

TRENT SELTZER, PH.D.
Curriculum Vitae

College of Media & Communication
Texas Tech University
(806) 834-3803
trent.seltzer@ttu.edu

EDUCATION

Ph.D., 2007, University of Florida, College of Journalism and Communications, Gainesville, FL
Major: Mass Communication
Specialization: Public Relations

M.A., 2000, University of Central Florida, Nicholson School of Communication, Orlando, FL
Major: Communication
Specialization: Public Relations and Advertising

B.A., 1995, University of Florida, College of Liberal Arts and Sciences, Gainesville, FL
Major: Political Science
Minor: Mass Communication

FACULTY APPOINTMENTS

Texas Tech University

2012-present Associate Professor, Department of Public Relations
2007-2012 Assistant Professor, Department of Public Relations

University of Florida

2003-2007 Instructor & Teaching Assistant, College of Journalism & Communications

Gulf Coast State College (Formerly Gulf Coast Community College)

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

University of Central Florida

2000 Instructor & Teaching Assistant, Nicholson School of Communication

ADMINISTRATIVE APPOINTMENTS

Texas Tech University

2016-2019 Assistant Dean for Graduate Studies, College of Media & Communication
2010-2015 Department Chairperson, Department of Public Relations
2009-2010 Assistant Department Chairperson, Department of Public Relations

RESEARCH

(current or former student co-authors are underlined)

Peer-Reviewed Journal Articles & Book Chapters

26. **Seltzer, T.** (2019). Political public relations and relationship management: Foundations & challenges. In J. Strömbäck & S. Kioussis (Eds.), *Political public relations: Concepts, principles, applications* (2nd ed., pp. 105-125). New York, NY: Routledge
25. **Seltzer, T., & Lee, N.** (2018). The influence of distal antecedents on organization-public relationships. *Journal of Public Relations Research*, 30(5-6), 230-250.
24. 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.
23. 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.
22. 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.
21. 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.
20. Callison, C., Merle, P., & Seltzer, T. (2014). Smart friendly liars: Public perception of public relations practitioners over time. *Public Relations Review*, 40, 829-831.
19. 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: New York.
18. **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.
17. 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.
16. **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.

15. **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.
14. **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.
13. 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.
12. 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.
11. 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.
10. 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.
9. 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). New York: Routledge.
8. Bortree, D., & **Seltzer, T.** (2009). Dialogic strategies and outcomes: An analysis of environmental advocacy groups' Facebook profiles. *Public Relations Review*, 35, 317-319.
7. **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.
6. **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.
5. **Seltzer, T.**, & Mitrook, M. (2009). Two sides to every story: Using coorientation to measure direct and meta-perspectives of both parties in organization-public relationships. *Public Relations Journal*, 3(2), 1-24.

4. 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.
3. **Seltzer, T.**, & Mitrook, M. (2007). The dialogic potential of weblogs in relationship building. *Public Relations Review*, 33, 227-229.
2. Kiouisis, 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.
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.

Peer-Reviewed 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.

Peer-Reviewed Conference Presentations

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 to be 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 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 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 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
(includes extramural and intramural funding)

Funded

- 2016 Co-Investigator, *Cognitive and Emotional Processing of the 'Enhanced' State of the Union*, AEJMC Senior Scholars Research Grant Program, Funded: \$5,000
- 2015 Consultant, *Texas Music Educators Association Video Project*, College of Media & Communication & Texas Music Educators Association, Funded: \$25,000
- 2010-2013 Co-Investigator, *Project CLEAR! (Communication Leading to Excellence and Ameliorating Risk)*, Department of Emergency Medicine Warren Alpert Medical School of Brown University, Award: Total grant \$299,575; TTU subcontract \$67,555
- 2012 Co-Investigator, *2012 General Election Study: OPR, Reputation, & Social Media*, Texas Tech University College of Mass Communications, Award: \$1,200
- 2010 Consultant, *TTU Undergraduate Admissions Transfer Student Campaign*, Office of Marketing & Communications, Texas Tech University, Award: \$5,500
- 2009-2010 Co-Investigator, *OPR & Health Care Policy Study*, Reputation Enhancement Fund, Texas Tech University, Award: \$2,500
- 2008 Co-Investigator, *2008 General Election Study: Political OPR*, Reputation Enhancement Fund, Texas Tech University, Award: \$2,500
- 2008 Co-Investigator, *2008 Primary Election Study: Politics, Social Capital, & OPR*, Texas Tech University College of Mass Communications, Award: \$3,000
- 2008 Consultant, *Logistics Management Careers Campaign*, Watson Sysco, Inc., Lubbock, Texas, Award: \$5,000
- 2005 Principal Investigator, *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

Unfunded

- 2016 Co-Investigator, *MESA: Media Entrepreneurship Startup Accelerator*, VentureWell Faculty Grant, Applied: \$30,000
- 2015 Co-Investigator, *MESA: Media Entrepreneurship Startup Accelerator*, VentureWell Faculty Grant, Applied: \$30,000 (Invited to revise & resubmit)
- 2015 Co-Investigator, *Cognitive and Emotional Processing of the 'Enhanced' State of the Union*, AEJMC Senior Scholars Research Grant Program, Applied: \$4,000

- 2015 Principal Investigator, *COMC Student Startup Pitch Competition*, Texas Tech Alumni Association Grant, Applied: \$10,000
- 2014 Co-Investigator, *Developing Guidance on Health Professional Messaging Regarding Ebola*, NSF 15-006 National Science Foundation Rapid Response Research (RAPID), Applied: \$191,392
- 2013 Co-Investigator, *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
- 2013 Principal Investigator, *Outpost Social Media Lab Expansion*, Texas Tech Alumni Association Grant, Applied: \$8,890
- 2011 Principal Investigator, *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
- 2010 Principal Investigator, *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

HONORS AND AWARDS

- 2017 College Nominee, Chancellor's Council Distinguished Research Award
- 2017 College Nominee, President's Research Excellence Professorship
- 2017 Finalist, Donald R. Haragan Study Abroad Award, Texas Tech University.
- 2017 L. U. Kaiser Teaching Innovation Award, College of Media & Communication.
- 2014 Graduate, President's Leadership Institute, Texas Tech University (One of 16 participants selected from more than 80 applicants from across the university to join institute's inaugural class).
- 2013 Nominated, Chancellor's Council Distinguished Research Award.
- 2013 Provost's Integrated Scholar, Texas Tech University. (One of twelve faculty members selected from across the university).
- 2011 President's Excellence in Teaching Award, Texas Tech University.
- 2011 Parkinson Award for Outstanding Public Relations Scholarship, Texas Tech University College of Mass Communications.

- 2011 Texas Tech University Teaching Academy Recognition for Meritorious Achievement in Teaching.
- 2010 Nominated, Chancellor's Council Distinguished Research Award.
- 2010 New Faculty Award, Texas Tech University Alumni Association.
- 2010 Texas Tech University Teaching Academy Recognition for Meritorious Achievement in Teaching.
- 2010 The Bill and Avis Ross Mass Communication Faculty Achievement Award, Texas Tech University College of Mass Communications.
- 2010 Parkinson Award for Outstanding Public Relations Scholarship, Texas Tech University College of Mass Communications.
- 2007 Nominee, New Faculty Recognition Award, Mortar Board's Forum Chapter, 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 & MENTORING

Dissertation Committees Chaired

- 2019 Anderson, Harper (in progress)
- 2019 Bazaa, Uyanga (in progress)
- 2019 DeSanti, Brian (in progress)
- 2016 Lee, Nicole (2016 Eason Prize, Communicating Science, Health, Environment, & Risk Division, Association for Education in Journalism & Mass Communication)
- 2015 Kim, Daewook (2016 James E. Grunig & Larissa A. Grunig Outstanding Dissertation Award, International Communication Association)
- 2014 Phillips, Andrea
- 2013 Kiambi, Dane
- 2012 Sims, Austin

Dissertation Committees

2019	Meeks, Judson (in progress)	2014	Mendenhall, Doug
2019	Holland, Derrick	2014	Rahimi, Mehrnaz
2019	Melhem, Samer	2012	Merle, Patrick
2018	Moe, Alex	2011	Rybalko, Svetlana
2016	Abitbol, Alan	2010	Bates, Elizabeth

Doctoral Independent Studies Supervised

2017	Meeks, Judson	2012	Hughes, Shawn
2015	Lee, Nicole	2011	Kim, Daewook
2012	Rahimi, Mehrnaz	2010	Sims, Austin

Master's Thesis Committees

2019	Gregg, Erin (in progress)
2015	Hughs, Beth; External, Agricultural Communications
2015	McLerran, Elissa; External, Agricultural Communications
2015	Arthur, Autumn; External: Agricultural Education, Core Exam Committee Member
2011	Shafi, Ashik
2009	Smith, Andrea
2009	Buck, Emily

Professional Master's Reports Supervised

2019	Ball, Meriwether; Curnutt, Hannah; Ferrante, John; Montalvo, Casey; Webb, Laura; Wiechmann, David
2017	Meador, Meredith; Batiste, Quran
2016	Barley, Kallie; Carson, Brooke; Gotcher, Toddrick; Jarrell, Emily; Kennedy, Kirby; Kovall, Sandra; LaSuer, Sarrah; Silina, Mariia; Stewart, Shanice; Warren, Erin; Werner, Abbey
2015	Dunbar, Taylor; Conduff, Lexie; Shanklin, Katie; Wilde, Ashley
2014	Beedy, Lindsey; Lowry, William; McBee, Katherine; Rutledge, Sharlyn; Wells, Kelcey; Wyllys, Kristin
2013	Bruskas, Lisa; Lopez, Jessica; Morris, Casey; Munson, Bryan; Parker, Kyle; Perry, Paige; Peterson, Steve; Rodriguez, Tanya; Smith, Stacia; Thomas, Trace; Viotto, Lindsey
2012	Bailey, Jessica; Baker, Danette; Coleman, Xia; Eatherly, Justin; Kearns, Chris; Ruiz, Yackjaira
2011	Meeks, Judson; Pitts, Colleen

Master's Independent Studies Supervised

2019	Bazaa, Uyanga
2018	Singh, Simranjit
2017	Batiste, Quran
2016	Kovall, Sandra
2014	Bell, Trevor
2013	Peterson, Steve
2012	Conduff, Lexie
2010	Cook, Chris

Undergraduate Special Projects in Integrated Communication Supervised

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

Undergraduate Independent Studies Supervised

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

Other Noncredit Teaching Activities Supervised

2015	Roberts, Jaclyn (Faculty Advisor, Arthur Page Case Study Competition)
2014	McKee, Katie (Co-advisor, <i>PRWeek</i> Student of the Year). <i>Placed in Top 3 nationally.</i>
2011	Wofford, Melissa; Master's Practicum Supervisor

Courses Taught (* graduate course)

Texas Tech University

- IS 1100, Tech Transition (freshman seminar, 1 semester)
- MCOM 5364, Research Methods* (1 semester)
- MCOM 5366, Seminar in Mass Communications Theory* (online, 6 semesters)
- MCOM 6050, Master's Report* (capstone course, 18 semesters)
- MCOM 6315, Integrated Communications Campaigns* (3 semesters)
- MCOM 6364, Selected Research Methods: Content Analysis* (online, 1 semester)
- PR 3312, Public Relations Writing (writing intensive, 1 semester)
- PR 4301/6315, Global Public Relations Management* (study abroad, 1semester)
- PR 4301/6315, Global Issues Management: Renewable Energy* (study abroad, 2 semesters)
- PR 4301/6315, Global Issues Management: Environmental Sustainability* (study abroad, 1 semester)
- PR 4380, Applied Public Relations Research (1 semester)
- PR 4412, Public Relations Campaigns (service-learning course, writing intensive, capstone course, 14 semesters)
- PR 5343, Public Relations Problems and Cases* (5 semesters)
- PR 6315, Special Topics in PR: Seminar in Relationship Management* (1 semester)
- PR 6315, Special Topics in PR: Seminar in Political Communication* (1 semester)
- PR 6315, Special Topics in PR: Foundations of Persuasion in Strategic Communication* (1 semester)
- PR 6315, Special Topics in PR: Critical Analysis of Public Relations* (1 semester)

University of Florida

- PUR 3000, Principles of Public Relations (large lecture, 2 semesters)
- PUR 4100, Public Relations Writing (writing intensive, 1 semester)
- PUR 4800, Public Relations Campaigns (capstone course, 1 semester)
- RTV 2100, Writing for Electronic Media Lab (writing intensive, 3 semesters)

Gulf Coast State College-Main Campus

- SPC 1608, Introduction to Public Speaking (6 semesters)
- THE 2071, Survey of Film, Television, and Video (6 semesters)

Gulf Coast State College-Tyndall Air Force Base Education Center

- SPC 1608, Introduction to Public Speaking (3 semesters)

University of Central Florida

- SPC 1608, Fundamentals of Oral Communication (1 semester)

Additional Course Development

- PR 3300, Applied Public Relations Theories & Concepts
- PR 3308, Public Relations Practice & Professionalism
- PR 3311, Public Relations Strategies
- PR 3315, Digital Public Relations
- PR 3345, Public Relations Content Management
- PR 4351, International Public Relations
- PR 4380, Applied Public Relations Research

Guest Lectures

- 2015 “Social media research.” Guest lecture in Mr. Matt VanDyke’s Mass Communication Research course, Texas Tech University.
- 2015 “Social media command centers.” Guest lecture in Prof. Lisa Low’s Online & Digital Public Relations course, Texas Tech University.
- 2015 “Social media command centers.” Guest lecture in Ms. Nicole Lee’s Online & Digital Public Relations course, Texas Tech University.
- 2014 “Social media command centers.” Guest lecture in Ms. Nicole Lee’s Online & Digital Public Relations course, Texas Tech University.
- 2014 “Social media monitoring.” Guest lecture in Dr. Todd Chambers’ Communication Technology graduate course, Texas Tech University.
- 2014 “Social media command centers.” Guest lecture in Mr. Alan Abitbol’s Online & Digital Public Relations course, Texas Tech University.
- 2014 “Social media command centers.” Guest lecture in Mr. James Hodgins’ Internet Advertising course, Texas Tech University.
- 2013 “Social media command centers.” Guest lecture in Mr. Alan Abitbol’s Online & Digital Public Relations course, Texas Tech University.
- 2013 “Social media command centers.” Guest lecture in Mr. James Hodgins’ Internet Advertising course, Texas Tech University.
- 2013 “Social media monitoring.” Guest lecture in Dr. Erik Bucy’s Integrated Communications Campaigns graduate course, Texas Tech University.
- 2011 “Co-orientation theory and public relations.” Guest lecture in Dr. Denise Bortree’s Graduate Seminar in Public Relations Theory, Penn State University.
- 2010 “Public relations careers.” Guest lecture in Ms. Prisca Ngondo’s Public Relations Writing course, Texas Tech University.
- 2010 “Public relations careers.” Guest lecture in Ms. Melissa Wofford’s Public Relations Graphics & Production course, Texas Tech University.

- 2009 “Public relations careers.” Guest lecture in Dr. John Wirtz’s Principles of Public Relations course, Texas Tech University.
- 2005 “Applied Public Relations Research.” Guest lecture in Dr. Youjin Choi’s Public Relations Research course, University of Florida.
- 2005 “Public Relations Firms.” Guest lecture in Dr. Michael Mitrook’s Principles of Public Relations course, University of Florida.

SERVICE

(Department, College & University)

Texas Tech University

Department of Public Relations

- Committee Member, Undergraduate Research Committee (2017-present).
- Committee Member, PR Department 3rd Year Review Committee (2018).
- Committee Member, Department Strategic Planning Committee (2016-present).
- Committee Member, TTU Public Relations Showdown Competition Committee (2015-2018).
- Search Committee Co-Chair, Professors of Practice in Strategic Communication (2017).
- Committee Member, Media Strategies Degree Review Committee (2016).
- Committee Member, CAMPAign Prep High School DECA Workshop (2016).
- Committee Member, 2nd Annual Lone Startup Student Pitch Competition (2015-2016).
- Committee Chair, Departmental Excellence in Teaching Award Submission Committee (2015-2016).
- Faculty Advisor, RaiderComm, Student Public Relations Firm (2011-2016).
- Search Committee Chair, PR Associate Professor Search (2015).
- Search Committee Chair, PR Assistant Professor Search (2015).
- Committee Member, PR Academic Advisor Search (2015).
- Attendee, Tech PR Mock Interview Mixer (2015).
- Workshop Instructor, Plainview DECA PR Bootcamp (2015).
- Guest Speaker, Frenship High School Advertising & Promotion course (2015).
- Committee Chair, Summer Public Relations Bootcamp (2015).
- Committee Member, 1st Annual Lone Startup Student Pitch Competition (2014-2015).
- Concentration Coordinator, Waco Online Program (2014-2015). Planned and implemented an online concentration in Public Relations & Strategic Communication in cooperation with TTU Waco campus. Worked with Waco administrators to build, promote and staff courses for program.
- Chair, 1st Annual TTU Public Relations Showdown Competition Committee (2014-2015).
- Managing Editor, Public Relations Department Blog “The PR Roundup” (2014-2015).
- Chair, Department of Public Relations Student Advisory Board (2014-2015).
- Degree Program Coordinator, Media Strategies (2013-2015).
- Degree Program Coordinator, Public Relations (2010-2015).
- Search Committee Chair, Digital PR Professor of Practice (2014).
- Search Committee Chair, Media Management & Entrepreneurship Assistant Professor (2013).
- Chair, Media Strategies Program Review Committee (2013).
- Search Committee Chair, PR Assistant Professor (2012-2013).

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

College of Media & Communication

- Temporary Advisor, Michael Wintemute (2018-present).
- Faculty Mentor, Debbie Davis (2018-present).
- Committee Member, College Strategic Planning Committee (2016-2019).
- Ex Officio Member, College of Media & Communication Graduate Council (2016-2019).
- Chair, Graduate Scholarship Committee (2016-present).
- Committee Member, Study Abroad/International Affairs Committee (2015-present).
- Volunteer Emergency Action Coordinator (2015-present).
- Committee Member, Faculty Tenure & Promotion Committee (2012-present).
- Committee Member, College Technology Committee (2010-present).
- Temporary Advisor, Kallie Barley (2017-2018).
- Temporary Advisor, Michael Zahn (2017-2018).
- Chair, College of Media & Communication Graduate Council (2016-2018).
- Participant, Mock Press Conference, Sports Media Camp (2017)
- Chair, Doctoral Student Annual Evaluation Subcommittee (2016).
- Chair, Doctoral Student Mentoring Subcommittee (2016).
- Temporary Graduate Advisor, Harper Anderson (2016).
- Committee Member, Post-Tenure Review Policy Committee (2016).
- Faculty Mentor, Jody Roginson (2015-2016).
- Temporary Graduate Advisor, Garrett McKinnon (2015-2016)
- Committee Member, Institutional Effectiveness Committee (2015).
- Committee Member, College Core Revision Committee (2015).
- Committee Member, Professional Communication Curriculum Committee (2015).
- Committee Member, College Social Media Policy Committee (2015).
- Judge, SpeakUp! Contest (2015).
- Committee Member, Study Abroad in Germany (2015). Traveled to Germany with Dr. Callison to investigate opportunities for study abroad programs.
- Committee Member, COMC Faculty Led Study Abroad Proposal Committee (2015).
- Coordinator, “USOC Media Relations” short course (2015). Planned short course to be taught by prominent national advisory board member in the spring 2016 semester (Bob Condrón, Director, Media Services & Operations, United States Olympic Committee).
- Committee Member, Faculty Awards Committee (2014-2015).

- Committee Member, Space Utilization Committee (2014-2015).
- Co-Coordinator & Writer, Texas Music Educators Association Project (2014-2015). Along with Dr. Chambers and Jacob Copple, helped produce two promotional videos for TMEA as part of funded consulting project for the COMC. Duties included meeting with client, developing communication strategy, and developing creative concept. Solely responsible for writing multiple versions of script which resulted in client deciding to produce two videos in lieu of one.
- Committee Member, Communication Studies Chairperson Search Committee (2014-2015).
- Committee Member, Communication Studies-Media & Communication Transition Committee on Undergraduate Affairs & Curriculum (2014-2015).
- Committee Member, Dean's Management Council (2013-2015).
- Committee Member, The Hub@TTU Faculty Advisory Committee (2012-2015).
- Faculty Lead, Outpost Social Media Lab (2012-2015). Established social media command center; negotiated contracts with NUVI & HootSuite resulting in TTU becoming pilot program for integration of HootSuite Enterprise in the classroom; managed team of ~5 graduate and undergraduate student staff members each semester to plan and implement social media monitoring projects for the college, university, and community; produced weekly content related to social, mobile and digital, including weekly webcasted show *What's Trending?*; managed college's HootSuite & NUVI accounts, including all customer support, onboarding of students, and training of faculty, staff and students using the platform; engaged in media outreach and community outreach on behalf of the lab and the college.
- Guest Speaker, Doctoral Student Proseminar (2014).
- Attendee, National Weather Service meeting with CoMC to discuss creation of Virtual Operations Support Team (VOST) (2014).
- Coordinator, "Rapid Response Communication" short course (2013-2014). Planned and implemented first short course taught by prominent national advisory board member (Linda Rutherford, Vice President, Chief Communication Officer, Southwest Airlines); course included distance education components; management of course included marketing and promotion as well as acting as liaison with the TTU president's office to secure his participation in the course as the 'client.'
- Liaison between College of Media & Communication and College of Education, East Lubbock Promise Neighborhood Grant Service Learning Projects (2013-2014).
- Committee Member, College Student Media Worker Committee (2013-2014).
- Search Committee Member, Professor of Practice in Media & Communication (2013).
- Committee Member, College Marketing Committee (2011-2013). Included planning and conducting internal and external communication audit, interviews with faculty and staff, as well as assisting with the development of college promotional campaign that included both traditional and social media components.
- Presenter, New Faculty Orientation ("Work/Life Balance") (2013).
- Committee Member, Summer Teaching Workshop Planning Committee (2013).
- Social Media Command Center Coordinator, Reaching Audiences Conference (2013).
- Panel Member, College Brownbag for Graduate Students, Faculty Search Process (2012).
- Faculty Co-Lead, Presidential Debate CRM Study Promotional Initiative. (2012).
- Committee Member, College Future Technology Needs Committee (2012).
- Committee Member, Doctoral Student Admissions Committee (2012).
- Committee Chair, *Daily Toreador* Faculty Advisory Committee (2011-2012).

- Search Committee Member, Coordinator of Student Recruiting & Alumni Relations (2011)
- Search Committee Chair, Public Relations Major Academic Advisor (2011).
- Committee Chair, Master's Report Internship Guidelines Subcommittee (2011).
- Committee Member, Master's Program Admissions Committee (2011)
- Guest Speaker, Jim Ned High School Students Campus Visit, "The Public Relations Major" (2011).
- Search Committee Member, Regent's Chair Position (2010-2011).
- Committee Member, One-Year Master's Program (2010-2011).
- Guest Speaker, Alderson Middle School Sixth Grade Students Campus Visit, "The College of Mass Communications" (2010).
- Committee Member, Graduate Faculty Status Committee (2010).
- Committee Member, Graduate Admissions Committee (2009-2010).
- Committee Member, Academic Programs Committee (2009-2010).
- Committee Member, Master's Comprehensive Exams (2007-2010).
- Committee Member, Graduate Curriculum Committee (2009).
- Committee Member, Study Abroad Committee (2008-2009).
- Committee Member, Graduate Student Appeals Committee (2008)
- Committee Member, Junior Faculty Mentoring Program Proposal (2008)

University Service

- Committee Member, Faculty Grievance Panel, TTU Faculty Senate (2019-present).
- Committee Member, Graduate Council, TTU Graduate School (2016-2019).
- Committee Member, Graduate Faculty Subcommittee, TTU Graduate School (2016-2019).
- Committee Member, Faculty Development Leave Committee, Office of the Provost (2016-2019).
- Presenter, Raider Roundtable: Mentoring Graduate Students, TTU Graduate School (2019).
- Mace Bearer, TTU Graduate School Commencement (2018)
- Reviewer, 2016 President's Leadership Institute Applicants (2016).
- Committee Member, Faculty Grievance Panel, TTU Faculty Senate (2014-2016).
- Committee Member, Provost's Strategic Planning Council (2015).
- Presenter, RaiderLife Program, TTU Office of Community Engagement (2015).
- Dean's Representative, Harrison Gong Dissertation Defense (2015).
- Attendee, Golden Ticket Luncheon (2015).
- Representative, TTU Wind Hazard Research Cluster (2014-2015).
- Attendee, TTU President's *Breakfast for Progress* Series (2013-2015).
- Reviewer, 2014 President's Leadership Institute Applicants (2014).
- TEDx Texas Tech University, Planning Committee, Social Media (2013-2014).
- Committee Member, Center for Entrepreneurship, Texas Tech University (2013).
- Social Media Command Center Coordinator, Association for Politics & the Life Sciences Annual Conference (2013).
- Coordinator, Global Entrepreneurship Week (2013). Collaborated with the TTU Office of Technology Commercialization to plan and implement a College of Media & Communication-sponsored event during GEW; conducted a demonstration of the social media lab as part of the event.
- Committee Member, TEACH Fellow Exit Interview Committee (2012).
- Judge, Annual Graduate Student Research Poster Competition (2009-2011).

- Coordinator, TTU Office of Communications and Marketing Project (2010). Coordinated multiple projects between the college and Office of Communications and Marketing, the Graduate School, the Health Sciences Center, TTU Physicians, and the Office of Undergraduate Admissions in support of the university's integrated marketing objectives.
- Attendee, Tech Transition Faculty Retreat at TTU-Junction (2009).

University of Florida

- Graduate Student Representative, College of Journalism and Communications Graduate School Committee (2006-2007).
- Graduate Student Representative, College of Journalism and Communications Research Committee (2005-2006).
- Graduate Student Representative, New Graduate Student Orientation (2005).

Gulf Coast State College

- Town Hall Moderator, "Should the United States Invade Iraq?" (2003).

PROFESSIONAL SERVICE

(Reviews, Associations & Community Outreach)

Journal, Tenure, & Grant Reviews

- *Human Relations* (1 review, 2019)
- *Communication Quarterly* (2 reviews, 2018-2019).
- *Mass Communication & Society* (4 reviews, 2017-2019).
- *Public Relations Review* (27 reviews, 2014-2019).
- *Journal of Public Relations Research* (19 reviews, 2009-2019).
- External Tenure Dossier Reviewer, Virginia Tech (2019).
- *PLOS ONE* (1 review, 2018).
- Reviewer, Grant Proposal, Austrian Science Fund (2 reviews, 2017-2018).
- *Journal of Contingencies and Crisis Management* (2017).
- External Tenure Dossier Reviewer, University of Hawai'i at Mānoa (2017).
- *British Journal of Political Science* (1 review, 2017).
- *Journalism & Mass Communication Quarterly* (2 reviews, 2012-2016).
- *New Media & Society* (2 reviews, 2011-2016).
- *Computers in Human Behavior* (1 review, 2016).
- *Journal of Communication* (1 review, 2013).
- *Social Science Computer Review* (1 review, 2013).
- External Tenure Dossier Reviewer, University of St. Thomas (2013).
- *Journal of Computer-Mediated Communication* (1 review, 2011).
- Reviewer, CAREER Grant Proposal, National Science Foundation (2 reviews, 2010-2011).
- *PRism* (1 review, 2009).

Professional Organizations and Associations

- Editorial Board Member, *Journal of Public Relations Research* (2017-present).
- Reviewer, Association for Education in Journalism and Mass Communication, Communication Methods and Theory Division (2012-present).
- Moderator, PRSA, West Texas Chapter, Panel on 2016 Election (2016).

- Panel Chair, Annual International Research Conference for Graduate Students (2015-2016).
- Reviewer, Association for Education in Journalism and Mass Communication, Public Relations Division (2010-2014).
- Committee Co-Chair, Membership Committee, Public Relations Division, AEJMC. (2009-2012).
- Reviewer, Association for Education in Journalism and Mass Communication, Political Communication Interest Group (2011-2012).
- Discussant, Political Communication Interest Group, Association for Education in Journalism and Mass Communication (2011).
- Professional Presentation, “Public Relations Research, Measurement, and Evaluation,” Price Group (2008).
- Reviewer, International Communication Association, Public Relations Division (2007).
- Reviewer, International Communication Association, Mass Communication & Society Division (2007).
- Reviewer, International Communication Association, Political Communication Division (2007).

Community Outreach

- Subject Matter Expert, advised staff from United States Geological Survey Inspector General’s Office regarding organizational survey of all USGS employees (2019).
- Subject Matter Expert, advised student AP Research Project, Alyssa Reyna, Lubbock High School (2019).
- Judge, District 8 Regional DECA Competition (2016).
- Guest Speaker/Consultant, Lubbock VOICES Community Coalition, Youth–Led Anti-Alcohol Campaign (2015).
- Judge, District 8 Regional DECA Competition (2015).
- Judge, Frenship High School DECA Team Practice (2015).
- Social Media Command Center Coordinator, American Cancer Society Relay for Life at Texas Tech University (2013-2014).
- Guest Speaker, New Deal High School STEM Program, “Social Media and Advocacy” (2012).

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Workshop, “Write Winning Grant Proposals,” Texas Tech University (2019).
- Workshop, “How to Engage Students in Online Classes,” TTU College of Media & Communication and College of Education (2015).
- Workshop, “The Online Student,” TTU College of Media & Communication and College of Education (2014).
- Workshop, “Visual Storytelling for PR,” PR News Webinar (2013).
- Workshop, "Developing an Undergraduate Research Course," 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 (2012).

- 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 (2011).
- Workshop, "TIPS to Improve Proposal Success," Texas Tech University (2010).
- Workshop, "NSF Careers Program," Texas Tech University (2010).
- Workshop, “Federal Funding for Small Business for Research and Commercialization,” Texas Tech University (2009).
- Workshop, “Grant Writer’s Workshop,” Texas Tech University (2008).
- Workshop, “Guide to Research: The Office of Research Services” (2007).
- Workshop, “Envisioning Your Research Agenda,” Texas Tech University (2007).
- Workshop, “Tenure Academy,” Texas Tech University (2007).

PROFESSIONAL AFFILIATIONS

2005-present 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 EXPERIENCE

2003-present Public Relations Consultant, Private, Gainesville, FL, & Lubbock, TX
 2005 Research Associate, Ketchum Global Research Network, New York, NY
 (Institute for Public Relations sponsored professional internship).
 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 Internship, 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