

Trent Seltzer, Ph.D.
Curriculum Vitae

College of Media & Communication
Texas Tech University
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EDUCATION

- 2007 Ph.D., University of Florida, College of Journalism & Communications, Gainesville, FL
- 2000 M.A., University of Central Florida, Nicholson School of Communication, Orlando, FL
- 1995 B.A., University of Florida, College of Liberal Arts and Sciences, Gainesville, FL

ACADEMIC POSITIONS

Texas Tech University

- 2012-present Associate Professor, Department of Public Relations & Strategic
Communication Management
- 2007-2012 Assistant Professor, Department of Public Relations

University of Florida

- 2003-2007 Graduate Assistant/Instructor, College of Journalism & Communications

Gulf Coast State College

- 2001-2003 Adjunct Instructor, Division of Language & Literature
- 2001-2003 Adjunct Instructor, Division of Visual & Performing Arts

University of Central Florida

- 2000 Graduate Assistant/Instructor, Nicholson School of Communication

ADMINISTRATIVE APPOINTMENTS

Texas Tech University

- 2024-present Interim Department Chair, Department of Public Relations & Strategic
Communication Management
- 2016-2019 Assistant Dean for Graduate Studies, College of Media & Communication
- 2010-2015 Department Chair, Department of Public Relations
- 2009-2010 Assistant Department Chair, Department of Public Relations

RESEARCH (Student coauthors are underlined)

Journal Articles

25. Bankhead, B. K., Bichard, S., **Seltzer, T.**, Thompson, L., Chambers, B., Davis, B., Knowlton, L. M., Tatebe, L. C., Vella, M. A., & Dumas, R. P. (2023). Bias in the trauma bay: A multicenter qualitative study on team communication. *Journal of Trauma & Acute Care Surgery*, 94(6), 771-777.
24. Holland, D., **Seltzer, T.**, & Kochigina, A. (2021). Practicing transparency in a crisis: Examining the combined effects of crisis type, response, and message transparency on organizational perceptions. *Public Relations Review*, 47(2), 1-11.
23. Lee, N., Callison, C., & **Seltzer, T.** (2020). Sustainable beer: Testing the effects of water conservation messages and brewery type on consumer perceptions. *Journal of Food Products Marketing*, 26(9), 619-638.
22. **Seltzer, T.**, & Lee, N. (2018). The influence of distal antecedents on organization-public relationships. *Journal of Public Relations Research*, 30(5-6), 230-250.
21. Lee, N., & **Seltzer, T.** (2018). Vicarious interaction: The role of observed online communication in fostering organization-public relationships. *Journal of Communication Management*, 22(3), 262-279.
20. Abitbol, A., Lee, N., Lee, S., & **Seltzer, T.** (2018). #RaceTogether: Starbucks' attempt to discuss race in America and its impact on company reputation and employees. *Public Relations Journal*, 12(1), 1-28.
19. Holland, D., Krause, A., Provencher, J., & **Seltzer, T.** (2018). Transparency tested: The influence of message features on public perceptions of organizational transparency. *Public Relations Review*, 44(2), 256-264.
18. Lee, N., **Seltzer, T.**, & Callison, C. (2017). Relationship building in the craft beer industry: A study of public relations within the growing artisanal and locavore movements. *Public Relations Journal*, 11(2), 1-20.
17. Callison, C., Merle, P., & **Seltzer, T.** (2014). Smart friendly liars: Public perception of public relations practitioners over time. *Public Relations Review*, 40, 829-831.
16. **Seltzer, T.**, Zhang, W., Gearhart, S., & Conduff, L. (2013). Sources of citizens' experiential and reputational relationships with political parties. *Public Relations Journal*, 7(4), 1-35.

15. Zhang, W., **Seltzer, T.**, & Bichard, S. (2013). Two sides of the coin: Assessing the influence of social network site use during the 2012 US presidential campaign. *Social Science Computer Review*, 31, 542-551.
14. **Seltzer, T.**, Gardner, L., Bichard, S., & Callison, C. (2012). PR in the ER: Managing internal organization-public relationships in a hospital emergency department. *Public Relations Review*, 38, 128-136.
13. **Seltzer, T.**, & Zhang, W. (2011). Debating healthcare reform: How political parties' issue-specific communication influences citizens' perceptions of organization-public relationships. *Journalism and Mass Communication Quarterly*, 88, 753-770.
12. **Seltzer, T.**, & Zhang, W. (2011). Toward a model of political organization-public relationships: Antecedent and cultivation strategy influence on citizens' relationships with political parties. *Journal of Public Relations Research*, 23, 24-45.
11. Callison, C., & **Seltzer, T.** (2010). Influence of responsiveness, accessibility, and professionalism on journalists' perceptions of Southwest Airlines public relations. *Public Relations Review*, 30, 141-146.
10. Rybalko, S., & **Seltzer, T.** (2010). Dialogic communication in 140 characters or less: How Fortune 500 companies engage stakeholders using Twitter. *Public Relations Review*, 36, 336-341.
9. Zhang, W., Johnson, T., **Seltzer, T.**, & Bichard, S. (2010). The revolution will be networked: The influence of social network sites on political attitudes and behaviors. *Social Science Computer Review*, 28, 75-92.
8. Zhang, W., & **Seltzer, T.** (2010). Another piece of the puzzle: Advancing social capital theory by examining the effect of political party relationship quality on political and civic participation and confidence in government. *International Journal of Strategic Communication*, 4, 155-170.
7. Bortree, D., & **Seltzer, T.** (2009). Dialogic strategies and outcomes: An analysis of environmental advocacy groups' Facebook profiles. *Public Relations Review*, 35, 317-319.
6. **Seltzer, T.**, & Dittmore, S. (2009). Down, set, frame: Second-level agenda building and the NFL Network carriage dispute. *International Journal of Sport Communication*, 2, 340-359.
5. **Seltzer, T.**, & Mitrook, M. (2009). The role of expert opinion in framing media coverage of the Heisman Trophy race. *Journal of Sports Media*, 4(2), 1-29.

4. **Seltzer, T.**, & Mitrook, M. (2009). Two sides to every story: Using cororientation to measure direct and meta-perspectives of both parties in organization-public relationships. *Public Relations Journal*, 3(2), 1-24.
3. Mitrook, M., Parish, N., & **Seltzer, T.** (2008). From advocacy to accommodation: A case study of the Orlando Magic's public relations efforts to secure a new arena. *Public Relations Review*, 34, 161-168.
2. **Seltzer, T.**, & Mitrook, M. (2007). The dialogic potential of weblogs in relationship building. *Public Relations Review*, 33, 227-229.
1. Kiousis, S., Mitrook, M., Wu, X., & **Seltzer, T.** (2006). First- and second-level agenda-building and agenda-setting effects: Exploring the linkages among candidates' news releases, media coverage, and public opinion during the 2002 Florida gubernatorial election. *Journal of Public Relations Research*, 18, 265-285.

Book Chapters

3. **Seltzer, T.** (2019). Political public relations and relationship management: Foundations & challenges. In J. Strömbäck & S. Kiousis (Eds.), *Political public relations: Concepts, principles, applications* (2nd ed., pp. 105-125). Taylor & Francis.
2. Gardner, L., **Seltzer, T.**, Phillips, A., & Page, R. (2014). The influence of message source and cultivation strategies in a nonprofit public relations context. In R. Waters (Ed.), *Public relations theory and practice in the nonprofit sector* (pp. 219-331). Routledge.
1. Johnson, T., Zhang, W., Bichard, S., & **Seltzer, T.** (2010). United we stand? Online social network sites and civic engagement. In Z. Papacharissi (Ed.), *A networked self: Identity, community, and culture on social network sites* (pp. 185-207). Routledge.

Conference Proceedings

4. **Seltzer, T.**, Gardner, E., Bichard, S., & Callison, C. (2011). PR in the ER: Internal public relations in a hospital emergency department. *Proceedings of the International Public Relations Research Conference* (pp. 722-741). Miami, FL: Institute for Public Relations.
3. **Seltzer, T.**, Zhang, W., Kiambi, D., & Kim, D. (2011) Building an agenda; building a relationship: Defining organization-public relationships through the second-level agenda-building function of public relations. *Proceedings of the International Public Relations Research Conference* (pp. 742-756). Miami, FL: Institute for Public Relations.

2. **Seltzer, T., & Zhang, W.** (2009). Impact of antecedents and relationship maintenance strategies on perceived relationship with political parties during the 2008 presidential general election. In K. Yamamura (Ed.), *Proceedings of the International Public Relations Research Conference* (pp. 588-606). Miami, FL: Institute for Public Relations.
1. Callison, C., & **Seltzer, T.** (2009). We'll get right back to you: The effect of responsiveness, accessibility, and information utility on journalist perceptions of organizational media relations efforts. In K. Yamamura (Ed.), *Proceedings of the International Public Relations Research Conference* (pp. 56-73). Miami, FL: Institute for Public Relations.

Other Publications

1. **Seltzer, T.** (2005). *Measuring the impact of public relations: Using a coorientational approach to analyze the organization-public relationship*. Institute for Public Relations, Gainesville, Florida.

Conference Presentations

41. Bankhead, B., **Seltzer, T.**, Chambers, B., Bichard, S., Davis, B., Thompson, L., & Dumas, R. (2022, October). *Characterization and perception of trauma team communication: A qualitative multicenter analysis*. Paper presented at the American College of Surgeons' Scientific Forum at Clinical Congress 2022, San Diego, CA.
40. Bankhead, B., Bichard, S., **Seltzer, T.**, Chambers, B., Davis, B., Thompson, L., & Dumas, R. (2022, September). *Bias in the trauma bay: A multicenter qualitative study on team communication*. Paper presented at the 81st Annual Meeting of the American Association for the Surgery of Trauma and Clinical Congress of Acute Care Surgery, Chicago, IL.
39. Holland, D., **Seltzer, T.**, & Kochigina, A. S. (2020, March). *Practicing transparency in a crisis: Examining the impact of message strategies on organizational perceptions*. Paper presented at the 23rd annual International Public Relations Research Conference, Orlando, FL.
38. Callison, C., Lee, N., & **Seltzer, T.** (2017, November). *IPAs and H2O: How craft beer brewers can best communicate their water-intensive industry to consumers*. Paper presented at the American Water Resources Association Annual Conference, Portland, OR.
37. Cummins, G., & **Seltzer, T.** (2017, August). *Cognitive and emotional processing of the enhanced State of the Union*. Paper presented at the 2017 Senior and Emerging Scholars Research Roundtable Session of the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

36. Meeks, J., Anderson, H., Moe, A., Norman, M., & Seltzer, T. (2017, August). *Evaluating parental attitudes toward the USA Football Heads Up campaign*. Paper presented at the meeting of the Sports Communication Interest Group of the Association for Education in Journalism and Mass Communication, Chicago, IL.
35. **Seltzer, T., & Lee, N.** (2017, August). *Distal antecedents of organization-public relationships: The influence of motives and perceived issue and value congruence*. Paper presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
34. Lee, N., & Seltzer, T. (2017, May). *Assessing the influence of perceived direct & indirect symmetrical communication on organization-public relationships*. Paper presented at the meeting of the International Communication Association, San Diego, CA.
33. Holland, D., Krause, A., Provencher, J., & Seltzer, T. (2016, November). *Transparency tested: How different levels of organizational transparency impact public perceptions*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
32. McLerran, E., Irlbeck, E. G., Meyers, C., Doerfert, D. L., & Seltzer, T. (2016, September). *Agricultural communications student confidence level and preparedness for employment at Texas Tech University*. Paper presented at the meeting of the Western Region American Association for Agricultural Education, Tucson, AZ.
31. **Seltzer, T., Lee, N., Lee, S., & Abitbol, A.** (2016, March). *#RaceTogether: Cause-brand fit, paracrisis, and Starbucks' attempt to discuss race issues in America*. Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
30. Sweeney, L. A., Gardner, E., Dykstra, L., Rojek, A., Bichard, S., Callison, C., & **Seltzer, T.** (2014, December). *Project CLEAR! Communication leading to excellence and ameliorating risk*. Paper presented at the Institute for Healthcare Improvement's 26th Annual National Forum, Orlando, FL.
29. Gardner, L., Phillips, A., Seltzer, T., Callison, C., Sweeney, L., & Bichard, S. (2014, April). *Improving internal communication quality in a hospital emergency department through training and sustainability efforts*. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.
28. Zhang, W., & **Seltzer, T.** (2013, November). *The dark side of political public relations*. Paper presented at the meeting of the Midwest Association of Public Opinion Research, Chicago, IL.

27. Callison, C., Merle, P., & **Seltzer, T.** (2013, August). *Smart friendly liars: Public perception of public relations practitioners over time*. Paper presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
26. Gardner, L., **Seltzer, T.**, & Page, R. (2013, June). *The influence of message source and cultivation strategies in a nonprofit public relations context*. Paper presented at the meeting of the Public Relations Division of the International Communication Association, London, England.
25. Kim, D. & **Seltzer, T.** (2012, March). *Exploring an integrated model of internal relationship management: The effects of internal communication, time, and employee-organization relationships on social capital*. Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
24. Merle, P., Haislett, R., Kiambi, D., Bichard, S., Livingston, K., Borua, S., Sorensen, S., Kang, S., **Seltzer, T.**, Gardner, E., & Callison, C. (2011, August). *Branding health communication strategies aimed at healthcare professionals: An assessment of barriers, message tactics, and sustainability measures and their impact on the patient experience*. Paper presented at the meeting of the Communicating Science, Health, and Risk Division of the Association for Education in Journalism & Mass Communication, St. Louis, MO.
23. **Seltzer, T.**, Gardner, E., Bichard, S., & Callison, C. (2011, March). *PR in the ER: Internal public relations in a hospital emergency department*. Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
22. **Seltzer, T.**, Zhang, W., Kiambi, D., & Kim, D. (2011, March). *Building an agenda; building a relationship: Defining organization-public relationships through the second-level agenda-building function of public relations*. Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
21. Buck, E., Callison, C., & **Seltzer, T.** (2010, August). *Influence of public relations communication strategies and training on perceptions of hospital crisis readiness*. Poster session presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO.
20. **Seltzer, T.**, & Zhang, W. (2010, August). *Talking health care reform: The influence of issue-specific communication on political organization-public relationships and attitudes*. Paper presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO.

19. Rybalko, S., & Seltzer, T. (2010, March). *Corporate communications in 140 characters or less: Are Fortune 500 companies using Twitter to foster dialogic communication?* Paper presented at the meeting of the Association for Education in Journalism and Mass Communication Mid-Winter Conference, Norman, OK.
18. Zhang, W., **Seltzer, T.**, Chambers, B., & Wise, W. (2009, November). *A framing analysis of 'change' and 'experience' during the 2008 presidential campaign.* Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
17. **Seltzer, T.**, & Zhang, W. (2009, August). *Information source influence on perceptions of organization-public relationships with political parties.* Poster session presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
16. Johnson, T., Zhang, W., Bichard, S., & **Seltzer, T.** (2009, May). *United we stand? Online social network sites and civic engagement.* Paper presented at the meeting of the Networked Self: Identity, Community, and Culture on Social Network Sites conference, Chicago, IL.
15. Dittmore, S., & **Seltzer, T.** (2009, April). *Down, set, frame: Second-level agenda building and the NFL Network carriage dispute.* Paper presented at the meeting of the North American Society for Sport Management, Columbia, SC.
14. Callison, C., & **Seltzer, T.** (2009, March). *We'll get right back to you: The effect of responsiveness, accessibility, and information utility on journalist perceptions of organizational media relations efforts.* Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
13. **Seltzer, T.**, & Zhang, W. (2009, March). *Impact of antecedents and relationship maintenance strategies on perceived relationship with political parties during the 2008 presidential general election.* Paper presented at the meeting of the International Public Relations Research Conference, Miami, FL.
12. Zhang, W., & **Seltzer, T.** (2008, August). *The effects of media use, trust, and political party relationship quality on political and civic participation.* Poster session presented at the meeting of the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
11. **Seltzer, T.**, & Mitrook, M. (2008, August). *The whole picture: Coorientational measurement of direct and meta-perspectives in an organization-public relationship.* Poster session presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.

10. Zhang, W., Johnson, T., **Seltzer, T.**, & Bichard, S. (2008, November). *The revolution will be networked: The influence of social network sites on political attitudes and behaviors*. Paper presented at the meeting of the Midwest Association for Public Opinion Research, Chicago, IL.
9. **Seltzer, T.** (2007, August). *Coorientational measurement of organization-public relationships*. Poster session presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
8. Chang, B., & **Seltzer, T.** (2006, August). *Pioneers in the blogosphere: Profiling the early adopters of weblogs*. Poster session presented at the meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
7. **Seltzer, T.**, & Mitrook, M. (2006, August). *Uses and gratifications in the blogosphere: Identifying motives, antecedents, and outcomes of weblog use*. Poster session presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
6. Mitrook, M., **Seltzer, T.**, Kiouisis, S., Popescu, C., & Shields, A. (2006, May). *First- and second-level agenda-building and agenda-setting effects: Terrorism, the president, and the media*. Paper presented at the meeting of the International Communication Association, Dresden, Germany.
5. **Seltzer, T.** (2005, August). *The dialogic potential of weblogs in relationship building*. Paper presented at the meeting of the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Antonio, TX. **Top Student Paper Award, Public Relations Division.**
4. **Seltzer, T.**, & Mitrook, M. (2005, August). *The influence of expert opinion on media coverage of the Heisman Trophy race*. Paper presented at the meeting of the Newspaper Division of the Association for Education in Journalism and Mass Communication, San Antonio, TX.
3. **Seltzer, T.** (2005, May). *RIAA, MPAA, and the digital piracy issue: Comparing public relations strategies and effectiveness*. Paper presented at the meeting of the International Communication Association, New York, NY.
2. Kiouisis, S., Mitrook, M., Wu, X., & **Seltzer, T.** (2004, August). *First- & second-level agenda-building & agenda-setting effects: Exploring the linkages among candidate press releases, media coverage, & public opinion during the 2002 Florida gubernatorial election*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

1. Mitrook, M., & **Seltzer, T.** (2001, August). *Influence of film critic quotations in motion picture advertising on audience attitudes*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

Professional Reports

2. Callison, C., Gardner, L., & **Seltzer, T.** (2013). Project CLEAR! research report: Three-wave survey of Anderson ED staff, March 2011 – March 2013. Research report prepared for the Warren Alpert Medical School of Brown University.
1. **Seltzer, T.**, & Shafer, A. (2012). An analysis of the rhetorical style of Gary C. Kelly, Chairman of the Board, President, & Chief Executive Officer, Southwest Airlines. Research report prepared for Southwest Airlines.

GRANTS & CONTRACT WORK

Extramural (Funded)

- 2024 *Developing communication strategies to support recruitment & retention of child and adolescent mental health professionals in West Texas*, Texas Child Mental Health Care Consortia New & Emerging Children’s Mental Health Researchers Initiative. Award: \$359,425. **Role: Principal Investigator** (Co-PI: Sarah Wakefield, Texas Tech Health Sciences Center; Co-Is: Charles Crews, Glenn Cummins, Texas Tech University; Nancy Trevino, Texas Tech University Health Sciences Center; Consultant: Jo Langston Nelon, Texas Tech University; Co-Mentors: Coy Callison & Kerk Kee, Texas Tech University).
- 2016 *Cognitive and emotional processing of the ‘Enhanced’ State of the Union*, AEJMC Senior Scholars Research Grant Program, Award: \$5,000. **Role: Co-Principal Investigator** (Co-PI: Glenn Cummins, Texas Tech University).
- 2015 *Texas Music Educators Association video project*, Texas Music Educators Association, Award: \$25,000. **Role: Consultant** (Co-Consultants: Todd Chambers & Jacob Copple, Texas Tech University).
- 2010-2013 *Project CLEAR! (Communication Leading to Excellence and Ameliorating Risk)*, Department of Emergency Medicine Warren Alpert Medical School of Brown University, Total Award: \$299,575, TTU sub-award \$67,555. **Role: Co-Investigator** (Co-PIs: Lynn Sweeney & Adam Rojek, Brown University; Co-Is: Shannon Bichard, Coy Callison, & Liz Gardner, Texas Tech University).
- 2008 *Logistics management careers campaign*, Watson Sysco, Inc., Lubbock, Texas, Award: \$5,000. **Role: Consultant.**

2005 *Measuring the impact of public relations: Using a coorientational approach to analyze the organization-public relationship*, Ketchum SMART Grant, Institute for Public Relations, Award: \$2,500. **Role: Principal Investigator.**

Extramural (Unfunded)

2024 *Mitigating adolescent mental health risks in West Texas through a youth-led participatory research and advocacy campaign*, Texas Child Mental Health Care Consortia New & Emerging Children's Mental Health Researchers Initiative, Total Applied: \$442,502. **Role: Principal Investigator** (Co-PI: Natalie Scanlon, Texas Tech Health Sciences Center; Co-Is: Glenn Cummins, Sara Dodd, Amy Onofre, & Paulina Velez-Gomez, Texas Tech University; Consultants: Lisa Low, Jody Roginson, Texas Tech University; Co-Mentors: Coy Callison & Kerk Kee, Texas Tech University).

2023 *Under the lens: Observing communication and biases in the trauma bay utilizing trauma video review*, The Josiah Macy Foundation, Total Applied: \$297,000, TTU subaward \$154,939. **Role: Co-Principal Investigator** (Co-PIs: Brittany Bankhead, TTU Health Sciences Center, Ryan Dumas, UT Southwestern Medical Center).

2023 *Under the lens: Observing communication and biases in the trauma bay utilizing trauma video review*, ZOLL Foundation, Total Applied: \$77,000, TTU subaward \$10,000. **Role: Co-Principal Investigator** (Co-PIs: Brittany Bankhead, TTU Health Sciences Center, Ryan Dumas, UT Southwestern Medical Center).

2016 *MESA: Media Entrepreneurship Startup Accelerator*, VentureWell Faculty Grant, Applied: \$30,000. **Role: Co-Investigator** (PI: Geoffrey Graybeal, Texas Tech University; Co-I: Stephen Black, Texas Tech University).

2015 *Cognitive and emotional processing of the 'Enhanced' State of the Union*, AEJMC Senior Scholars Research Grant Program, Applied: \$4,000. **Role: Co-Principal Investigator** (Co-PI: Glenn Cummins, Texas Tech University).

2014 *Developing guidance on health professional messaging regarding Ebola*, NSF 15-006 National Science Foundation Rapid Response Research (RAPID), Applied: \$191,392. **Role: Co-Investigator** (Co-Is: Coy Callison, Glenn Cummins, & Autumn Shafer, Texas Tech University).

2013 *Recruiting and retaining Texas high school students to public relations classrooms and careers: A personal contact via digital media approach*, Public Relations Society of America Foundation Diversity and Inclusion Project, Applied: \$24,570. **Role: Co-Principal Investigator** (Co-PI: Kent Wilkinson, Texas Tech University).

- 2011 *An Interdisciplinary examination of the dynamics of political epistemic communities*, National Science Foundation Political Science Program, Division of Social and Economic Sciences, Applied: \$1,115,329. **Role: Co-Principal Investigator (later, appointed Principal Investigator)** (Co-PIs: Shannon Bichard, Michael Farmer, Myiah Hutchens, Peter Muhlberger, Mohan Sridharan, & Weiwu Zhang, Texas Tech University).
- 2010 *Guidance for communicating the value of highway system maintenance and preservation*, Transportation Research Board of the National Academies, NCHRP Project 14-24, Applied: \$250,000. **Role: Principal Investigator** (Co-Is: Shannon Bichard, William Lawson, Peter Muhlberger, Sanjaya Senadheera, Jessica Smith, & Weiwu Zhang, Texas Tech University).

Intramural (Funded)

- 2024 *Growing GRUB: Empowering youth and program leaders through research, communication, and advocacy*, Texas Tech University College of Human Sciences Engaged Scholarship Collaboration Seed Grant Program, Total Award: \$6,000. **Role: Co-Investigator** (Co-PIs: Sara Dodd & Paulina Velez-Gomez, Texas Tech University College of Human Sciences).
- 2012 *2012 general election study: OPR, reputation, & social media*, Texas Tech University College of Mass Communications, Award: \$1,200. **Role: Co-Principal Investigator** (Co-PI: Weiwu Zhang, Texas Tech University).
- 2010 *TTU Undergraduate Admissions transfer student campaign*, Office of Marketing & Communications, Texas Tech University, Award: \$5,500. **Role: Consultant.**
- 2009-2010 *OPR & health care policy study*, Reputation Enhancement Fund, Texas Tech University, Award: \$2,500. **Role: Co-Principal Investigator** (Co-PI: Weiwu Zhang, Texas Tech University).
- 2008 *2008 general election study: Political OPR*, Reputation Enhancement Fund, Texas Tech University, Award: \$2,500. **Role: Co-Principal Investigator** (Co-PI: Weiwu Zhang, Texas Tech University).
- 2008 *2008 primary election study: Politics, social capital, & OPR*, Texas Tech University College of Mass Communications, Award: \$3,000. **Role: Co-Principal Investigator** (Co-PI: Weiwu Zhang, Texas Tech University).

Intramural (Unfunded)

- 2015 *COMC student startup pitch competition*, Texas Tech Alumni Association Grant, Applied: \$10,000. **Role: Principal Investigator**

2013 *Outpost Social Media Lab expansion*, Texas Tech Alumni Association Grant, Applied: \$8,890. **Role: Principal Investigator**

HONORS AND AWARDS

- 2023-2024 **Fellow**, Institute for Faculty Excellence, Texas Tech University.
- 2023 **President's Exemplary Program Award**, Texas Tech University, Office of Outreach & Engagement.
- 2017 **Honorable Mention**, Donald R. Haragan Study Abroad Award, Texas Tech University.
- 2017 **L. U. Kaiser Teaching Innovation Award**, College of Media & Communication, Texas Tech University
- 2014 **President's Leadership Institute**, Texas Tech University.
- 2013 **Provost's Integrated Scholar**, Texas Tech University.
- 2011 **President's Excellence in Teaching Award**, Texas Tech University.
- 2011 **Parkinson Award for Outstanding Public Relations Scholarship**, College of Mass Communications, Texas Tech University.
- 2011 **Recognition for Meritorious Achievement in Teaching**, Teaching Academy, Texas Tech University.
- 2010 **New Faculty Award**, Texas Tech University Alumni Association.
- 2010 **Recognition for Meritorious Achievement in Teaching**, Teaching Academy, Texas Tech University.
- 2010 **The Bill and Avis Ross Mass Communication Faculty Achievement Award**, College of Mass Communications, Texas Tech University.
- 2010 **Parkinson Award for Outstanding Public Relations Scholarship**, College of Mass Communications, Texas Tech University.
- 2005 **Ketchum Excellence in Public Relations Research Award**, Institute for Public Relations (Now the Don Bartholomew Award for Excellence in Public Relations Research).
- 2005 **Top Student Paper, Public Relations Division**, Association for Education in Journalism and Mass Communication.

2003 **Alumni Fellowship**, University of Florida.

2000 **Graduate Incentive Fellowship**, University of Central Florida.

TEACHING EXPERIENCE

Texas Tech University

Undergraduate Courses

Applied Public Relations Research [face-to-face, online] (2 sections).
Public Relations Campaigns [face-to-face, online, hybrid] (31 sections).
Public Relations Writing [face-to-face] (1 section).
Tech Transition [face-to-face] (1 section).

Graduate Courses

Integrated Communications Campaigns [face-to-face] (6 sections).
Master's Report [face-to-face, online, hybrid] (5 sections).
Public Relations Problems and Cases [face-to-face] (6 sections).
Research Methods (MA students) [face-to-face] (1 section).
Risk Communication & Management [online] (1 section).
Selected Research Methods: Content Analysis [face-to-face, online] (3 sections).
Seminar in Mass Communications Theory [face-to-face, online] (MA students) (12 sections).
Special Topics in PR: Critical Analysis of Public Relations [face-to-face] (1 section).
Special Topics in PR: Foundations of Persuasion in Strategic Communication [hybrid] (1 section).
Special Topics in PR: Seminar in Relationship Management [face-to-face] (1 section).
Special Topics in PR: Seminar in Political Communication [face-to-face] (1 section).
Strategic Communication Planning & Writing [online] (2 sections).

Cross-Level Courses

Global Issues Management: Environmental Sustainability [hybrid, study abroad] (1 section).
Global Issues Management: Renewable Energy [hybrid, study abroad] (1 section).
Global Public Relations Management [online, hybrid, study abroad] (3 sections).

University of Florida

Principles of Public Relations [face-to-face] (2 sections).
Public Relations Writing [face-to-face] (1 section).
Public Relations Campaigns [face-to-face] (1 section).
Writing for Electronic Media Lab [face-to-face] (6 sections).

Gulf Coast State College-Main Campus

Introduction to Public Speaking [face-to-face] (12 sections).
Survey of Film, Television, and Video [face-to-face] (6 sections).

Gulf Coast State College-Tyndall Air Force Base Education Center

Introduction to Public Speaking [face-to-face] (3 sections).

University of Central Florida

Fundamentals of Oral Communication [face-to-face] (1 section).

Additional Course Development

Advocacy & Activism
Applied Public Relations Research
Applied Public Relations Theories & Concepts
Digital Public Relations
International & Multicultural Public Relations
Public Relations Content Management
Public Relations Practice & Professionalism
Public Relations Strategies

STUDENT ADVISING

Dissertation Committee Chair

- Tameem Al-Shawaf (in progress; expected 2025).
 - Judson Meeks (in progress; expected 2025).
 - Yani Zhao (in progress; expected 2025).
- 2021 Uyanga Bazaa (first job at Mississippi State University).
2020 Brian DeSanti (post-doctoral position as 2020-2022 National Oceanic and Atmospheric Administration Coastal Management and Digital Coast Fellow).
2016 Nicole Lee (first job at North Carolina State University; 2016 Eason Prize, Communicating Science, Health, Environment, & Risk Division, Association for Education in Journalism & Mass Communication).
2015 Daewook Kim (2016 James E. Grunig & Larissa A. Grunig Outstanding Dissertation Award, International Communication Association).
2014 Andrea Phillips (first job at Middle Tennessee State University).
2013 Dane Kiambi (first job at University of Nebraska).
2012 Austin Sims (first job as political consultant).

Dissertation Committee Member

- Kristina Janet-Sherrill (in progress; expected 2026).
- Marina Petric (in progress; expected 2025).
- 2023 Jeff Hunter
- 2019 Derrick Holland
- 2019 Samer Melhem
- 2018 Alex Moe
- 2016 Alan Abitbol
- 2014 Doug Mendenhall
- 2014 Mehrnaz Rahimi
- 2012 Patrick Merle
- 2011 Svetlana Rybalko
- 2010 Elizabeth Bates

Doctoral Independent Studies

- 2025 Abbie Speed
- 2024 Aubree Herman
- 2024 Aubree Herman
- 2024 Tameem Al-Shawaf
- 2023 Yani Zhao
- 2021 Yani Zhao
- 2020 Brian DeSanti
- 2019 Uyanga Bazaa
- 2017 Judson Meeks
- 2015 Nicole Lee
- 2012 Mehrnaz Rahimi
- 2012 Shawn Hughes
- 2011 Daewook Kim
- 2010 Austin Sims

New Doctoral Student Temporary Advisor

- 2022-2023 Tameem Al-Shawaf
- 2020-2023 Yani Zhao
- 2018-2019 Michael Wintemute
- 2017-2018 Kallie Barley
- 2017-2018 Michael Zhan
- 2015-2016 Garrett McKinnon

Master's Thesis Committee Chair

2023 Yvonne Okoro
2022 Andrea Payne

Master's Thesis Committee Member

— Anika Tahmin (in progress; expected 2025)
2024 Jeffery Adu
2024 Caden Coleman
2024 Hannah Gustin
2023 Mekala Conway
2015 Beth Hughs; External, Agricultural Communications
2015 Elissa McLerran; External, Agricultural Communications
2011 Ashik Shafi
2009 Andrea Smith
2009 Emily Buck

Master's Report Supervisor (non-thesis option)

2025 Seth Palmer (in progress)
2024 Mashhour Almari, David Alvarado, Victoria Garza, Molly McCalla, Darcy Schoeder
2023 Meghan Cone, Saul Gray, Cassandra Torres
2022 Olivia Desmit, Kyle Zaboski, David Finley, Nancy Hood
2021 Brittanie Bliss, Glen Haas, Remigio Rio
2020 Paige Beasley, Bridget O'Connell, Victor Pablo, Sarah Webb, Andrew Wood
2019 Meriwether Ball, Hannah Curnutt, John Ferrante, Casey Montalvo, Laura Webb, David Wiechmann
2017 Meredith Meador, Quran Batiste
2016 Kallie Barley, Brooke Carson, Toddrick Gotcher, Emily Jarrell, Kirby Kennedy, Sandra Kovall, Sarrah LaSuer, Mariia Silina, Shanice Stewart, Erin Warren, Abbey Werner
2015 Taylor Dunbar, Lexie Conduff, Katie Shanklin, Ashley Wilde
2014 Lindsey Beedy, William Lowry, Katherine McBee, Sharlyn Rutledge, Kelcey Wells, Kristin Wyllys
2013 Lisa Bruskas, Jessica Lopez, Casey Morris, Bryan Munson, Kyle Parker, Paige Perry, Steve Peterson, Tanya Rodriguez, Stacia Smith, Trace Thomas, Lindsey Viotto
2012 Jessica Bailey, Danette Baker, Xia Coleman, Justin Eatherly, Chris Kearns, Yackjaira Ruiz
2011 Judson Meeks, Colleen Pitts

Master's Independent Studies

2023 Mekala Conway
2022 Landen Addison, Claire Garza
2018 Simranjit Singh

2017 Quran Batiste
2016 Sandra Kovall
2014 Trevor Bell
2013 Steve Peterson
2012 Lexie Conduff
2010 Chris Cook

Undergraduate Special Projects in Integrated Communication

2016 Hannah Woodfin
2015 Zoe Bell
2015 Daria Ivanova
2015 Katelynne Newman
2014 Travis Lofley
2014 Rylan Lujan
2014 Arturo Quezada
2014 Ashley Wilde
2013 Hudaina Baig
2013 Sarah Chollar
2013 Scarlett Humphries
2013 Chelsea Martinez

Undergraduate Independent Studies

2016 Melody Mitchell
2016 Margie Olivares
2015 Matt Parmely
2013 Jacob Elliot
2012 Sara Krueger

Other Advising & Mentorship Activities

2022 Mekala Conway, Summer Research Mentorship (not-for-credit)
2022 Committee Member, Samantha Crenshaw, Interdisciplinary Studies Comprehensive Project
2022 Committee Member, Noah Enriquez, Interdisciplinary Studies Comprehensive Project
2015 Core Exam Committee Member, Autumn Arthur, Agricultural Education.
2015 Faculty Advisor, Jaclyn Roberts, Arthur Page Case Study Competition.
2014 Faculty Co-Advisor, Katie McKee, *PRWeek* Student of the Year. **Placed in the Top 3 nationally.**
2011 Master's Practicum Supervisor, Melissa Wofford, Educational Technology.

DEPARTMENT, COLLEGE, & UNIVERSITY SERVICE

Texas Tech University

Department of Public Relations

2025 Supervisor, PRSC Undergraduate Internships.
2024-present Degree Program Coordinator & Interim Chair.
2024 Member, Course Pack Committee.
2024 Member, Professor of Practice Search Committee.
2023-2024 Member, Curriculum Committee.
2022-2024 Chair, Departmental OP Committee.
2021-2023 Member, Recruitment & Retention Committee.
2022 Member, Third-Year Review Committee.
2021-2022 Member, Curriculum Committee.
2021 Chair, Third-Year Review Committee.
2020-2021 Chair, Strategic Planning Committee.
2020 Member, Workload Committee for Tenure-Line Faculty.
2019-2020 Member, Departmental Research Committee.
2019 Member, Strategic Planning Committee.
2019 Member, Third-Year Review Committee.
2017-2019 Member, Undergraduate Research Committee.
2015-2018 Member, TTU PR Showdown Competition Committee.
2017 Co-Chair, Professors of Practice in Strategic Communication Search Committee.
2016 Member, Media Strategies Degree Review Committee.
2016 Instructor, CAMPAign Prep High School DECA Workshop.
2015-2016 Member, 2nd Annual Lone Startup Student Pitch Competition Committee.
2015-2016 Chair, Departmental Excellence in Teaching Award Submission Committee.
2011-2016 Faculty Advisor, RaiderComm, Student Public Relations Firm.
2015 Chair, PR Associate Professor Search Committee.
2015 Chair, PR Assistant Professor Search Committee.
2015 Member, PR Academic Advisor Search Committee.
2015 Participant, Tech PR Mock Interview Mixer.
2015 Chair, Summer Public Relations Bootcamp Planning Committee.
2014-2015 Member, Lone Startup Student Pitch Competition Committee.
2014-2015 Concentration Coordinator, Waco Online Program.
2014-2015 Chair, TTU Public Relations Showdown Competition Committee.
2014-2015 Managing Editor, Public Relations Department Blog.
2014-2015 Chair, Student Advisory Board.
2013-2015 Degree Program Coordinator, Media Strategies
2010-2015 Degree Program Coordinator, Public Relations.
2014 Chair, Digital PR Professor of Practice Search Committee.
2014 Chair, Media Management & Entrepreneurship Assistant Professor Search Committee.

2013 Chair, Media Strategies Program Review Committee.
 2012-2013 Chair, PR Assistant Professor Search Committee.
 2012 Chair, PR Professor of Practice Search Committee.
 2012 Member, PR/ADV Professor of Practice Search Committee.
 2011-2012 Chair, Senior Public Relations Faculty Member Search Committee.
 2011-2012 Faculty Advisor, Tech PR Student Public Relations Association.
 2011-2012 Chair, Public Relations Curriculum Review Committee.
 2010-2011 Chair, PR Assistant Professor Search Committee.
 2009-2011 Member, Public Relations Curriculum Committee.
 2008-2010 Member, Reputation Enhancement Fund Committee.
 2010 Member, Assistant Professor Search Committee.
 2009-2010 Member, Department Chair Search Committee.
 2009-2010 Member, Assistant Professor Search Committee.
 2008-2009 Member, Assistant Professor Search Committee.
 2008 Co-Advisor, Bateman Public Relations Case Competition Team.

College of Media & Communication

2024-present Member, College of Media & Communication Online Task Force.
 2024-present Member, Center for Communication Research Advisory Committee.
 2012-present Member, Faculty Tenure & Promotion Committee.
 2022-2024 Member, College Academic Programs Committee.
 2015-2024 Volunteer, Emergency Action Coordinator.
 2015-2024 Member, Study Abroad/International Affairs Committee.
 2010-2024 Member, College Technology Committee.
 2022-2023 External Member, Journalism Department Faculty Search Committee.
 2022-2023 Chair, Graduate Website Presence Subcommittee.
 2021-2023 Chair, Graduate Programs Operating Policy Review Subcommittee.
 2020-2023 At-Large Representative (elected), College Graduate Faculty Council.
 2022-2023 Member, Graduate Research Funding Allocation Committee.
 2022 Member, Austin College Instructor/Recruiter Search Committee.
 2022 Member, College of Media & Communication Peer Review Assessment Committee.
 2021 Chair, Graduate Grade Appeal Committee
 2020 Member, Austin College Instructor/Recruiter Search Committee.
 2020 Member, Graduate Scholarship Committee.
 2020 Member, Third-Year Review Committee, Department of Journalism & Creative Media Industries.
 2018-2020 Faculty Mentor, Debbie Davis.
 2016-2019 Ex Officio Member, College of Media & Communication Graduate Council.
 2016-2019 Chair, Graduate Scholarship Committee.
 2016-2019 Member, College Strategic Planning Committee.
 2016-2018 Chair, College of Media & Communication Graduate Council.
 2017 Participant, Mock Press Conference, Sports Media Camp.

2016 Chair, Doctoral Student Annual Evaluation Subcommittee.

2016 Chair, Doctoral Student Mentoring Subcommittee.

2016 Member, Post-Tenure Review Policy Committee.

2015-2016 Faculty Mentor, Jody Roginson.

2015 Member, Institutional Effectiveness Committee.

2015 Member, College Core Revision Committee.

2015 Member, Professional Communication Curriculum Committee.

2015 Member, College Social Media Policy Committee.

2015 Judge, SpeakUp! Contest, Department of Communication Studies.

2015 Member, Study Abroad in Germany Planning Committee.

2015 Member, COMC Faculty-Led Study Abroad Proposal Development Committee.

2015 Coordinator, "USOC Media Relations" Short Course (Taught by Bob Condron, Director of Media Services & Operations, United States Olympic Committee)

2014-2015 Member, Faculty Awards Committee.

2014-2015 Member, Space Utilization Committee.

2014-2015 Member, Communication Studies Chairperson Search Committee.

2014-2015 Member, Communication Studies-Media & Communication Transition Committee on Undergraduate Affairs & Curriculum.

2013-2015 Member, Dean's Management Council.

2012-2015 Member, The Hub@TTU Faculty Advisory Committee.

2012-2015 Founder & Faculty Lead, Outpost Social Media Lab.

2014 Guest Speaker, Doctoral Student Proseminar.

2014 Participant, Virtual Operations Support Team (VOST) Development Meeting, National Weather Service and College of Media & Communication.

2013-2014 Coordinator, "Rapid Response Communication" Short Course (Taught by Linda Rutherford, Vice President & Chief Communication Officer, Southwest Airlines)

2013-2014 Liaison, College of Media & Communication and College of Education, East Lubbock Promise Neighborhood Grant Service-Learning Projects.

2013-2014 Member, College Student Media Worker Committee.

2013 Member, Professor of Practice in Media & Communication Search Committee.

2013 Presenter, New Faculty Orientation ("Work/Life Balance").

2013 Member, Summer Teaching Workshop Planning Committee.

2013 Social Media Command Center Coordinator, Reaching Audiences Conference.

2011-2013 Member, College Marketing Committee.

2012 Panel Member, College Brownbag for Graduate Students, Faculty Search Process.

2012 Faculty Co-Lead, Presidential Debate CRM Study Promotional Initiative.

2012 Member, College Future Technology Needs Committee.

2012 Member, Doctoral Student Admissions Committee.

2011-2012 Chair, *Daily Toreador* Faculty Advisory Committee.

2011 Member, Student Recruiting & Alumni Relations Coordinator Search Committee.

2011 Chair, Public Relations Major Academic Advisor Search Committee.

2011 Chair, Master's Report Internship Guidelines Subcommittee.

2011 Member, Master's Program Admissions Committee.

- 2011 Guest Speaker, Jim Ned High School Students Campus Visit, “The Public Relations Major.”
- 2010-2011 Member, Regent's Chair Search Committee.
- 2010-2011 Member, One-Year Master's Program Committee.
- 2010 Guest Speaker, Alderson Middle School Campus Visit, “The College of Mass Communications.”
- 2010 Member, Graduate Faculty Status Committee.
- 2009-2010 Member, Graduate Admissions Committee.
- 2009-2010 Member, Academic Programs Committee.
- 2007-2010 Member, Master's Comprehensive Exams Committee.
- 2009 Member, Graduate Curriculum Committee.
- 2008-2009 Member, Study Abroad Committee.
- 2008 Member, Graduate Student Appeals Committee.
- 2008 Member, Junior Faculty Mentoring Program Proposal Committee

University Service

- 2024 Guest Speaker, “Campaign Planning Basics,” HUSC 3325: Comprehensive Wellness for Adolescents, Dr. Paulina Velez.
- 2023 Member, Ad Hoc Bullying Forum, Teaching, Learning, & Professional Development Center.
- 2019-2021 Member, Faculty Grievance Panel, TTU Faculty Senate.
- 2019 Presenter, Raider Roundtable: Mentoring Graduate Students, TTU Graduate School.
- 2016-2019 Member, Graduate Council, TTU Graduate School.
- 2016-2019 Member, Graduate Faculty Subcommittee, TTU Graduate School.
- 2016-2019 Member, Faculty Development Leave Committee, Office of the Provost.
- 2018 Mace Bearer, TTU Graduate School Commencement.
- 2016 Reviewer, 2016 President’s Leadership Institute Applicants.
- 2014-2016 Member, Faculty Grievance Panel. TTU Faculty Senate.
- 2015 Member, Provost’s Strategic Planning Council.
- 2015 Presenter, RaiderLife Program, TTU Office of Community Engagement.
- 2015 Dean’s Representative, Harrison Gong Dissertation Defense.
- 2015 Participant, Golden Ticket Luncheon Recruiting Event.
- 2014-2015 Representative, TTU Wind Hazard Research Cluster.
- 2013-2015 Participant, TTU President’s *Breakfast for Progress* Series.
- 2014 Reviewer, 2014 President’s Leadership Institute Applicants.
- 2013-2014 Member, TEDx Texas Tech University Planning Committee.
- 2013 Member, Center for Entrepreneurship Committee, Texas Tech University.
- 2013 Social Media Command Center Coordinator, Association for Politics & the Life Sciences Annual Conference.
- 2013 Coordinator, Global Entrepreneurship Week.
- 2012 Member, TEACH Fellows Exit Interview Committee.
- 2009-2011 Judge, Annual Graduate Student Research Poster Competition.

2010 Coordinator, TTU Office of Communications and Marketing Project.
2009 Participant, Tech Transition Faculty Retreat at TTU-Junction.

University of Florida

2006-2007 Graduate Student Representative, College of Journalism and Communications
Graduate School Committee.
2005-2006 Graduate Student Representative, College of Journalism and Communications
Research Committee.
2005 Graduate Student Representative, New Graduate Student Orientation.
2005 Guest Speaker, "Public Relations Evaluation," PUR 3500: Public Relations
Research, Dr. Yujin Choi.

Gulf Coast State College

2003 Co-Moderator, Community Town Hall, "Should the United States Invade Iraq?"

PROFESSIONAL SERVICE

Editorial Board Member

2017-present *Journal of Public Relations Research*.

Ad Hoc Reviewer

2024 *Journal of Communication Management* (1 review).
2024 *Computers in Human Behavior: Artificial Humans* (1 review).
2021-2023 *Health Communication* (6 reviews).
2017-2022 *Mass Communication & Society* (7 reviews).
2014-2023 *Public Relations Review* (32 reviews).
2020 *Political Communication* (1 review).
2020 *Social Media + Society* (1 review).
2019-2020 *Human Relations* (2 reviews).
2018-2019 *Communication Quarterly* (2 reviews).
2018 *PLOS ONE* (1 review).
2017 *Journal of Contingencies and Crisis Management* (1 review).
2017 *British Journal of Political Science* (1 review).
2009-2017 *Journal of Public Relations Research* (12 reviews prior to joining editorial board).
2016 *Computers in Human Behavior* (1 review).
2012-2016 *Journalism & Mass Communication Quarterly* (2 reviews).
2011-2016 *New Media & Society* (2 reviews).
2013 *Journal of Communication* (1 review).
2013 *Social Science Computer Review* (1 review).
2011 *Journal of Computer-Mediated Communication* (1 review).

2009 *PRism* (1 review).

External Reviewer for Tenure

2024 Edward R. Murrow College of Communication, Washington State University.
2022 School of Communication & Journalism, Auburn University.
2019 Department of Communication, Virginia Tech.
2017 School of Communications, University of Hawai'i at Mānoa.
2013 Department of Communication & Journalism, University of St. Thomas.

Grant Reviewer

2023 Association for Education in Journalism and Mass Communication, Senior Scholars Grant Program (3 reviews).
2017-2020 Austrian Science Fund (3 reviews).
2010-2011 CAREER Grant Proposal, National Science Foundation (2 reviews).

Professional Association Service

2024 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Communication Methods and Theory Division.
2023-2024 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Public Relations Division.
2022 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Minorities and Communication Division.
2012-2022 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Communication Methods and Theory Division.
2015-2016 **Panel Chair**, Annual International Research Conference for Graduate Students, Texas State University.
2010-2014 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Public Relations Division.
2011-2012 **Paper Reviewer**, Association for Education in Journalism and Mass Communication, Political Communication Interest Group.
2009-2012 **Committee Co-Chair**, Membership Committee, Public Relations Division, AEJMC.
2011 **Discussant**, Political Communication Interest Group, Association for Education in Journalism and Mass Communication.

2007 **Paper Reviewer**, International Communication Association, Public Relations Division; International Communication Association, Mass Communication & Society Division; International Communication Association, Political Communication Division.

Community Outreach

2021-2022 **Mentor**, AP Research Project, Hannah Hutchinson, Lubbock High School.

2015-2020 **Judge**, District 8 Regional DECA Competition.

2019 **Mentor**, AP Research Project, Alyssa Reyna, Lubbock High School.

2016 **Moderator**, PRSA West Texas Chapter, 2016 Election Panel.

2015 **Guest Speaker/Mentor**, Plainview High School DECA.

2015 **Guest Speaker/Mentor**, Lubbock VOICES Community Coalition, Youth–Led Anti-Alcohol Campaign.

2015 **Guest Speaker**, Frenship High School Advertising & Promotion Course.

2015 **Mentor**, Frenship High School DECA Team Practice.

2013-2014 **Social Media Command Center Coordinator**, American Cancer Society Relay for Life at Texas Tech University.

2012 **Guest Speaker**, New Deal High School STEM Program, “Social Media and Advocacy.”

2008 **Presenter**, “Public Relations Research, Measurement, and Evaluation,” The Price Group.

PROFESSIONAL AFFILIATIONS

2005-2018 Association for Education in Journalism and Mass Communication.

2015-2016 Public Relations Society of America, West Texas Chapter.

2013-2015 Affiliated Faculty, Texas Tech University Wind Hazard Research Cluster.

2010-2011 Affiliated Faculty, TTU Center for Multidisciplinary Research in Transportation.

PROFESSIONAL DEVELOPMENT ACTIVITIES

- 2024 Workshop, "Neurodiversity: Broadening the Lens," Texas Tech University.
- 2024 Workshop, "Building Your Brand in Higher Education," Texas Tech University.
- 2024 Workshop, "Mentorship Series: Maintaining Effective Communication," Texas Tech University.
- 2023 Workshop, "Trauma-Informed Higher Education: Rationale, History, Current Practices," Texas Tech University.
- 2023 Workshop, "Work/Life Balance & Other Faculty Constructs," Texas Tech University.
- 2023 Workshop, "The Instructor as Facilitator: Reframing Controversy in the Classroom," Texas Tech University.
- 2020 Workshop, "Communicating with Program Officers," Texas Tech University Office of Research Services.
- 2020 Workshop, "Why Wait for the RFP," Texas Tech University Office of Research Services.
- 2019 Workshop, "Write Winning Grant Proposals," Texas Tech University Office of Research Services.
- 2015 Workshop, "How to Engage Students in Online Classes," TTU College of Media & Communication and College of Education.
- 2014 Workshop, "The Online Student," TTU College of Media & Communication and College of Education.
- 2013 Workshop, "Visual Storytelling for PR," *PR News* Webinar.
- 2012 Workshop, "Developing Undergraduate Research Courses," Texas Tech University.
- 2012 Workshop, "Photoshop, InDesign, & Illustrator," Texas Tech University.
- 2012 Workshop, "Chair Academy: Roles of Chairs and the Strategic Plan; Faculty Assessment," Texas Tech University Teaching, Learning & Professional Development Center.
- 2011 Workshop, "Developing Budgets for Grant Proposals," Texas Tech University Office of Research Services.
- 2011 Workshop, "Leadership in Safety," Texas Tech University.
- 2011 Workshop, "Preventing & Responding to Disruptive Students," Texas Tech University.
- 2010 Workshop, "TIPS to Improve Proposal Success," Texas Tech University Office of Research Services.
- 2010 Workshop, "NSF CAREER Program," Texas Tech University Office of Research Services.
- 2009 Workshop, "Federal Funding for Small Business for Research and Commercialization," Texas Tech University.
- 2008 Workshop, "Grant Writer's Workshop," Texas Tech University Office of Research Services.
- 2007 Workshop, "Guide to Research: The Office of Research Services," Texas Tech University.
- 2007 Workshop, "Envisioning Your Research Agenda," Texas Tech University.
- 2007 Workshop, "Tenure Academy," Texas Tech University.

PROFESSIONAL EXPERIENCE

- 2003-present **Public Relations Consultant**, Private, Gainesville, FL, & Lubbock, TX.
2005 **Research Associate Fellow**, Ketchum Global Research Network, New York, NY.
2001-2003 **Owner**, Seltzer Creative Marketing, Panama City, FL.
1998-2000 **Program Assistant**, City of Orlando Community and Youth Services, Orlando, FL.
1996-1998 **Account Analyst**, Finance Department, SallieMae, Panama City, FL.
1996 **Consultant**, Rick Seltzer for State Senate, Panama City, FL.
1995 **Finance Intern**, Bay County Clerk of the Court, Panama City, FL.
1994 **Consultant**, Jim Smith for Agriculture Commissioner, Tallahassee, FL.
1994 **Assistant to Campaign Manager**, Jim Smith for Governor, Tallahassee, FL.