

# COY CALLISON

Texas Tech University  
College of Media and Communication  
Box 43082  
Lubbock, TX 79409-3082  
(806) 834-5344  
coy.callison@ttu.edu

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## EDUCATION

Ph.D. in Communication and Information Sciences, 2000, University of Alabama  
Dissertation: Source and Type of Evidence in Corrective Public Relations Efforts  
Specialization—Theory, Processes and Effects of Mass Communication  
Focus—Public Relations/Mediated Persuasion  
Chair: Dolf Zillmann

M.A. in Public Relations, 1998, University of Alabama  
Thesis: The Influence of Associating a Source with Public Relations and Client-  
Negative News on Audience Perception of Source Credibility  
Cognate—Organizational Communication  
Chair: Yorgo Pasadeos

B.A. in Mass Communication—Public Relations, 1995, Southwest Texas State University

## ACADEMIC POSITIONS

Associate Dean for Graduate Studies, College of Media and Communication, Texas Tech University, September 2009 to present.

Promoted (Sept. 2010) Full Professor, College of Mass Communications, Texas Tech University.

Department Chair, Public Relations, College of Mass Communications, Texas Tech University, August 2006 to August 2009.

Research Center Director, Center for Communications Research, College of Mass Communications, Texas Tech University, August 2005 to January 2007.

Sequence Coordinator, Public Relations, College of Mass Communications, Texas Tech University, August 2005 to August 2006.

Sequence Coordinator, Advertising and Public Relations, College of Mass Communications, Texas Tech University, August 2004 to August 2005.

Tenured and Promoted (Feb. 2005) Associate Professor, College of Mass Communications, Texas Tech University.

Teaching Assistant, College of Communication and Information Sciences, University of Alabama, August 1996 to August 2000.

## EXTERNAL FUNDING RECEIVED

Callison, C. (awarded 2016). To Increase Water Scarcity Awareness and Foster Positive Water Management Attitudes Among Texas High Plains Agricultural Users Through Conservation Messaging Research. Funded by the Cynthia and George Mitchell Foundation, total grant \$24,750.

Callison, C., Seltzer, T., & Gardner, E. (awarded 2012). Implementing Project Clear system-wide. Funded by Department of Emergency Medicine Warren Alpert Medical School of Brown University—TTU subcontract \$20,000.

Callison, C., Seltzer, T., Bichard, S., & Gardner, E. (awarded 2010). Sustaining Commitment to Project Clear: Re-enforcing the Importance of Quality Physician-Nurse Communication in the Emergency Room. Funded by Department of Emergency Medicine Warren Alpert Medical School of Brown University, total grant \$299,575—TTU subcontract \$47,500.

Banducci, S., Callison, C., & Cannon, B. (awarded 2004). Texas Lottery Commission Demographic Study. Funded by the Texas Lottery Commission, total grant \$44,528.

Callison, C., Chambers, T., Edison, A., & Potter, R. F. (awarded 2003). Effect of Advertising Clutter on Radio Listeners. Funded by the National Association of Broadcasters, total grant \$5000.

## REFEREED JOURNAL PUBLICATIONS

Cummins, R. G., Smith, D. W., Callison, C., & Mukhtar, S. (in press). Continuous response assessment to evaluate effectiveness of extension education products. *Journal of Extension*.

VanDyke, M. S., & Callison, C. (in press). Using continuous response and self-report measures to understand spokesperson evaluation processes during water crises. *Journal of Contemporary Water Research and Education*.

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), [http://prjournal.instituteforpr.org/wp-content/uploads/CraftBeer\\_PRJ\\_Final-012017-2-1.pdf](http://prjournal.instituteforpr.org/wp-content/uploads/CraftBeer_PRJ_Final-012017-2-1.pdf).

Callison, C., & Holland, D. (2017). Impact of political identity and past crisis experience on water attitudes. *Journal of Contemporary Water Research & Education*, 161, 19-32.

- Baksh-Mohammed, S., & Callison, C. (2015). Hegemonic masculinity in Hip-Hop music? Difference in brand mention in rap music based on the rapper's gender. *Journal of Promotion Management*, 21, 351-370.
- Callison, C., Merle, P., & Seltzer, T. (2014). Smart friendly liars: Public perception of public relations practitioners over time. *Public Relations Review*, 40, 829-831.
- Merle, P., Callison, C., & Cummins, R. G. (2014). How arithmetic aptitude impacts attention, memory and evaluation of static versus dynamic infographics in online news: An eye-tracking study. *Electronic News*, 8, 177-197.
- Baksh-Mohammed, S., & Callison, C. (2014). "Listening to Maybach in My Maybach." Evolution of product mention in music across the millennium's first decade. *Journal of Promotion Management*, 20, 20-35.
- Alvarado, G., & Callison, C. (2013). How incentives affect web-based survey response rates of athletic program donors. *International Journal of Revenue Management*, 7, 155-170.
- Callison, C., Gibson, R., & Zillmann, D. (2013). Effects of differences in numeric ability on the perception of adversity risk to others and self. *Journal of Media Psychology*, 2, 95-104.
- Baksh-Mohammed, S., Callison, C., & Choi, M. (2012). Positive influence of organizational charitable involvement on perceptions of credibility and purchase intention. *Public Relations Review*, 38, 498-500.
- Seltzer, T., Gardner, E., 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.
- Callison, C., Gibson, R., & Zillmann, D. (2012). Human face in news important but base-rate data inform more. *Newspaper Research Journal*, 33 (2), 54-67.
- Devlin, M. B., Chambers, L. T., & Callison, C. (2011). Targeting mood: Using comedy or serious movie trailers. *Journal of Broadcasting and Electronic Media*, 55, 581-595.
- Kolyesnikova N., Sullivan Dodd, S. L., & Callison, C. (2011). Consumer affective responses to direct mail messages: The effect of gratitude and obligation. *Journal of Marketing Communications*, 17, 337-353.
- Gibson, R., Callison, C., & Zillmann, D. (2011). Quantitative literacy and affective reactivity in processing statistical information and case histories in the news. *Media Psychology*, 14, 96-120.
- Callison, C., & Seltzer, T. C. (2010). Influence of responsiveness, accessibility, and professionalism on journalists' perceptions of Southwest Airlines public relations. *Public Relations Review*, 36, 141-146.

- Zillmann, D., Callison, C., & Gibson, R. (2009). Quantitative media literacy: Individual differences in dealing with numbers in the news. *Media Psychology*, 12, 394-416.
- Callison, C., Gibson, R., & Zillmann, D. (2009). How to report quantitative information in news stories. *Newspaper Research Journal*, 30 (2), 43-55.
- Alvarado, G., & Callison, C. (2009). GSP testing as a student screener in colleges of mass communication: Investigating its predictors and its ability to predict. *Journalism & Mass Communication Educator*, 63, 333-344.
- Kinsky, E., & Callison, C. (2009). PR in the news: How a sample of network newscasts framed public relations. *Public Relations Journal*, 3 (1).
- Laveay, F., Callison, C., & Rodriguez, A. (2009). Offensiveness of Native American names, mascots and logos in sports: A survey of American Indian tribal leaders and the general population. *International Journal of Sport Communication*, 2, 81-99.
- Potter, R.F., Callison, C., Chambers, T., & Edison, A. (2008). Radio's clutter conundrum: Better memory for ads, worse attitudes toward stations. *International Journal of Media Management*, 4, 139-147.
- Sinaga, S., & Callison, C. (2008). Credibility of PR practitioners: The impact of professional journalism background on trustworthiness, expertness, and homophily evaluations. *Public Relations Review*, 34, 291-293.
- Will, E. M., & Callison, C. (2006). Web presence of universities: Is higher education sending the right message online? *Public Relations Review*, 32, 180-183.
- Chambers, T., Callison, C., & Bichard, S. (2005). Crossing platforms: Transferring media dependency from traditional media to the Internet. *Southwestern Mass Communication Journal*, 21, 13-23.
- Knobloch, S., Callison, C., Chen, L., Fritzsche, A., & Zillmann, D. (2005). Children's gender-stereotyped self-socialization through selective exposure to entertainment fare: Cross-cultural experiments in Germany, China, and the United States. *Journal of Communication*, 55, 122-138.
- Callison, C. (2004). The good, the bad and the ugly: Perceptions of public relations practitioners. *Journal of Public Relations Research*, 16, 371-389.
- Zillmann, D., Chen, L., Knobloch, S., & Callison, C. (2004). Effects of lead framing on selective exposure to Internet news reports. *Communication Research*, 31, 58-81.
- Potter, R.F., Edison, A., Callison, C. & Chambers, T. (2003). The effects of increasing commercial breaks on attention, arousal, attitudes, and memory for information in radio ads. *Psychophysiology*, 40 (S1), 69.

Knobloch, S., Hastall, M., Zillmann, D., & Callison, C. (2003). Imagery effects on the selective reading of Internet newsmagazines: A cross-cultural examination. *Communication Research*, 30, 3-30.

Callison, C. (2003). Media relations and the Internet: How Fortune 500 company websites assist journalists in news gathering. *Public Relations Review*, 29, 29-41.

Callison, C., Karrh, J. A., & Zillmann, D. (2002). The aura of tobacco smoke: Cigars and cigarettes as image makers. *Journal of Applied Social Psychology*, 32, 1329-1343.

Callison, C., & Zillmann, D. (2002). Company affiliation and communicative ability: How perceived organizational ties influence source persuasiveness in a company-negative news environment. *Journal of Public Relations Research*, 14, 85-102.

Yu, H., & Callison, C. (2002). Web journalism practices in different cultural lands: A comparison of structural features on U.S. and Korean web newspapers. *Sungkok Journalism Review*, 12, 31-58.

Potter, R. F., Yu, H., & Callison, C. (2002). Structural features and interactivity on the most-visited web sites compared to the Web in general. *Southwestern Mass Communication Journal*, 18, 48-57.

Karrh, J. A., Frith, K. T., & Callison, C. (2001). Audience attitudes toward brand (product) placement: Singapore and the United States. *International Journal of Advertising*, 20, 3-24.

Callison, C. (2001). Do PR practitioners have a PR problem?: The effect of associating a source with public relations and client-negative news on audience perception of credibility. *Journal of Public Relations Research*, 13, 219-234.

Potter, R. F., & Callison, C. (2000). Sounds exciting!!: The effects of auditory complexity on listeners' attitudes and memory for radio promotional announcements. *Journal of Radio Studies*, 7, 29-51.

## REFEREED PROCEEDINGS & ABSTRACTS

Sweeney, L., & Callison, C. (2012). Branding - it's not just for the cereal aisle: A unique cross-industry collaboration aimed at the ever-daunting challenge of programmatic sustainment. *Scientific Abstract Guide of the 12th Annual International Meeting on Simulation in Healthcare*, 733.

Seltzer, T., Gardner, E., Callison, C., & Bichard, S., (2011). PR in the ER: Internal public relations in a hospital emergency department. *Proceedings of the International Public Relations Research Conference*.

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. In Marcia Watson DiStaso (Ed.), *Proceedings of the 12<sup>th</sup> International Public Relations Research Conference*.

Kinsky, E., & Callison, C. (2008, March). PR in the News: How a sample of network newscasts framed public relations. In Marcia Watson DiStaso (Ed.), *Proceedings of the 11<sup>th</sup> International Public Relations Research Conference*.

Mohammed-Baksh, S., Min-Hwan Choi, & Callison, C. (2007, March). Cashing in goodwill capital in times of crisis: Does public awareness of organizational charitable contributions lead to leniency when problems arise? In Marcia Watson DiStaso (Ed.), *Proceedings of the 10<sup>th</sup> International Public Relations Research Conference*, 23-33.

Callison, C., & Potter, R. F. (2000). Audience over-reliance on exemplars when recalling information presented in print advertising: Extending exemplification research to persuasive communication. In M. A. Shaver (Ed.), *Proceedings of the 2000 Conference of the American Academy of Advertising*, 46-52.

Potter, R. F., Callison, C., & Erickson-Hoff, E. (2000). Advertising presence on FM radio station web sites: A content analysis suggesting much opportunity for growth. In M. A. Shaver (Ed.), *Proceedings of the 2000 Conference of the American Academy of Advertising*, 90-96.

Bolls, P. D., Potter, R. F., & Callison, C. (1999). Intense emotions: The effects of message valence on attitude toward the Ad. In M. S. Roberts (Ed.), *Proceedings of the 1999 Conference of the American Academy of Advertising*, 10-16.

Karrh, J. A., Frith, K. T., & Callison, C. (1999, April). Audience attitudes toward brand placement: Singapore and the United States. In M. S. Roberts (Ed.), *Proceedings of the 1999 Conference of the American Academy of Advertising*, 197 (Abstract).

Callison, C. (1998). Employee assimilation: Integrating newcomers into organizational culture. *Refereed Proceedings for the 1998 SE-ABC Conference*, 16-22.

Pasadeos, Y., Callison, C., & Stewart, Y. (1998). Newsmagazine coverage of G-7 meetings: A cross-national study. In G. R. Carter (Ed.), *Proceedings of the Southeast Colloquium (AEJMC)*, 219 (Abstract).

## REFEREED CONFERENCE PAPERS

Callison, C. (2018, October). Graphics style and message strength: How water managers can best use visuals to encourage compliance. Paper to be presented at the Water Innovations annual conference in Las Vegas.

Callison, C., & Cummins, R. G. (2018, October). Innovations in copy testing of water messaging: Investigating the pieces of the whole. Paper to be presented at the Water Innovations annual conference in Las Vegas.

VanDyke, M., & Callison, C. (2018, October). What happens when the well runs dry: Gauging water scarcity concerns and improving sustainable communication effectiveness. Paper to be presented at the Water Innovations annual conference in Las Vegas.

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 to be presented at the American Water Resources Association annual conference in Portland.

Callison, C., & Holland, D. (2017, November). Tweets and hashtags: How analyzing online water discussion can direct strategic communication efforts in conservation. Paper to be presented at the American Water Resources Association annual conference in Portland.

Callison, C. & Holland, D. (2017, August). Wading into water scarcity: How information source, politics and curiosity impact responses to water messaging. Paper presented at the Association for Education in Journalism & Mass Communication annual conference in Chicago.

Holland, D. & Callison, C. (2017, March). Hashtags and likes: An analysis of the social media conversation surrounding water scarcity. Paper presented at the 2017 Geographical Society of America South-Central Section Meeting in San Antonio, Texas.

Callison, C. & Holland, D. (2016, October). Message source and argument impact on water opinions and behaviors. Paper presented at the Water Innovations annual conference in Las Vegas.

VanDyke, M. S. & Callison, C. (2015, August). PR credibility as news unfolds: How perceptions gauged in real time and post exposure differ. Paper presented at the Association for Education in Journalism & Mass Communication annual conference in San Francisco.

Callison, C., White, S., & VanDyke, M. S. (2015, June). *Distracted driving and preventative programs: Pre- and post-campaign survey of public opinion related behaviors and deterrents*. To be presented at the annual conference of the World Association for Public Opinion Research, Buenos Aires.

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 Institute for Healthcare Improvement's 26th Annual National Forum, Institute for Healthcare Improvement, Orlando, FL

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 annual Kentucky Conference on Health Communication.

Green, J. D., Rodriguez, A., & Callison, C., (2014, April). *The effects of media multitasking on memory for TV program content and advertisements*. Paper presented at the annual Broadcast Educators Association Conference in Las Vegas.

Callison, C., Merle, P., & Seltzer, T. (2013, August). *Smart friendly liars: Public perception of public relations practitioners over time*. Paper presented at the Association for Education in Journalism & Mass Communication annual conference in Washington, DC.

Callison, C., Merle, P., Mathews, C. B., & Youngblood, N. E. (2013, June). *Lack of credibility accompanying public relations messages distributed through corporate channels: A longitudinal experiment*. Paper presented at the annual meeting of the International Communication Association in London.

Mohammed-Baksh, S., & Callison, C. (2013, March). *Some do it for the female, others do it for the retail: A content analysis of top hip hop songs to find differences in product placement based on rappers' gender*. Paper presented at the Popular Culture Association/American Culture Association National Conference in Washington, D.C.

Merle, P., Callison, C., & Cummins, R. G. (2012, August). *Dynamic v. static info-graphics in online news: Impact of format on perceptions, memory and consumption*. Paper presented in the Electronic News Division of the 2012 annual meeting of the Association for Education in Journalism and Mass Communication in Chicago.

Callison, C., Gibson Hester, R., & Zillmann, D. (2012, May). *Effects of differences in numeric ability on the perception of adversity risk to others and self*. Paper presented at the International Communication Association annual conference in Phoenix.

Gibson Hester, R., & Callison, C. (2012, May). *Individual differences in exemplification effects with a focus on arithmetic ability*. Paper presented at the International Communication Association annual conference in Phoenix.

Sweeney, L. A., Callison, C., & Rojek, A. (2012, January). *Branding - it's not just for the cereal aisle: A unique cross-industry collaboration aimed at the ever-daunting challenge of programmatic sustainment*. Paper to be presented at the 12<sup>th</sup> Annual International Meeting on Simulation in Healthcare (IMSH) in San Diego.

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 and Mass Communication in St. Louis.

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 14th annual International Public Relations Research Conference in Miami.



Callison, C., Gibson, R., & Zillmann, D. (2010, August). *Effects of quantitative literacy and information on the processing of numbers in the news*. Paper presented in the Newspaper Division of the 2010 annual meeting of the Association for Education in Journalism and Mass Communication in Denver.

Buck, E. L., Callison, C., & Seltzer, T. (2010, August). *Influence of public relations communication strategies and training on perceptions of hospital crisis readiness*. Paper presented in the Public Relations Division of the 2010 annual meeting of the Association for Education in Journalism and Mass Communication in Denver.

Kolyesnikova, N., Sullivan Dodd, S. L., & Callison, C. (2010, February). *Affective responses to direct mail messages: The effect of gratitude and obligation*. Paper presented at the 5<sup>th</sup> International Conference of the Academy of Wine Business Research in Auckland, New Zealand. (*Top paper award across all divisions*).

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 2009 International Public Relations Research Conference in Miami.

Callison, C., Gibson, R., & Zillmann, D. (2008, August). *Quantitative media literacy: How readers deal with numbers in news reports*. Paper presented at the 2008 annual meeting of the Association for Education in Journalism and Mass Communication in Chicago.

Bates, E., & Callison C. (2008, August). *Effect of company affiliation on credibility in the blogosphere*. Paper presented at the 2008 annual meeting of the Association for Education in Journalism and Mass Communication in Chicago.

Alvarado, G. & Callison, C. (2008, August). *Grammar, spelling and punctuation testing as a student screener: An investigation of its predictors and its ability to predict*. Paper presented at the 2008 annual meeting of the Association for Education in Journalism and Mass Communication in Chicago.

Levay, F. Callison, C., & Rodriguez, A. (2008, May). *Use of Native American names and imagery in sports: A cross-cultural survey of offensiveness*. Paper presented at the 2008 annual meeting of the International Communication Association in Montreal.

Wise, W., Callison, C., & Bradley, S. (2008, May). *Alternative rock music in radio advertising: The effects of familiarity on message recognition, purchase intent, and attitudes toward the ad*. Paper presented at the 2008 annual meeting of the International Communication Association in Montreal.

Devlin, M., Chambers, C., & Callison, C. (2008, April). *Targeting mood: Using comedy or serious movie trailers*. Paper presented at the 2008 annual meeting of the Broadcast Education

Association in Las Vegas. (*second place competitive paper in Entertainment Theory and Research Division*).

Kinsky, E., & Callison, C. (2008, March). *PR in the news: How network newscasts frame public relations*. Paper presented at the 2008 International Public Relations Research Conference in Miami. (*top three competitive paper in open division*).

Alvarado, G., & Callison, C. (2007, November). *Reaching collegiate athletic program donors: How incentives affect web-based survey response rates*. Paper presented at the 2007 annual meeting of the Sport Marketing Associations in Pittsburgh.

Parry, P., & Callison, C. (2007, August). *Media convergence in the classroom: A survey of how mass communication academics are confronting a new paradigm*. Paper presented at the 2007 annual meeting of the Association for Education in Journalism and Mass Communication in Washington, D.C.

Dodd, S. L., Kolyesnikova, N., & Callison C. (2007, August). *Influence of appeal type in direct mail: How inducing feelings of gratitude and obligation affects consumer response*. Paper presented at the 2007 annual meeting of the Association for Education in Journalism and Mass Communication in Washington, D.C.

Parry, P. A., & Callison, C. (2007, April). *Defining media convergence in an educational context*. Paper presented at the 2007 Expanding the Definition of Convergence and Integration Conference in Lubbock, Texas.

Mohammed-Baksh, S., & Callison, C. (2007, April). *Hey ya-shake it like a Polaroid picture: Product mention in popular music genres*. Paper presented at the 2007 annual meeting of the American Academy of Advertising in Burlington, VT.

Dodd, S. L., Kolyesnikova, N., & Callison, C. (2007, March). *Affective responses to direct mail marketing messages: The effect of gratitude and obligation*. Paper presented at the Texas Tech University Graduate School Research Poster Competition in Lubbock, Texas.

Mohammed-Baksh, S., Hwan, C. M., & Callison, C. (2007, March). *Cashing in goodwill capital in times of crisis: Does public awareness of organizational charitable contributions lead to leniency when problems arise?* Paper presented at the 2007 annual meeting of the International Public Relations Research Conference in Miami.

Fisher, H. D., & Callison, C. (2006, August). *Teaching news writing to mass communications students: How peer editing influences learning and perceptions of instruction*. Paper presented at the 2006 annual meeting of the Association for Education in Journalism and Mass Communication in San Francisco.

Garza, S. D., & Callison, C. (2005, August). *The influence of movie genre on audience reaction to product placement*. Paper presented at the 2005 annual meeting of the Association for Education in Journalism and Mass Communication in San Antonio.

Potter, R. F., Callison, C., Chambers, T., Chung, Y., Lee, S. (2005, May). *Effects of commercial pod length on attitudes, emotional response, attention, and memory in radio listeners*. Paper presented at the 2005 annual meeting of the International Communication Association in New York.

Will, E. M., & Callison, C. (2005, August). *Web presence of universities: Is higher education sending the right message online?* Paper presented at the 2005 annual meeting of the Association for Education in Journalism and Mass Communication in San Antonio.

Callison, C., & Youngblood, N. E. (2004, August). *Cutting out the middle man: Must public relation messages be filtered through traditional news media to gain credibility?* Paper presented at the 2004 annual meeting of the Association for Education in Journalism and Mass Communication in Toronto. (*third place faculty research paper in the Public Relations Division*).

Potter, R. F., Edison, A., Callison, C., & Chambers, T. (2003, October). *The effects of increasing commercial breaks on attention, arousal, attitudes, and memory for information in radio ads*. Paper presented at the 2003 annual meeting of the Society for Psychophysiological Research in Chicago.

Callison, C. (2003, July). *The good, the bad and the ugly of how the general public views PR practitioners: The results of a hybrid survey/experiment employing a nationwide sample*. Paper presented at the 2003 annual meeting of the Association for Education in Journalism and Mass Communication in Kansas City. (*top three faculty research paper in the Public Relations Division*).

Chambers, T., & Callison, C. (2003, July). *Let radio's marketplace decide: The public's perception of localism*. Paper presented at the 2003 annual meeting of the Association for Education in Journalism and Mass Communication in Kansas City.

Callison, C., Chambers, T., Edison, A., & Potter, R. F. (2003, April). *The double-edged sword: Negative attitudes toward increased pod frequency accompany improved cognitive processing of radio ads*. Paper presented at the 2003 annual meeting of the Broadcast Educators Association in Las Vegas. (*second place debut paper in the Open Division*).

Callison, C., & Gonzenbach, W. J. (2002, November). *Public discourse during investigations into possible presidential impeachment: The influence of the Spiral of Silence and personal characteristics on willingness to voice opinions*. Paper presented at the 2002 Southwest Education Council for Journalism and Mass Communication Southwest Symposium in San Marcos, TX.

Chambers, T., Callison, C., & Galvez, A. (2002, November). *Losing the relationship with radio: Comparing local programming and out-of-market programming*. Paper presented at the 2002 Southwest Education Council for Journalism and Mass Communication Southwest Symposium in San Marcos, TX.

Callison, C. (2002, August). *Fortune 500 company web sites and media relations: Corporate PR practitioners' use of the Internet to assist journalists in news gathering*. Paper presented at the 2002 annual meeting of the Association for Education in Journalism and Mass Communication in Miami. (top four faculty research paper in the Public Relations Division).

Callison, C., & Neeley, S. M. (2002, August). *Advertising skepticism in young teens*. Paper presented at the 2002 annual meeting of the Association for Education in Journalism and Mass Communication in Miami.

Knobloch, S., Hastall, M., Zillmann, D., & Callison, C. (2002, August). *Imagery effects on the selective reading of Internet newsmagazines: A cross-cultural examination*. Paper presented at the 2002 annual meeting of the Association for Education in Journalism and Mass Communication in Miami.

Knobloch, S., Hastall, M., Zillmann, D., & Callison, C. (2002, May). *Imagery effects on the selective reading of Internet newsmagazines: A cross-cultural examination*. Paper presented at the 2002 annual meeting of the World Association of Public Opinion Research in St. Petersburg Beach, FL.

Knobloch, S., Hastall, M., Zillmann, D., & Callison, C. (2002, May). *Informationsselektion im Internet-Zeitalter – Eine web-experimentelle Ueberpruefung des Einflusses von Bildern auf die Zuwendung zu Online-Nachrichten in Deutschland und den USA. [Information selection in the Internet age: A web experiment on the effect of images on selective exposure to online news in Germany and the USA.]* Paper presented at the 2002 annual meeting of the German Association of Communication Research in Dresden, Germany.

Chambers, T., Callison, C., & Bichard, S. (2002, April). *WAR! Media dependency and the relationship between traditional news channels and companion websites*. Paper presented at the 2002 annual meeting of the Broadcast Educators Association in Las Vegas. (runner-up paper in the Open Division).

Wernsman, R., Wernsman, M. D., Hudson, J., & Callison, C. (2002, April). *Predictors for success in passing a language skills exam*. Paper presented at the 2002 annual meeting of the International Association of Business Disciplines in Marina del Rey, CA.

Callison, C., & Zillmann, D. (2001, August). *Company affiliation and communicative ability: How perceived organizational ties influence source persuasiveness in a company-negative news environment*. Paper presented at the 2001 annual meeting of the Association for Education in Journalism and Mass Communication in Washington, D.C. (top faculty research paper in the Public Relations Division).

Bryant, J., Carpentier, F. D., & Callison, C. (2001, August). *Drama in sports commentary: Then and now*. Paper presented at the 2001 annual meeting of the Association for Education in Journalism and Mass Communication in Washington, D.C.

Yu, H., & Callison, C. (2001, June) *Web journalism practices in different cultural lands: A comparison of structural features on U.S. and Korean web newspapers*. Paper presented at the 2001 annual meeting of the International Communication Association in Washington, D.C.

Potter, R. F., Yu, H., & Callison, C. (2001, April). *Small country roads and crowded thoroughfares along the information superhighway: The visual and interactive elements of the 200 most-visited web sites compared to the web in general*. Paper presented at the 2001 annual meeting of the Southern States Communication Association in Lexington, KY. (*top three paper in Mass Communication Division*).

Callison, C. (2000, August). *Do PR practitioners have a PR problem?: The effect of associating a source with public relations and client-negative news on audience perception of credibility*. Paper presented at the 2000 annual meeting of the Association for Education in Journalism and Mass Communication in Phoenix.

Carpentier, F. D., Yu, H., & Callison, C. (2000, August). *It's all about the information: Salience effects on the perceptions of news exemplification*. Paper presented at the 2000 annual meeting of the Association for Education in Journalism and Mass Communication in Phoenix.

Potter, R. F., Callison, C., Chen, L., & Erickson-Hoff, E. (2000, June). *Give the people what they want: A content analysis of FM radio station home pages*. Paper presented at the 2000 annual meeting of the International Communication Association in Acapulco, Mexico.

Yu, H., Callison, C., Song, J., & Choi, Y. (2000, June). *Why we surf: An investigation of the uses and motivations underlying internet activity*. Paper presented at the 2000 annual meeting of the International Communication Association in Acapulco, Mexico.

Callison, C., & Potter, R. F. (2000, April). *Audience over-reliance on exemplars when recalling information presented in print advertising: Extending exemplification research to persuasive communication*. Paper presented at the 2000 annual meeting of the American Academy of Advertising in Newport, RI.

Potter, R. F., Callison, C., & Erickson-Hoff, E. (2000, April). *Advertising presence on FM radio station web sites: A content analysis suggesting much opportunity for growth*. Paper presented at the 2000 annual meeting of the American Academy of Advertising in Newport, RI.

Potter, R. F., & Callison, C. (1999, August). *Sounds exciting!/: The effects of auditory complexity on listeners' attitudes and memory for radio promotional announcements*. Paper presented at the 1999 annual meeting of the Association for Education in Journalism and Mass Communication in New Orleans. (*top three paper in Theory and Methodology Division*).

Bolls, P. D., Potter, R. F., & Callison, C. (1999, April). *Intense emotions: The effects of message valence on attitude toward the ad*. Paper presented at the 1999 annual meeting of the American Academy of Advertising in Albuquerque, NM.

Karrh, J. A., Frith, K. T., & Callison, C. (1999, April). *Audience attitudes toward brand placement: Singapore and the United States*. Paper presented at the 1999 annual meeting of the American Academy of Advertising in Albuquerque, NM.

Callison, C. (1998, April). *Employee assimilation: Integrating newcomers into organizational culture*. Paper presented at the 1998 Southeast Conference of the Association of Business Communicators in Tunica, MS.

Pasadeos, Y., Callison, C., & Stewart, Y. (1998, March). *Newsmagazine coverage of the G-7 meetings: A cross-national study*. Paper presented at the 1998 Association for Education in Journalism and Mass Communication Southeast Colloquium in New Orleans.

### INTERNAL FUNDING RECEIVED

Callison, C. (awarded 2001). Perceptions of public relations practitioners, (funded by the Texas Tech University College of Arts and Sciences), \$1000.

### GRANT APPLICATIONS SUBMITTED (unfunded)

Cummins, R. G., & Callison, C. (2015). Encouraging Adoption of Residential Rainwater Harvesting in the Dockum Aquifer, submitted to the High Plains Water District, \$13,736.

Zhang, W., VanDyke, M. S., & Callison, C. (2015). What Happens When the Well Runs Dry: Gauging Water Scarcity Concerns and Improving Sustainable Strategic Communication Effectiveness, submitted to the Arthur W. Page Legacy Scholar Competition for Sustainability Communication, \$14,050.

Callison, C., & Cummins, R. G. (2012). Improving Latino HIV/AIDS Literacy Through a Portable Video-Based Intervention, submitted to NIH, \$130,548.

Liu, H., Davis, D., Nash, P. T., Callison, C. (2011). Ports-to-Plains Transportation Center, submitted to Federal Highway Administration RITA (Project Number 105823), \$1,713,146.

Nash, P. T., Maxwell, T., Cleveland, T., Callison, C. (2010). Scan to Identify Scientific or Technological Advances Having Implications for State DOTs 30 to 50 Years in the Future, submitted to the National Cooperative Highway Research Program (Project Number 20-83A), \$147,954.

Akers, C., Bradley, S., Brashears, M., Brashears, T., Brooks, C., Callison, C., Loneragan, G., & Miller, M. (2008). Food safety training modules for media professionals: Optimization, delivery, and evaluation across a variety of platforms, submitted to USDA, \$600,000.

Akers, C., Bradley, S., Brashears, M., Brashears, T., Brooks, C., Callison, C., Loneragan, G., & Miller, M. (2008). Reducing E. coli O157 and Salmonella contamination of beef carcasses in small and very small processing plants through targeted training and interventions, submitted to USDA, \$600,000.

Harp, S., Thompson, L., Boyce, J., Reed, D., Callison, C., Brashears, T., & Friedman, L. (2008). Pilot program to enhance awareness of and promote direct farm sales to Generation Y through an experiential marketing event, submitted to USDA, \$73,294.

Rugely, C. R., Callison, C., & Longoria, T. (2007). TexSIS—The Texas Social Indicators Survey, submitted to TTU Fall 2007 Research Development Competition, \$311,027.

Chambers, T., & Callison, C. (2003). Center for Hispanic Media Studies, submitted to the Ford Foundation (\$270,000).

Cannon, J., Callison, C., & Chambers, T. (2002). Battering services and awareness among Latinas, submitted to National Institute of Mental Health (\$145,857)

Callison, C. et al. (2001). Journalism and the Human Genome Program: A conference on science and media, submitted to Department of Energy Office of Science (\$221,310).

## RESEARCH CONTRACTS

Callison, C. (2017). Study on demographics and preferences of Texas Dairy Queen patrons.

Callison, C. (2017). Survey on dining preferences in the fast-casual sandwich marketplace.

Cummins, G. & Callison, C. (2016). Perception of “Mitigation Strategies for Greenhouse Gas Emissions from Animal Agriculture” Video: A Multi-Faceted Research Approach Involving NRCS Employees, Cooperative Extension Agents and Other Ag Workers.” USDA.

Callison, C., & Cummins, R. G. (2016). Perception of “The Secret is in the Soil” Presentation: A Multi-Faceted Research Approach Involving NRCS District Employees and Directors. USDA.

Callison, C. (2013-2015). Texas EMS Trauma & Acute Care Foundation study on state-wide distracted driving.

Cummins, G., & Callison, C. (2014). Clarion on-line education focus groups.

Callison, C. (2014). Zia Park corporate lodging study.

Callison, C. (2014). Texas Tech Alumni Association membership survey.

Callison, C. (2014). Zia Park Casino survey on attracting high-limit gamblers.

Callison, C. (2014). Technomic evaluation of restaurants in Alexandria, LA.

Callison, C. (2013). Zia Park Casino survey on factors driving lodging selection.

Callison, C. (2012). Marketing of Zia Park Casino to local consumer base.

- Callison, C. (2012). Marketing of Zia Park Casino to out-of-state consumer bases.
- Callison, C. (2011). Zia Park Casino customer satisfaction with hospitality options study.
- Callison, C. (2011). Midland Memorial Hospital patient experience study.
- Callison, C. (2008). Schlotzsky's restaurant national copy test, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2008). Southwest Airlines web survey media relations audit, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2008). Larry Combest Wellness Center telephone survey of potential users, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2008). Abilene, Texas, television news viewer focus groups, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2007). Ft. Worth-area restaurant diner focus groups, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2007). Lubbock-area restaurant diner focus groups, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2006). KLBK television news anchor copy test and focus group, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2006). Southwest Airlines web survey media relations audit, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. & Gallagher, A. H. (2006). Health Sciences Center Lubbock-area telephone survey on public perceptions of community health care services, contracted through College of Mass Communications Center for Communications Research.
- Callison, C. (2004). Southwest Airlines telephone survey media relations audit, contracted through College of Mass Communications Institute for Communications Research.

## BOOK CHAPTER

Gibson, R., & Callison, C. (2018). Effects of statistical information in news reports on individuals' recall and understanding of events and issues: Implications for journalistic practices. In *News, numbers and public opinion in a data-driven world* (pp. 165-178). Bloomsbury: New York.

Knobloch, S., Hastall, M., Zillmann, D. & Callison, C. (2003). Informationsselektion im Internet-Zeitalter - Eine web-experimentelle Überprüfung des Einflusses von Bildern auf die



Zuwendung zu Online-Nachrichten in Deutschland und den USA [Information selection in the Internet age: A web-based experiment on the impact of images on selective exposure to online news in Germany and the US]. In W. Donsbach & O. Jandura (eds.), *Chancen und Gefahren der Mediendemokratie*. Konstanz, Germany: UVK Medien. (ISBN 3-89669-414-6)

## INSTRUCTIONAL MATERIAL

Chambers, T., & Callison, C. (2009). *Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice 3<sup>rd</sup> ed.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill.

Chambers, T., & Callison, C. (2009). *CD-ROM Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice 3<sup>rd</sup> ed.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill.

Chambers, T., & Callison, C. (2006). *Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice 2<sup>nd</sup> ed.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill.

Chambers, T., & Callison, C. (2006). *CD-ROM Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice 2<sup>nd</sup> ed.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill.

Chambers, T., & Callison, C. (2003). *Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill. (ISBN 0-07242-403-6)

Chambers, T., & Callison, C. (2003). *CD-ROM Instructor's Manual and Test Bank to Accompany Public Relations: The Profession and The Practice.* (Lattimore, D., Baskin, O., Heiman, S., Toth, E., & Van Leuven, J.). Boston: McGraw-Hill. (ISBN 0-07293-259-7)

## ENCYCLOPEDIA ENTRY

Callison, C. (2002). Careers in the newspaper industry. In J. R. Schement (Ed.), *Encyclopedia of Communication and Information* (Vol. 2, pp. 657-659). New York: Macmillan Library Reference USA.

## NON-REFEREED PRESENTATION

Potter, R., Callison, C. & Chambers, T. (2004, April). *Investigating the effects of commercial pod length on attention, emotional response, attitudes and memory in radio listeners across two demographic age groups.* Report on grant activities presented to the National Association of Broadcasters' Research and Information Session, Broadcast Education Association, Las Vegas, NV.

## INVITED PRESENTATIONS

Callison, C. (2016, November). Advice on maintaining a productive research agenda. Texas State University International Graduate Student Research Conference. Texas State University.

Cummins, G., & Callison, C. (2016, October). Measuring message effectiveness as part of the strategy-development-evaluation cycle in agriculture and climate communication. Cattle and Climate Conversations Workshop for Cooperative Extension and NRCS. USDA sponsored. Denver.

Callison, C. (2015, October). Contemporary communication research via new technology: How the CCR and the CoMC graduate program are breaking new ground. Nanjing University School of Journalism and Communication; Nanjing University School of Foreign Studies; Nanjing Normal University School of Foreign Studies and Cultures; Nanjing Normal University College of Communication; Minjiang University; Guangdong University School of Journalism and Communication.

Callison, C. (2015, May). Supplementing traditional measures: how new research technology can paint a more complete picture. TTU Technical Communication and Rhetoric May seminar luncheon presenter.

Callison, C. (2014, November). Public policy drivers during global health emergencies: Focus on Ebola. Texas Tech School of Law panel.

Callison, C. (2014, October). Laying a foundation for graduate school: What students need to do to get into and then succeed in a MA program. Texas Speech Communication annual conference, Lubbock, TX.

Callison, C. (2012, May). Communicating, team building, and changing attitudes in the ED and applications to EMS. Keynote presentation at the 3<sup>rd</sup> Annual EMS Patient Safety & PSO Conference, Columbia, MO.

Callison, C. (2010, September). Public relations in times of crisis. Presentation to the Association of Fund Raising Professionals.

Callison, C. (2007, May). Building value through public relations: How internal communication can create a better news organization. Presentation to contingency of Vietnamese news media professionals.

Callison, C. (2003, February). Public relations panel discussion: Cultures in communication. Panelist during Texas Tech University Mass Communications Week charged with detailing how corporate culture influences organizational public relations.

Callison, C. (2003, February). How to structure and write a news release. Lecture presented to the Texas Tech University Public Relations Students Society of America Chapter.

Callison, C. (2002, November). Media relations and the Internet: How Fortune 500 company websites assist journalists in news gathering. Paper presented in graduate student research colloquia in the Texas Tech University School of Mass Communications.

Callison, C. (2000, September). How to survive—and thrive—in the doctoral program. Panelist during the orientation of new doctoral students to the University of Alabama College of

Communication and Information Sciences charged with outlining the expectations employing universities have concerning the research abilities of Ph.D. program graduates.

Callison, C. (1999, February). Audience over-reliance on exemplars in formulating recollection of print advertising claims: An exploratory study. Paper presented during the University of Alabama College of Communication and Information Sciences' Research Colloquia Series.

## TEACHING EXPERIENCE

### UNIVERSITY INSTRUCTOR

PR 6315 Consulting in a Global Environment (Graduate)

MCOM 7000 Advanced Theories (Graduate)

MCOM 6364 Experimental Research (Graduate)

MCOM 5374 Data Analysis (Graduate)

MCOM 5364 Research Methods (Graduate)

MCOM 5344 Public Opinion & Propaganda (Graduate)

MCOM 5324 Audience & Media Analysis (Graduate)

PR 6315 Data Logistics in Persuasion Research (Graduate)

PR 5343 Public Relations Problems & Cases (Graduate)

MCOM 1100 Success in Media & Communication

PR 4301 Respecting Diversity in Global Communications (study abroad—London)

PR 4312 Public Relations Campaigns

P R 4310 Public Relations Administration

PR 4300 Advanced Public Relations Writing

PR 3341 Public Relations Graphics

PR 3312 Public Relations Writing

PR 3310 Principles of Public Relations

MCOM 1300 Introduction to Mass Communications

APR 433 Public Relations Campaigns

APR 332 Public Relations Writing

MC 102 Introduction to Media Writing

GUEST LECTURER

MCOM 5364 Mass Communications Research  
Constructing Samples for Research

MCOM 5364 Mass Communications Theory  
Researching the Spiral of Silence  
PR 4312 Public Relations Campaigns  
Client Research

PR 5340 Foundations of Public Relations  
Public Relations and the Internet

PR 5342 Contemporary Issues in Public Relations  
Contemporary Public Relations Research

MCOM 5364 Research Methods  
Experimental Research

ADV 4312 Advertising Research/Campaigns  
Sampling for Telephone Surveys

PR 5342 Contemporary Issues in PR: Crisis & Controversy  
Media Relations in Times of Crisis

MCOM 5374 Data Analysis  
Analysis of Variance Procedures

MCOM 3309 Writing for the Mass Media  
Writing News Leads

APR 231 Introduction to Public Relations

History of Public Relations  
Segmenting Audiences

MC 407 Mass Media Research  
Experimental Research

DISSERTATION/THESIS/GRADUATE COMMITTEE WORK

Chair, Dissertations Completed

Bates, Elizabeth, Public relations via new media: Influence of blog postings and comments on organizational perception, (March 2010).

Merle, Patrick, Political aptitude: A pas de deux with agenda setting, (March 2013).

Nutting, Brandon, Time flies when you are having fun: The relationship between attention, valence, arousal, and time perception in mediated messages, (October 2012).

Poe, Philip, Responses to messages about mammography: advancing an O-S-O-R model of health communication for Hispanic women, (December 2012).

Rybalko, Svetlana, The influence of online dialogic communication strategies used in Facebook on audience perceptions of organization-public relationships and perceptions of dialogue, (July 2011).

VanDyke, Matt, Understanding motivations for water scarcity information seeking and processing, (May 2016).

Member, Dissertations Completed

Alvarado, Glenda, The integration of sponsorship into corporate marketing plans: An examination of one collegiate athletic program's sponsors, (December 2008).

Burusnakal, Pat, The influence of televised cooking programs on audience willingness to try new cuisines, (March 2011).

Hahn, Dustin, Exemplification effects in sport media: Examining the impact of fanship, exemplar type, and time, (November 2014).

Gong, Harrison, Quantitative analysis of processing capacity in visual search: Examining the impact of visual salience, involvement and prior knowledge on selective attention to printed advertisements and memory formation, (June 2015).

Lee, Nicole, Testing the effects of dialogic communication on attitudes and behavioral intentions related to polarized and non-polarized scientific issues, (May 2016)

Maxian, Wendy, Media systems dependency theory as a theory of power: Emotional responses to the ability and inability to access information, (August 2009).

Stone, Cameron, Effects of content label type and style on movie audiences' perceived threat to freedom, desire to view, and expectations of media programming, (May 2012).

Sims, Austin, Economic perceptions and the mass media: The role of exemplification within economic news stories, (October 2012).

Tarpley, Troy S., Effects of repeat exposure on reported comfort levels while viewing the animal slaughter process, (June 2017).

#### Chair, Theses Completed

Bruster, Garret, Advertising in action: the effect of excitation transfer on reactions to comic book advertising, (May 2012).

Buck, Emily L., How organizational communication strategies and training influence healthcare employees' perception of crisis readiness, (April 2009).

Garza, Steven, The influence of movie genre on audience reaction to product placement, (November 2003).

Goode, Lauren M., Cover model gender influence on magazine perceptions and purchase intention, (August 2007).

Fisher, Howard, Influence of technology on perceptions of film: How audience gender, audience grouping, and presentation format affects enjoyment of content displayed on televisions, PCs and laptops, (June 2005).

Will, Elizabeth, Public relations web presence of universities: How higher education is using the Internet, (June 2004).

#### Committee Member, Theses Completed

Alvarado, Glenda, Athletic donor perceptions of corporate collegiate sponsorship, (June 2006).

Armstrong, Heather, Male body image and the media, (June 2002).

Belcher, Staci, The influence of advertisements containing sex appeal on college students' attitudes toward the product, (August 2002).

Davidson, Austin M., Alone in a crowded room: An assessment of crowd noise as an auditory feature in music recordings, (October 2016).

Devlin, Mike, Presentation of movie trailers and influence on anticipated showing attendance, (June 2007).

Fain, Jacob Thomas, Interest group influence on federal trade commission advertising decisions, (August 2002).

Freeman, Jessica Diane, Sex in prime time: A study of whether television dramas prime sexual thoughts in memory, (June 2008).

Galvez, Anthony, Acculturation and language preference among Hispanics, (July 2004).

McDermid, Amanda, Nielsen v. Nielsen: How DMAs and Internet usability correlate, (June 2006).

Powers, Bridget, Internet monitoring by PR professionals, (March 2002).

Young, Teresa, Small newspaper coverage of hard news, (October 2003).

Wise, Wes, Cognitive and emotional processing of music, (June 2008).

Chair, Comprehensive Exams Passed

Bates, Elizabeth, Ph.D., (July 2008).

Cecil, Lauren, M.A., (March 2003).

Holland, Derrick, Ph.D. (July 2017)

Merle, Patrick, Ph.D., (June 2012).

Rybalko, Svetlana, Ph.D., (July 2010).

VanDyke, Matt, Ph.D. (November 2014).

White, Shawna, Ph.D. (June 2015)

Committee Member, Comprehensive Exams Passed

Alvarado, Glenda, Ph.D., (November 2007).

Broz, Charles, Ph.D., (November 2008).

Burusnakal, Pat, Ph.D., (November 2008).

Chung, Sungwon, Ph.D., (November, 2010).

Dodd, Sara, Ph.D., (May 2007).

Hammond, Rhonda, Ph.D., (April 2009).

Hah, Dustin, Ph.D., (Oct. 2013).

Kinsey, Matt, M.A., (July 2004).

Kolyesnikova, Natalia, Ph.D., (December 2004).

Maxian, Wendy, Ph.D., (July 2008).

Mohammed, Sufyan, Ph.D., (November 2007).

Park, Oak-hee, Ph.D., (March 2006).

Peters, Mary Hudspeth, M.A., (March 2003).

Price, Leighanna, M.A., (June 2002).

Ann Rodriguez, Ph.D. (April 2015)

Sims, Austin, Ph.D., (June 2011).

Stone, Cam. Ph.D., (December 2010).

Tarpley, Troy. Ph.D., (July 2016).

VanDyke, Matt. Ph.D., (October 2015).

All MA Students, research comprehensive exam chair, (June 2008).

Chair, M.A. Project Completed

Bruton, Krista, M.A., Communication Efforts at FBC Cedar Hill, (Dec. 2015)

Campbell, Brittany, M.A., Social media use among medical students and staff, (Dec. 2012).

Gilliland, Ashley, M.A., Comprehensive study on undergraduate students awareness of and interest in graduate education, (July 2011).

Heck, Carolyn, M.A., I'm not 'Your Baby': Reducing street harassment on Texas Tech campus, (July 2015).



Ezell, Jeff, M.A., Social media campaign to promote NBA D-League team Texas Legends, (May 2012).

Goodson, Dinah, M.A., Valero Alamo Bowl, (Dec., 2012).

Jacobs, Ashly, M.A., South Plains sports media relations, (Dec. 2012).

Jonckheer, Chris, M.A., A study of the social media usage on a University of Miami football gameday, (Dec., 2014).

Mungcharoen, Nisha, M.A., PTT Global Chemical Company, (Dec. 2012).

Ross, Hillary, M.A., #HealthGoals on Twitter, (August 2017).

Stokes, Stephanie, M.A., Directed readings in evolution of social media and influence on social groups, (July 2011).

Tomlinson, Abby, M.A., Web design portfolio, (July 2011).

Wright, Landon, M.A., Directed readings in influence of media on religion and faith, (July 2011).

Young, Clay, M.A., Chump change to champ change: Studying user perceptions ratings of DraftKings, (May 2016).

Committee Member, Project Completed

Vierkant, Moriah, M.A., Case study of community outreach program for the Houston Astros, (April 2002).

Wrage, Erika, M.A., Community relations analyses of Fort Worth Cats, (March 2004).

Dean's Representative, Dissertation Completed

Griffin, Margaret, Ph.D., The rhetoric of healing, (November 2003).

Todd, Vicki, Ed.D., Writing and computer apprehension among mass communications majors, (April 2003).

MCOM Ph.D. Tools Exam Member

Nathian Rodriguez (Summer 2014)

Shawna White (Summer 2014)

Niyi Belo (Summer 2014)  
Alan Abitbol (Summer 2014)  
Nicole Lee (Summer 2014)  
Lindsey Blumell (Summer 2014)  
Harrison Gong (Summer 2013)  
Ann Rodriguez (Summer 2013)  
Kenneth Pybus (Summer 2013)  
Hark Shin Kim (Summer 2013)  
Mary Liz Brooks (Summer 2013)  
Matthew VanDyke(Summer 2013)  
Jennifer Green (Summer 2012)  
Boni Cui (Summer 2012)  
Sha Li (Summer 2012)  
Kent Lowry (Summer 2012)  
Robin Haislett (Summer 2012)  
Mehrnaz Rahimi (Summer 2012)  
Andrea Phillips (Summer 2012)  
Jessica El-Khoury (Summer 2012)  
Lexie Conduff (Summer 2012)  
Brandon Bouchillon (Summer 2012)  
Basu, Arijit (Fall 2011)  
Gearhart, Sherice (Fall 2011)  
Hahn, Dustin (Fall 2011)  
Hughes, Shawn (Fall 2011)

Kiambi, Dane (Fall 2011)  
Kim, Daewook (Fall 2011)  
Merle, Patrick (Fall 2011)  
Borua, Shankar (Summer 2011)  
Jones, Kim (Summer 2011)  
Craig, Clay (Summer 2011)  
Foster, Jerod (Spring 2011)  
Mendenhall, Douglas (Spring 2011)  
Tirumala, Lakshmi (Fall 2010)  
Sims, Austin (Fall 2010)  
Lyons, Kelli (Fall 2010)  
Ngondo, Prisca (Fall 2010)  
Nutting, Brandon (Summer 2010)  
Chung, Sungwon (Summer 2010)  
Matthews, Curtis (Summer 2010)  
Team, Catherine (Fall 2009)  
Wise, Wes (Fall 2009)  
Chambers, Barbie (Fall 2009)  
Poe, Philip (Fall 2009)  
Stone, Cam (Fall 2009)  
Maxian, Wendy (Fall 2007)  
Bates, Elizabeth (Summer 2007)  
Watson, Paul (Spring 2006)

Sinaga, Simon (Spring 2006)

Mohammed, Sufyan (Spring 2006)

Kinsky, Emily (Spring 2006)

Alvarado, Glenda (Spring 2006)

Boyle, Chris (Spring 2006)

#### WORKSHOP ACTIVITIES

Preparing a Resume for the Job Hunt—Texas Tech University Public Relations Students Society of America Chapter (spring semester 2006).

Preparing a Resume for the Job Hunt—Texas Tech University Public Relations Students Society of America Chapter (spring semester 2004).

Writing Advertising Slogans (coordinator)—Dunbar Junior High School, Lubbock, TX (fall semester 2001).

Laying the Foundation for a Media Career—Rocksprings High School, Rocksprings, TX (fall semester 1997).

Covering News Stories for the Print Media—Rocksprings High School, Rocksprings, TX (spring semester, 1993).

#### SELECT AWARDS AND HONORS

2017 The Donald R. Haragan Study Abroad Award, Second Place.

2016 Elected to membership Arthur W. Page Society

2016 Texas Tech University President's Academic Achievement Award

2016 The L.U. Kaiser Teaching Innovation Award (1<sup>st</sup> place)—Global Public Relations course taught in Berlin, Germany

2015 College of Media and Communication Nominee for Faculty Distinguished Leadership Award

2015 Public Relations Department Nominee for the Integrated Scholars Award

2014 Texas Tech University Mid-Career Faculty Award

2011 College of Mass Communications Nominee for the Bernie E. Rushing, Jr., Faculty Distinguished Research Award.

2011 Parkinson Award for Outstanding Public Relations Scholarship.

2010 Parkinson Award for Outstanding Public Relations Scholarship.

2010 International Conference of the Academy of Wine Business Research, top paper award across all divisions.

2008 International Public Relations Research Conference, top three competitive paper in Open Division.

2008 Broadcast Educators Association, second place competitive paper in Entertainment Theory and Research Division.

2007 TTU Graduate School Poster Competition, 1st Place Human Sciences Division.

2005 College of Mass Communications Winner of the Bernie E. Rushing, Jr., Faculty Distinguished Research Award.

2004 Association for Education in Journalism and Mass Communication, Public Relations Research Division, Third Place Faculty Paper.

2003 Association for Education in Journalism and Mass Communication, Public Relations Research Division, Top Three Faculty Paper.

2003 Broadcast Educators Association, Open Division, Second Place Debut Paper.

2002 College of Arts & Sciences Non-science, Non-mathematics Area Nominee for the Chancellor's Distinguished Research Award.

2002 School of Mass Communications Nominee for the Bernie E. Rushing, Jr., Faculty Distinguished Research Award.

2002 Broadcast Educators Association, Open Division, Runner Up Paper.

2002 Association for Education in Journalism and Mass Communication, Public Relations Research Division, Top Four Faculty Paper.

2002 Recognized as an Outstanding Professor by Pi Beta Phi.

2001 Recognized as a Distinguished Professor by Mortar Board.

2001 Association for Education in Journalism and Mass Communication, Public Relations Research Division, Top Faculty Paper.

2001 Recipient of the Wendell Mayes Excellence in Research Award.

2001 Southern States Communication Association, Mass Communication Division, Top Three Research Paper.

2000 Recipient of College of Communication and Information Sciences Award for Excellence in Research by a Doctoral Student.

2000 College of Communication and Information Sciences Outstanding Ph.D. Research Assistant.

2000 Recipient of the Knox Hagood Award in recognition of outstanding performance by College of Communication and Information Sciences faculty, staff and doctoral students.

1999-2000 National Alumni Association Graduate Fellow.

1999 Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, Top Three Research Paper.

## SERVICE

### RESEARCH

Editorial Board Member, *Journal of Public Relations Research* (since 2002).

Review Board Member, *Journal of Advertising and Public Relations* (since 2009).

Manuscript Reviewer, *Journalism and Mass Communication Quarterly* (2008 to present).

Judge and Reviewer, International Research Conference for Graduate Students, San Marcos, Texas, November 2009, 2010, 2012, 2013, 2014, 2015, 2016.

Discussant, Association for Education in Journalism and Mass Communication Annual Convention Public Relations Division, 2008 & 2009.

Manuscript Reviewer, *Southwest Journal of Communication Research* (2007).

Manuscript Reviewer, *Journal of Interactive Advertising* (2004).

Manuscript Reviewer, *Media Psychology* (2004 to present).

Manuscript Reviewer, PRSA Educators Academy (2006).

Texas Tech University College of Arts and Sciences Research Council Member (since 2002).

Manuscript Reviewer, Association for Education in Journalism and Mass Communication Annual Convention Newspaper Division, 2002 & 2003.

Manuscript Reviewer, Association for Education in Journalism and Mass Communication Annual Convention Public Relations Teaching Division, 2001, 2002, 2003, 2005, 2006, 2008, 2010.

Manuscript Reviewer, Association for Education in Journalism and Mass Communication Annual Convention Public Relations Division, 2009.

Proposal Reviewer, American Academy of Advertising Special Topics Division, 2002.

Editorial Assistant, *International Communication Bulletin*, 1997.

#### PROFESSION

Executive Committee Membership Co-chair, Association for Education in Journalism and Mass Communication Public Relations Division (2002-2004).

Judge, Southern Public Relations Federation Lantern Awards—PR media kits, 2002.

Judge, Kansas Press Women, Communication Contest, 2002.

#### EDUCATION

Faculty Advisor, Raidercomm (student-run PR firm), 2006 – 2008.

Faculty Advisor, PRSSA chapter, 2006 – 2008.

Coach, Public Relations Student Society of America Regional Activity Student Campaign Competition, 2001, 2002 & 2003.

Textbook Reviewer, Wadsworth Publishing Company, 2002.

Textbook Reviewer, McGraw-Hill College Division, 2002.

Textbook Reviewer, Thomson (2009).

#### COLLEGE

Dean's Management Committee, 2014 to present.

Dean's Associate Deans Committee, 2014 to present.

Post Tenure Review Committee, 2016 to present.

Faculty Merit Review Committee, 2014 to present.

Faculty Awards Committee, 2014 to present.

Faculty Tenure and Promotion Committee, 2004 to present (ex officio).

College Tenure and Promotion Committee, 2009 to present.

Distance/Online Education Committee, 2015 to present.

Institutional Effectiveness Committee, 2017 to present.

Strategic Planning Committee, subcommittee chair, 2017 to present.

Judge, COMC Showcase, 2009.

Coordinator, COMC Seminar on Tenure and Promotion, Fall 2009.

Travel and Awards Committee, 2002 to 2006.

Technology Committee, 2001 to 2002.

Undergraduate Studies Committee, 2002 to 2008.

Graduate Studies Committee, 2002 to present.

Scholarship Committee, 2004 to present.

Faculty Job Search Committee (17), 2001 to present.

Phifer Endowed Lecture Series Committee, University of Alabama College of Communication and Information Sciences, 1998 to 1999.

#### DEPARTMENT

PR Curriculum Committee, 2017 to present.

PR Strategic Planning Committee, 2017 to present.

PR Undergraduate Research Committee, 2017 to present.

Advisory Board Public Relations Committee, Texas Tech School of Media and Communication, 2001 to 2009.

#### UNIVERSITY



Member, Graduate School Professional Development Task Force, 2015-2017.

Member, Distance Education Committee, 2013.

Member, Search Committee, Vice Provost for Graduate Education and Dean of the Graduate School, 2013.

Judge, Arts and Humanities Graduate Student Research Conference, 2011.

Member, Chancellor's Council Distinguished Research Award committee, 2010.

Research Advisory Committee, 2009 to 2010.

Chair, Graduate Program Review Committee-School of Art, 2010.

Chair, Ad-Hoc Committee for the Agricultural Competitiveness Endowed Chair, 2008.

Judge, TTU Graduate Student Research Poster Competition, 2008, 2011.

TTU Water Initiative, Media and Water Conservation Expert, 2007 to present.

Faculty Grievance Panel, 2005 to present.

Faculty Advisor, Tech Bass Anglers Association, 2005 to 2012.

## **RESEARCH MAPPING SENTENCE**

The ability of strategic mass mediated messages to inform and persuade members of a target audience is influenced by message and source traits as well as the cognitive tendencies and the saliency factors underlying the attentiveness of individual audience members.

## **PROFESSIONAL MASS COMMUNICATION EXPERIENCE**

Public Relations and Communications Research Consultant

Lubbock, Texas (January 2001 to present)

Responsible for developing and implementing communication/marketing campaigns for various clients. Also responsible for consulting various clients on communication research practices and overseeing recommended research. Clients have included Southwest Airlines, the City of Sundown, Texas, Technomics, Inc., CBS affiliate KLBK, and the TTU Health Sciences Center, Midland Memorial Hospital, the USDA, and Black Gold Casino among others.

Contract Public Relations Practitioner—Advanced Micro Devices

Austin, Texas (August 1995 to December 1995)

Responsible for the maintenance of relationships between AMD and various publics, including local, national and international media, local government, AMD employees, stockholders, suppliers and resellers. Day-to-day activities involved constructing and editing press releases,

editing support material, writing articles for company newsletter, coordinating on-site advertising production and various other public relations duties.

Public Relations Intern—Advanced Micro Devices

Austin, Texas (March 1995 to July 1995)

Responsible for media relationship support and the planning and logistics of activities vital to AMD achieving its communication goals.

Managing Editor—*Texas Committee on U.S. - Arab Relations* newsletter

San Marcos, Texas (January 1995 to May 1995)

Responsible for the editing, layout and printing of a newsletter distributed to domestic and foreign embassies and dignitaries and additional parties interested in fostering a positive relationship between Texas-based businesses and their Arab counterparts.

Staff Writer—*The Rocksprings Record and Texas Mohair Weekly*

Rocksprings, Texas (May 1990 - December 1990)

Responsible for writing feature stories and covering local sporting events as well as assisting in newspaper layout and design.

Freelance Reporter—*San Antonio Express-News, San Antonio Light* and *San Angelo Standard Times*

Rocksprings, Texas (August 1990 - December 1990)

Responsible for covering regional high school football games.