, November). *Mental health advocacy: Debunking stereotypes and promoting helpful portrayals in popular culture*. Paper presented at the meeting of the National Communication Association, San Antonio, TX.
39. †**Derville**, T., & ^Heisler, T. A. (2006, August). *Relationship types and outcomes: A case study of internal military relationships*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

40. †**Derville**, T. (2005, July). *Professional design standards for online classes and PowerPoint documents*. Paper presented at the Writing Workshop of University of Maryland University College, Adelphi, MD.
41. Turner, M. M., †Wang, Q., Xie, X., †**Derville**, T., & †Black, J. E. (2004, November). *Moving beyond fear: A developmental model of anger appeals*. Paper presented at the meeting of the National Communication Association, Chicago, IL.
42. †**Derville**, T., & McComas, K. A. (2003, May). *The use of community-based interventions to reduce the barriers of severely constrained publics*. Paper presented at meeting of the International Communication Association, San Diego, CA.

Educational Experience

Courses Taught

University of North Carolina, Charlotte, Associate Professor, 2018-present

COMM 2104: Communication Foundations

- Fall 2024, enrollment: 29
- Fall 2024, enrollment: 30

COMM 6000: Public Relations Theory

- Spring 2024, enrollment: 6
- Fall 2023, enrollment: 13

COMM 6000: Social Media Management

- Spring 2021, enrollment: 15
- Fall 2019, enrollment: 10 (including MALS 6000, cross-listed course)

COMM 3055 [Topics in Public Relations] and COMM 3055 [Topics in Mass Media]: Personal Branding and Professional Social Media Management, a LEADS-certified class (certification for all sections obtained in fall 2020)

- Summer 2023, 080 (Topics in Public Relations), enrollment: 13
- Summer 2023, 083 (Topics in Mass Media), enrollment: 13
- Fall 2020, 202080 (Topics in Public Relations), enrollment: 13
- Fall 2020, 202080 (Topics in Mass Media), enrollment: 19

COMM 3246: PR Strategy

- Spring 2020, 202010, enrollment: 17
- Spring 2020, 202010, enrollment: 15
- Fall 2019, 201980, enrollment: 19
- Spring 2019, 20397, enrollment: 20
- Spring 2019, 23094, enrollment: 19

- Fall 2018, 201880, enrollment: 20
- Fall 2018, 201880, enrollment: 21

COMM 3245: Public Relations Writing

- Spring 2023, enrollment: 16
- Spring 2018, 201810, enrollment: 15
- Spring 2018, 201810, enrollment: 15

COMM 2146: Public Relations Ethics

- Spring 2024, enrollment: 25
- Spring 2023, enrollment: 28
- Summer 2022, enrollment: 17
- Spring 2022, enrollment: 19

COMM 2145: Principles of Public Relations

- Fall 2022, enrollment: 42
- Spring 2022, enrollment: 31
- Fall 2021, enrollment: 22
- Spring 2021, enrollment: 43

University of North Carolina, Charlotte, Assistant Professor, 2016-2018

COMM 3245: Public Relations Writing

- Spring 2018, 201810, enrollment: 15
- Spring 2018, 201810, enrollment: 15

COMM 3052/3055 (cross-listed course), Personal and Professional Social Media in Public Relations

- Fall 2017, 16189, enrollment: 24
- Fall 2016, COMM 3055 001: Topics in Public Relations, 18026, enrollment: 14; cross listed with COMM 3052 002: Topics in Mass Media, 13555, enrollment: 10

COMM 3246: PR Strategy

- Spring 2017, 20463, enrollment: 26
- Spring 2017, 24515, enrollment: 34
- Fall 2016, 13161, enrollment: 29

University of Oregon, Associate Professor, 2014-2016

J201: Media and Society

- Spring 2016, enrollment: 155
- Fall 2015, enrollment: 155 and 269 (two sections)
- Fall 2014, enrollment: 153

J452/J552: Strategic Public Relations Communication

- Winter 2015: enrollment: 17
- Winter 2015: enrollment: 16
- Winter 2014: enrollment: 16
- Winter 2014: enrollment: 16

J453: Strategic Planning and Cases

- Winter 2016, enrollment: 28 and 28 (two sections)

J496/J596: Strategic Communication Ethics

- Spring 2015, enrollment: 30 undergraduates, 1 graduate student

J617: Nonprofit Public Relations Theory

- Spring 2015, enrollment: 7

University of Oregon, Assistant Professor, 2007-2014

J201: Media and Society

- Fall 2013, enrollment: 130
- Fall 2012, enrollment: 150
- Fall 2011, enrollment: 140
- Fall 2010, enrollment: 159
- Fall 2009, enrollment: 159
- Fall 2008, enrollment: 148

J350: Public Relations Principles

- Spring 2010, enrollment: 160

J440: Strategic Writing and Media Relations

- Fall 2010, enrollment: 16

J452/J552: Strategic Public Relations Communication

- Fall 2013, enrollment: 15
- Spring 2013, enrollment: 16
- Winter 2013, enrollment: 16
- Fall 2012, enrollment: 13
- Spring 2012, enrollment: 30 (co-taught class)
- Winter 2012, enrollment: 32 (co-taught class)
- Fall 2011, enrollment: 16
- Spring 2011, enrollment: 15
- Winter 2011, enrollment: 16
- Spring 2010, enrollment: 15
- Fall 2009, enrollment: 14
- Spring 2009, enrollment: 9
- Fall 2008, enrollment: 14
- Spring 2008, enrollment: 13

- Winter 2008, enrollment: one class of 16, one class of 7
- Fall 2007, enrollment: 16

J620: Public Relations Planning and Theory

- Spring 2009, enrollment: 7

Towson University, Assistant Professor, 2006-2007

- Public Relations Principles, enrollment: 30
- Public Relations Writing, enrollment: 15
- Strategic Public Relations and Integrated Communication Campaigns, enrollment: 11

University of Maryland at College Park, Teaching Assistant, 2000-2002, 2004-2005

As a teaching assistant, I was given sole responsibility to teach the following courses:

- Argumentation and Society (class section size was about 20)
- Communication and Gender (class section size was about 20)
- Oral Communication: Principles and Practice (class section size was about 20)
- Public Relations Writing (class section size was about 16)
- Specialized Writing in Public Relations (class section size was about 16)

University of Maryland University College, Instructor, Summer 2004, Summer 2005

- Communication Theory, enrollment: 30
- Public Relations Principles, enrollment: 20

Advising

University of North Carolina, Charlotte

Master's advisor

- Hannah Crowley, 2024-present
- Jordan Murphy, 2021-2023
- Shrestha Sinha, 2021-2022
- Tremain Ingram, 2020-2022
- Tara Gomez Doubiago, 2018-2020 (Communication Studies) – adjunct teaching mentee, 2020-2021

Master's committee

- Alexa Adams, 2024-present (Communication Studies)
- Abigail Higgins, 2021-2023 (English)
- Kaila Addison, 2020 (Psychology)
- Sourav Choudhury, 2020-2021 (Computer Science)

Undergraduate honors thesis advisor

- Kemaya Bryant, 2023-2024
- Makayla Johnson, 2022-2023
- Olivia Lawless, 2020-2021
- Meghan Hendry, 2019-2020
- Alexis Burns, 2018-2019
- Toni Lane, 2018-2019

Undergraduate honors thesis committee

- Josh Gordon, 2022-2023
- Abbegale Styers, 2021-2022

Faculty Mentoring

- Connie Chandler (at the University of Oregon), 2016-2018
(monthly phone calls and reviews of key work)

Dissertation

- Committee member, (graduate faculty representative), Zhuo Cheng, 2021-2022
- Committee member (graduate faculty representative), Behnam Nikparvar (infrastructure & environmental systems), 2019-2021
- Committee member, Omar Eltayeb (computer science), 2019-2020
- Committee member, Ricardo Valencia (student at the University of Oregon; continued sharing feedback and serving on his committee during my time at UNC Charlotte), 2016-2018

University of Oregon

Faculty Mentoring

- Donna Davis, 2013-2016
- Connie Chandler, 2014-2016
- Dean Mundy, 2014-2016
- Autumn Shafer, 2015-2016

Dissertation

- Committee member, Ricardo Valencia, 2015-2016
- Committee member, Jeslyn Lemke, 2015-2016
- Committee member, Toby Hopp, 2012-2014
- Committee member, Katie Pontius Stansberry, 2008-2011
- Committee member, Jessalynn Strauss, 2008-2010

Master's Thesis

- Committee member, Edwin Wang, 2013-2015
 - Advisor, Maiko Nakai, 2010-2012
 - Advisor, Windy Hovey, 2007-2008
- *Paper from thesis published in the *Public Relations Journal*, summer 2010

- Committee member, Katie Pontius Stansberry, 2007-2008

Master's Project

- Advisor, Leanarda Gregordi, 2013-2015
- Committee member, Kevin Brett, 2011-2012

Strategic Communication Projects (Turnbull Center)

- Advisor, Jordan Imlah, 2015-2016
- Advisor, Lucila Cejas Epple, 2014-2016
- Advisor, Natalie Bennon, 2013-2015
- Advisor, Benjamin Furr, 2010-2012
- Committee Member, Madeline Wigen, 2012
- Advisor, Rose Kelsch, 2010-2011
- Committee Member, J. Graber, 2010-2011
- Advisor, Auriana Albree, 2008-2010
- Advisor, Julie Lauderbaugh, 2009-2010
- Advisor, Mirabai Vogt, 2009-2010

Undergraduate School of Journalism and Communication Thesis

- Committee member, Casey Brogan, 2014-2015
- Committee member, Marita Barger, 2013-2014

Undergraduate Honors College Theses

- Committee member, Eri Mizobe, 2013-2014
- Committee member, Kaitlyn Chock, 2013-2014
- Advisor, Lisa France, 2010-2011
- Advisor, Lindsey McCarthy, 2010-2011
- Advisor, Claire Tonneson, 2010-2011
- Committee Member, Jay Peters, 2010-2011
- Advisor, Stacey Malstrom, 2007-2008
- Committee Member, Lindsey Durrell, 2007-2008

Teaching Highlights

University of North Carolina, Charlotte

Associate Professor, 2018-present

- Joined the 2020-2021 Academic Learning Academy through the Center for Teaching and Learning.
- Researched and adopted Kritik software in PR Writing in spring 2023 to add rigor to the peer review process in PR Writing and help students develop managerial skills with regard to sharing feedback.
- Taught a new graduate-level topics class in social media and adopted Stukent software for teaching analytics. Mentored students in producing mini-plans

for local nonprofit organizations and companies. Also, developed a graduate-level topics class in public relations theory.

- Adopted a flipped classroom approach to teaching Public Relations Strategy in fall 2018 and continued to refine it in spring 2019.

Assistant Professor, 2016-2018

Fall 2017:

- Cultivated a relationship with a board member from Social Media Charlotte, a professional association for social media professionals.
- Successfully applied to the Meltwater classroom program, which is a new classroom outreach campaign to give software access to university students for the purpose of learning how to build social media influencer lists and analyze conversations.
- Produced work for community clients via student work in my Social Media in Public Relations class. In addition, every student in my PR Writing class produced work for a different community client. My social media students produced a week's worth of social media content on various channels for their individual clients, in addition to creating or revising the client's social media policy, analyzing social media conversations, and building a social media influencer list using Meltwater. My PR Writing students produced a variety of traditional PR writing materials for their clients.
- After seeing the class adoption of Google AdWords certifications among three of my PR colleagues at other universities, I decided to pursue Google AdWords certification and Google Analytics training. I studied both programs and passed exams for my AdWords certification. I also trained my students, and 20 of 23 students have passed the exam and now have Google AdWords certification on their resumes. Two of the three who did not pass were one point away from passing and the third never took the exam. The training for these exams and completion of the exams combined take about 15 hours.
- Improved students' grammar and punctuation by an average of 48 percent when I taught Public Relations Writing.

2016-2017

- Successfully applied to be one of about 10 educators in the U.S. who participated in the Sysomos in the Classroom program, which was only offered in 2016-2017. Sysomos is a proprietary data analytics company. I engaged in weekly one-hour data analytics training sessions for about a month to learn how to use the software. This effort provided our students with the ability to learn and use a professional analytics system for their class projects. Their projects had sophistication because of the software we

were able to use, and the students also developed their technical skills. This is the only year when Sysomos had a classroom program, so I did not continue with it.

- Delivered research-based social media plans to six Charlotte organizations.
- Mentored a student, who received \$100 for winning Ketchum's Mindfire challenge contest for a campaign idea to promote toothpaste in Australia.
- Produced a report with recommendations for revising the Writing Foundations course.

University of Oregon, Eugene

Associate Professor, 2014-2016

Assistant Professor, 2007-2014

- Attracted more than 250,000 visits to blog, and my blog post about grounded theory coding has been linked to from university classes and libraries.
- Created and implemented Rate the Debate 2008, which resulted in local television coverage on three stations and front page coverage in the student newspaper.
- Co-planned Extra! Extra! Tweet All About It! event in 2009, which included six other universities and expert panelists.
- Improved students' grammar and punctuation by an average of 45 percent between 2008 and 2013.

Towson University, Baltimore

Acting Assistant Professor, 2006-2007

- Improved students' mastery of grammar and punctuation by an average of 44 percent within eight weeks of a public relations writing class.
- Spent 50 hours outside of the classroom to help 33 students with their writing and professional interests within 10 weeks of class.
- Supervised two campaign proposals for the Albert S. Cook Library.

University of Maryland at College Park, Teaching Assistant, 2000-2002, 2004-2005

- Given sole responsibility for teaching assigned courses.
- Managed teams that developed tactics for more than 30 clients.
- Raised \$11,250 for charity by initiating a service-learning activity.

- Completed a 12-hour program about designing Web sites for courses.

Instructor, University of Maryland University College, Summer 2004, 2005

- Designed and taught a distance education course.
- Completed a five-week training course in distance education.
- Received nominations for the best UMUC instructor after teaching each class.

Research Assistant, University of Maryland at College Park, 2002-2004

- Worked with the lead investigator on a National Science Foundation grant to improve risk communication at public meetings about cancer clusters.
- Assisted the lead investigator on a Food and Drug Administration grant to explore perceptions of conflicts of interest.

Service

Scholarly Community

- AEJMC, Standing Committee on Teaching
 - Chair, 2024-2025 (also includes serving on AEJMC's Board of Directors)
 - Vice chair, 2023-2024
 - Member, 2022-2023
- AEJMC, Public Relations Division
 - Chair, Past Heads, 2021-2023
 - Past Editors Council, *Journal of Public Relations Education*, 2021-present
 - Senior Associate Editor, *Journal of Public Relations Education*, 2018-2020
 - *Journal of Public Relations Education* editor selection chair: Summer 2017
 - Immediate past head: 2016-2017
 - Vice head elect nominating committee chair: 2016-2017
 - Division head: 2015-2016
 - Kaiser award mentor: August 2015
 - Vice head: 2014-2015
 - Vice head elect: 2013-2014
 - Social media co-chair: 2011-2013
- Editorial council and boards
 - Journal of Public Relations Research, 2012-present
 - Journal of Public Relations Education, 2016-2020
 - Senior Associate Editor, 2018-2020
 - Past Editors' Council, 2021-Present

- Journal of Public Interest Communications, 2018-present
- The Research Journal of the Institute for Public Relations, 2014-2017
- Ad hoc manuscript reviewer
 - Arthur W. Page Center/Johnson Legacy Scholar grant competition, 2020-present
 - International Journal of Strategic Communication, 2020
 - Public Relations Review, 2016-2017, 2019-present
 - Public Relations Inquiry, 2019-present
 - Journal of Communication Management, 2013-2017, 2020
 - Communication Research Reports, 2015-2016
 - Teaching Public Relations, 2011-2012
 - PRISM, reviewer for special issue about segmenting publics, 2011
 - Journal of Communication, 2008-2009
- Conference reviewer
 - AEJMC, Public Relations Division, 2009-present
 - Discussant: Top Teaching Papers, 2020
 - AEJMC, Southeast Colloquium, 2022
 - ICA, Public Relations Division, 2019
 - AEJMC, Graduate Division, 2011-2016
 - AEJMC, Mid-Winter Conference, fall 2008, fall 2009
- External reviewer for tenure (dates withheld for confidentiality)
 - University of Oklahoma
 - Boston University
 - Butler University
 - Louisiana State University
- Facilitator: Teaching social media focus groups hosted by Syracuse University at the Edelman New Media Academic Summit, summer 2010
- Administrator: PR Open Mic, 2008-2011
- Judge: Zenith Awards (undergraduate PR competition hosted by the University of Oklahoma), 2011

Department of Communication Studies, University of North Carolina, Charlotte

- Committee Chair
 - Curriculum and Assessment Committee, 2017-2019
 - Facilitate the process of creating an improved departmental curriculum for the chair to propose to the dean
 - Coordinate the process for assessing papers for accreditation by the Southern Association of Colleges and Schools (SACS)
 - Public Relations Concentration Committee, 2017-2019

- Screened adjunct candidates, evaluate them in the context of guest lectures, and make recommendations to the chair with a public relations colleague
 - Provided an orientation for adjuncts teaching PR Writing and check in with them periodically during the semester to identify any challenges and share strategies
 - Led the public relations faculty in updating the curriculum (e.g., adding Public Relations Ethics, making Public Relations Writing a pre-requisite to the internship course)
 - Facilitated efforts to revise student learning outcomes and course descriptions with consideration to the latest research about public relations curricula
 - Addressed internship quality by substantially rewriting the internship packet, focusing on problematic employers, and contributing to efforts to recognize outstanding employers
- Committee member
 - Public relations track, 2016-2017, 2019-present
 - Coordinate adjuncts for PR Writing and serve as a mentor
 - Graduate Student Assessment Committee, spring 2017-2021 and 2023-present
 - Ad hoc Communication Foundations Committee, spring 2024
 - Department Review Committee (ad hoc reviewer for two cases), fall 2021
 - Curriculum and Assessment Committee, 2016-2017
 - Graduate Student Admissions Committee, spring 2017-2018
 - Search Committee, Communication and Technology, 2016-2017
- Twitter and fan page contributor, 2018-2019
- Facebook fan page co-manager, 2016-2018
- Guest presentations
 - Resumes and LinkedIn Profiles that Open Doors. PRSSA lecture, Feb. 8, 2024
 - Introduction to Public Relations, guest lecture in Communication Foundations, Oct. 16, 2023
 - ChatGPT in the Comm. Studies Classroom: Training Tomorrow's Communicators Today, department lecture, April 28, 2023
 - How to Embrace ChatGPT in the PR Workplace Without Getting Burned, PRSSA lecture, April 13, 2023
 - Corporate Social Responsibility, lecture for the International Business Study Tour Program through the Office of International Programs, summer 2022

- Into the Firestorm: A Social Media Activist Typology, Zoom guest for Stephanie Norander's Professional Seminar, fall 2020
- Ghost Blogging: Exploring the Research, Zoom guest for Katie Place's law and ethics graduate class at Quinnipiac University, fall 2020
- How Project Mosaic can Help with Research, faculty meeting presentation, spring 2017
- Teaching Ethics in a Post-Fact Age, faculty development session, co- led with Dan Grano, spring 2017
- PR Tactics Bootcamp, PR student open training session, co-led with Robin Rothberg, spring 2017
- Public Relations Careers, Pre-Communication Students, fall 2016
- Teaching observation for faculty promotion
 - Robin Rothberg, fall 2018

University of North Carolina, College of Liberal Arts and Sciences

- Research Advisory Committee, 2017-present
- Honors Faculty, 2020-2025

University of North Carolina, Charlotte

- Faculty Information & Technology Services Advisory Committee, 2022-2024
- The use of ChatGPT for research and information seeking: What students need to know. Lecture for instructional librarians at Atkins Library, August 2, 2023
- Exploring the Boundaries of ChatGPT with Students, guest presentation at the Charlotte Institute for Smarter Learning, May 18, 2023
- Academic Integrity Board, 2017-2022
- Advisor to a Charlotte Research Scholar, June-July 2018, June-July 2021
- Judge, Summer Undergraduate Research Forum, July 2017
- Faculty affiliate, Project Mosaic, 2016-2018
 - Wrote and delivered a presentation from a collaborative Project Mosaic research study titled "Reading the Twitter Leaves: How to Interpret Activist Trends to Improve Community Engagement" as part of the Data Science Initiative's application for UNC Charlotte to become a partner of the Center for Visual & Decision Informatics. CVDI is a university cooperative research center for the NSF. The presentation was among the most popular based on receiving the

highest cumulative score from attendees. Attendees were funders from the community.

- Participated in the following workshops:
 - R Code Workshop by Ryan Wesslen through Project Mosaic, Feb. 16, 2017
 - Twitter Event Detection and Shiny through R Studio by Ryan Wesslen through Project Mosaic, April 18, 2017
 - Social Media Data Workshop by Ryan Wesslen through Project Mosaic, April 20 and April 27, 2017
- Consultant to College of Human Health & Services on PR plan for Shaping the Message, a grant-funded project to reduce teen dating violence in Charlotte, which included sharing campaign ideas and feedback on tactics, such as a video, 2016-2017
- Faculty transitions attendee, fall 2016

School of Journalism and Communication, University of Oregon

- Committee chair
 - Third-Year Review Committee, Ed Madison, 2016
 - Assistant/Associate Professor in Public Relations Search Committee, 2014-2015
 - Assessment Committee, Public Relations Sequence, 2015-2016
- Committee co-chair
 - Prof Power Lunch, 2008-2009
 - Charitable Fund Drive, fall 2007
- Committee member
 - Promotion Review Committee, Kelli Matthews, 2015-2016
 - Assessment Think Tank, Public Relations Sequence, 2014-2015
 - Technology Committee, 2009-2010, 2014-2015
 - Third-year review, Troy Elias, spring 2015
 - Ad Hoc Committee for Merit Reviews, summer 2014
 - Diversity Committee, 2008-2013
 - Assistant Professor in Public Relations Search Committee, fall 2013
 - Instructor in Public Relations Search Committee, fall 2013
 - Promotion Review Committee, Josh Netzer, 2012-2013
 - Assistant Professor in Public Relations Search Committee, fall 2012
 - Assistant Professor in Strategic Communication Search Committee, fall 2011 and winter 2012
 - Assistant Professor in Public Relations Search Committee, fall 2010
 - Visiting Assistant Professor in Public Relations Search Committee, spring 2010
 - Development of J199 Course Committee, 2009-2010

- Search Committee for Assistant Professor of Communication Studies, 2009
- Tom Hagley promotion review committee, 2008-2009
- Context Curriculum Committee, spring 2008
- Search Committee for the SOJC Development Director, winter 2008
- Senior Experience Committee, 2007-2008

- Advisor to one student team of our student-run public relations agency: Allen Hall Public Relations, fall 2009-spring 2014, fall 2015- spring 2016

- Emcee
 - Outstanding Student Awards Ceremony, 2015

- Portland Experience Liaison for public relations sequence, 2013-2016

- Media outreach assistance for the Women in Wikipedia Edit-a-thon and creation of the Wikipedia article about Betsy Plank, 2013

- Speaker
 - Student scholarship celebration, June 5, 2013

- Consultation meetings about social media
 - Jordan Schnitzer Museum of Art, spring 2009
 - Alumni Association, fall 2008

- Guest lectures
 - Grammar and AP Style Refresher, Allen Hall Public Relations, Nov. 3, 2015
 - Effective Resumes, PRSSA, May 15, 2013
 - Is Ghost Blogging Ethical or Effective? J610: Proseminar 1B, May 7, 2013
 - Resume content, Allen Hall Public Relations, Feb. 26, 2013
 - Effective Teamwork, J454: Public Relations Campaigns, Jan. 9, 2013
 - Visual Displays of Data, J495: Strategic Communication Research Methods, Oct. 10, 2012
 - Public Relations Theories, J350: Principles of Public Relations, Oct. 8, 2012
 - Portfolios, J408: Portfolios for PR, April 21, 2012
 - Effective Teamwork, J454: Public Relations Campaigns, April 4, 2012
 - Public Relations Overview, J100: Media Professions, March 13, 2012
 - Effective Resumes, followed by Resume Workshop, PRSSA, Feb. 1 and Feb. 8, 2012
 - What Makes Millennials Tick? Ethics in the Workplace. School of Journalism and Communication research series, Feb. 9, 2011
 - Understanding Radical Activist Tactics, J412: Communicating Nature, Nov. 23, 2010
 - Strategies for Large Lecture Classes, J619: Teaching and Professional Life, Nov. 12, 2010

- Managing Relationships With Stakeholders, Allen Hall Public Relations, April 20, 2010
- Ghost Blogging and Astroturfing, J496/J596: Topics in Ethics, Feb. 10, 2010
- The Circuit of Culture, J201: Media and Society, Jan. 5, 2010
- Storytelling in Public Relations, J410: Gateway to Media I, March 11, 2009
- Social Media and Ethics, J496/J596: Topics in Ethics, Feb. 12, 2009
- Podcasting, J452: Advanced Public Relations Writing, Feb. 24, 2009
- Twitter, J452: Advanced Public Relations Writing, Feb. 24, 2009
- Podcasting, Lane Business Development Center, Feb. 9, 2009
- Toulmin's Model of Argumentation, Allen Hall Public Relations, Feb. 10, 2009
- Public Relations Ethics, Allen Hall Public Relations, April 15, 2008
- Relationship Measurement, J454: Public Relations Campaigns, Feb. 19, 2008
- Cover Letters, J440: Public Relations Writing, Jan. 24, 2008
- Academic Job Search Preparation, J619: Teaching and Professional Life, Nov. 19, 2007
- Relationship Management, J610: Foundations of Strategic Communication, Oct. 25, 2007
- Public Relations Theory, J350: Public Relations Principles, Oct. 8, 2007

University of Oregon

- Committees
 - International Scholarship Committee, 2015-2016
 - Scholastic Review Committee, 2013-2015
 - Johnson Memorial Award Committee, 2012-2014

- Guest lectures
 - Teaching in Context, UO First Year Faculty Development Luncheon, Jan. 15, 2016
 - Maximizing research time and balancing research, teaching and service, Center on Diversity and Community event for tenure-track faculty, Dec. 5, 2014
 - The Use of Social Media to Teach Writing, EDST 632: Engaging Students With Writing, Feb. 28, 2012
 - Careers in Public Relations, Journalism Panel Event by the UO Career Center, April 15, 2010
 - Twitter in Higher Education, UO Teaching Effectiveness Program, Jan. 27, 2009
 - Tweeting Your Way to a Job, UO Your Digital Life Conference, May 27, 2009

Other

- Guest lectures for professional organizations
 - Integrating Social Media Into the Classroom, PRSA Educator's Academy webinar, April 5, 2013 – attracted 38 members, and others downloaded the recording afterward.

- Working Effectively With the Millennial Generation, IPREX Conference, Oct. 1, 2009
- Relationship Management with the Millennial Generation, Greater Oregon PRSA, Feb. 5, 2009
- Board of Directors: Cameron Siemers Foundation for Hope, 2007-2011

Towson University

- Assessment Committee, spring 2007
- Baltimore College Debate Tournament Judge, Nov. 4, 2006

University of Maryland at College Park

- Grunig Retirement Event Committee, Member, 2004-2005
- Department of Women's Studies, Research Interest Group, Member, 2002-2003
- Academic Excellence in Learning and Teaching Retreat, Recorder, 2003
- Communication Competencies Conference, Recorder, 2002
- Communication Graduate Student Organization, Vice President, 2002-2003
- Debate Watch, Commission on Presidential Debates, Focus Group Facilitator, 2000, 2004
- Sept. 11 Focus Group, Center for Communication & Civic Leadership, Facilitator, 2001

Willamette University

- Young Alumni Club, Mid-Atlantic Region, President, 1998-2000
- Student Body Vice President, 1996-1997

Hooley for Congress, Salem, OR, and Washington, D.C.

- Advance work volunteer, Summer 1997, Summer 2000

Wyden for Senate, Portland, OR

- Event volunteer, Summer 1997

Associations

Association for Education in Journalism and Mass Communication, 2007-present

- Past head, Public Relations Division, 2016-2017
- Division head, Public Relations Division, 2015-2016

- Vice head, Public Relations Division, 2014-2015
- Vice head elect, Public Relations Division, 2013-2014
- Social media co-chair, Public Relations Division, 2011-present

Public Relations Society of America, 2007-present

- Membership Liaison, Greater Oregon chapter of PRSA, 2008-2009
- Member of the speakers showcase (a list top PRSA speakers for local chapters' programming)

Industry Experience

**University of Maryland at College Park, Office of Information Technology
Public Relations Assistant, Summer 2003, 2004-2005**

- Developed crisis communications plans for data loss crisis and future crises.
- Used surveys and focus groups to perform an internal communications audit.
- Redesigned and rewrote materials to make them more accessible.
- Edited two newsletters for grammar, content and organization.

Hill & Knowlton, Washington, D.C.

Graduate Intern, Summer 2004

- Wrote the Hill & Knowlton style guide for the Washington, D.C., office.
- Created a new business reporting template, which all U.S. offices adopted.
- Searched for proposal requests, determined whether to pursue, assembled teams, formulated strategies, coordinated timelines, and wrote proposal sections.
- Created association capabilities brochure and rewrote litigation services brochure.

Mid-Atlantic Crossroads, College Park, MD

Public Relations Consultant, Summer 2002

- Proposed strategies to develop relationships with members.
- Wrote information technology content for audiences with varying knowledge levels.

Ketchum, Washington, D.C.

Graduate Intern, Summer 2001

- Served as a spokesperson for a news conference.
- Successfully pitched health expert appearances to television, radio, and print media.
- Edited news articles, backgrounders, and fact sheets.

Association of Reproductive Health Professionals, Washington, D.C.

Media Relations Manager, 1998-2000

- Created an outreach campaign that led to a four-fold increase in media requests.
- Built and managed a team of experts to advise news reporters about health issues.

- Wrote news releases and monthly program reports.
- Initiated change in communications to solicit new members and health fund donations.
- Worked with a coalition of women's health organizations to plan a campaign.
- Worked with a committee to develop continuing medical education programs.

Kennedy for Senate, Washington, D.C.

Committee for a Democratic Majority Political Action Committee, Washington, D.C., Finance Assistant, 1997-1998

- Planned fundraising events and coordinated on-site logistics.
- Managed internship program and welcome staff at celebrity events.
- Discussed upcoming events with donors and political action committee leaders.