

---

## JENSEN MOORE, PH.D.

---

### **Gaylord College of Journalism & Mass Communication**

The University of Oklahoma

Gaylord Hall

395 W. Lindsey Street

Norman, OK 73019

**Email:** [mooremedia75@gmail.com](mailto:mooremedia75@gmail.com)

**Website:** <https://jensenmoore.weebly.com/>

**ORCID ID:** <https://orcid.org/0000-0002-9416-9610>

---

### ACADEMIC EXPERIENCE

---

#### **Associate Professor of Public Relations**

University of Oklahoma – Gaylord College of Journalism and Mass Communication, Norman, OK, Fall 2023-present.

#### **Assistant Professor of Public Relations**

University of Oklahoma – Gaylord College of Journalism and Mass Communication, Norman, OK, Fall 2016 – Spring 2023.

#### **Assistant Professor of Strategic Communication**

Louisiana State University - Manship School of Mass Communication, Baton Rouge, LA, Spring 2012 – Spring 2016.

#### **Assistant Professor of Strategic Communication**

West Virginia University - Perley Isaac Reed School of Journalism, Morgantown, WV, Summer 2009-Fall 2011.

#### **Director of Online Undergraduate Programs**

West Virginia University - Perley Isaac Reed School of Journalism, Morgantown, WV, Summer 2009–Summer 2011.

#### **Adjunct Instructor & Course Developer**

West Virginia University - Perley Isaac Reed School of Journalism, Integrated Marketing Communications (IMC) Master's program, Morgantown, WV, Summer 2008-Summer 2009.

#### **Adjunct Instructor & Course Developer**

University of Missouri - School of Journalism, Columbia, MO, Spring 2008-Spring 2009.

#### **Adjunct Instructor**

Wayne State University - Department of Communication, Detroit, MI, Spring 2008.

---

## EDUCATION

---

**University of Missouri**, Columbia, MO, Fall 2003-Spring 2007.

Doctorate from the Missouri School of Journalism, specializations in strategic communication and health communication.

**University of Minnesota**, Minneapolis, MN, Fall 2001-Spring 2003.

Master's from the School of Journalism and Mass Communication, specialization in strategic communication.

**Black Hills State University**, Spearfish, SD, Fall 1995-Spring 1999.

Bachelor of Science in mass communication, specializations in journalism and public relations;

Bachelor of Science in business administration with minor in psychology;

Bachelor of Science in marketing.

---

## RESEARCH INTERESTS

---

My primary research interests are at the intersection of social media, crisis communication, and health communication. Additionally, my scholarly work examines sport communication, and pedagogy in public relations and mass communication courses.

---

## RESEARCH PUBLICATIONS

---

### Refereed Journal Articles

1. Moore, J., Cox, E., & Wagnitz, M. (2024). #BetterTogether: Examining race-related crisis communication on a university campus. *Journal of Applied Communication Research*, 1-19.
2. Moore, J., Pritchard, R., & Filak, V. (2023). Organizational social media mourning: Toward a framework for organizations wishing to empathize with publics during tragedies. *Public Relations Journal*, 16(1), 1-19.
3. Moore, J., Magee, S., Gamrekidze, E., & Kowalewski, J. (2019). Social media mourning: Using grounded theory to explore how people grieve on social networking sites. *Omega: The Journal of Death and Dying*, 79(3), 231-259.
4. Moore, J., & Pritchard, R., Climek, M., & Armstrong, J. (2019). The demand for information model: An examination of Malaysia's crisis response strategy effects on rumors following the disappearance of MH370. *Asia Pacific Public Relations Journal*, 20, 1-28.
5. Leshner, G., Bolls, P., Gardner, L., Moore, J., & Kreuter, M. (2018). Breast cancer survivor testimonies: Effects of narrative and emotional valence on affect and cognition. *Cogent Social Sciences*, 4(1), 1426281.
6. Magee, S. & Moore, J. (accepted in 2017, in press). Processing entertainment vs. hard news: Millennials' cognitive and emotional responses to different news formats. *Journal of Entertainment and Media Studies*.
7. Moore, J., & Meadows, K. (2016). Using Q Methodology to identify millennials' media

- system dependency during mass disruption events. *Operant Subjectivity*, 38(1), 35-60.
8. Moore, J., Hesson, A., & Jones, K. (2015). #NBCfail: Media and public discourse surrounding Russia's edited Olympics fall. *International Journal of Sport Communication*, 8(2), 160-173.
  9. Moore, J., & Jones K. (2015). The hybrid journalism writing course: Evaluation of hybrid vs. online grammar instruction. *Journalism and Mass Communication Educator*, 70(1), 6-25.
  10. Moore, J. (2014) Effects of online interaction and instructor presence on students' satisfaction and success with online undergraduate public relations courses. *Journalism and Mass Communication Educator*, 69(3), 271-288.
  11. Moore, J., & Reinardy, S. (2012). Liars, killers and bobbleheads: Behind the rhetoric of the Target Market anti-tobacco campaign. *Journal of Media Psychology*, 17(2), 1-26.
  12. Moore, J., Thorson, E., & Leshner, G. (2011). Terror management theory and anti-tobacco advertising: An experimental examination of influence of death explicit anti-tobacco messages on young adults. *Journal of Health and Mass Communication*, 3(1-4), 5-29.
  13. Leshner, G., Vultee, F., Bolls, P., & Moore, J. (2010). When a fear appeal isn't a fear appeal: The effects of graphic anti-tobacco messages. *Journal of Broadcasting and Electronic Media*, 54(3), 485-507.
  14. Moore, J., & Mattson-Lauters, A. (2009). Coordinated management of meaning: Do established rules aid in chat room experiences? *American Communication Journal*, 11(2), 1-35.
  15. Reinardy, S., & Moore, J. (2007). When do journalists learn about ethics?" An examination of introductory and graduating students' ethical perceptions. *Journalism & Mass Communication Educator*, 62(2), 161-175.
  16. Dell'Orto, G., Dong D., Moore, J., & Schneeweis, A. (2005). The impact of democratic and nondemocratic framing on perception of foreign countries. *Equid Novi*, 25(2), 294-312.

## Books

1. Moore, J. (Ed.) (2025). *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
2. Moore, J. (Ed.) (2024). *Public relations*, Cognella Academic Publishing: San Diego, CA.
3. Pritchard, R. & Moore, J. (2018). *The comprehensive public relations reader*. Cognella Academic Publishing: San Diego, CA.
4. Pritchard, R. & Moore, J. (2017). *Public relations: Function and practice*. Cognella Academic Publishing: San Diego, CA.

## Book Chapters

1. Moore, J., Bryce-Perea, L., & Riesenber, J. (accepted). Trauma-informed corporate social responsibility: The OKC Thunder's incorporation of the OKC bombing into team identity and community efforts. In Kim, Y., Meganck, S., Hickerson, C., & Huang, Y. (Eds.) *Case studies in social responsibility and advocacy: Excellence in action*. Cognella Academic Publishing: San Diego, CA.
2. Cox, E., & Moore, J. (in press). Evaluating offensiveness and virtuousness in sports-related crisis communication: A theoretical exploration of crisis spillover through Harrison

Butker's commencement address. *Social media and crisis communication (3<sup>rd</sup> Ed.)*. Routledge.

3. Moore, J. (2024). What is public relations and how has it evolved? In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
3. Frisby, C., & Moore, J. (2024). The impact of public relations on society. In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
4. Pritchard, B., Sims, S., & Moore, J. (2024). Public relations planning. In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
5. Moore, J. & Tapia, M. (2024). Public relations evaluation. In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
6. Moore, J. (2024). Managing image, reputation, and relationships. In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
7. Moore, J. & Frisby, C. (2024). Technology in the world of public relations. In Moore, J. (Ed.), *Public relations: Principles, origins & practice*, Cognella Academic Publishing: San Diego, CA.
8. Moore, J. (2024). Social media mourning: Dealing with grief and crisis response surrounding COVID-19. In Smith-Frigerio, S., & Perreault, M. (Eds.), *Crisis communication case studies on COVID-19: Multidimensional perspectives and applications*. Peter Lang Publishing.
9. Moore, J. (2022). Mourning using social media: The new frontier for death communication. In J. Lipschultz, K. Freberg, & R. Luttrell (Eds.), *The Emerald handbook of computer-mediated communication and social media* (117-140), Emerald Publishing Limited.
10. Moore, J. (2013). Advertising and sport. In M.R. Nelson (Ed.), *American sports: A history of icons, idols, and ideas* (18-23). ABC-CLIO Publishing.
11. Moore, J. (2013). Arena football. In M.R. Nelson (Ed.), In M.R. Nelson (Ed.), *American sports: A history of icons, idols, and ideas* (56-58). ABC-CLIO Publishing.
12. Moore, J. (2013). The Negro Leagues. In M.R. Nelson (Ed.), In M.R. Nelson (Ed.), *American sports: A history of icons, idols, and ideas* (884-890). ABC-CLIO Publishing.
13. Moore, J. (2013). Rodeo and professional bull riding. In M.R. Nelson (Ed.), In M.R. Nelson (Ed.), *American sports: A history of icons, idols, and ideas* (1097-1100). ABC-CLIO Publishing.
14. Moore, J. (2013). Ted Turner. In M.R. Nelson (Ed.), In M.R. Nelson (Ed.), *American sports: A history of icons, idols, and ideas* (1371-1375). ABC-CLIO Publishing.
15. Rodgers, S., Cannon, H., & Moore, J. (2007). Segmenting Internet markets. In D.W. Schumann & E. Thorson (Eds.) *Internet advertising: Theory and research*, (149-183). Lawrence Erlbaum Associates.

## Articles

1. Moore, J., & Pritchard, R. (2017, April). Broken promises and a breach of trust: A lack of transparency in the search for MH370. *PolicyForum.net*

## Refereed Proceedings

1. Jackson, C. & Moore, J. (2019). Nonprofit crisis communication: An examination of U.S. nonprofit strategies. *Proceedings of the International Public Relations Research Conference*, pp. 240-254.
2. Moore, J., Pritchard, R., & Filak, V. (2019). Corporate social media mourning: Toward a framework for organizations wishing to sympathize with publics following man-made or natural disasters. *Proceedings of the International Public Relations Research Conference*, pp. 322-332.
3. Moore, J., Armstrong, J., & Schwechheimer, S. (2019). Gamification: Promotion writing for mobile apps in the public relations writing course. *Proceedings of the International Public Relations Research Conference*, pp. 333-342.
4. Moore, J., Armstrong, J., Stanford, W., & Vaughn, D. (2018). Connecting organizational identity and image research to practice: Using social media to promote K-12 education programs. *Proceedings of the International Public Relations Research Conference*, pp. 210-219.
5. Moore, J., Baker, J.D., Huffling, M., & Washington, C. (2018). The effects of deny, diminish, and rebuild crisis communication strategies on public attitudes, perceptions and behaviors. *Proceedings of the International Public Relations Research Conference*, pp. 220-230.
6. Moore, J., Climek, M., & Pritchard, R. (2015). Rumor control or rumor central: What the handling of Malaysia Airlines flight 370's disappearance can tell us about the impact of interest and ambiguity on crisis response over time. *Proceedings of the International Public Relations Research Conference*, pp. 280-300.
7. Moore, J. (2007). Veni, vidi, vici: How Truth fought Big Tobacco. *Proceedings of the American Academy of Advertising*.
8. Moore, J., & Rodgers, S. (2005). An examination of advertising credibility and skepticism in five different media using the persuasion knowledge model. *Proceedings of the American Academy of Advertising*.

## Miscellaneous

1. Moore, J. (2007). *Examining the effects of blame vs. attack anti-tobacco messages using the limited capacity model of motivated mediated message processing*. University of Missouri-Columbia. Freely Available Dissertations (MU).
2. Moore, J. (2003). *Information processing differences between Internet and magazine advertisements: A triangulation*. University of Minnesota. Thesis.

---

## IN PROGRESS

1. Moore, J. & Cox, E. (**submitted to IPRRC**). Faith, fallout, and reputation: Applying crisis communication theories to organizational and individual responses following Harrison Butker's commencement address.
2. Moore, J., Bryce-Perea, L., & Riesenbergs, J. (**submitted to IPRRC**). Trauma-informed corporate social responsibility: The legacy of the Oklahoma City Bombing and its influence on the Oklahoma City Thunder.

3. Cox, E., Newcombe, K., & Moore, J. (**manuscript in preparation**). Single-message design, between-subjects assignment, and lack of manipulation checks: Experimental design issues in public relations research. *Public Relations Review*.
4. Moore, J., Bryce-Perea, L., & Riesenber, J. (**manuscript in preparation**). Community identity and shared healing: How the OKC Thunder's CSR helps them win on and off the court. *Journal of Applied Communication Research*.
5. Moore, J., Cox, E., & Persad, V. (**manuscript in preparation**). Combining organizational social media mourning for public tragedies with corporate social advocacy messages: Are thoughts and prayers enough? *Public Relations Review*.
6. Cox, E., Persad, V., Aderemi, B. & Moore, J. (**manuscript in preparation**) Combatting misinformation: Understanding social media user perception of responsibility.
7. Moore, J. & Cox, E. (**revise and resubmit**), The social media mourning model (SM3): Using Q Methodology to identify mourning observers perceived benefits and grief policing behaviors. *New Media and Society* (Sage Publications).
8. Moore, J., & Stevens, A. (**revise and resubmit**). Organizational social media commemoration: Public relations participation in public tragedies. *Public Relations Review* (Elsevier).
9. Moore, J., & Kowalewski, J. (**revision under review**). Personality, satisfaction and individual differences: A structural equation analysis to explain hoarding behaviors on social network sites. *Technology, Mind and Behavior* (American Psychological Association).
10. Moore, J. (**under review**). Transformative learning through The Social Dilemma documentary. *Journal of Public Relations Education*.
11. Moore, J., Pritchard, R., & Nicolini, K. (**revise and resubmit**). Organizational social media mourning for public tragedies as corporate social responsibility. *Public Relations Journal* (Institute for Public Relations).
12. Moore, J., & Jackson, C. (**under review**). Nonprofit crisis communication: An examination of top U.S. nonprofit strategies. *PRism* (Center for Culture-Centered Approach to Research and Evaluation).
13. Moore, J., Magee, S., Gamreklidze, E., & Kowalewski, J. (**manuscript in preparation**). The social media mourning model: How "acceptability of death" and perceived relationship strength influences public responses to grief.
14. Moore, J., Magee, S., Gamreklidze, E., & Kowalewski, J. (**manuscript in preparation**). Social media mourning: Grieving, connecting, and immortalizing following celebrity deaths.
15. Kowalewski, J., Moore, J., & Magee, S. (**manuscript in preparation**). Social media mourning: A structural equation model of narrating, dialoguing, and acknowledging death following loss of a loved one.
16. Moore, J., Magee, S., & Kowalewski, J. (**manuscript in preparation**). Social media mourning: A structural equation model of immortality communication following loss of a loved one.
17. Magee, S., Moore, J., & Kowalewski, J. (**manuscript in preparation**). Social media mourning: A structural equation model of community sharing, relationship formation, and collective grieving following loss of a loved one.

---

## RESEARCH PRESENTATIONS

---

1. Cox, E., Newcombe, K., & Moore, J. (2025). *The experimental method problem in public relations research: Examining the limited generalizability of findings due to single-message treatments and between-subjects designs*. International Public Relations Research Conference, Orlando, FL.
2. Moore, J., Cox, E., & Persad, V. (2024). *Thoughts and prayers...more such deaths will occur: Effects of combining organizational social media mourning for public tragedies with corporate social advocacy*. Association for Education in Journalism and Mass Communication, Philadelphia, PA.
3. Moore, J. & Cox, E. (2023). *Combating misinformation: Understanding social media user perceptions of responsibility*. International Public Relations Research Conference, Orlando, FL.
4. Moore, J., Cox, E., & Wagnitz, M. (2022). *When your university is in the news for the wrong reasons: Discourse of Renewal applied to racist actions by students and retrospective outlook of campus community*. PRSA Educators Academy Summit, Grapevine, TX.
5. Moore, J., Meux, A., & Cox, E. (2022). *From "It's not your place!" to "I'm just not comfortable seeing it": Understanding intergroup grief policing of social media mourning*. International Communication Association, Paris, France.
6. Moore, J., Pritchard, R., Nicolini, K., & Meux, A. (2020). *Corporate mourning: Examining social media spontaneous memorials as corporate social responsibility efforts*. International Public Relations Research Conference, Orlando, FL.
7. Moore, J., Spigner, L., & Wagnitz, M. (2020). *Post-crisis communication and discourse of renewal: A case study of one university's response to racial incidents that drew national media attention*. International Public Relations Research Conference, Orlando, FL.
4. Jackson, C., & Moore, J. (2020). *Nonprofit crisis communication: An examination of top U.S. nonprofit strategies*. International Public Relations Research Conference, Orlando, FL.
5. Moore, J., Pritchard, R., & Filak, V. (2019). *Mourning publics: Organization crisis planning and the importance of monitoring public social media dialogue surrounding natural and man-made disaster deaths*. International Public Relations Research Conference, Orlando, FL.
6. Moore, J., Armstrong, J., & Schwechheimer, S. (2019). *Gamification: Promotion writing for mobile apps in the public relations writing course*. International Public Relations Research Conference, Orlando, FL.
7. Moore, J., & Kowalewski, J. (2018). *A structural equation analysis to explain hoarding behaviors on social network sites*. International Communication Association Conference, Prague.
8. Moore, J., Armstrong, J., Stanford, W., & Vaughn, D. (2018). *Connecting organizational identity and image research to practice: Using social media to promote K-12 education programs*. International Public Relations Research Conference, Orlando, FL.



9. Moore, J., Baker, J.D., Huffling, M., & Washington, C. (2018). *The effects of deny, diminish, and rebuild crisis communication strategies on public attitudes, perceptions and behaviors*. International Public Relations Research Conference, Orlando, FL.
10. Moore, J., & Stevens, A. (2017). *National tragedies as promotion messages: Using remembrance of 9/11 and Hurricane Katrina to influence publics*. International Public Relations Research Conference, Orlando, FL.
11. Moore, J. & Kemper, K. (2017). *Understanding Standing Rock: Using contingency theory and situational crisis communication theory to examine Energy Transfer Partner's response to the water protectors*. Association for Educators in Journalism and Mass Communication, Midwinter Conference, Norman, OK.
12. Kemper, K. & Moore, J. (2017). *Mni Wiconi! Water is life? Or, property is life? An ideological critique of public relations statements by the communities of water protectors and the Dakota Access Pipeline promoters at Standing Rock*. Association for Educators in Journalism and Mass Communication, Midwinter Conference, Norman, OK.
13. Moore, J. (2016). *The effects of gain vs. loss framed medical and religious breast cancer survivor testimonies on attitudes and behaviors of African-American female viewers*. Association for Education in Journalism and Mass Communication, Minneapolis, MN.
14. Moore, J., Magee, S., Gamreklidze, E., & Kowalewski, J. (2016). *The social media mourning model: Examining tie strength and "acceptable loss" in Facebook mourning posts*. Association for Education in Journalism and Mass Communication, Minneapolis, MN.
15. Moore, J., Magee, S., Gamreklidze, E., & Kowalewski, J. (2016). *Examining the social media mourning model: How celebrities are mourned on Twitter*. Association for Education in Journalism and Mass Communication, Minneapolis, MN.
16. Moore, J., Pritchard, R., & Climek, M. (2016). *Transparency in social media crises responses: The case for translucency*. International Public Relations Research Conference, Miami, FL.
17. Moore, J., Magee, S., & Gamreklidze, E., (2015). *The ghosts in the machine: Toward a theory of social media mourning*. Association for Education in Journalism and Mass Communication, San Francisco, CA.
18. Magee, S., & Moore, J. (2015). *Processing entertainment vs. hard news: Cognitive and emotional responses to different news formats*. Association for Education in Journalism and Mass Communication, San Francisco, CA.
19. Moore, J., Pritchard, R., & Climek, M. (2015). *Rumor control or rumor central: What the handling of Malaysia Airlines flight 370's disappearance can tell us about the impact of interest and ambiguity on crisis response over time*. International Public Relations Research Conference, Miami, FL.
20. Moore, J., Magee, S., & Gamreklidze, E., (2014). *Grieving amid the presence of our past(s): How communication technologies are transforming and sometimes challenging the grieving process*. National Communication Association, Chicago, IL.
21. Meadows, K., & Moore, J. (2014). *Social media use during natural disasters: Using Q methodology to identify millennials' surveillance preferences*. Association for Education in Journalism and Mass Communication, Montreal, Canada.
22. Racadag, N., & Moore, J. (2014). *Heuristic-systematic processing and politics: Investigating the effects of verbal vs. visual characteristics in gubernatorial debates*. Association for Education in Journalism and Mass Communication, Montreal, Canada.



23. Moore, J. (2013). *Online undergraduate public relations courses: Effects of student and instructor interaction and presence on student satisfaction and success*. Association for Education in Journalism and Mass Communication, Washington D.C.
24. Moore, J., Crowley, K., & Dowler, B. (2011). *Persuasion knowledge then and now: Changes in millennials' coping behaviors regarding advertisements in print, broadcast, and new media since 2004*. Association for Education in Journalism and Mass Communication, St. Louis, MO.
25. Moore, J. (2009). *Does tobacco use influence cognitive processing of traditional vs. counter anti-tobacco ads?* Association for Education in Journalism and Mass Communication, Boston, MA.
26. Moore, J. (2009). *Understanding high sensation seekers: Perceived persuasiveness and emotional response to blame and attack anti-tobacco ads with differing message sensation values*. Association for Education in Journalism and Mass Communication, Boston, MA.
27. Moore, J. (2009). *Are people who use tobacco more likely to be persuaded by anti-tobacco ads that make them the victim?* Association for Education in Journalism and Mass Communication, Boston, MA.
28. Moore, J. (2009). *The influence of motivation activation on processing of attack vs. blame anti-tobacco advertisements*. International Communication Association, Chicago, IL.
29. Moore, J. (2009). *How appetitive and aversive activation influence persuasiveness of attack vs. blame anti-tobacco advertisements*. International Communication Association, Chicago, IL.
30. Moore, J. (2009). *The effects of sensation seeking on cognitive processing of attack vs. blame anti-tobacco advertisements*. International Communication Association, Chicago, IL.
31. Leshner, G., Bolts, P., Moore, J., Gardner, E., Peters, S., Konova, A., Bailey, R., & Wise, K. (2008). *Effects of African American breast cancer survivor testimonies on cognitive, emotional, and behavioral outcomes*. Association for Education in Journalism and Mass Communication, Chicago, IL.
32. Leshner, G., Bolts, P., Moore, J., Peters, S., Konova, A., Bailey, R., Gardner, E., & Wise, K. (2008). *Cognitive and emotional effects of breast cancer survivor testimonies*. International Communication Association, Montreal, Canada.
33. Bolts, P., Leshner, G., Moore, J., Gardner, E., Bailey, R., Konova, A., Peters, S., & Wise, K. (2008). *Stories of feeling and courage: The effect of narrative and emotional tone on processing cancer survivor stories*. International Communication Association, Montreal, Canada.
34. Moore, J., & Mattson-Lauters, A. (2008). *Rules online: Coordinated management of meaning in chat rooms*. International Communication Association, Montreal, Canada.
35. Leshner, G., Bolts, P., Moore, J., Gardner, E., Peters, S., Konova, A., Bailey, R., & Wise, K. (2007). *The impact of narrative and emotional breast cancer survivor testimonies on message processing for African American female viewers*. Society for Psychophysiological Research, Savannah, GA.
36. Reinardy, S., Moore, J., & Wanta, W. (2007). *How do newspaper journalists use the Internet in news gathering? An examination of usage, behaviors, and beliefs about online information and tools*. International Communication Association, San Francisco, CA.
37. Moore, J., Thorson, E., Leshner, G. (2007). *The only thing we have to fear is .... death? Using terror management theory to predict attitudinal and behavioral responses to death-explicit anti-tobacco PSAs*. International Communication Association, San Francisco, CA.

38. Moore, J. (2007). *Veni, vidi, vici: How Truth fought Big Tobacco*. American Academy of Advertising, San Francisco, CA.
39. Moore, J. (2006). *Attention, attitude, and experience as predictors of advertising avoidance behaviors*. Association for Education in Journalism and Mass Communication, San Francisco, CA.
40. Duffy, M., Brennan, B., & Moore, J. (2006). *Schooled for success: "The Apprentice's" capitalist curriculum*. International Communication Association, Dresden, Germany.
41. Moore, J., Greenwood, K., Reinardy, S., & Sanders, K. (2005). *Young journalists' attitudes toward the media's role in presidential campaigns*. International Society for the Scientific Study of Subjectivity, Vancouver, Canada.
42. Moore, J., & Vultee, F. (2005). *Is the press legitimizing the "truth"? An examination of the third party endorsements of the Truth national anti-tobacco campaign*. Association for Education in Journalism and Mass Communication, San Antonio, TX.
43. Reinardy, S., & Moore, J. (2005). *When do journalists learn about ethics?" An examination of classroom and professional attitudes about ethical standards*. Association for Education in Journalism and Mass Communication, San Antonio, TX.
  - AEJMC, Guido H. Stempel III (Graduate Education Interest Group) Top Student Paper Award Winner, 2005.
44. Moore, J., & Greenwood, K. (2005). *Unselling the cigarette: A content analysis of persuasive elements of two types of national anti-tobacco advertisements*. Association for Education in Journalism and Mass Communication, San Antonio, TX.
  - AEJMC, (Advertising) Top Student Paper Award Winner, 2005.
  - Kappa Tau Alpha Research Award for Best Student Paper - Advertising Division, 2005.
45. Moore, J., & Reinardy, S. (2005). *A rhetorical analysis of the message of the Target Market anti-tobacco campaign*. International Communication Association, New York, NY.
46. Moore, J., & Rodgers, S. (2005). *The role of persuasion knowledge in perceptions of advertising credibility and skepticism for five media types*. American Academy of Advertising, New York, NY.
47. Moore, J. (2004). *Information processing differences between Internet and magazine advertisements moderated by selective exposure*. Association for Education in Journalism and Mass Communication, Toronto, Canada.
48. Moore, J., & Mattson-Lauters, A. (2004). *What the stories told them: Implications for readers of women's magazines in Britain and the United States, 1920-1928*. Association for Education in Journalism and Mass Communication, Toronto, Canada.
49. Moore, J. (2004). *The public's need to know: Public service advertising and the effects of using the actor portrayal label*. Association for Education in Journalism and Mass Communication, Toronto, Canada.
  - AEJMC, Leslie J. Moeller (Mass Communication & Society) Student Paper 3rd Place Award Winner, 2004.
50. Moore, J. (2004). *Selective exposure as a theoretical approach to Internet advertising message preference*. Association for Education in Journalism and Mass Communication, Toronto, Canada.
51. Moore, J., Thorson, E., & Antecol, M. (2004). *Threats to Local Television News Viewing: Fact or Fiction?* International Communication Association, New Orleans, LA.

52. Dell'Orto, G., Dong, D., Giurgiu, A., & Moore, J. (2003). *Democratic and non-democratic framing in foreign news: An analysis of effects of international perceptions*. Association for Education in Journalism and Mass Communication, Kansas City, MO.
- AEJMC, Markham (International Communication) Top Student Paper Award Winner, 2003.
  - Kappa Tau Alpha Research Award for Best Student Paper - International Division, 2003.
  - *Equid Novi* Best Paper in International Communication Research Award, 2003.
53. Moore, J., & Kinney, T. (2003). *Third party endorsement influence on perceptions of social marketing campaign attitudes, credibility, effectiveness, and involvement*. Association for Education in Journalism and Mass Communication, Kansas City, MO.
54. Moore, J., Kemming, S., Fan, D. (2002). *Effects of the September 11, 2001 terrorist attacks on U.S. press coverage*. Association for Education in Journalism and Mass Communication, Miami Beach, FL.
55. Fan, D., Kemming, S., Moore, J., & Neibergall, B. (2002). *Coverage of Israeli and Palestinian spokespersons by news sources around the world*. American Political Science Association, Harvard Symposium on Terrorism, the Media & Public Life, Boston, MA.
56. Fan, D., Kemming, S., Moore, J., & Neibergall, B. (2001). *Did the September 11, 2001 terrorists accomplish their goals?* Midwest Association of Public Opinion Research, Chicago, IL.

---

## RESEARCH GRANTS

---

1. Awarded Gaylord College Faculty Enrichment Grant, Fall 2024 (\$3,000).
2. Awarded Gaylord College Faculty Enrichment Grant, Fall 2024 (\$2,535).
3. Awarded Gaylord College Faculty Enrichment Grant, Spring 2024 (\$1,300).
4. Awarded OU Faculty Travel Assistance Program Grant, 2023 (\$1,500).
5. Awarded Gaylord College Faculty Enrichment Grant, 2022 (\$3,000).
6. Awarded OU Presidential International Travel Fellowship, 2022 (\$1,100, competitive).
7. Awarded Gaylord College Faculty Enrichment Grant, 2021-2022 (\$3,000).
8. Awarded OU Faculty Dependent Care Travel Grant, 2019 (\$750, competitive).
9. Awarded Gaylord College Faculty Enrichment Grant, 2018-2019 (\$3,000).
10. Awarded OU Presidential International Travel Fellowship, 2018 (\$1,300, competitive).
11. Awarded Gaylord College Faculty Enrichment Grant, 2017-2018 (\$3,000).
12. Awarded Gaylord College Faculty Enrichment Grant, 2016-2017 (\$3,000).
13. Awarded Katheryn Pate Callahan Professorship, 2016-2017 (\$6,890, competitive).
14. Awarded Arthur W. Page Center/Johnson Legacy Scholar Grant, 2015-2016 (\$2,500, competitive).
15. Awarded Katheryn Pate Callahan Professorship, 2015-2016 (\$5,490, competitive).
16. Awarded LSU Faculty Travel Grant, 2014-2015 (\$750, competitive).
17. Awarded Bank One/Bateman Professorship, 2014-2015 (\$5,490, competitive).
18. Awarded Bart R. Swanson Professorship, 2013-2014 (\$7,380, competitive).
19. Awarded LSU Council of Research Summer Stipend, 2013 (\$5,000, competitive).
20. Awarded Blue Cross/Blue Shield of Louisiana Professorship in Health Communication, 2012-2013 (\$8,580, competitive).

21. Awarded AEJMC Mass Communication & Society Division Research Award, 2011 (\$1,000, competitive).
22. Awarded WVU Faculty Senate Travel Grant, 2011-2012 (\$600, competitive).
23. Awarded WVU P.I. Reed Innovation Grant, 2010-2011 (\$3,000, competitive).
24. Awarded WVU Faculty Senate Development Grant, 2010-2011 (\$600, competitive).
25. Awarded WVU Faculty Senate Research Grant, 2010 (\$14,000, competitive).
26. Awarded WVU Faculty Senate Travel Grant, 2009-2010 (\$600, competitive).
27. Awarded University of Missouri School of Journalism Doctoral Dissertation Research Grant, 2007 (\$1,000, competitive).
28. Awarded University of Missouri Graduate Professional Council Grant, 2004-2005 (\$500, competitive).
29. Awarded University of Missouri Graduate Student Association Grant, 2004-2005 (\$500, competitive).
30. Awarded University of Minnesota College of Liberal Arts Graduate Research Partnership Program Grant, 2003 (\$6,000, competitive).

---

## TEACHING, ADVISING & MENTORING EXPERIENCE

---

### **University of Oklahoma – Gaylord College of Journalism and Mass Communication, Norman, OK, Fall 2016 – present.**

#### Courses Taught:

- *Conceptual Issues (graduate course)*
  - Fall 2025, 21 MA students.
  - Fall 2024, 20 MA students.
- *Contemporary Problems in Public Relations (slash listed undergrad/Master's)*
  - Spring 2025, 10 undergraduate students.
  - Fall 2020, 8 undergraduate students, 1 MA student (COVID-19 restrictions).
- *Crisis Communication (slash listed undergrad/Master's)*
  - Spring 2024, 21 undergraduate students.
  - Fall 2023, 13 undergraduate students, 1 MA student.
  - Spring 2023, 25 undergraduate students.
  - Fall 2022, 18 undergraduate students, 1 MA student.
  - Spring 2022, 23 undergraduate students.
- *Crisis Communication Theory (graduate course)*
  - Fall 2022, 3 MA and 7 Ph.D. students.
- *Doctoral Seminar*
  - Spring 2025, 4 doctoral students.
  - Spring 2024, 6 doctoral students.
- *Gaylord 360: Storytelling Without Walls (co-taught)*
  - Spring 2018, 6 undergraduate students (*Service-learning course*).
- *Honors Research*
  - Spring 2025, 1 undergraduate student (Haleigh Hurst).
  - Fall 2024, 2 undergraduate students (Hailey Lane, Sidney Grennan).
  - Spring 2020, 1 undergraduate student (Callie Jackson).

- Spring 2018, 2 undergraduate students (Allie McManus, Jensen Armstrong).
  - Spring 2017, 1 undergraduate student (Ashley Stevens).
- *Independent Study (Event Planning)*
  - Spring 2019, 1 undergraduate student.
- *Independent Study (Narrative Persuasion)*
  - Spring 2025, 1 Ph.D. student.
- *Independent Study (Persuasion Theories)*
  - Summer 2023, 1 Ph.D. student.
- *Independent Study (Public Relations Theory)*
  - Summer 2023, 2 Ph.D. students.
  - Summer 2020, 1 Ph.D. student.
- *Independent Study (Social Media Advocacy)*
  - Spring 2021, 1 Ph.D. student.
- *Independent Study (Sports Communication)*
  - Fall 2022, 1 Ph.D. student.
- *Persuasion Seminar*
  - Summer 2024, 3 Ph.D. students.
- *Public Relations Campaigns (Capstone)*
  - Spring 2022, 19 undergraduate students, client – 5 Bridges to Wellness.
  - Spring 2020, 29 undergraduate students, client – First Amendment Project.
  - Fall 2019, 20 undergraduate students, client – Oklahoma City National Memorial Museum (Lethal Words Project).
  - Spring 2019, 29 undergraduate students, client – Oklahoma Health Care Authority.
  - Fall 2018, 17 undergraduate students, client – Smoothies & Things.
  - Spring 2018, 27 undergraduate students, client – Marucci Sports.
  - Fall 2017, 10 undergraduate students, client - Halliburton Federal Credit Union.
- *Public Relations Principles, Origins, and Practice (formerly Intro to Public Relations)*
  - Spring 2025, 76 undergraduate students.
  - Fall 2024, 77 undergraduate students.
  - Spring 2024, 78 undergraduate students.
  - Fall 2023, 88 undergraduate students.
  - Spring 2023, 66 undergraduate students.
  - Fall 2022, 76 undergraduate students.
  - Spring 2022, 32 undergraduate students (1 of 2 sections).
  - Fall 2021, 58 undergraduate students.
  - Spring 2021, 68 undergraduate students (2 sections – COVID-19 restrictions).
  - Fall 2020, 64 undergraduate students (2 sections – COVID-19 restrictions).
  - Spring 2020, 91 undergraduate students.
  - Fall 2019, 101 undergraduate students.
  - Spring 2019, 93 undergraduate students.
  - Fall 2018, 86 undergraduate students.
  - Spring 2018, 84 undergraduate students.
  - Fall 2017, 93 undergraduate students.
  - Spring 2017, 81 undergraduate students.
  - Fall 2016, 89 undergraduate students.
- *Public Relations Research (slash listed undergrad/Master's)*

- Fall 2018, 35 undergraduate students, 1 MA student (*Service-learning course*).
- Fall 2017, 29 undergraduate students, 1 MA student (*Service-learning course*).
- Spring 2017, 20 undergraduate students (*Service-learning course*).
- Spring 2017, 23 undergraduate students (*Service-learning course*).
- Fall 2016, 22 undergraduate students, 3 MA students (*Service-learning course*).
- Fall 2016, 25 undergraduate students, 1 MA student (*Service-learning course*).
- *Public Relations Theory (slash listed undergrad/Master's)*
  - Fall 2025,
- *Social Media Strategies (slash listed undergrad/Master's)*
  - Spring 2023, 15 undergraduate students, 1 MA student (*Service-learning course*).
  - Fall 2021, 17 undergraduate students, 2 MA students (*Service-learning course*).
  - Spring 2021, 22 undergraduate students, 1 MA students (COVID-19 restrictions; *Service-learning course*).
  - Fall 2020, 16 undergraduate students, 4 MA students (COVID-19 restrictions; *Service-learning course*).
  - Fall 2019, 24 undergraduate students, 5 MA students (*Service-learning course*).
- *Sports Public Relations (OU Presidential Dream Course, slash listed undergrad/Master's)*
  - Spring 2019, 44 undergraduate students and 4 MA students.
  - Guest speakers included:
    - Mike Veeck, Fun is Good Founder, Co-Owner of Several Minor-league Baseball Clubs, Author.
    - Samantha Hughey, Adidas North America Digital Brand Manager.
    - Cyone Batiste, Atlanta Super Bowl Host Committee Assistant Director of Communications and Community Engagement.
    - Bryan Bellows, Minnesota Wild Director of Corporate Partnerships.
    - Royce Young, ESPN OKC Thunder Reporter.
    - Kevin DeShazo, Fieldhouse Media Founder.
    - Renata Hays-Kukowski, Top of the World Vice President of Marketing & Licensing.
    - Patrick Hayes, Waterhouse Hayes Sports Marketing Co-founder.
    - Ben Coldagelli, University of Oklahoma Men's Basketball Director of Athletic Communications.
    - Dr. Cyndi Frisby, Missouri School of Journalism Professor, Author of *How You See Me*, *How You Don't* and *Current Controversies in Sports, Media, and Society*.
- *Strategic Communication for Nonprofit Organizations (slash listed undergrad/Master's)*
  - Spring 2018, 19 undergraduate students, 3 MA students (*Service-learning course*).
- *Sport Public Relations and Marketing (Master's)*
  - Spring 2017, 14 MA students.
- *Travel, Tourism, and Multimedia Storytelling (Study Abroad, co-taught)*
  - Summer 2026
- *Using Q-Method to Understand Audiences (Master's)*
  - Spring 2022, 6 MA students.

#### Directed Student Advising and Mentorship:

- OU Doctoral committee chair:

- Elizabeth Cox, 2022-2025, *Building bonds through name, image, and likeness: Organization-public relationships in the new era of college sports.*
- OU Doctoral committee member:
  - Bailey Strahorn, 2024-present, *Title TBA.*
  - Kyra Newcombe, 2023-present, *Title TBA.*
  - Vishala Persad, 2023-present, *Title TBA.*
  - Megan Cox, 2020-2022, *Designing social media messages to promote action by suicide gatekeepers.*
  - Nafida Banu, 2017-2022, *Processing of texting while driving narratives and attribution of responsibility to the perpetrator: The moderating effect of need to believe in a just world, situational similarity and the mediating effect of internal, external locus of control and sympathy.*
  - Brian Petrotta, 2019-2020, *Framing a vice: How Americans learned to stop worrying and love sports betting.*
  - Narae Kim, 2017-2019, *A study on the effects of obesity attributions and message sources on obesity prevention message processing among Native Americans: The mediation effect of anger on message attitudes.*
  - FuWei Sun, 2017-2019, *Sports online ticketing: The effects of navigability and interactivity on consumers' experiences, attitudes, and behavioral intentions.*
  - Katie Eaves, 2018, *Beyond the welfare queen: The rhetorical construction of single mothers in American news media.*
  - Tham Nguyen, 2017-2019, *The effects of apologies and casual attribution on public responses.*
  - Rashmi Thapalyia, 2016-2018, *An extension of the extended parallel process model (EPPM) to promote healthy heart behaviors.*
- OU Master's Thesis committee chair:
  - Hannah Lisenbee, 2025-present, *Title TBA.*
  - Nia Omar, 2025-present, *Title TBA.*
  - Skyla Parker, 2019-2021, *What does it mean to be black-ish?: A grounded theory exploration of colorism on Twitter.*
- OU Master's Thesis committee member:
  - Diego Perez Breton Borbon, 2023-2024, *Examining the impact of different types of social media influencers on attitudes, trust & purchase intent: Travel user-generated content.*
  - Bailey Strahorn, 2022, *The employee experience: Exploring the relationship between employee experience engagement strategies and employee appraisals of the company.*
  - Jared Thomas, 2021-2022, *Examining personal branding strategies and brand identity of female collegiate athletes.*
  - Kelly Jones, 2018-2019, *Natural disaster crisis communication by FEMA and Red Cross via Twitter during hurricanes Harvey, Irma, Lane, Matthew, and Michael.*
  - Ace Castle, 2016-2017, *Quantifying crises' effects on organizational reputation.*
- OU Master's Project committee chair:
  - Lauren Miller, 2024-present, *Title TBA.*
  - Brianna Jones, 2024-present, *Title TBA.*
  - Kayla Casteel, 2024-2025. \*Student had to finish project with different chair.
  - Austin Terry, 2022-2024. \*Student had to finish project with different chair.



- Taylor Glissman, 2022-2023, *College in crisis: Managing reputation with crisis communication strategies and performance history.*
- Anna Swafford, 2022-2023, *An investigation into Gen Z preferences toward social media parasocial relationship dimensions with music media figures.*
- Rachel Orland, 2022-2023, *Tourism risk perception in a post-pandemic environment.*
- Haley Park, 2021-2022, *Asian-American response to inclusive and exclusive imagery: Fashion brand social media.*
- Melinda Thompson, 2021-2022, *Social media as a fundraising tool for nonprofit organizations.*
- Mary Smith, 2020-2021, *Nonprofit action campaign targeting Oklahoma Hispanic community.*
- Jensen Armstrong, 2018-2021. *In defense of tenants' rights: Using ELM and HSM to develop educational communications.*
- Grasyyn Fuller, 2019-2021, *The transfer transformation: Stakeholder communication within transfer programs at the University of Oklahoma.*
- Morgan Danker, 2019-2020, *Wildcare Foundation social media campaign.*
- Dayten Israel, 2018-2020 (chair), 2017-2018 (committee member), *Rural extinction: Telecommunications adoptions as a tool for community self-preservation.*
- Cara Kelley, 2017-2018, *Early childhood advocacy: Turning numbers into a story. A study of Oklahoma County, the needs among families with young children, and early childhood advocacy.*
- Katie Nichols, 2017-2018, *Crisis on campus: Wearable technologies role in emergency management.*
- OU Master's Project committee member:
  - Carolyn Lien, 2024-present, *Title TBA.*
  - Claire McInnis, 2021-2022, *Binge-watching and media use: Identifying attributes of binge-worthy shows.*
  - Brooke Borden, 2021, *Cutting through the clutter: How female-owned small fashion companies use Instagram to drive business.*
  - Katy Johnson, 2019. \*Student did not finish program.
  - Ricky Tippet, 2019-2020, *Beyond the sideline reporter: The evolving role of women in sports.*
  - Joanna Trafalis, 2018-2019, *Communicating with tourists during wildfires in Greece: Crisis communication protocol.*
  - Courtney Lawson, 2017-2018, *The human obligation to help one another: A strategic communication campaign to combat OU food insecurity. Use of the health belief model to promote food and shelter at OU.*
  - Jardin May, 2017-2018, *Looking for color: A proposal to bridge the gap between minority recruitment and retention at the University of Oklahoma.*
  - Jessica Dillard, 2017-2018, *Application of theory of planned behavior in bank-switching intentions for small business owners: A strategic communication campaign for Oklahoma State Bank.*
  - Michayla Cory, 2016-2017, *Students as diplomats: The role of citizen diplomacy in study abroad.*
- OU Master's Exam Option committee chair:
  - Rachel Roberts, 2017-2018.

- Phillip Lyons, 2017.
- OU Undergraduate Honors Research advisor:
  - Haleigh Hurst, 2024-2025.
  - Hailey Lane, 2024-2025.
  - Sidney Grennan, 2024-2025.
  - Callie Jackson, 2019-2020.
  - Allie McManus, 2018.
  - Jensen Armstrong, 2017-2018.
  - Ashley Stevens, 2016-2017.
- OU Independent Study advisor:
  - Bailey Strahorn (doctoral), Spring 2025 – narrative persuasion.
  - Vishala Persad (doctoral), Summer 2023 – public relations theory.
  - Elizabeth Cox (doctoral), Summer 2023 – public relations theory.
  - Kyra Newcombe (doctoral), Summer 2023 – persuasion theory.
  - Elizabeth Cox (doctoral), Fall 2022 – sport communication theory.
  - Megan Cox (doctoral), Spring 2021 – social media advocacy.
  - Brian Petrotta (doctoral), Summer 2020 – strategic communication theory.
  - Candace Coonrod (undergraduate), Spring 2019 – event planning.
- OU graduate student mentoring:
  - Provided teaching support and oversight for Kyra Newcombe in Crisis Communication, Fall 2025.
  - Provided teaching support and oversight for Elizabeth Cox in Sports Promotion, Spring 2024 & Spring 2025.
  - Provided teaching support and oversight for Vishala Persad in Social Media Strategies, Spring 2024.
  - Provided teaching support and oversight for David Waterman in Public Relations Principles, Origins, and Practice, Spring 2022.
  - Provided teaching support and oversight for Ajia Meux in Public Relations Campaigns, Spring 2022.
  - Provided teaching support and oversight for Narae Kim in Public Relations Research, Fall 2018.
  - Provided teaching support and oversight for Rashmi Thapalyia in Public Relations Research, Spring 2017.
  - Provided non-committee member data analysis assistance for thesis of Juliana Gutierrez Morales, Summer 2016.

**Louisiana State University - Manship School of Mass Communication, Baton Rouge, LA, Spring 2012 – Spring 2016.**

**Courses Taught:**

- *Public Relations Campaigns (capstone)*
  - Spring 2016, 30 undergraduate students (*Certified CxC and Service-learning course*).
  - Fall 2015, 15 undergraduate students (*Certified CxC and Service-learning course*).
  - Spring 2015, 24 undergraduate students (*Certified CxC and Service-learning course*).
  - Fall 2014, 20 undergraduate students (*Certified CxC and Service-learning course*).

- Spring 2014, 32 undergraduate students (*Certified CxC and Service-learning course*).
  - Popmoney formative research for Bateman Competition presented by Allison Sage, Anna Long, Erin Kenna, Elise Bernard, and Emily Beck at inaugural LSU Discover Research Day, 2014.
- Fall 2013, 18 undergraduate students (*Certified CxC and Service-learning course*).
- Spring 2013, 24 undergraduate students (*Certified CxC and Service-learning course*).
- Spring 2012, 36 undergraduate students (*Certified Service-learning course*).
- *Public Relations Research (slash listed undergrad/Master's)*
  - Spring 2016, 18 undergraduate students (*Certified CxC course*).
  - Fall 2015, 15 undergraduate students (*Certified CxC course*).
  - Spring 2015, 15 undergraduate students (*Certified CxC course*).
  - Fall 2014, 27 undergraduate students (*Certified CxC course*).
  - Fall 2013, 40 undergraduate students.
- *Public Relations Writing*
  - Spring 2013, 18 undergraduate students (*Certified CxC and Service-learning course*).
  - Fall 2012, 20 undergraduate students (*Certified CxC and Service-learning course*).
  - Spring 2012, 18 undergraduate students (*Certified CxC course*).
- *Strategic Communication I – Foundations (graduate course)*
  - Class blog: (<http://joiningthegroundswell.wordpress.com/>)
  - Fall 2012, 25 graduate students.
- *Strategic Communication II – Campaigns (graduate course)*
  - Spring 2014, 7 graduate students.

#### Directed Student Advising and Mentorship:

- LSU Master's Thesis committee chair:
  - Isabelle Moore, 2014-2015.
  - John Evans, 2013-2015.
  - Lance Bordelon, 2013-2014.
- LSU Master's Thesis committee member:
  - Jane LeGros, 2014-2015.
  - Ryan DeLaune, 2014-2015.
  - Christina Persaud, 2012-2013.
  - Michael Wunderlich, 2012-2013.
- LSU Master's Project committee chair:
  - Diana Cordero, 2014-2015.
  - Kali Johnson, 2013-2014.
- LSU Master's Project committee member:
  - Catrice Roggerson, 2015-2016.
  - Julie Thomas, 2015-2016.
  - Ali Lofton, 2012-2013.
  - Rai Masuda, 2012-2013.
- LSU Undergraduate Honor's Thesis committee chair:
  - Hannah McLain, 2015-2016.

- Kaci Cazenave, 2015-2016.
- Lindsey Miller, 2015-2016.
  - Chosen to present research at LSU Discover Day, 2016.
  - Winner of Tiger Athletic Foundation Scholarship Supporting Honors Thesis Research, 2015.
- LSU Undergraduate Honor's Thesis committee member:
  - Katie Campbell, 2016.
  - Heather Watts, 2012.
- LSU Communication Across the Curriculum (CxC) Distinguished Communicator advisor:
  - Bianca Smith, 2015-2016.
  - Alexandra Rosen, 2015-2016.
  - Casey Ochoa, 2015-2016.
  - Erinn Sala, 2015-2016.
  - Victoria Freeman, 2014-2015.
  - Tori Ward, 2014-2015.
  - Taylor Trahan, 2014-2015.
  - Leah Johnson, 2014-2016.
  - JoLena Broussard, 2013-2016.
  - Marie Jansen, 2013-2014.
  - Darby Isham, 2013-2014.
  - Cyone Batiste, 2013-2014.
  - Megan Gibbs, 2013-2014.
  - Camille Walther, 2012-2013.
  - Mentored students toward the following national awards/positions:
    - Ruth Edelman Award for achievement in women's leadership development, JoLena Broussard, PRSSA National, 2016.
    - National President's Citation, Tara Hebert, PRSSA National, 2015.
    - National Gold Key, JoLena Broussard, PRSSA National, 2015.
    - Marcia Silverman Minority Student, JoLena Broussard, PRSSA National, 2015.
    - Stephen D. Pisinski Memorial Scholarship, JoLena Broussard, PRSSA National, 2015.
    - Ruth Edelman Award for achievement in women's leadership development, Erin Kenna, PRSSA National, 2014.
    - National Gold Key, Mallory Richardson, PRSSA National, 2014.
    - National President's Citation, De'Andra Roberts, PRSSA National, 2014.
    - Stephen D. Pisinski Memorial Scholarship, JoLena Broussard, PRSSA National, 2014.
    - Diversity Multicultural Scholarship, JoLena Broussard, PRSSA National, 2014.
    - PRSSA Vice President of Chapter Development, Paige Weber, PRSSA National Committee, 2014-2015.
    - National President's Citations, Mallory Richardson and Paige Weber, PRSSA National, 2013.
    - Diversity Multicultural Scholarship, Cyone Batiste, PRSSA National, 2013.

- PRSSA National Publications (*Forum* and *Progressions*) editor-in-chief, Mallory Richardson, PRSSA National Committee, 2013-2014.
- Mentored students toward the following local awards:
  - Hugh Mercer Blaine Service Award, JoLena Broussard, Manship School of Mass Communication, 2016.
  - A.P. Turead Milestone Award, JoLena Broussard, 2016.
  - Jean Wheeler Women in Media Scholarship, Kaci Cazenave, 2015.
  - Jack H. Sanders Memorial Award, JoLena Broussard, PRAL, 2015.
  - Margaret Dixon Outstanding Female Mass Communication Senior Award, Kelsey King, 2015.
  - Jack H. Sanders Memorial Award, JoLena Broussard, PRAL, 2014.
  - Baton Rouge Area Association of Black Journalists Scholarship, JoLena Broussard, 2014.
  - Jean Wheeler Women in Media Scholarship, JoLena Broussard, 2014.
  - Hugh Mercer Blaine Service Award, Mallory Richardson, Manship School of Mass Communication, 2014.
  - Jack H. Sanders Memorial Award, Mallory Richardson, PRAL, 2013.
  - William M. Michelet Honorary Award, Megan Gibbs, PRAL, 2013.
  - William M. Michelet Award, Erin Kenna, PRAL, 2012.

**West Virginia University - Perley Isaac Reed School of Journalism, Morgantown, WV, Summer 2009-Fall 2011.**

**Courses Taught:**

- *Advertising Media Analysis*
  - Fall 2011, 47 undergraduate students.
  - Spring 2011, 50 undergraduate students.
  - Fall 2010, 45 undergraduate students.
  - Spring 2010, 50 undergraduate students.
  - Fall 2009, 45 undergraduate students.
- *Applied Public Relations\**
  - Spring 2010, Online, 13 undergraduate students.
    - *\*Taught 5 weeks of 15-week course for colleague who went on maternity leave.*
- *Introduction to Mass Communication*
  - Fall 2010, 100 undergraduate students.
  - Fall 2009, 110 undergraduate students.
- *Media Relations in Sport*
  - Summer 2010, Online, 12 undergraduate students.
- *Principles of Advertising*
  - Spring 2011, 105 undergraduate students.
  - Spring 2010, 105 undergraduate students.
- *Public Relations Writing & Applications*
  - Fall 2011, 20 undergraduate students.

**Directed Student Advising and Mentorship:**

- WVU McNair Scholars faculty research advisor:
  - Kristen Meadows, 2011-2012.

- WVU Master's Thesis committee chairperson:
  - Joshua Smithson, 2012-2013. *\*Co-Chair*
  - Katie Patton, 2010-2012.
    - Top Student Paper in Entertainment Studies Division at AEJMC national conference.
  - Nicole Fernandez, 2009-2010.
- WVU Master's Thesis committee member:
  - Rhonda Hollen, 2010-2011.

**West Virginia University - Perley Isaac Reed School of Journalism, Integrated Marketing Communications (IMC) Master's program, Morgantown, WV, Summer 2008-Summer 2009.**

- Developed online course titled *Introduction to Digital Media* for Digital Media certificate (DNC) program, Summer 2009.
- Re-designed online course titled *Emerging Media in the Marketplace* for IMC program, Spring 2009.
- Developed and taught online course titled *Special Topics in Social Marketing* for IMC program, Spring 2009.

**University of Missouri - School of Journalism, Columbia, MO, Spring 2008-Spring 2009.**

- Re-designed and taught online *Graduate Proseminar for High School Advisors: Mass Communication Theory* (M.A. students), Spring 2008, Spring 2009.
- Developed and taught online course titled *Quantitative Research Methods* (M.A. students), Spring 2007.

**Wayne State University - Department of Communication, Detroit, MI, Spring 2008.**

- Taught *Business & Professional Presentations, COMM 3300* (undergraduate students).

---

## ACADEMIC AWARDS & HONORS

---

1. Excellence in Education Award, Black Hills State University Alumni Association, 2021.
2. Owen Kulemeka Trailblazer Award in Diversity, Gaylord College, 2021.
3. 1 for All grant (\$2,000), program for Public Relations Campaigns course project on First Amendment sponsored by The Free Speech Center, 2020.
4. OU Presidential Dream Course (\$20,000 grant) award for course on Sport Promotion, 2018-2019.
5. Service-Learning Award winner, Mass Communication & Society Division of Association for Educators in Journalism and Mass Communication, 2017.
6. Ketchum award to use MindFire Challenges in strategic communication courses, Fall 2013-2019.
  - One student won challenge, two received runner up on challenges, Fall 2018.
  - One student won challenge in Fall 2016.
  - One student won challenge in Spring 2016.
  - One student won challenge in Fall 2015.
  - Three students won challenges in Spring 2013.

7. Outstanding Service-Learning Faculty Award winner, LSU Outstanding Faculty awards committee and Center for Community Engagement Learning and Leadership (CCELL) at LSU, 2016.
8. Teaching Enhancement Fund support to attend IPRRC Conference in Miami, FL, LSU, Spring 2016.
9. “Happy” service-learning award winner, Center for Community Engagement Learning and Leadership (CCELL) at LSU, 2015.
10. Kopenhaver Fellow, Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, 2015.
11. Public Relations Educator of the Year, Southern Public Relations Federation (SPRF), 2014.
12. State of Louisiana Public Relations Educator of the Year, Public Relations Association of Louisiana (PRAL), 2014.
13. Promising Professor 3rd Place award winner, Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), 2014.
14. Center for Community Engagement, Learning & Leadership (CCELL) at LSU recognition for highest service-learning course evaluations within entire university, Fall 2013.
15. Teaching Enhancement Fund support to attend PRSA National Conference in Philadelphia, PA, LSU, Fall, 2013.
16. SCVNGR award to use geolocation-based mobile gaming application in public relations writing courses, Spring 2011-Spring 2013.
  - Blog overviewing use of app: Discover Louisiana with SCVNGR (<http://mooremedia75.wordpress.com/>)
17. Center for Community Engagement, Learning, and Leadership (CCELL) service-learning teaching grant. Sponsored by University Presbyterian Church, 2012.
18. Scripps Howard Leadership Academy, Louisiana State University, Manship School of Mass Communication, 2011.
19. Golden Quill Award for Outstanding Teaching, West Virginia University, P.I. Reed School of Journalism, 2010-2011.
20. Tied for 29th out of the highest 35 individual rankings in top AEJMC convention paper productivity in the Spring 2010 issue of *Journalism & Mass Communication Educator*.
21. Kappa Tau Alpha National Honor Society in Journalism and Mass Communication, 2007.
22. Golden Key International Honour Society, 2007.

---

## INVITED PRESENTATIONS & WORKSHOPS

---

1. **Real talk about job talks: Presenting your research with impact.** AEJMC Commission on Graduate Education, December 2025.
2. **Bridging the gap: How PR professionals prepare new talent for the modern workplace,** PRSA Educators Academy Summit, Virtual, October 2025.
3. **Teaching PR + ethics in the age of AI,** PRSA Educators Academy Webinar, September 2025.
4. **The value of public relations: Insights and voices of public relations professional associations, centers, and programs.** National Communication Association, New Orleans, LA, November 2024.



5. **AI as Pandora's Box: Job killer or cool creative tool.** *Symposium on Learning, Assessment, and Teaching Excellence: Opportunities and Challenges in the Digital Era.* University of Oklahoma, September 2024.
6. **Appropriate levels of service for tenure-track faculty.** Committee on Career Development. Association for Education in Journalism and Mass Communication, Philadelphia, PA, August 2024.
7. **Tenth anniversary celebration of the AEJMC/Peter Lang Scholarsourcing series: Looking back, looking ahead.** Association for Education in Journalism and Mass Communication and Peter Lang Publishing, Philadelphia, PA, August 2024.
8. **Personal Branding pt. 1 – identifying your brand and creating resume, cover letter, and references,** Youth Media Conference, April 2023.
9. **Personal Branding pt. 2 – showing your skills and expertise through blogging and your digital portfolio,** Youth Media Conference, April 2023.
10. **What is public relations?** Media Writing & Storytelling, University of Oklahoma, October 2022.
11. **How do you structure a news release?** Media Writing & Storytelling, University of Oklahoma, October 2022.
12. **Beyond “thoughts and prayers”: Incorporating memorialization and grief leadership into the crisis communication plan,** PRSA Educators Academy Summit, Grapevine, TX, November 2022.
13. **Using Telestrations to Show How Messages Get Lost and How a Message Map Can Help Overcome Communication Barriers** (GIFT presentation), PRSA Educators Academy Summit, Grapevine, TX, November 2022.
14. **Communicating in Times of Crisis, #Habelmos 2021,** Pazhassiraja College – Department of Mass Communication and Journalism, Pulpally, Wayanad, Kerala, India, November 2021.
15. **Sports public relations: Branding athletes for social media platforms.** Youth Media Conference (co-presented with Dr. Cyndi Frisby), November 2021.
16. **Sports public relations: Helping athletes manage and recover from a crisis.** Youth Media Conference (co-presented with Dr. Cyndi Frisby), November 2021.
17. **Creating e-Portfolios,**
  - a. Issues/Ethics in Electronic Media, University of Oklahoma, January 2020.
  - b. Public Relations capstone, Sections 001 & 002, University of Oklahoma, February 2020.
  - c. Advertising Campaigns, Section 001, University of Oklahoma, February 2020.
  - d. Advertising Campaigns, Section 002, University of Oklahoma, February 2020.
  - e. Advertising Campaigns, Section 001, University of Oklahoma, October 2019.
  - f. Advertising Campaigns, Section 002, University of Oklahoma, October 2019.
  - g. Business of Professional Writing, University of Oklahoma, September 2019.
  - h. Issues/Ethics in Electronic Media, University of Oklahoma, August 2019.
  - i. Public Relations Writing, University of Oklahoma, August 2019.
  - j. Multimedia Journalism, University of Oklahoma, April 2019.
18. **Crisis Communication.** Office of Admissions and Recruitment, University of Oklahoma, July 2019.
19. **Personal Branding.** Gaylord College Dean's Leadership Class, University of Oklahoma, April 2019.

20. **Personal Branding with a Purpose.** NAACP, University of Oklahoma, November 2017.
21. **The Principles of Public Relations.** Introduction to Mass Media, University of Oklahoma, November 2017.
22. **Diversity Panel – Sports, Entertainment, Nonprofit.** PRSSA, University of Oklahoma, November 2017.
23. **Behind the Scenes: Taking a Look at Sports Promotion.** Youth Media Conference, March 2017.
24. **Beating Burnout and Creating an Academic Life: Balancing Research, Teaching, and Service.** AEJMC Midwinter Conference, March 2017.
25. **Sports Public Relations.** Gaylord Baseball Experience seminar, February 2017.
26. **Social Media Mourning.** Gaylord College Graduate Seminar, December 2016.
27. **Crisis Communication: Managing Organization Messages After Deaths.** Gaylord College Crisis Communication Course, November 2016.
28. **Social Media and Mourning: How Social Media Platforms are Used to Express Grief.** Center for Health and Media, Virginia Commonwealth University (virtual speaker series on health communication), January 2016.
29. **The News Release is NOT dead.** Public Relations Student Society of American at LSU Chapter meeting, October 2015.
30. **How I Learned to Stop Worrying and Love Online Learning.** Association for Education in Journalism and Mass Communication national conference, August 2015.
31. **Flipping the Classroom.** Association for Education in Journalism and Mass Communication national conference, August 2014.
32. **The Changing Public Relations Curriculum.** Public Relations Association of Louisiana luncheon, April 2014.
33. **Ghosts in the Machine,** TEDxLSU, Baton Rouge, LA. Link to video: <https://www.youtube.com/watch?v=X13e7HiT0Z4> May 2013.
34. **Social Media Guidelines for Students.** Manship Mass Communication Residential College, February 2013.
35. **Understanding the ROPES Process.** PRestige at LSU, October 2012.
36. **Media Relations: Developing Effective Relationships with Traditional Media Outlets.** Public Relations Student Society of America at LSU, April 2012.
37. **Q Method.** West Virginia University, graduate Research Methods class, April 2011.
38. **Media Imagination.** West Virginia University, high school Journalism Workshop, April 2011.
39. **Experiments.** West Virginia University, online graduate Marketing Research and Analysis class, February 2011.
40. **Research Ethics & Managing the IRB Process.** West Virginia University, graduate Mass Communication Theory class, November 2009 & 2010.
41. **The New Media of Advertising.** West Virginia University, high school Journalism Workshop, March 2010.
42. **Why Wiki? How to Create and Utilize a Wiki Site.** West Virginia University, undergraduate Social Media and Blogging class, March 2010.
43. **How to Create and Conduct Online Surveys.** University of Missouri, graduate Quantitative Research Methods class, October 2004.
44. **The Purpose of Third Party Endorsements.** University of Minnesota, School of Journalism and Mass Communication graduate meeting, March 2003.

45. **What is Public Relations? Public Relations Functions and Forms, What is Advertising?, How PR and Advertising Work Together** University of Minnesota, undergraduate Introduction to Mass Communication class, a series of invited presentations from March-April 2002.
46. **Designing the Press Release.** University of Minnesota, undergraduate Principles of Advertising class, February 2002.
47. **The Day-to-Day Examples of Interviewing in PR.** University of Minnesota, undergraduate Information for Mass Communication class, November 2001.
48. **How PR Differs from Advertising.** University of Minnesota, undergraduate Principles of Advertising class, November 2001.
49. **What is Sports Public Relations?** University of Minnesota, undergraduate Introduction to Mass Communication class, September 2001.
50. **Roles of Business Communications in Sports PR.** Western Michigan University, undergraduate Business Communication class, October 1999.

---

## SERVICE & MEMBERSHIP

---

### Service to Strategic Communication Areas (OU)

- Public Relations Area hiring committee, 2025.
  - Assistant Professor, Tenure-Track: Public Relations (chair).
  - Assistant Professor, Tenure-Track: Public Relations (chair).
- Public Relations Area PRSA Certification in Education for Public Relations (CEPR) Accreditation coordinator, 2023-present.
- Public Relations NYC Agency Trip coordinator/co-faculty advisor, 2023-present.
  - Co-advisor, Spring 2017 & Spring 2018.
- Public Relations Curriculum Update Committee, 2017-present.
  - Developed Consumer Culture and Behavior (elective course to replace Cross-Cultural Public Relations)
  - Redeveloped Travel, Tourism, and Multimedia Storytelling as two-week study abroad course for Puerto Rico (formerly Travel Genres winter intercession trip).
  - Developed syllabus for PR in NYC course.
  - Redeveloped Crisis Communication (major elective course).
  - Redeveloped Public Relations Principles, Origins, and Practice (core major course - formerly Intro to Public Relations).
  - Redeveloped Public Relations Research, Measurement, and Evaluation (core major course - formerly Public Relations Research).
  - Redeveloped Public Relations Campaigns (core major course - outgoing major capstone course).
  - Redeveloped Contemporary Problems in Public Relations (new major capstone course - formerly Public Relations Case Studies).
  - Developed PR for Public and Private Organizations (major elective course).
  - Developed Social Media Strategies (new major elective course).
  - Developed Sports Promotion (new major elective course).
  - Developed PR for Causes and Issues/Strategic Communication for Nonprofit Organizations (new major elective course).

- Public Relations Instructor hiring committee, 2022.
- Advertising Area hiring committee, 2017-2018.
  - Assistant Professor: Art Direction and Visual Storytelling (filled).
  - Assistant Professor: Copywriting and Creative Storytelling (filled).
  - Associate/Assistant Professor: Digital Creative Technology (renewed).
  - Advertising Instructor/Agency Advisor (filled).
- Public Relations Area Curriculum Mapping chair, 2017-2018.
- Public Relations Area Evaluation of Comparable Programs chair, 2017-2018.
  - Helped identify need for new hires in health/nonprofit/advocacy, consumer culture, and public vs. private sector public relations.
- Public Relations Principles, Origins, and Practice course coordinator, Fall 2016-present.
- Crisis Communication course coordinator, Spring 2022-present.
- Contemporary Problems in Public Relations (capstone) course coordinator, Fall 2019-present.
- Public Relations Campaigns course coordinator, Fall 2018-Fall 2022.
- Public Relations Research course coordinator, Fall 2016-Fall 2019.

### **Service to Gaylord College of Journalism and Mass Communication (OU)**

- Gaylord AI committee member, 2025-present.
- Gaylord Strategic Plan committee member, 2024-present.
- Gaylord Graduate Student Association faculty advisor, 2023-present.
- Gaylord Research & Creative Activity Brown Bags coordinator, 2023-2024.
- Gaylord Faculty Development and Research & Creative Activity Grants Awards committee member, 2022-2023.
- Gaylord Accreditation committee member, 2020-2021.
  - Helped write assessment section of accreditation report for ACEJMC professional values and competencies.
- Gaylord Undergraduate Curriculum Assessment liaison, 2018-2021.
  - Provided support and feedback to capstone students in each Gaylord major as they complete their e-portfolios, take exit exam, and take part in student satisfaction survey.
  - Reached out to alumni and get them to take part in yearly alumni satisfaction surveys.
  - Contacted faculty and professional advisors of student clubs and courses which submit awards and oversaw Student Awards database.
  - Worked with faculty to re-create and distribute midterm and final internship surveys, and student internship self-evaluation surveys.
  - Developed committee tracking form to identify where assessment measures were being used to update curriculum.
  - Updated Assessment Plan.
  - Updated Gaylord Edge Exam.
  - Updated surveys for alumni, exiting seniors, internship supervisors, internship students.
  - Developed e-portfolio creation and evaluation process for seniors.
  - Developed e-portfolio evaluation process for faculty and professionals.

- Created Curriculum Review Matrix.
- Created Gaylord Syllabi Review Checklist and Template.
- Updated Deans' Dialogue Exit Interview Guide.
- Gaylord Undergraduate Curriculum committee member, 2019-2021, 2023-2026.
- Gaylord Diversity committee member, 2017-2018.
- Gaylord Technology committee member, 2016-2017.
- Gaylord Classroom Experience panel speaker, March 2017.
- Redeveloped Graduate Seminar doctoral course (focus on job hunt, personal branding, application materials, job talk), Spring 2024.
- Redeveloped Conceptual Issues MA course (focus on concept explication and operationalization), Fall 2025.
- AWSM Youth Media Conference session presenter, March 2017.
- Oklahoma Scholastic Media Monday session presenter:
  - Personal Branding (2 sessions), April 2023.
  - Sports public relations (2 co-taught sessions), November 2021.
  - Public relations, October 2016.

### **Service to University of Oklahoma**

- Co-host with Dodge Family of Arts and Sciences and Biological Sciences on a science communication seminar, "The challenges of real-time science communication and decision support in a pandemic context," by Dr. Marius Gilbert, September 2025.
- OU Graduate College Academic Appeals committee member, 2022-2025.
- OU Search Committee for Gaylord College Dean, 2023-2024.
- OU Libraries committee member, 2023-present.
- OU Provost Advisory Committee for Learning Outcomes Assessment, 2018-2021.
  - Created and submitted yearly OU report regarding direct and indirect measures of student learning outcomes for fall Gaylord undergraduate programs (advertising, creative media production, journalism, professional writing, and public relations).
- OU Education & Research, National Environmental Simulation and Testing (NEST) initiative, 2017-2019.

### **Service to Public Relations Area (LSU)**

- Public Relations Student Society of America (PRSSA) faculty advisor, 2012-2014.
  - Helped grow Chapter from approximately 80 members to 140+ members, making it one of the top 10 largest chapters in the nation.
  - Helped Chapter accomplish the following national awards:
    - Star Chapter Award, PRSSA National, 2015.
    - Dr. F.H. Teahan Chapter Award for Chapter Diversity, PRSSA National, 2014-2015.
    - Dr. F.H. Teahan Chapter Award for Community Service, PRSSA National, 2014-2015.
    - Dr. F.H. Teahan Chapter Award for Chapter Website, PRSSA National, 2014-2015.
    - Star Chapter Award, PRSSA National, 2014.

- Dr. F.H. Teahan Chapter Award for Chapter Newsletter, PRSSA National, 2013-2014.
- Star Chapter Award, PRSSA National, 2013.
- Dr. F.H. Teahan Chapter Award for Chapter Diversity, PRSSA National, 2012-2013.
- PRSSA Pacesetter Chapter Recognition award from PRSSA National, October 2012.
- Helped Chapter accomplish the following local awards:
  - Love Purple, Live Gold award for Commitment to Community from LSU Campus Life, 2014.
  - Love Purple, Live Gold award for Most Outstanding Multi-Cultural/Diversity Program from LSU Campus Life, 2014.
  - Love Purple, Live Gold award for Most Outstanding Student Organization from LSU Campus Life, 2014.
  - Love Purple, Live Gold award for Most Outstanding Collaborative Program from LSU Campus Life, 2014.
  - Love Purple, Live Gold award for Most Outstanding Multi-Cultural/Diversity Program from LSU Campus Life, 2013.
- Oversaw the following Chapter accomplishments:
  - Regional Conference, Hollywood Under the Oaks, hosted by PRSSA at LSU, March 2014.
  - I AM... diversity campaign and panel for LSU campus, 2013-2014.
  - PRogram end of year lookbook for PRSSA at LSU, 2013-2014.
  - Publication guide for PRSSA at LSU, 2013-2014.
  - Leadership training for e-board members, 2013-2014.
  - Ketchum award for PRSSA at LSU e-board members to participate in Mindfire, 2013-2014.
  - Chapter Development Session presentation at PRSSA National Conference, Paige Weber and Emily Beck, October 2013.
  - Diversity of Thought (DOT) campaign for LSU campus, 2012-2013.
  - Crisis communication plan for PRSSA at LSU, 2012-2013.
  - Constitution and Bylaws for PRSSA at LSU, 2012.
- PRestige/ImPRint Communications (student-run firm) faculty advisor, 2012-2013.
  - Oversaw Second Place team in national Duck Brand Competition.
- Bateman Case Study Competition faculty advisor, 2012-2013 & 2013-2014.
  - Oversaw To Be Honest, anti-bullying campaign, 2013.
  - Oversaw Krewe PR, PopMoney campaign, 2014.
- Public Relations Student Society of America (PRSSA) faculty co-advisor, 2012.
- Advertising and Public Relations Curriculum Updates committee member, 2012-2016.
  - Created Public Relations Management elective.
  - Redesigned Public Relations Writing (MC 4001).
- Strategic Communication Graduate Curriculum Update Committee, 2012.
  - Redesigned Foundations of Strategic Communication (MC 7042).

### **Service to Manship School of Mass Communication (LSU)**

- Manship Political Communication hiring committee, 2015-2016.
- Manship Promotion and Tenure Policies Review committee member, 2014-2016.
- Manship ACEJMC Accreditation committee member (research area), 2014-2016.
- Manship Digital Media Initiative committee member, 2012-2016.
- Manship Tiger Calls volunteer, 2013.
- Manship Centennial Planning committee member, 2012.

### **Service to Louisiana State University**

- LSU Chancellor's Future Leaders in Research faculty mentor, 2014-2016.
  - Recommended and helped student apply for Summer Research Opportunities Program (SROP):
    - JoLena Broussard, Penn State University, Summer 2014.
- LSU McNair Scholars faculty research mentor, 2013-2016.
- LSU Communication Across the Curriculum (CxC) Advisory Council, 2012-2015.
  - TEDxLSU committee member, 2013-2015.
- LSU Faculty Senate Tobacco-Free Campus committee member, 2012-2013.

### **Service to Advertising Area (WVU)**

- Academic Advising, 75-100 undergraduate advisees in Advertising and Public Relations, 2009-2011.
- Strategic Communications hiring committee, 2010.
- Strategic Communications Major committee member (created courses in emerging media for advertising and promotions, advertising media strategy, and audience psychology and behavior), 2009-2011.

### **Service to P.I. Reed School of Journalism (WVU)**

- P.I. Reed Athlete Tutoring program creator, 2010-2011.
- P.I. Reed Undergraduate Research Experience (PURE) creator and director, 2010-2011.
- P.I. Reed School of Journalism Media Effects Lab creator and director, 2010-2011.
- P.I. Reed Sport Communication Minor re-developer, 2010-2011.
- P.I. Reed, Extended Learning Coordinator hiring committee, 2010.
- P.I. Reed Media Entrepreneurship Minor creator, 2009-2011.
- P.I. Reed Academic Standards committee member, 2009-2011.
- P.I. Reed Curriculum committee member, 2009-2011.
- P.I. Reed Health Promotion Minor creator and developer, 2009-2010.

### **Service to West Virginia University**

- WVU Multidisciplinary Studies (MDS) task group member, 2010-2011.
- WVU Electronic Student Evaluation of Instruction (eSEI) committee member, 2009-2010.
- WVU Smoking Task Force focus group member, November 2010.

### **Service to Profession**

- International Public Relations Research Conference (IPRRC), 2020-present.
  - Advisory committee member.
- Public Relations Society of America, Educators Academy Executive Committee, 2018-2025.
  - Programming Chair, 2025.



- Immediate Past Chair, 2024.
- Chair, 2023.
- Chair-Elect, 2022.
- Research Chair, 2021.
- Research Vice-Chair, 2020.
- Secretary, 2018 & 2019.
- Public Relations Division of AEJMC, 2011-present.
  - Vice-Chair of Social Committee, 2025-2026.
  - Plank Center Mentorship Program, mentor, 2025-2026.
  - Chair of Inez Kaiser Graduate Student of Color Committee for Public Relations Division of AEJMC, 2013-2014.
  - Co-Chair of Susanne A. Roschwalb Grant for International Study and Research for Public Relations Division of AEJMC, 2011-2012 & 2012-2013.
- Mass Communication & Society Journal Editorial Board Member, 2016-present.
- Mass Communication & Society Division of AEJMC, 2010-2017.
  - Outgoing Head, 2016-2017.
  - Division Head, 2015-2016.
  - Vice-Head/Programming Chair, 2014-2015.
  - Research Chair, 2013-2014.
  - Co-Chair of Research, 2012-2013.
  - Secretary, 2011-2012.
  - Co-chair of Awards Committee, 2010-2011.
- Southern Public Relations Federation, 2015-2016.
  - Member of Educators Taskforce.
- American Academy of Advertising, 2009-2010.
  - Member of Recruitment and Retention Committee.
- Pearson Education Mass Communication Teaching Forum - *Introduction to Mass Communication*, 2010.
- Awards Judge:
  - PRSA Chicago Skyline Awards, 2025.
- Book Reviewer:
  - McGraw-Hill: *Introduction to Mass Communication: Media Literacy & Culture* (8<sup>th</sup> ed.), 2011.
  - McGraw-Hill: *Introduction to Mass Communication: Media Literacy & Culture* (7<sup>th</sup> ed.), 2010.
  - Pearson: *Mass Media in the Digital Millennium*, 2010.
  - Pearson: *Mass Media Revolution*, 2010.
- Conference Discussant:
  - AEJMC national conference (Public Relations Division, Top Teaching Papers), 2024.
  - AEJMC national conference (Mass Communication & Society Division), 2010.
- Conference Moderator:
  - PRSA Educators Academy Summit, 2025.
  - PRSA Educators Academy Summit, 2022.
  - AEJMC Midwinter Conference (Public Relations Division, Mass Communication & Society Division), 2017.

- AEJMC national conference (Council of Affiliates, Mass Communication & Society Divisions), 2015.
- AEJMC national conference (Mass Communication & Society Division), 2014.
- AEJMC national conference (Mass Communication & Society Division), 2013.
- Conference Panelist:
  - NCA national conference (Public Relations Division), 2024.
  - AEJMC national conference (Committee on Career Development), 2024.
  - AEJMC national conference (Council of Affiliates, Mass Communication & Society Division), 2015.
  - AEJMC national conference (Mass Communication & Society Division), 2014.
- Conference Reviewer:
  - International Public Relations Research Conference (IPRRC), 2020, 2021, 2022, 2023, 2024.
  - PRSA Educators Academy Summit (formerly Super Saturday) teaching and research paper reviewer, 2018, 2019, 2020, 2021, 2022, 2023, 2024.
  - AEJMC national conference (Mass Communication & Society Division), 2012, 2013, 2015, 2016, 2018.
  - AEJMC national conference (Communication Theory & Methodology Division), 2012, 2013, 2018.
  - AEJMC Midwinter Conference (Mass Communication & Society Division), 2013, 2014, 2017, 2018.
  - AEJMC Southeast Colloquium (Open Division), 2017.
  - AEJMC national conference (Public Relations Division), 2014.
  - ICA national conference (Information Systems), 2014.
  - AEJMC national conference (Communicating Science, Health, Environment and Risk), 2012.
  - ICA national conference (Health Communication), 2009.
  - ICA national conference (Mass Communication), 2009.
  - ICA national conference (Public Relations Division), 2009, 2014, 2021.
- Grant Proposal Reviewer:
  - Franklin Research Grant Program, American Philosophical Society, 2013-2014.
- Journal Reviewer:
  - *Human Communication Research*.
  - *International Journal of Communication*.
  - *International Journal of Sport Communication*.
  - *Journal of Broadcasting and Electronic Media*.
  - *Journal of Communication*.
  - *Journal of Health Communication*.
  - *Journal of Media Psychology*.
  - *Management Communication Quarterly*.
  - *Mass Communication & Society*.
  - *Media Psychology*.
  - *Public Relations Review*.
- Promotion and Tenure External Reviewer:
  - Mississippi State University, Fall 2024.
- Webinar Moderator:

- PRSA Ethics Month: Teaching PR and Ethics in the Age of AI, Fall 2025.

## **Service to Community**

- Tessa's Landing Hospice Care, Edmond, OK, 2024-present.
- The Women's Resource Center, Board of Directors, Norman OK, 2019 – 2021.
  - Co-Chair of Fundraising committee, 2019-2021.
- Social Media Strategies service-learning project manager:
  - OK Charge Volleyball, Spring 2023.
  - OK Peak Performance Volleyball, Spring 2023.
  - Kaizen Volleyball, Spring 2023.
  - Madison Avenue Realty (Black-owned business), Fall 2021.
  - Tatsukan Dojo (Black-owned business), Fall 2021.
  - MS Photography (Black-owned business), Fall 2021.
  - McNeal's Catering (Black-owned business), Fall 2021.
  - Greenwood Cultural Center (Tulsa Race Project), Spring 2021.
  - Historic Vernon AME Church (Tulsa Race Project), Spring 2021.
  - Wanda J's Next Generation Restaurant (Tulsa Race Project), Spring 2021.
  - Greenwood Theatrical (Tulsa Race Project), Spring 2021.
  - Gaylord College Social Media, Fall 2020.
  - Dance Chance, Fall 2019.
  - Infant Crisis Center, Fall 2019.
  - Earth Rebirth, Fall 2019.
  - Second Chance Animal Sanctuary, Fall 2019.
  - The Urban League of Greater Oklahoma City, Fall 2019.
- Gaylord 360 service-learning project co-manager:
  - Serve More, Spring 2018.
- Strategic Communication for Nonprofit Organizations service-learning project manager:
  - LifeShare of Oklahoma, Spring 2018.
- Public Relations Research service-learning project manager:
  - #BlackAndHooded (Black nonprofit), Fall 2018.
  - Oklahoma Messages Project, Fall 2017.
  - FEMA earthquake project, Spring 2017.
  - FEMA tornado project, Spring 2017.
  - United Way of Norman, Fall 2016.
  - Norman Addiction Information & Counseling, Fall 2016.
- Public Relations Campaigns project manager:
  - 1 for All (First Amendment Campaign), Spring 2020.
  - Oklahoma City National Memorial Museum – Lethal Words: Hate in America 25 Years After the Oklahoma City National Bombing, Fall 2019.
  - Oklahoma Health Care Authority, SoonerCare, Insure Oklahoma, Spring 2019.
  - Smoothies & Things (Black-owned business), Fall 2018.
  - Marucci Sports, Spring 2018.
  - Halliburton Federal Credit Union, Duncan, OK, Fall 2017.
- Connections for Life Christmas project coordinator, Winter 2014, 2015.
- Camp Living Waters, Loranger, LA, summer camp mentor, Summer 2015.

- Black Hills State University “where anything is possible” marketing contest judge, Spring 2015.
- Fellowship Church, Prairieville, LA, Vacation Bible School volunteer, 2012-2016.
  - Class teacher, Summer 2012.
  - Class leader, Summer 2013.
  - Activity manager, Summer 2014.
- Fellowship Church, Prairieville, LA, Infant Room Caregiver, 2012-2016.
- Fellowship Church, Prairieville, LA, Life Group Leader, 2014-2015.
- Gonzales Soccer Club, youth coach, Fall 2012-2013, Spring 2014-2015.
- Orthopedic & Sports Clinic, Gonzalez, LA, strategic communication project manager, Spring 2014.
- Baton Rouge and surrounding communities service-learning project manager:
  - The ALS Association Louisiana-Mississippi Chapter, Big Buddy, Capital Area Special Olympics, Diversity House, Spring 2016.
  - Big Buddy, Capital Area Special Olympics, Youth Oasis, Fall 2015.
  - Big Buddy, Connections for Life, Capital Area Special Olympics, Youth Oasis, Spring 2015.
  - Capital Area Special Olympics, Youth Oasis, St. Jude Up ‘Til Dawn, Fall 2014.
  - Big Buddy Program, Connections for Life, East Baton Rouge Parish Library, Greater Baton Rouge Hope Academy, Spring 2014.
  - The Walls Project, East Baton Rouge Parish Library and The Mentorship Academy in Baton Rouge, LA, Fall 2013.
  - Baton Rouge Area Chamber (involving SCVNGR) in Baton Rouge, LA, Spring 2013.
  - Greater Baton Rouge Hope Academy, Greater Baton Rouge Food Bank, SmokingWords/Fresh Campus of Baton Rouge in Baton Rouge, LA and Fellowship Church of South Ascension Parish, Spring 2013.
  - Bywater CDC (New Orleans), Louisiana Northshore Quilt Trail, SmokingWords/Fresh Campus and Susan G. Komen of Baton Rouge (involving SCVNGR), Fall 2012.
  - Delta Service Corps, Playmakers, Istrouma Sports Organization, SmokingWords/Fresh Campus, Gaitway Therapeutic Horsemanship and the Baton Rouge Area Alcohol and Drug Center in Baton Rouge, LA, Spring 2012.
  - Baton Rouge Zoo, Hilltop Arboretum, BREC, and Capitol Park Museum (involving SCVNGR) in Baton Rouge, LA, Spring 2012.
  - SCVNGR and International Town and Gown Association (ITGA) in Morgantown, WV, Fall 2011.
- Baton Rouge Area Violence Elimination (BRAVE), Baton Rouge, LA, project communication consultant, Fall 2012-Fall 2013.
- Susan G. Komen Screening and Regional Education Network (SCREEN!), Baton Rouge, LA, communication consultant for area breast health awareness project, Fall 2012-Fall 2013.
- Bovine Basics, Minneapolis, MN, environmental communication project manager, Spring 2011.
- March of Dimes Annual March for Babies volunteer, Northern WV Chapter, 2011.
- Jeff Hostetler ‘Hoss Foundation’ Gift Project volunteer, Morgantown, WV, 2010 & 2011.

## Membership

- American Academy of Advertising (AAA), 2003-2010.
- Association for Education in Journalism and Mass Communication (AEJMC), 2002-present.
- Champions for PRSSA, January 2018-present.
- Golden Key, International Honour Society, 2007-present.
- International Communication Association (ICA), 2002-present.
- International Society for the Scientific Study of Subjectivity (ISSSS), 2005-2012.
- Kappa Tau Alpha (KTA), National Honor Society in Journalism and Mass Communication, 2007-present.
- National Communication Association (NCA), 2002-present.
- Public Relations Association of Louisiana (PRAL), 2013-2016.
- Public Relations Society of America (PRSA), 2012-present.
- Public Relations Society of America, Educators Academy, 2017-present.
- Southern Public Relations Federation (SPRF), 2013-2016.

---

## MEDIA CONTRIBUTIONS, APPEARANCES, AND INTERVIEWS

---

1. The unspoken etiquette of mourning on social media (Aug. 5, 2025). Alessandra Schade, *Time*.
2. Super Bowl LIX advertising breakdown (Feb. 12, 2025). Jim Engster Show, WRKF Talk 89.33
3. T-shirts serve as spirit of remembrance in two neighborhoods separated by state lines (June 8, 2024). Madeline Cantrell, *Gaylord News*.
4. Super Bowl LVIII advertising breakdown (Feb. 13, 2024). Jim Engster Show, WRKF Talk 89.33
5. Is the Oklahoma Turnpike Authority ‘spying’ on people? Here’s what Public Eye found. (Oct. 9, 2023) Dale Denwalt, *The Oklahoman*.
6. Super Bowl LVII advertising breakdown (Feb. 13, 2023). Jim Engster Show, WRKF Talk 89.33
7. Grief is complicated. Especially when it’s on Instagram: You don’t need to grieve alone (Nov. 22, 2022). Christianna Silva, *Mashable*.
8. Oklahoma Turnpike Authority purchased oppositional domain names ahead of ACCESS project rollout (Nov. 18, 2022). Beth Wallis, *State Impact Oklahoma, NPR*.
9. Super Bowl LVI advertising breakdown (Feb. 14, 2022). Jim Engster Show, WRKF Talk 89.3.
10. Tulsa Race Massacre 100-Year Anniversary & Supporting Black-Owned Small Businesses (February 2021). Public Relations Division, AEJMC.
11. Super Bowl LV advertising breakdown (Feb. 8, 2021). Jim Engster Show, WRKF Talk 89.3.
12. Super Bowl LIV advertising breakdown (Feb. 3, 2020). Jim Engster Show, WRKF Talk 89.3.

13. If corporate social advocacy is one of your strategies, beware of skepticism and hypocrisy (March 30, 2020). Katie Paine, *The Measurement Advisor: The Newsletter of Measurement from Paine Publishing*.
14. Practicing what I preach: Giving back to the community is an important part of a PR educator's work (January 2020). Public Relations Division, AEJMC.
15. Finding meaning in tragedy: Addiction, trauma, and activism (November 24, 2019). Kristance Harlow, *Digging to Roam*. <https://www.diggingtoroam.com/finding-meaning-in-tragedy-addiction-trauma-and-activism/>
16. Super Bowl LIII advertising breakdown (Feb. 4, 2019). Jim Engster Show, WRKF Talk 89.3.
17. #ImmodestWomen (June 18, 2018). *Inside Higher Ed*.
18. Super Bowl LII advertising breakdown (Feb. 5, 2018). Jim Engster Show, WRKF Talk 89.3.
19. Be smart when using social media (June 19, 2017). Kathleen Guill, *Altus Times*.
20. Super Bowl LI advertising breakdown (Feb. 6, 2017). Jim Engster Show, WRKF Talk 89.3.
21. 8 Critical Questions Answered by IPRRC 2016 (April 18, 2016). Katie Paine, *The Measurement Advisor: The Newsletter of Measurement from Paine Publishing*.
22. Super Bowl 50 advertising breakdown (Feb. 9, 2016). Jim Engster Show, WRKF Talk 89.3.
23. Uprise in marijuana smoking with youths (Dec. 17, 2015). The Think Tank with Garland Robinette, WWL Talk 105.3.
24. Facebook to give users more than just the "like" button. (Sept. 17, 2015). Louisiana Radio Network.
25. Social media used to mourn Leonard Nimoy's death. (Feb. 28, 2015). Jim Engster Show, WRKF Talk 89.3.
26. Google launches a YouTube app for Kids. (Feb. 23, 2015). Louisiana Radio Network.
27. Facebook allows you to appoint overseer to your account upon death. (Feb. 15, 2015). Louisiana Radio Network.
28. Nationwide child-death ad not getting desired effect. (Feb. 2, 2015). Louisiana Radio Network.
29. Super Bowl XLIX advertising breakdown (Feb. 2, 2015). Jim Engster Show, WRKF Talk 89.3.
30. BHSU honors winners in marketing tagline contest. (Jan. 27, 2015). BHSU news & events.
31. How Kleinpeter Farms Dairy rebuilt its brand after milk spoilage issue. (Oct. 28, 2014) *NOLA.com*
32. Career tip. (Oct. 28, 2014). *DigBR* magazine.
33. PRAL honors professional achievement award winner & educator of the year for 2014. (Oct. 23, 2014). Public Relations Association of Louisiana.
34. Alumna Jensen Moore wins state, regional and national teaching awards. Missouri School of Journalism Graduate Studies news.
35. Impart 6 words of wisdom to graduates. (May 20, 2014). *NOLA.com*
36. Social media's role in disasters and crime scenarios on the rise. (May 12, 2014). Talk with Kevin Gallagher & Brian Haldane. WBRP Talk 107.3.
37. LSU senior awarded inaugural Ruth Edelman PRSSA award (March 25, 2014). LSU Media Center.
38. 100 reasons to love Baton Rouge. (Feb. 27, 2014). *225* magazine.

39. Diversity Day at LSU embraces differences, raises awareness. (Feb. 12, 2014). NBC 33.
40. Super Bowl XLVIII commercials. (Feb. 6, 2014). Jim Engster Show, WRKF Talk 89.3.
41. LSU PRSSA announces Bateman Team. (Nov. 25, 2013). PRSSA National Chapter News.
42. Louisiana TV: How shows have helped the state's image. (Nov. 11, 2013). Kris Cusanza, NBC33.
43. Our grieving space: The social network allows us to deal with sorrow, find consolation. (July 20, 2013). Ellyn Couvillion. *The Advocate*.
44. Power of Ideas. (ND). Billy Gomila. *LSU Gold*.
45. TEDxLSU: Evolve event set for Saturday. (March 11, 2013). Ryan Broussard. *The Advocate*.
46. School threats spreading on social media. (March 1, 2013). Farrah Reed. Manship Digital News.
47. Cat's fate spurs Facebook comments, petition. (Feb. 25, 2013). Steven Ward. *The Advocate*.
48. Local campaign aimed at ending bullying in area schools. (Feb. 17, 2013). Nick Foley. WSMV.
49. University students create anti-bullying campaign. (Feb. 17, 2013). Erin Hebert. *The Daily Reveille*.
50. LSU prepares for local TEDx event. (Feb. 14, 2013). Julia Ballard, *Silicon Bay News*.
51. CxC Presents: Jensen Moore, CxC faculty, set to speak at inaugural TEDxLSU event. (Feb. 14, 2013). Jenny Bravo. Communication Across the Curriculum.
52. University students create anti-bullying campaign. (Feb. 17, 2013). *The Daily Reveille*.
53. Ray Lewis is example of troubled athlete who was able to shift personal narrative. (Jan. 26, 2013). Rachel Whittaker. *The Times-Picayune and Sports Business News*.
54. Super Bowl countdown: Beyond the Har-Bowl, national buzz, headlines and quotes. (Jan. 27, 2013). Michael Potter. Mass Live.
55. Super Bowl XLVII commercials. (Jan. 13, 2013). Jim Engster Show, WRKF 89.3.
56. Mall fight raises new concerns over social media sites. (Jan. 6, 2013). Nick Foley. WAFB and CBS Atlanta.
57. Manship School strategic communication students explore, create social technologies. (ND). Manship School.
58. People sound off about election on social media sites. (Nov. 7, 2012). Nick Foley. WAFB.
59. Businesses aim to build brands with gifts, but ROI is sometimes sour. (Sep. 28, 2012). Maggie Heyn Richardson. *The Business Report*.
60. Seeking sweet influence. (Sep. 17, 2012). Maggie Heyn Richardson. *The Business Report*.
61. Social media connects community, aids police in Shunick search. (May 30, 2012). Nicholas Persac. *The Advertiser*.
62. Baton Rouge Zoo launches new SCVNGR Trek (March 29, 2012). BREC's Baton Rouge Zoo.
63. Super Bowl XLVI commercials. (Feb. 2, 2012). Jim Engster Show, WRKF 89.3.
64. Mobile app showcases local businesses. (Dec. 6, 2011) Lacey Palmer. *The DA Online*.

---

## PROFESSIONAL EXPERIENCE

---



**Social Media Consultant**, worked with local nonprofits to create social media strategies, metrics, policies, playbooks, crisis response plans and editorial calendars for various platforms, Prairieville, LA, 2013-2016.

**Distance Education Consultant**, helped educators in the areas of journalism, mass communication and communication studies develop, staff, and manage online courses, Detroit, MI, 2007-2009; Morgantown, WV, 2009-2011; Baton Rouge, LA, 2009-2012.

**Social Media Consultant**, worked with local nonprofit to create pro-social online network capable of increasing religious organization's youth/teen audience, Detroit, MI, 2007-2009.

**Research Consultant**, *Prognostications for Journalists of the Future* (book), Columbia, MO, 2005.

**Marketing Contractor**, Neighborhood Marketing Solutions, Minneapolis, MN, 2002.

**Research Consultant**, Fresh Force Service-Learning, St. Paul, MN, St. Paul Public Schools, 2000-2001.

**Community Relations Director and Advertising Executive**, St. Paul Saints Professional Baseball Club, Inc., St. Paul, MN, 2000-2001.

**Media Relations and Public Relations Director**, Grand Rapids Hoops Professional Basketball Club, Inc., Continental Basketball Association, Grand Rapids, MI, 1999-2000.

**Public Relations Consultant**, Wisconsin Army National Guard, Portage, WI, 1999.

**Staff Writer, Sports Reporter, Photographer**, *Black Hills Pioneer*, Spearfish, SD, 1996-1997.