

## Melissa R. Gotlieb

Associate Professor  
Department of Advertising  
College of Media & Communication  
Texas Tech University

Media and Communication | PO Box 43082 | Lubbock, TX 79409

Phone: 806-834-2998

E-mail: melissa.gotlieb@ttu.edu

### EDUCATION

Ph.D., 2012  
University of Wisconsin-Madison  
Major: Mass Communications  
Minor: Educational Psychology, emphasis in quantitative methods

M.A., 2007  
University of Wisconsin-Madison  
Major: Journalism & Mass Communication

J.B.A., 2004  
University of Wisconsin-Madison  
Majors: Journalism & Mass Communication, Psychology  
Certificate: Integrated Liberal Studies

### ACADEMIC POSITIONS

Texas Tech University, September 2018-Present  
*Associate Professor*, Department of Advertising

Texas Tech University, September 2012-August 2018  
*Assistant Professor*, Department of Advertising

University of Wisconsin-Madison, September 2011-August 2012  
*Research Assistant*, School of Journalism & Mass Communication

University of Wisconsin-Madison, September 2005-May 2006  
*Project Assistant*, School of Journalism & Mass Communication

University of Wisconsin-Madison, September 2004-May 2005, September  
2006-May 2010  
*Teaching Assistant*, School of Journalism & Mass Communication

### CONSULTING

KETC, St. Louis Public Television, 2008  
Consultant, Worked with a team of professors and graduate students at  
the University of Wisconsin-Madison to assess KETC's engagement efforts  
around the mortgage crisis

### HONORS & AWARDS

Outstanding faculty member, 2014  
Texas Tech University, Office of Student Disability Services

Graduate student research award (\$750), 2011

University of Wisconsin-Madison, School of Journalism & Mass Communication

Louise Elizabeth George Fellowship, 2010

University of Wisconsin-Madison, School of Journalism & Mass Communication

Top Faculty Paper, 2010

Communication Theory & Methodology Division, Association for Education in Journalism & Mass Communication

Guido Stempel Award for Graduate Student Research, 2009

Graduate Student Interest Group, Association for Education in Journalism & Mass Communication

Top Faculty Paper, 2009

Mass Communication & Society Division, Association for Education in Journalism & Mass Communication

First Place, Student Paper Competition, 2010

Midwest Association for Public Opinion Research

Best Published Article Award, 2008

Information Technology and Politics Section, American Political Science Association

**GRANT  
ACTIVITY**

Association for Education in Journalism & Mass Communication  
"Journalism & Mass Communication Annual Surveys"

Co-Principal Investigators: Cummins, R. G., **Gotlieb, M. R.**, & McLaughlin, B.  
Amount: \$90,000 (funded: January 2019-December 2021)

Association for Education in Journalism & Mass Communication  
"Journalism & Mass Communication Surveys"

Co-Principal Investigators: Cummins, R. G., **Gotlieb, M. R.**, & McLaughlin, B.  
Amount: \$87,750 (funded: September 2015-August 2018)

**JOURNAL  
ARTICLES**

McLaughlin, B., Velez, J. A., **Gotlieb, M. R.**, Thompson, B. A., Krause-McCord, A. (2019). React to the future: Political projection, emotional reactions, and political behavior. *International Journal of Advertising*. Advance online copy.

**Gotlieb, M. R.** (2018). Environmental action at the checkout line: A functional approach to green consumer behavior. *Social Marketing Quarterly*. Advance online copy.

- Cheema, S. E., **Gotlieb, M. R.**, & Sarge, M. A. (2018). Conspicuous activism: Digital badges and the motivation crowding effect. *International Journal of Nonprofit and Voluntary Sector Marketing*. Advance online copy.
- Gotlieb, M. R.**, & Cheema, S. E. (2017). From consumer to producer: Motivations, Internet use, and political consumerism. *Information, Communication & Society*, *20*, 570-586.
- Gotlieb, M. R.**, & Thorson, K. (2017). Connected political consumers: Transforming personalized politics into broader repertoires of action. *Journal of Youth Studies*, *8*, 1044-1061.
- Gotlieb, M. R.**, Scholl, R. M., Ridout, T. N., Goldstein, K. M., & Shah, D. V. (2017). Cumulative and long-term campaign advertising effects on trust and talk. *International Journal of Public Opinion Research*, *29*, 1-22.
- Gotlieb, M. R.**, McLaughlin, B., & Cummins, R. G. (2017). 2015 Survey of journalism & mass communication enrollments: Challenges and opportunities for a changing and diversifying field. *Journalism and Mass Communication Educator*, *72*, 139-153.
- Bouchillon, B. C., & **Gotlieb, M. R.** (2017). Making them count: Socializing on Facebook to optimize the accumulation of social capital. *Social Science Computer Review*, *35*, 299-318.
- Gunther, A. G., McLaughlin, B., **Gotlieb, M. R.**, & Wise, D. (2017). Who says what to whom: Content vs. source in the hostile media effect. *International Journal of Public Opinion Research*, *29*, 363-383. Advance online publication.
- Scholl, R. M., Pingree, R. J., **Gotlieb, M. R.**, Veenstra, A. S., & Shah, D. V. (2016). Here's what you'll learn from this news story: Prior framing and learning reasons from news. *Electronic News*, *10*, 71-86.
- Edgerly, S., **Gotlieb, M. R.**, & Vraga, E. K. (2016). "That show really spoke to me!" The effects of compatible psychological needs and talk show host style on audience activity. *International Journal of Communication*, *10*, 1950-1970.
- Gotlieb, M. R.** (2015). Civic, cooperative, or contrived? A functional approach to political consumerism motivations. *International Journal of Consumer Studies*, *39*, 552-563.
- Gotlieb, M. R.**, Kyoung, K., Gabay, I., Riddle, K., & Shah, D. V. (2015). Socialization of lifestyle and conventional politics among early and late adolescents. *Journal of Applied Developmental Psychology*, *41*, 60-70.

- Kim, Y. M., Wang, M., **Gotlieb, M. R.**, Gabay, I., & Edgerly, S. (2013). Ambivalence reduction and polarization in the campaign information environment: The interaction between individual-level and contextual-level influences. *Communication Research, 40*, 388-416.
- Gotlieb, M. R.**, & Wells, C. (2012). From concerned shopper to dutiful citizen: Implications of individual and collective orientations to political consumerism. *The ANNALS of the American Academy of Political and Social Science, 64*, 207-219.
- Carr, D. J., **Gotlieb, M. R.**, Lee, N. J., & Shah, D. V. (2012). Examining trends in overconsumption, competitive consumption, and conscious consumption from 1994-2004: Disentangling cohort and period effects. *The ANNALS of the American Academy of Political and Social Science, 64*, 220-223.
- Cho, J., Shah, D. V., McLeod, J. M., McLeod, D. M., Scholl, R. M., & **Gotlieb, M. R.** (2009). Campaigns, reflection, and deliberation: Advancing an O-S-R-O-R model of communication effects. *Communication Theory, 19*, 66-88.
- Hwang, H., **Gotlieb, M. R.**, Nah, S., McLeod, D. M. (2007). Applying a cognitive-processing model to presidential debate effects: Postdebate news analysis and primed reflection. *Journal of Communication, 57*, 40-59.
- Detenber, B. H., **Gotlieb, M. R.**, McLeod, D. M., & Malinkina, O. (2007). Frame intensity effects of television news stories about a high-visibility protest issue. *Mass Communication & Society, 10*, 439-460.
- Shah, D. V., Cho, J., Nah, S., **Gotlieb, M. R.**, Hwang, H., Lee, N., Scholl, R. M., McLeod, D. M. (2007). Campaign ads, online messaging, and participation: Extending the communication mediation model. *Journal of Communication, 57*, 676-703. **[Best Published Article Award, Information Technology & Politics Section, American Political Science Association]**
- Shah, D. V., McLeod, D. M., Kim, E., Lee, S. Y., **Gotlieb, M. R.**, Ho, S., & Breivik, H. (2007). Political consumerism: How communication practices and consumption orientations drive 'lifestyle politics.' *The ANNALS of the American Academy of Political and Social Science, 611*, 217-235.
- BOOK CHAPTERS**
- Velez, J. A, **Gotlieb, M. R.**, Graybeal, G., Abitbol, A., & Villareal, J. A. (2018). Live streams and revenue streams: Twitch as a hybrid gaming culture. In N. D. Bowman (Ed.). *Video games: A medium that demands our attention*. New York: Routledge.

Shah, D. V., McLeod, D. M., **Gotlieb, M. R.**, & Lee, N. (2009). Framing and agenda setting. In M. B. Oliver & R. L. Nabi (Eds.). *The Sage handbook of mass media effects*. Thousand Oaks, CA: Sage Publications.

**REFEREED  
PAPERS**

**Gotlieb, M.**, & Sarge, M. (2019, May). *User-Generated Content and the Development of Self-Determined Citizens*. Paper to be presented at the International Communication Association annual conference, Washington DC.

**Gotlieb, M. R.**, Sarge, M., Cheema, S., & Foumena Agnong, J. L. (2017, August). *Confident, Committed, or Cooperative: Participation in User-Generated Content, Digital Badges, and Youth Engagement*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.

Graybeal, G., Abitbol, A., Velez, J., & **Gotlieb, M.** (2017, April). *Putting the Capital in Social Capital: Examining Twitch as a Path Toward a Melded Social Media Marketing Approach*. Paper presented at the Broadcast Education Association annual conference, Las Vegas, NV.

**Gotlieb, M. R.**, & Cheema, S. E. (2015, August). *From Consumer to Producer: Relating Orientations, Internet Use, and Lifestyle and Contentious Political Consumerism*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Francisco, CA.

Bouchillon, B. C., & **Gotlieb, M. R.** (2015, August). *Making Them Count: Socializing on Facebook to Optimize the Accumulation of Social Capital*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Francisco, CA.

Bucy, E. P., **Gotlieb, M. R.**, & McLaughlin, B. (2015, May). *Attitudes Toward Unconventional Energy Production: An Emerging Political Prism?* Paper presented at the American Association for Public Opinion Research annual conference, Hollywood, FL.

**Gotlieb, M. R.**, & Thorson, K. (2014, August). *For Values, Community, or Show: Connecting Motivations for "Going Green" To Media Use and Participation*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Montreal, Canada.

Edgerly, S., **Gotlieb, M. R.**, & Vraga, E. K. (2014, August). *The Compatibility of Psychological Needs & Talk Show Host Style*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Montreal, Canada.

- Thorson, K., **Gotlieb, M. R.**, & Bouchillon, B. C. (2014, May). *Young Citizens and "Opt-in" Engagement: Designing Online Networks of Information and Mobilization*. Paper presented at the International Communication Association annual conference, Seattle, WA.
- Gotlieb, M. R.** (2013, August). *Civic, Cooperative, or Contrived? A Functional Approach to Understanding Political Consumerism Motivations*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington DC.
- Scholl, R. M., **Gotlieb, M. R.**, Ridout, T. N., Goldstein, K. M., & Shah, D. V. (2013, August). *Cumulative and Long Term Campaign Advertising Effects on Democratically Valuable Outcomes*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington DC.
- Gunther, A. G., McLaughlin, B., **Gotlieb, M. R.**, & Wise, D. (2013, June). *Motivated Evaluation of Mediated Information: The Role of Content and Source Affiliation in the Hostile Media Effect*. Paper presented at the International Communication Association annual conference, London, England.
- Gotlieb, M. R.**, & Thorson, K. (2012, August). *Civic Responsibility or Consumer Desire: Morning News and Priming Support for a Social Cause*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.
- Gotlieb, M. R.** (2011, August). *Political Consumption and Needs of the Self: A Functional Attitudes Approach to Citizen Engagement*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, St. Louis, MO.
- Edgerly, S., **Gotlieb, M. R.**, & Vraga, E. K. (2011, August). *Psychological Needs and Talk Show Host Style: News Effects in the Post-Broadcast Age*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, St. Louis, MO.
- Bard, M., **Gotlieb, M. R.**, McLaughlin, B., Zukas, K., Foote, J., & Kim, Y. M. (2011, August). *Viewer Ideology and The Effect of Argument Flow on Guest Evaluations in Political Talk Shows*. Paper presented at the 2011 Association for Education in Journalism and Mass Communication conference, St. Louis, MO.

- Gotlieb, M. R.**, Kim, S. C., Gabay, I., Liang, X., Hou, C., & McLeod, D. M. (2010, August). *Effects of Political Talk Show Discussion on Mobilizing Citizens: Applying an Approach-Avoidance Motivation Framework*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Denver, CO.
- Kim, Y. M., Wang, M., **Gotlieb, M. R.**, Gabay, I., & Edgerly, S. (2010, August). *Ambivalence Reduction and Polarization in the Campaign Information Environment: The Interaction Between Individual-Level and Contextual-Level Influences*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Denver, CO. **[Top Faculty Paper, Communication Theory & Methodology Division]**
- Gotlieb, M. R.**, Puig Abril, E., Carr, D. J., Gabay, I., & Vallens, R. (2009, November). *Seeking Opinions on a Controversial Issue: The Interplay of Audience Motivation, Commentary, and Story Frame*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Gotlieb, M. R.**, Kyoung, K., Gabay, I., & Shah, D. V. (2009, August). *Political Consumerism and Youth Citizenship: The Development of Identity Politics Among Tweens and Teens*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Boston, MA. **[Top Faculty Paper, Mass Communication & Society Division]**
- Gotlieb, M. R.**, & Thorson, K. (2009, August). *News Exposure and Political Participation: A Citizen Versus Consumer Response to News Media Messages*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Boston, MA. **[Guido Stempel Award for Graduate Student Research, Graduate Student Interest Group]**
- Gotlieb, M. R.**, Gabay, I., & Edgerly, S. (2008, November). *Effects of Gain-Loss News Framing and Political Ideology on Audience Sympathy*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL. **[First Place, Student Paper Competition]**
- Gotlieb, M. R.**, Anderson, A. A., Borah, P., Gabay, I., Lee, N., & McLeod, D. M. (2008, August). *The Influence of Gain-Loss News Framing and Attendant Facts on Information Seeking*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.

- Shah, D. V., Hwang, H., Lee, N., **Gotlieb, M. R.**, Scholl, R. M., Veenstra, A. S., Vraga, E. K., Wang, M., & Gabay, I. (2008, May). *Examining Effects of Political Ads on Voter Support: OLS and Heckman Models of Candidate Evaluations and Partisan Voting*. Paper presented at the American Association of Public Opinion Research annual conference, New Orleans, LA.
- Shah, D. V., Hwang, H., Lee, N., **Gotlieb, M. R.**, Scholl, R. M., Veenstra, A. S., Vraga, E. K., Wang, M., & Gabay, I. (2007, November). *Political Advertising Effects on Candidate Evaluations and Partisan Voting*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Scholl, R. M., Pingree, R. J., **Gotlieb, M. R.**, Vraga, E. K., Wang, M., & Shah, D. V. (2007, August). *Media Effects on Deliberative Processing: Frames, Congruence and Emotion*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington, DC.
- Shah, D. V., **Gotlieb, M. R.**, Hwang, H., Lee, N., Scholl, R. M., Veenstra, A. S., McLeod, D. M., & Goldstein, K. (2007, August). *Campaign Advertising Effects on Social, Political, and Media Trust: Short-Term, Long-Term, and Cumulative Models*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington, DC.
- Shah, D. V., McLeod, D. M., Cho, J., Scholl, R. M., & **Gotlieb, M. R.** (2007, May). *Political Ads, Communication Mediation, and Participation: Modeling Campaign Effects Across Generational Groups*. Paper presented at the International Communication Association annual conference, San Francisco, CA.
- Gotlieb, M. R.**, Brossard, D., Acosta, E. E., & Atkinson, L. (2006, November). *The Convergence of News Frames and Audience Value-Predispositions: The Conditioned Effects of Pro-Science News on Attitudes Toward Stem Cell Research*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.
- Gotlieb, M. R.**, Hwang, H., Breivik, H., & McLeod, D. M. (2006, November). *Issue Framing and the Stem Cell Controversy: The Effects of Primed Encoding and Reflection on Stem Cell Opinions*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.



Scholl, R. M., Pingree, R. J., **Gotlieb, M. R.**, Veenstra, A. S., & Shah, D. V. (2006, August). *Framed Video Processing and the Spread of Activation: Implications for Deliberative Reasoning*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Francisco, CA.

Rademacher, M. A., & **Gotlieb, M. R.** (2005, November). *Friend or Friendster? Music Preference, Social Identity, and Online Profiles*. Paper presented at the Midwest Association of Public Opinion Research annual conference, Chicago, IL.

Hwang, H., Nah, S., **Gotlieb, M. R.**, & McLeod, D. M. (2005, August). *Presidential Debate Viewing and Post-Debate News Analysis: Effects of Reflective Activation and Reflective Priming on Voting Intentions*. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, San Antonio, TX.

**INVITED  
PRESENTATIONS**

Cummins, R. G., **Gotlieb, M. R.**, & McLaughlin, B. (2017, August). *Faculty/Administrator Salary Survey Results*. Presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.

Cummins, R. G., **Gotlieb, M. R.**, & McLaughlin, B. (2016, August). *Current Trends in Journalism and Mass Communication Education*. Presented at the Association for Education in Journalism and Mass Communication annual conference, Minneapolis, MN.

**GRANT  
REPORTS**

Shah, D. V., McLeod, D. M., Golstein, K., **Gotlieb, M. R.**, Hwang, H., Lee, N., Scholl, R. M., & Veenstra, A. S. Campaign advertising effects on social, political, and media trust: Short-term, long-term, and cumulative models. For Carnegie Corporation, C.I.R.C.L.E., Rockefeller Brothers, Russell Sage, and Journal Foundation, March 31, 2007.

Shah, D. V., McLeod, D. M., Cho, J., Nah, S., **Gotlieb, M. R.**, Hwang, H., Lee, N., & Scholl, R. M. Political ads, communication mediation, and participation: Modeling campaign effects across generational groups. For Carnegie Corporation, C.I.R.C.L.E., Rockefeller Brothers, Russell Sage, and Journal Foundation, January 14, 2007.

Shah, D. V., Cho, J., Nah, S., **Gotlieb, M. R.**, Hwang, H., Lee, N., Scholl, R. M., & McLeod, D. M. Campaign ads, online messaging, and participation: Extending the communication mediation model. For Carnegie Corporation, Pew Charitable Trusts, C.I.R.C.L.E., Rockefeller Brothers, Russell Sage, and Journal Foundation, January 14, 2007.

Shah, D. V., McLeod, D. M., Cho, J., Nah, S., **Gotlieb, M. R.**, Hwang, H., Lee, N., & Scholl, R. M. Political ad exposure, the Internet, and participation: A campaign communication mediation model. For Carnegie Corporation, Pew Charitable Trusts, C.I.R.C.L.E., Rockefeller Brothers, and Journal Foundation, June 17, 2006.

**COURSES  
TAUGHT**

Texas Tech University, Professor

Advertising Theory

Fall 2018, Spring 2019

Data Analysis (MCOM 5374)

Spring 2016

International Advertising (ADV 4313)

Fall 2014, Fall 2015, Fall 2017, Spring 2018, Fall 2018

Advertising and the Consumer (ADV 5326)

Spring 2014, Spring 2015, Spring 2017, Spring 2018, Spring 2019

Principles of Advertising (ADV 3310)

Spring 2013, Fall 2013

Advertising and Society (ADV 3320)

Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015,  
Fall 2015, Spring 2016, Fall 2016, Fall 2017

Political Advertising (ADV 4301)

Fall 2012

University of Wisconsin-Madison, Teaching Assistant

Mass Media and the Consumer (J646)

Spring 2007, Fall 2007, Fall 2008, Fall 2009

Mass Communication Practices (J202)

Fall 2006, Spring 2009, Spring 2010

Introduction to Journalism and Mass Communication (J201)

Fall 2004, Spring 2005, Spring 2008

**STUDENT  
ADVISING**

Dissertation Committee Member

Jonathan Villareal, In Progress

Hark Shin Kim, Completed Spring 2018

Priyanka Khandelwal, Completed Fall 2016

Brandon Bouchillon, Completed Spring 2014

Thesis Committee Member

Allison Matherly, Completed Summer 2016

Master's Report (MCOM 6050) Advisor

Meredith Caudle, In progress

Jeff Hunter, Completed Fall 2017  
Patricia Vitela, Completed Fall 2017  
Lauren Hays, Completed Fall 2015  
Zachary Kite, Completed Spring 2015  
Preston Redden, Completed Spring 2015  
Jordan Fletcher, Completed Fall 2014  
Michael Matos, Completed Spring 2014

Interdisciplinary Studies Portfolio Committee Chair  
Lauren Childress, Completed Fall 2014

**FIELD  
SERVICE**

Conference Leadership Positions

Communication Theory & Methodology Division, Association for  
Education in Journalism & Mass Communication  
Head, August 2017-August 2018  
Vice Head/Program Chair, August 2016-August 2017  
Research Chair, August 2015-August 2016  
Professional Freedom & Responsibility Chair, August 2014-August 2015  
Newsletter Editor, August 2013-August 2014  
New Member Mentor, 2013

Journal Editorial Board Member

*Communication Research Reports*, starting 2018

Ad Hoc Journal Reviewer Requests

*Communication Research Reports*, starting 2018  
*Journal of Communication*, starting 2018  
*Mass Communication and Society*, starting 2018  
*Environment and Planning E: Nature and Space*, starting 2018  
*Journal of Elections, Public Opinion & Parties*, starting 2017  
*The Social Science Journal*, starting 2017  
*Research & Politics*, starting 2017  
*American Behavioral Scientist*, starting 2017  
*Political Psychology*, starting 2015  
*Political Behavior*, starting 2015  
*International Journal of Consumer Studies*, starting 2015  
*International Journal of Communication*, starting 2014  
*International Journal of Public Opinion Research*, starting 2014  
*Communication Research*, starting 2014  
*Social Justice Research*, starting 2013

Conference Activities (e.g., Paper Reviewer, Discussant, Moderator)  
Communication Theory & Methodology Division, Mass Communication &  
Society Division, Political Communication Interest Group, and Graduate  
Student Interest Group, Association for Education in Journalism & Mass  
Communication, 2012-Present

**UNIVERSITY  
SERVICE**

Texas Tech University

University

Faculty Senate, Member, Fall 2018-Present

Graduate Fellowship Applications, Reviewer, Spring 2017, Spring 2018

Arts & Humanities Graduate Student Research Conference, Judge, Fall  
2014

Mentor Tech, Mentor, Fall 2013-Spring 2018

TTU Undergraduate Research Conference, Reviewer, Spring 2013,  
Spring 2015

Graduate School, Graduate Dean's Representative, Spring 2013, Spring  
2014, Spring 2016

College of Media & Communication

OP Revisions/Faculty Handbook Committee, Member Fall 2018-Present

Strategic Planning Committee, Member, Fall 2017-Present

Ph.D. Student Professional Development Committee, Member, Spring  
2017

Assistant/Associate Professor of Strategic Communication Search  
Committee, Member, Fall 2016

Advertising Visibility Committee, Chair, Fall 2015-Spring 2017; Member,  
Fall 2013-Present

CCR Faculty Advisor Committee, Member, Fall 2015-Present

College Retention and Recruiting Committee, Member, Fall 2015-  
Present

Annual Review Committee, Member, Fall 2015

Professor of Practice in Strategic Sport Communication Search  
Committee, Member, Fall 2014

Regents Small Grant Application, Reviewer, Spring 2014

Participant Pool Committee, Member, Spring 2014-Spring 2015

Graduate Student Scholarship Selection Committee, Member, Spring  
2014, Spring 2018

Ph.D. Selection Committee, Member, Spring 2014, Spring 2015

Grade Appeals Committee, Member, Fall 2013- Spring 2015

Graduate Committee, Member, Fall 2012-2016

University of Wisconsin

University

Undergraduate Research Scholars Program, Graduate Student Mentor,  
Fall 2011-Spring 2012

School of Journalism & Mass Communication

Communication Crossroads: A Multidisciplinary Graduate Student  
Conference, Conference Organizing Committee, Member, Spring  
2011

Communication, Consumers, and Citizens: Revisiting the Politics of  
Consumption, Organized by the Consumer Culture and Civic  
Participation Research Group, Conference Organizing Committee,  
Member, Spring 2011

Media & Politics Group, Mass Communication Research Center,  
Student Leader, Fall 2008-Spring 2009

The Politics of Consumption / The Consumption of Politics, Organized  
by the Consumer Culture and Civic Participation Research Group,  
Conference Organizing Committee, Member, Fall 2006

Muckrakers Journalism & Mass Communication Graduate Student  
Organization, Co-Chair, Fall 2006-Spring 2009