

# ERIC RASMUSSEN

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College of Media & Communication, Texas Tech University  
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## EDUCATION

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**Ph.D.**, Communication, The Ohio State University (2013)  
**M.A.**, Mass Communication, Brigham Young University (2004)  
**B.A.**, Communications (public relations emphasis), Brigham Young University (2002)

## ACADEMIC POSITIONS

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**Associate Professor**, Department of Public Relations, Texas Tech University, Lubbock, TX, (2018-present)  
**Assistant Professor**, Department of Public Relations, Texas Tech University, Lubbock, TX, (2013-2018)  
**Graduate Associate**, School of Communication, The Ohio State University, Columbus, OH, (2009-2013)  
**Instructor and Graduate Research Assistant**, Department of Communications, Brigham Young University, Provo, UT, (2002-2003)

## ADMINISTRATIVE APPOINTMENTS

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**Interim Chair**, Department of Public Relations, College of Media & Communication, Texas Tech University, Lubbock, TX (2021-present)  
**PhD Program Director**, College of Media & Communication, Texas Tech University, Lubbock, TX, (2018-present)  
**Assistant Chair**, Department of Public Relations, Texas Tech University, Lubbock, TX, USA (2016-2017)

## RESEARCH

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### Peer-Reviewed Journal Publications (\* indicates mentored student author)

- Rasmussen, E. E.**, Shannon, K. L.\*, & Pitchford, B.\* (2020). Adolescents' disclosure of mental illness to parents: Preferences and barriers. *Health Communication*.
- Rasmussen, E. E.**, Punyanunt-Carter, N., LaFreniere, J. R., Norman, M. S., Kimball, T. G. (2020). The serially mediated relationship between emerging adults' social media use and mental well-being. *Computers in Human Behavior*, 102, 206-213.
- Keene, J. R., **Rasmussen, E. E.**, Berke, C. K., Densley, R.\*, Loof, T., Adams, R., Mumma, G., & Marshall, A. (2019). The effect of plot explicit, educational explicit, and implicit inference information and coviewing on children's internal

- and external cognitive processing. *Journal of Applied Communication Research*, 47, 153-174.
- Rasmussen, E. E.**, Strouse, G. A., Colwell, M. J., Russo, C., Holiday, S., Brady, K., Flores, I., Troseth, G., Wright, H., Densley, R.\*, & Norman, M. (2019). Promoting preschoolers' emotional competence through prosocial TV and mobile app use. *Media Psychology*, 22, 1-22.
- Densley, R. L.\*, & **Rasmussen, E. E.** (2018). "Why don't we get drunk and screw?": A Content Analysis of Women, Sex and Alcohol in Country Music. *Journal of Popular Music Studies*, 30, 115-128.
- Holiday, S., Norman, M., Cummins, G., Manley, T., Holland, D., & **Rasmussen, E. E.** (2018). Television advertising's influence on parents' gift-giving perceptions. *Journal of Consumer Marketing*, 35, 665-675.
- Holiday, S.\*, Bond, B. J., & **Rasmussen, E. E.** (2018). Coming attractions: Parental mediation responses to transgender and cisgender film trailer content targeting adolescents. *Sexuality & Culture*, 22, 1154-1170.
- Rasmussen, E. E.**, Coyne, S. M., Martins, N., & Densley, R. L.\* (2018). Parental mediation of youths' exposure to televised relational aggression. *Journal of Children and Media*, 12, 192-210.
- Coyne, S. M., Radesky, J., Collier, K M., Gentile, D. A., Linder, J. R., Nathanson, A. I., **Rasmussen, E. E.**, Reich, S. M., & Rogers, J. (2017). Parenting and digital media. *Pediatrics*, 140, S112.
- Rasmussen, E. E.**, & Densley, R. L.\* (2017). Girl in a country song: Gender roles and objectification of women in popular country music across 1990 to 2014. *Sex Roles*, 3, 188-201.
- Dotson, W. H., **Rasmussen, E. E.**, Shafer, A., Colwell, M., Densley, R. L.\*, Brewer, A. T., Alonzo, M., & Martinez, L. A. (2017). Evaluating the ability of the PBS children's show Daniel Tiger's Neighborhood to teach skills to two young children with Autism Spectrum Disorder. *Behavior Analysis in Practice*, 10, 67-71.
- Rasmussen, E. E.**, Keene, J. R., Berke, C. K.\*, Densley, R. L.\* & , Loof, T.\* (2017). Explaining parental coviewing: The role of social facilitation and arousal. *Communication Monographs*, 3, 365-384.
- Rasmussen, E. E.**, White, S. R.\*, King, A. J., Holiday, S.\*, & Densley, R. L.\* (2016). Predicting parental mediation behaviors: The direct and indirect influence of parents' critical thinking about media and attitudes about parent-child interactions. *Journal of Media Literacy Education*, 8, 1-21.
- Rasmussen, E. E.**, Shafer, A., Colwell, M. J., White, S. R.\*, Punyanunt-Carter, N., Densley, R. L.\*, & Wright, H.\* (2016). Relation between active mediation, exposure to Daniel Tiger's Neighborhood and U.S. preschoolers' social and emotional development. *Journal of Children and Media*, 10, 443-461.
- Coyne, S. M., Linder, J. R., **Rasmussen, E. E.**, Nelson, D. A., & Birkbeck, V. (2016). Pretty as a princess: Longitudinal effects of engagement with Disney Princesses on gender stereotypes, body image, and prosocial behavior in children. *Child Development*, 87, 1909-1925.
- Collier, K. M., Coyne, S. M., **Rasmussen, E. E.**, Hawkins, A. J., Padilla-Walker, L. M., Erickson, S. E., & Memmott-Elison, M. K. (2016). Does parental mediation of

- media influence child outcomes? A meta-analysis on media time, content, aggression, substance use, and sexual behavior. *Developmental Psychology*, 52, 798-812.
- Rasmussen, E. E.**, & Ewoldsen, D. R. (2016). Treatment via television: The relation between watching Dr. Phil and parasocial patients' intentions to seek mental health treatment. *Journal of Health Communication*, 6, 611-619.
- Rasmussen, E. E.**, Rhodes, N., Ortiz, R. R., & White, S. R\*. (2016). The relation between norm accessibility, pornography use, and parental mediation among emerging adults. *Media Psychology*, 19, 431-454.
- Ortiz, R. R., White, S. R.\*, & **Rasmussen, E. E.** (2016). Do individual perceptions matter in pornography effects? How perceived general acceptance and perceived influence of pornography may impact agreement with sex-role attitudes. *Communication Research Reports*, 33, 88-95.
- White, S. R.\*, **Rasmussen, E. E.**, & King, A. (2015). Restrictive mediation and unintended effects: Serial multiple mediation analysis explaining the role of reactance in U.S. adolescents. *Journal of Children and Media*, 9, 510-527.
- Rasmussen, E. E.**, Ortiz, R. R., & White, S. R\*. (2015). Emerging adults' responses to active mediation of pornography during adolescence. *Journal of Children and Media*, 9, 160-176.
- Coyne, S. M., Linder, J. R., **Rasmussen, E. E.**, Nelson, D. A., & Collier, K. M. (2014). It's a bird! It's a plane! It's a gender stereotype!: Longitudinal associations between superhero viewing and gender stereotyped play. *Sex Roles*, 70, 416-430.
- Rasmussen, E. E.** (2014). Proactive vs. reactive media mediation: Effects of mediation's timing on children's reactions to popular cartoon violence. *Human Communication Research*, 40, 396-413.
- Nathanson, A. I., Alade, F., Sharp, M., **Rasmussen, E. E.**, & Christy, K. (2014). The relation between television exposure and executive function among preschoolers. *Developmental Psychology*, 50, 1497-1506.
- Rasmussen, E. E.** & Ewoldsen, D. R. (2013). Dr. Phil and Psychology Today as self-help treatments of mental illness: A content analysis of popular psychology programming. *Journal of Health Communication*, 18, 610-623.
- Nathanson, A. I., Sharp, M., Alade, F., **Rasmussen, E. E.**, & Christy, K. (2013). The relation between television exposure and theory of mind among preschoolers. *Journal of Communication*, 63, 1088-1108.
- Gentile, D. A., Nathanson, A. I., **Rasmussen, E. E.**, Reimer, R. A., & Walsh, D. A. (2012). Do you see what I see? Parent and child reports of parental monitoring of media. *Family Relations*, 61, 470-487.
- Nathanson, A. I. & **Rasmussen, E. E.** (2011). TV-viewing compared to book reading and toy playing reduces responsive maternal communication with toddlers and preschoolers. *Human Communication Research*, 37, 465-487.

### Peer-Reviewed and Invited Book Chapters

- Rasmussen, E. E.** (2020). Effects of media use on family bonding. *The International Encyclopedia of Media Psychology*. Wiley.

- Rasmussen, E. E., & Densley, R.\*** (2017). The role of parents in shaping the influence of media exposure on children's well-being. In L. Reinecke and M. B. Oliver (Eds.), *Handbook of media and well-being: International perspectives on theory and research on positive media effects*, (pp. 262-273). New York, NY: Routledge.
- Rasmussen, E. E.** (2013). Theoretical underpinnings of reducing the media's negative effect on children: Person-centered, negative-evaluative mediation within a persuasion framework. In E.L. Cohen (Ed.). *Communication Yearbook 37*, (pp. 379-406). New York: Routledge.

### Peer-Reviewed Conference Papers/Presentations

- Rasmussen, E. E., Shannon, K. L.\*, & Pitchford, B.\*** (2020). Adolescents' disclosure of mental illness to parents: Preferences and barriers. Presented at the annual conference of the National Communication Association, November 19-22, Virtual Conference.
- Riggs, R. E.\*, Shannon, K. L.\*, Starkey, J. C.\*, & **Rasmussen, E. E.** (2020). Faculty perceptions of the role of the advisor/advisee relationship in promoting disclosure of mental health issues among graduate students. [Work in Progress Presentation]. Presented at the annual conference of the National Communication Association, November 19-22, Virtual Conference.
- Sauermilch, W.\*, & **Rasmussen, E. E.** (2019). The portrayal of Autism Spectrum Disorder in U.S. adult and children's programming using the DSM-5. Presented at the annual conference of the *International Communication Association*, May 2019, Washington, D.C.
- Rasmussen, E. E., Punyanunt-Carter, N., Shimkowski, J., Norman, M., & Kimball, T.** (2019). The serially mediated relationship between emerging adults' social media use and well-being. Presented at the annual conference of the *International Communication Association*, May 2019, Washington, D.C.
- Najera, C.\*, Adams, R., Keene, J. R., Berke, C. K.\*, & **Rasmussen, E. E.** (2018). Do parents also learn from children's education programming: An examination of social facilitation, cognitive processing, and emotional reactions as functions of psychophysiological synchronicity. Presented at the annual conference of the *International Communication Association*, May 2018, Prague.
- Densley, R.\* & **Rasmussen, E. E.** (2018). Young adult perspectives on pornography media content. Presented at the annual conference of the *International Communication Association*, May 2018, Prague.
- Rasmussen, E. E., Strouse, G. A., Colwell, M. J., Russo, C., Holiday, S. \*, Brady, K.\*, Flores, I. \*, Troseth, G., Wright, H. \*, Densley, R. \*, & Norman, M. \*** (2018). Promoting preschoolers' emotional competence through prosocial TV and mobile app use. Presented at the annual conference of the *International Communication Association*, May 2018, Prague.
- Holiday, S.\*, Norman, M. S.\*, Manley, T.\*, Holland, D. W.\*, Cummins, R. G., & **Rasmussen, E. E.** (2017). All They Want for Christmas: The Agenda-Setting Influence of Television Advertising on Parents' Gift-Giving Perceptions. Presented at the Annual Conference for the *Association for Education in Journalism and Mass Communication*, August 2017, Chicago, IL.

- Nicolini, K. & **Rasmussen, E. E.** (2017). The relation between parental control, mediation strategies and children's exposure to televised embedded sexual content. Paper presented at the 67th Annual Conference of the *International Communication Association*, May 2017, San Diego, CA.
- Holiday, S.\*, & **Rasmussen, E. E.** (2017). Coming attractions: Parental mediation responses to film trailer content targeting adolescent sexuality and gender identity. Presented at the 67th Annual Conference of the *International Communication Association*, May 2017, San Diego, CA.
- Berke, C.\*, Loof, T.\*, Densley, R.\*, **Rasmussen, E. E.**, Keene, J.R. (2016). Co-viewing as social facilitation of children's cognitive processing of educational television content. Presented to the Mass Communication and Society Division at the *Association for Education in Journalism and Mass Communication 2016* conference, Minneapolis, MN.
- Thompson, B.\*, Norman, M.\*, & **Rasmussen, E. E.** (2016). Are parents gendering the problem? Gender's role in parents' discussions about sex and sexual media content with their children. Presented at the *Association for Education in Journalism and Mass Communication 2016* conference, Minneapolis, MN.
- Shafer, A., **Rasmussen, E. E.**, Colwell, M., Densley, R.\*, & Punyanunt-Carter, N. (2016). Direct and indirect effects of children's educational television on social-emotional competence through parasocial relationship. Presented at *Society for Research in Child Development 2016: Special Topics Meeting on Technology and Media in Children's Development*, October 2016, Irvine, CA.
- Rasmussen, E. E.**, Keene, J. R., Berke, C. K.\*, Densley, R. L.\*, Loof, T.\* (2016). Explaining parental coviewing: The role of social facilitation and arousal. Presented at *Society for Research in Child Development 2016: Special Topics Meeting on Technology and Media in Children's Development*, October 2016, Irvine, CA.
- Rasmussen, E. E.**, White, S. R.\*, King, A. J., Holiday, S.\*, & Densley, R. L\*. (2016). Predicting parental mediation behaviors: The role of parental media literacy and attitudes about parent-child interactions. Presented at *Society for Research in Child Development 2016: Special Topics Meeting on Technology and Media in Children's Development*, October 2016, Irvine, CA.
- Holiday, S.\*, & **Rasmussen, E. E.** (2016). Coming attractions: Parental mediation responses to film trailer content targeting adolescent sexuality and gender identity. Presented at *Society for Research in Child Development 2016: Special Topics Meeting on Technology and Media in Children's Development*, October 2016, Irvine, CA.
- Berke, C. K.\*, Loof, T.\*, Densley, R.\*, **Rasmussen, E. E.**, Keene, J. R. (2016). The dynamic interaction of educational content and parent child co-viewing on children's phasic cognitive processing of mediated messages. Presented to the *Society of Psychophysiological Researchers Annual Conference*, Minneapolis, MN. Published Abstract.
- Coyne, S. M., Radesky, J., Collier, K. M., Gentile, D. A., James, C., Linder, J., Nathanson, A. I., Ochs, E., Padilla-Walker, L. M., **Rasmussen, E. E.**, Reich, S. M., Rogers, J., & Stockdale, L. A. (2015). Family, parenting, and media. Presented at the *Digital Media and Developing Minds Arthur M. Sackler*

- Colloquia of the National Academy of Sciences*, October 2015, Irvine, CA. (after the first two authors, authors are listed alphabetically)
- Berke, C.K.\*, Loof, T.\*, Densley, R.\*, Davidson, A., Hinson, C., **Rasmussen, E.E.**, & Keene, J.R. (2015). Explaining parental co-viewing: The role of social facilitation and physiological arousal. Presented at the annual meeting of the *Society of Psychophysiological Researchers*, Seattle, Washington. Published Abstract.
- Rasmussen, E. E.**, Shafer, A., Colwell, M. J., Punyanunt-Carter, N., White, S. R.\*, Densley, R.\*, & Wright, H\*. (2015). Impact of Daniel Tiger's Neighborhood and active mediation on preschoolers' social and emotional development. Presented at the *Association for Education in Journalism and Mass Communication 2015* conference, San Francisco, CA.
- White, S. R.\*, **Rasmussen, E. E.**, King, A. (2015). Restrictive mediation and boomerang effects: Serial multiple mediation analysis explaining the role of reactance. Presented at the *International Communication Association 2015* Conference, San Juan, Puerto Rico.
- Rasmussen, E. E.**, Rhodes, N., Ortiz, R. R., & White, S. R.\* (2015). The relation between norm accessibility, pornography use, and parental mediation among emerging adults. Presented at the *International Communication Association 2015* Conference, San Juan, Puerto Rico.
- Coyne, S. M, Linder, J. R., **Rasmussen, E. E.**, Nelson, D. A., & Birkbeck, V. (2015). Pretty as a princess: Longitudinal effects of engagement with Disney Princesses on gender stereotypes, body image, and prosocial behavior in children. Presented at the *International Communication Association 2015* Conference, San Juan, Puerto Rico.
- Alonzo, M. A., Dotson, W., Brewer, A. T., Cai, K., Lund, A., Snyder, A., **Rasmussen, E. E.**, Shafer, A., Colwell, M., & Punyanunt-Carter, N. (2015). Evaluating the television show Daniel Tiger's Neighborhood as a video-based model to teach social skills to children with autism, Presented at the *Annual Texas Autism Research Conference*, Texas Department of Assistive and Rehabilitative Services, Austin, TX.
- Alonzo, M. A., Dotson, W., Brewer, A. T., Cai, K., Lund, A., Snyder, A., **Rasmussen, E. E.**, Shafer, A., Colwell, M., & Punyanunt-Carter, N. (2015). Teaching young children with Autism Spectrum Disorders (ASD) skills using the television show Daniel Tiger's Neighborhood. Presented at the *Annual Conference of the Association for Behavior Analysis International*, Association for Behavior Analysis International, San Antonio, TX.
- Ortiz, R. R., White, S. R.\*, & **Rasmussen, E. E.** (2014). Do perceptions matter in pornography effects? Examining how use and perceived general acceptance and influence of pornography may impact agreement with sex-role attitudes. Presented at the *Association for Education in Journalism and Mass Communication 2014* Conference, Montreal.
- Rasmussen, E. E.**, White, S.\*, & Ortiz, R. (2014). Emerging adults' responses to active mediation of pornography during adolescence. Presented at the *Association for Education in Journalism and Mass Communication 2014* Conference, Montreal.

- Rasmussen, E. E.** (2014). Proactive vs. reactive media mediation: Effects of mediation's timing on children's reactions to cartoon violence. Presented at the 2014 *International Communication Association* annual conference, Seattle, WA.
- Rasmussen, E. E.** & Ewoldsen, D. R. (2014). Explaining parent-child discussion of television: Active mediation as a proxy for attitude accessibility. Presented at the 2014 *International Communication Association* annual conference, Seattle, WA.
- Coyne, S. M., Linder, J. R., **Rasmussen, E. E.**, Nelson, D. A., & Collier, K. M. (2014). It's a bird! It's a plane! It's a gender stereotype!: Longitudinal associations between viewing superhero programs in the media and gender stereotypes in preschool children. Presented at the 2014 *International Communication Association* annual conference, Seattle, WA.
- Nathanson, A. I., Sharp, M., Alade, F., **Rasmussen, E. E.**, & Christy, K. (2013). The Relation between television exposure and theory of mind among preschoolers. Presented at the 2013 *International Communication Association* annual conference, London, England.
- Nathanson, A. I., Alade, F., Sharp, M., **Rasmussen, E. E.**, & Christy, K. (2013). The Relation between television exposure and executive function among preschoolers. Presented at the 2013 *International Communication Association* annual conference, London, England.
- Nathanson, A. I., Willis, L. E., & **Rasmussen, E. E.** (2013). The effect of foreground television on the quality of young children's concurrent play behaviors. Presented at the 2013 *International Communication Association* annual conference, London, England.
- Rasmussen, E. E.** & Nathanson, A. I. (2012). Parental mediation of the effect of thin-ideal exposure on adolescent girls' self-esteem: The role of individual differences and various forms of factual mediation. Paper presented at the *International Communication Association*, Phoenix, AZ.
- Rasmussen, E. E.** (2011). The timing of parental mediation as a predictor of mediation's success. Paper presented at the *International Communication Association*, Boston, MA.
- Rasmussen, E. E.** (2011). Active mediation as identity-centric persuasion: Re-conceptualizing parent-child discussion about media. Paper presented at the annual conference of the *International Communication Association*, Boston, MA.
- Rasmussen, E. E.** & Ewoldsen, D. R. (2011). The treatment of mental illness by media psychologists: Association with reality. Paper presented at the *International Communication Association*, Boston, MA.
- Nathanson, A. I. & **Rasmussen, E. E.** (2011). Maternal communication with young children in three entertainment contexts: The role of maternal responsiveness. Paper presented at the *International Communication Association*, Boston, MA.
- Gentile, D., Nathanson, A. I., Reimer, R., & **Rasmussen, E. E.** (2011). Longitudinal effects of parental involvement in media on child wellness. Paper presented at the biennial conference of the *Society for Research in Child Development*, Montreal.
- Nathanson, A. I. & **Rasmussen, E. E.** (2010). Background television and toddlers' and preschoolers' emergent literacy. Paper presented at the *Association for Education in Journalism and Mass Communication*, Denver, CO.

**Rasmussen, E.** (2004). A textual analysis of the agenda differences between a scholarly and a professional public relations journal. Paper presented at the 7th Annual *International Public Relations Research Conference*, Miami.

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## BOOKS

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**Rasmussen, E. E.** (2017). *Media maze: Unconventional wisdom for guiding children through media*. Plain Sight Publishing: Springville, UT.

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## AWARDS/GRANTS

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### Grants Received

**Rasmussen, E. E.,** Colwell, M., “Children’s socio-emotional learning from Daniel Tiger’s Neighborhood,” The Fred Rogers Company & the W.K. Kellogg Foundation, \$35,010.00. Role: PI. (2016-2018)

**Rasmussen, E. E.,** Shafer, A., Colwell, M., & Punyanunt-Carter, N., & White, S., “Children and Media Research Team,” Texas Tech University Transdisciplinary Research Academy, \$4,000.00. Role, PI. (2014)

### Awards & Recognition

- 2020 Chancellor’s Council Distinguished Research Award, Texas Tech University
- 2020 Fellow, Texas Academic Leadership Academy, Texas Council of Chief Academic Officers
- 2018 Best Published Article Award; Children, Adolescents, and the Media Division, International Communication Association: “Relation between active mediation, exposure to Daniel Tiger’s Neighborhood and U.S. preschoolers’ social and emotional development.”
- 2018 Top 3 Discussed Articles; Taylor & Francis Altmetrics for Journal of Children and Media, “Relation between active mediation, exposure to Daniel Tiger’s Neighborhood, and US preschoolers’ social and emotional development.” Also in top 5% of all research outputs ever tracked by Altmetrics.
- 2017 *Journal of Children and Media*’s Most Downloaded Article in 2016: “Relation between active mediation, exposure to *Daniel Tiger’s Neighborhood* and U.S. preschoolers’ social and emotional development.”
- 2017 New Faculty Award, Texas Tech Alumni Association
- 2016 Mace Bearer, Fall Commencement, Texas Tech University
- 2016 The Billy I. Ross Mass Communications Faculty Achievement Award, College of Media & Communication, Texas Tech University
- 2016 Faculty of the Year, Department of Public Relations, Texas Tech University
- 2016 Outstanding Researcher of the Year (Barnie Rushing Jr., Faculty Distinguished Research Award), College of Media & Communication, Texas Tech University

- 2016 Top Faculty Paper, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication (with C. Berke, T. Loof., R. Densley, & J. Keene), “Coviewing as social facilitation of children’s cognitive processing of educational television content.”
- 2016 Inaugural Member, Dean’s Leadership Academy, College of Media & Communication, Texas Tech University
- 2016 Fellow, Institute for Inclusive Excellence, Texas Tech University
- 2013 Top 3 Paper: Children, Adolescents, and Media Division, International Communication Association (with A. Nathanson, M. Sharp, F. Alade & K. Christy).
- 2012 Nominee, Elizabeth Clay Howald Presidential Fellowship, Graduate School, The Ohio State University
- 2011 Walter B. Emery Scholarship Award/Junior Researcher of the Year Award, School of Communication, The Ohio State University

### **Submitted but Unfunded Grants**

- 2019 Jacobs Foundation Research Fellowship (\$150,000). Role: PI.
- 2017 Helen Jones Foundation (\$275,361): “Children, Parents, and Media: Using Public Media to Help Parents Navigate the Media Maze.” Role: PI.
- 2016 Children and Screens: Institute of Digital Media and Child Development (\$99,000): “Improving health, moral, and social behaviors of English- and Spanish-speaking preschoolers through animated educational videos.” Role: PI.
- 2015 Association for Education in Journalism and Mass Communication Emerging Scholar Program (\$2,500): “The Role of Media and Media Literacy in Latino Youths’ Well-being.” Role: PI.
- 2014 National Institutes of Health “Healthy Habits: Timing for Developing Sustainable Healthy Behaviors in Children and Adolescents,” R01 (\$818,906),” PA-14-177. Role: Co-PI (with Kent Wilkinson and Malinda Colwell).
- 2014 William T. Grant Foundation Reducing Inequality Research Grant (\$540,000): “The Role of Media and Media Literacy in Latino Youths’ Well-being.” Role: PI.

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## **ACADEMIC & COMMUNITY SERVICE**

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### **Advising and Committee Service/Supervision**

- Ph.D. Dissertation Committee Chair*
  - Willow Sauermilch (MCOM, current)
  - Rebecca Densley (MCOM, 2019)
  - Steven Holiday (MCOM, 2018)
- Ph.D. Dissertation Committee Member*
  - Michael Negretti (MFHD, current)
  - Neli Morris (MFHD, 2019)
  - Mary Norman (MCOM, 2018)
  - Shawna White (MCOM, 2016)
- Ph.D. Qualifications Exam Committee Chair*

Willow Sauermilch (MCOM, 2020)  
Rebecca Densley (MCOM, 2018)  
Steven Holiday (MCOM, 2017)

*Ph.D. Qualifications Exam Committee Member*

Kay Leigh Shannon (MCOM, 2020)  
Mary Norman (MCOM, 2017)  
Shawna White (MCOM, 2015)

*M.A. Advisor/Thesis Committee Chair*

Willow Sauermilch (MCOM, 2018)  
Rebecca Densley (MCOM, 2016)

*M.A. Thesis Committee Member*

John Leach (MCOM, 2018)

*Graduate Independent Study Advisor*

Summer 2020: Rachel Riggs  
Summer 2019: Kay Leigh Shannon  
Spring 2019: Willow Sauermilch  
Summer 2018: Stephanie Williams  
Spring 2018: Steven Holiday  
Spring 2018: Laura Webb  
Fall 2017: Janice Cho  
Fall 2017: Rebecca Densley  
Spring 2017: Steven Holiday  
Spring 2017: Mary Norman  
Spring 2017: Willow Sauermilch  
Fall 2016: Rebecca Densley  
Summer 2016: Steven Holiday  
Summer 2015: Rebecca Densley  
Summer 2014: Shawna White

*M.A. Capstone Project Advisor*

2019: Baylee Ward  
2019: Alicia King  
2018: Ashley Brister  
2014: David McVey

*Undergraduate Independent Study Advisor*

2015: Ashley Ryan  
2015: Hayley Kaufmann  
2015: Mary Becker  
2015: Sarah Draper

## Department Service

**Member**, Budget Committee, Department of Public Relations, Texas Tech University  
(2019)

**Member**, TTU Public Relations Showdown Committee, Department of Public Relations,  
Texas Tech University (2018-2019)

- Chair**, Undergraduate Scholarship Committee, Department of Public Relations, Texas Tech University (2018)
- Member**, Search Committee, Assistant/Associate Professor of Game Studies and Interactive Media, College of Media & Communication, Texas Tech University (2018)
- Chair**, TTU PR Showdown Committee, Department of Public Relations, Texas Tech University (2017)
- Co-chair**, Assistant Professor Search Committee, Department of Public Relations, Texas Tech University (2017)
- Chair**, CAMPAign PRep event with area high school students, Department of Public Relations, Texas Tech University (2015-2017)
- Chair**, Recruitment and Retention Committee, Department of Public Relations, Texas Tech University (2015-2017)
- Member**, TTU Public Relations Showdown Committee, Department of Public Relations, Texas Tech University (2015-2016)
- Member**, Curriculum Committee, Department of Public Relations, Texas Tech University (2015)
- Member**, Assistant/Associate Professor Search Committee, Department of Public Relations, Texas Tech University (2015)
- Member**, Public Relations Student of the Year Award Committee, Department of Public Relations, Texas Tech University (2015)
- Member**, Professor of Practice Faculty Search Committee, Department of Public Relations, Texas Tech University (2014)
- Member**, Recruitment and Retention Committee, Department of Public Relations, Texas Tech University (2013-2014)

### College Service

- Reviewer**, Thomas Jay Harris Institute for Hispanic and International Communication PhD Summer Grant Program, Texas Tech University (2019)
- Co-Chair**, Assistant Professor of Gaming and Interactive Media Search Committee, College of Media & Communication, Texas Tech University (2018)
- Co-chair**, PhD Recruitment and Retention Subcommittee (2017-2018)
- Member**, Graduate Council (2016-2018)
- Member**, Search Committee, Professor of Practice in Visual Communication (2016-2017)
- Member**, Faculty Advisory Committee, Center for Communication Research (2015-2017)
- Member**, Undergraduate Core Curriculum Committee (2014-2017)
- Member**, Ph.D. Admissions Committee (2014-2016)
- Member**, Graduate Student Conduct Committee (2016)
- Member**, Graduate Tools Exam Review Committee (2015)
- Member**, Graduate Scholarship Committee (2014)

### University Service

- External Reviewer**, faculty tenure & promotion committee, College of Human Sciences, Texas Tech University (2019)
- Member**, Provost's Faculty Success Task Force, Texas Tech University (2019)
- Member**, Dean's 5<sup>th</sup>-year review committee, Texas Tech University (2019)
- Faculty Panelist**, New Faculty Orientation, "What do you wish you knew when you were a new faculty member?" Texas Tech University (2018)
- Graduate Dean's Representative**, Dissertation Defense of Holly Wright, College of Human Sciences, Texas Tech University (2018)
- Graduate Dean's Representative**, Dissertation Defense of Collin Berke, College of Media & Communication, Texas Tech University (2017)
- Panelist**, 2016 Tenure Academy, "Successfully navigating your third-year review and more," Teaching, Learning, and Professional Development Center, Texas Tech University (2016)
- Graduate Dean's Representative**, Dissertation Defense of Jennifer Green, College of Media & Communication, Texas Tech University (2014)

### Discipline Service

#### **Editorial Board Member**

- *Media Psychology* (2019-current)
- *Journal of Children and Media* (2018-current)

#### *2021*

- Ad hoc reviewer, *Human Communication Research*

#### *2020*

- External reviewer for tenure/promotion dossiers (2x)
- Ad hoc reviewer, *Communication Research*
- Ad hoc reviewer, *Health Communication*
- Ad hoc reviewer, *Mass Communication & Society*
- Ad hoc reviewer, *Communication Monographs*
- Ad hoc reviewer, *Annals of the International Communication Association*
- Ad hoc reviewer, *Journal of Broadcasting & Electronic Media*
- Reviewer, Top Dissertation Award Committee; Children, Adolescents, and the Media Division, International Communication Association Annual Conference

#### *2019*

- Ad hoc reviewer, *Annals of the International Communication Association*
- Ad hoc reviewer, *Journal of Communication*
- Ad hoc reviewer, *Psychology of Women Quarterly*
- Discussant/Respondent; Children, Adolescents, and the Media Division, International Communication Association Annual Conference
- Collaborator, Center for Scholars and Storytellers, University of California—Los Angeles

2018

- Ad hoc reviewer, *Annals of the International Communication Association*
- Ad hoc reviewer, *Media Psychology*
- Ad hoc reviewer, *Psychology of Women Quarterly*
- Discussant/Respondent; Children, Adolescents, and the Media Division, International Communication Association Annual Conference
- Collaborator, Center for Scholars and Storytellers, University of California—Los Angeles
- Top Paper Award Selection Committee; Children, Adolescents, and the Media Division, International Communication Association
- Ad hoc reviewer, *Developmental Psychology*
- Ad hoc reviewer, *Communication Research*

2017

- Ad hoc reviewer, *Annals of the International Communication Association*
- Ad hoc reviewer, *Media Psychology*
- Ad hoc reviewer, *Communication Research*
- Member, National Association for Media Literacy Education
- Ad hoc reviewer, *Communication Monographs*
- Ad hoc reviewer, *Journal of Applied Developmental Psychology*
- Ad hoc reviewer, *Sex Roles*
- Ad hoc reviewer, *Human Communication Research*
- Session Chair; Children, Adolescents, and the Media Division, International Communication Association
- Member, Top Paper Award Selection Committee; Children, Adolescents, and the Media Division, International Communication Association
- Reviewer; Children, Adolescents, and the Media Division, International Communication Association

2016

- Ad hoc reviewer, *Media Psychology*
- Ad hoc reviewer, *Sex Roles*
- Ad hoc reviewer, *Human Communication Research*
- Reviewer; Children, Adolescents, and the Media Division, International Communication Association
- Reviewer; Developmental and Learning Sciences Program, National Science Foundation
- Ad hoc reviewer, *Journal of Media Psychology*
- Reviewer; Society for Research in Child Development, Special Topics Meeting on Technology and Media in Children's Development
- Ad hoc reviewer, *Journal of Communication*
- Ad hoc reviewer, *Journal of Pediatrics*

2015

- Ad hoc reviewer, *Media Psychology*

- Ad hoc reviewer, *Human Communication Research*
- Reviewer; Children, Adolescents, and the Media Division, International Communication Association
- Member, Panel Selection Committee; Children, Adolescents, and the Media Division, International Communication Association
- Member, Top Dissertation Award Selection Committee; Children, Adolescents, and the Media Division, International Communication Association
- Member, Top Paper Award Selection Committee; Children, Adolescents and the Media Division; International Communication Association

2014

- Ad hoc reviewer, *Media Psychology*
- Ad hoc reviewer, *Human Communication Research*
- Reviewer; Children, Adolescents, and the Media Division, International Communication Association
- Member, Panel Selection Committee, International Communication Association Conference, Children, Adolescents and Media Division
- Ad hoc reviewer, *Health Communication*

2013

- Ad hoc reviewer, *Media Psychology*
- Reviewer; Children, Adolescents, and the Media Division, International Communication Association
- Reviewer, Mass Communications Division, International Communication Association
- Ad hoc reviewer, *Health Communication*

2012

- Reviewer; Children, Adolescents, and the Media Division, International Communication Association
- Session Moderator, Children, Adolescents and Media Division, International Communication Association Conference

**Community Service/Outreach**

**Public Affairs Director**, The Church of Jesus Christ of Latter-day Saints, Lubbock Texas North Stake (2014 – 2020)

**Minecrafters Camp STEM Instructor**, Texas Tech University—in cooperation with the Institute for the Development and Enrichment of Advanced Learners (2017 – 2018)

**Judge**, Business Professionals of America Area IV Region I Regional Leadership Conference, January 23, 2016, Frenship High School, Wolfforth, TX

**Judge**, District 8 DECA Marketing Competition, January 22, 2016, Frenship High School, Wolfforth, TX

**Guest Presenter**, Strategic Campaign Planning Workshop, Plainview High School DECA students, Plainview, Texas (December 5, 2015)

Volunteer Leader, Boy Scouts of America, South Plains Council, Lubbock, Texas (2013-2014)

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### INVITED PRESENTATIONS

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#### 2020

- “COVID-19, media, & kids’ well-being,” Mental Health Virtual Conference, Region 17 Education Service Center, Lubbock, TX, June 18, 2020.
- “Parents, kids and screens: E-monitoring in times of adolescent turbulence,” Mental Health Virtual Conference, Region 17 Education Service Center, Lubbock, TX, April 30, 2020.

#### 2019

- “Children and Media,” guest speaker in Gary Schwantz’s Media Literacy class, Texas Tech University, October 22, 2019.
- “Children and Media,” guest speaker in Dr. Kleinman’s Media Literacy class, Indiana University of Pennsylvania, September 26, 2019.
- “Tips for fathers: Helping children manage screen time and the online world,” webinar hosted by National Responsible Fatherhood Clearinghouse (fatherhood.gov), September 25, 2019.
- “Guiding kids through media.” Association for Women in Communications, Lubbock, TX, May 14, 2019.

#### 2018

- “Guiding kids through media.” Monte Vista Elementary School Parents’ Meeting, South Jordan, UT, September 14, 2018.
- “Guiding kids through media.” Region 17 Education Service Center, Lubbock, TX, September 10, 2018.
- “Children, media, and mental health.” Guest lecturer in “Individuals, Couples, and Families in the Digital Age” (Dr. Jaclyn Cravens), Texas Tech University, Lubbock, TX, July 24, 2018.
- “Your child(ren) and media.” West Texas Chapter, PRSA, Lubbock, TX, May 9, 2018
- “Guiding kids through media.” Oakridge Elementary School, Lubbock, TX, February 27, 2018
- “Guiding kids through media.” First United Methodist Church, Lubbock, TX, February 9, 2018
- “Media literacy: Raise your game.” Dad 2.0 Summit, New Orleans, LA, February 3, 2018

- “Guiding kids through media.” First United Methodist Church, Sweetwater, TX, February 1, 2018

2017

- “Guiding kids through media.” Lubbock ISD Council PTA Council Meeting, November 9, 2017
- “Children and media: Strategies for powerful parenting of children’s media use.” Frenship School District, Lubbock, TX, April 6, 2017

2016

- “Children and media: Strategies for powerful parenting of children’s media use.” Parenting Cottage, Lubbock, TX, November 14, 2016.
- “Children and the Internet: Strategies for powerful parenting of children’s media use.” Frenship School District, Lubbock, TX, April 7, 2016.

2015

- “Doing well, doing good in corporate branding,” Universidad Panamericana, Guadalajara, Mexico, June 30, 2015.
- “Impact of *Daniel Tiger’s Neighborhood* and active mediation on preschoolers’ social and emotional development,” PBS Annual Meeting, Austin, TX, May 12, 2015.
- “Daniel Tiger, friend or foe: The relation between watching *Daniel Tiger’s Neighborhood* and preschoolers’ emotional development,” Soapsuds Social Club, Texas Tech University, guest speaker, February 16, 2015.

2014

- “Communicating strategically in the workplace and beyond,” Frenship High School Business & Marketing Leadership Conference, guest speaker, Wolfforth, Texas, December 5, 2014.

2013

- “Doing good, doing well.” Frenship High School Business & Marketing Leadership Conference, Keynote speaker, Wolfforth, Texas, December 5, 2013.

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## TEACHING/INSTRUCTION

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*Graduate*

- Proseminar in Media & Communication (doctoral seminar)
- Seminar in Mass Communication Theory (graduate seminar)
- Advanced Mass Communications Theory (doctoral seminar)
- Survey Research Methods (graduate seminar)
- Influencing People Through Media (graduate seminar)
- Communicating with Young Audiences (graduate seminar)
- Communication Research Tools (graduate seminar)

- Children and Media (graduate seminar)

*Undergraduate*

- Introduction to Public Relations (undergraduate lecture)
- PR Principles (undergraduate lecture)
- PR Graphics & Production (undergraduate lecture)
- PR Writing (undergraduate lecture)
- Media Literacy (undergraduate lecture)
- Media Literacy (undergraduate honors seminar)
- History of Communication (undergraduate lecture)
- Public Speaking (undergraduate lecture)
- News (Graphic) Design (undergraduate lecture)
- Communication in Society (undergraduate lecture)

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## PROFESSIONAL EXPERIENCE

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Owner/President, Flatland StratComm, LLC, Lubbock, TX (2015-present)

Provide market research and public relations consulting services for clients, including focus groups, surveys, research reports, and strategic planning.

Public Relations Consultant, GREENCREST, Columbus, OH (2011-2013)

Provided public relations management, strategic program planning, and implementation services during school breaks. Served as an assistant account manager for agency's clients.

Director of Communications, Primelan Properties, Inc., Tigard, OR (2005-2009)

Generated more than \$20 million revenue through integrated marketing, advertising, and public relations communications strategies. Managed the strategic creation and distribution of all corporate marketing, advertising and public relations media, including graphic design, company websites, public speaking, media relations, community relations, and client relations. Created and managed corporate branding strategy, including creation of corporate identity. Hired and supervised marketing and public relations staff. Created a revenue producing market despite slumping industry sales. Managed all aspects of multi-million dollar residential development project (budget management, contractor management and development management). Conceptualized and created marketable products and managed marketing/sales team. Represented corporation to and interfaced with clients and high-profile community, business, and government leaders.

Public Relations Manager, RCI, Millersville, MD (2004-2005)

Led public relations team that landed Public Involvement account for multi-billion dollar transportation project. Generated revenue by managing high-profile public relations accounts for state highway administration, state transit administration, and other transportation-industry clients. Supervised and managed public relations staff.

Public Relations Specialist, Nu Skin Enterprises, Inc., Provo, UT (2002-2003)

Increased exposure of company and company's non-profit foundation through development and implementation of strategic public relations campaign, and established image of newly appointed CEO through image and corporate mission campaign. Communicated CEO's and foundation's messages to thousands of company employees and to worldwide base of sales distributors. Drafted executive speeches and presentations, corporate intranet content, corporate initiative media handbook, web site content and media collateral.