

JANELLE APPLEQUIST

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EDUCATION

- Ph.D.** The Pennsylvania State University, 2015
College of Communications
Ph.D. in Mass Communications
Advisors: Matthew P. McAllister & C. Michael Elavsky
Doctorate Dissertation: *A mixed-methods approach toward primetime television direct-to-consumer drug advertising: Pharmaceutical fetishism and the commercial discourse of health care*
- M.A.** The Pennsylvania State University, 2011
College of Communications
M.A. in Media Studies
Master's Thesis: *"Ask your doctor about"...gifting and detailing: How the pharmaceutical industry has increased side effects while jeopardizing patient care*
- B.A.** The Pennsylvania State University, 2009
College of Communications
B.A. in Broadcast Journalism, Minor: Psychology

ACADEMIC APPOINTMENTS

Associate Professor. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida. Tenured and promoted August 2020.

- Undergraduate courses developed and taught independently: Introduction to Advertising (in-person and online versions)
- Graduate courses developed and taught independently: Qualitative Research Methods, M.S. Advertising Proseminar

Assistant Professor, Tenure-Track. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida, August 2015 – June 2020.

- Undergraduate courses developed and taught independently: Principles of Public Relations, Introduction to Advertising, Health Communication and the Media, Media and the 2016 Election
- Graduate courses developed and taught independently: Qualitative Research Methods, Health Communication and the Mass Media, Advertising Proseminar

Graduate Instructor. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Summer 2012-Spring 2015. Courses taught: International Mass Communications and Media and Democracy.

Graduate Teaching Assistant. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Spring 2011-Fall 2012. Courses taught: World Media Systems and Media and Democracy.

AUTHORED BOOKS

Bell, T. R., **Applequist, J.**, & Dotson Pierson, C. (2019). *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. Part of the special series titled *Lexington Studies in Health Communication*. Lanham, MD: Lexington Books. ISBN: 978-1498570565.

***Outstanding Book Award Winner. National Communication Association (NCA), Communication and Sport Division. Award recognizes the most outstanding book in the field of sport and communication for the 2019 calendar year. (2020).**

Applequist, J. (2016). *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*. Lanham, MD: Lexington Books. Hardback and paperback editions. ISBN: 9781498539531.

PUBLISHED REVIEWS OF AUTHORED AND CO-AUTHORED BOOKS

Cossmann, H. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *Journalism & Mass Communication Quarterly*, 1-3. doi: 10.1177/1077699020952085

Heo, Y. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *International Journal of Sport Communication*, 13(1), 137-139. doi: 10.1123/ijsc.2019-0128

Lembcke, J. (2019). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *CHOICE: Current Reviews for Academic Libraries*, 57(4), 452.

Attarabeen, O., & Alkhateeb, F. (2019). [Review of the book *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*, by Janelle Applequist]. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(4), 541-543. doi: 10.1108/IJPHM-11-2019-075

JOURNAL ARTICLES

Applequist, J., Burroughs, C., Ramirez, A., Merkel, P. A., Rothenberg, M. E., Trapnell, B., Desnick, R. J., Sahin, M., & Krischer, J. P. (2020). A novel approach to conducting clinical trials in the community setting: Utilizing patient-driven platforms and social media to drive web-based patient recruitment. *BMC Medical Research Methodology*, 20(58), 1-14. doi: 10.1186/s12874-020-00926-y

Hayes, J., Golan, G., Britt, B., & **Applequist, J.** (2020). How advertising relevance and consumer-brand relationship strength limit disclosure effects of native ads on Twitter. *International Journal of Advertising* [Special issue – Native and Covert Advertising formats], 39(1), 131-165. doi: 10.1080/02650487.2019.1596446

Hayes, J., Britt, B., **Applequist, J.**, Hill, J., & Ramirez, A. (2020). Leveraging textual paralinguage and consumer-brand relationships for more relatable online brand communication: A social presence approach. *Journal of Interactive Advertising*, 20(1), 17-30. doi: 10.1080/15252019.2019.1691093

Gerard Ball, J., & **Applequist, J.** (2019). The use of narratives to deliver information in direct-to-consumer prescription drug commercials: A content analysis. *Journal of Health Communication*, 24(5), 512-524. doi: 10.1080/10810730.2019.1631915

Applequist, J. (2018). The introduction of the medicinal partner in direct-to-consumer advertising: Viagra's contribution to pharmaceutical fetishism and patient-as-consumer discourse in healthcare. *Qualitative Research in Medicine & Healthcare*, 2, 65-76. doi: 10.4081/qrmh.2018.7646

Applequist, J., & Ball, J. G. (2018). An updated analysis of direct-to-consumer television advertisements for prescription drugs. *Annals of Family Medicine*, 16(3), 211-216. doi: 10.1370/afm.2220

Miller-Day, M., **Applequist, J.**, Zabokrtsky, K., Dalton, A., Kellom, K., Gabbay, R., & Cronholm, P. F. (2017). A tale of four practices: A comparative analysis of high and low performing patient-centered medical homes. *Journal of Health Organization and Management*, 31(6), 630-646. doi: 10.1108/JHOM-01-2017-0015

***Awarded “most outstanding publication/best article of the year” for *Journal of Health Organization and Management* via the Emerald Publishing Literati Awards.**

Applequist, J., Miller-Day, M., Cronholm, P., Gabbay, R. A., & Bowen, D. S. (2017). “In principle we have agreement, but in practice it is a bit more difficult”: Obtaining organizational buy-in to patient-centered medical home transformation. *Qualitative Health Research, 27*(6), 909-922. doi: 10.1177/1049732316680601

Applequist, J. (2014). “The part too often left out involves the perspectives of patients”: Helping health care providers understand the material reality of the everyday for individuals with eating disorders. *Journal of Medicine and the Person, 12*(3), 118-124. doi: 10.1007/s12682-014-0186-1

Applequist, J. (2014). Pinterest, gender reveal parties and the binary: Reducing an impending arrival to “pink” or “blue.” *Pennsylvania Communication Annual, 70*(3), 51-65. ISSN: 2372-6350

Applequist, J. (2013). Constructions of the patient as consumer in the patient-centered medical home. *Journal of Communications Media Studies, 5*(1), 44-58.

PUBLISHED CONFERENCE PROCEEDINGS

Ball, J.G., & **Applequist, J.** (2018). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials*. Paper presented at the American Academy of Advertising annual conference. New York, NY: <https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf>

Hayes, J., Shan, Y., & **Applequist, J.** (2016). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Paper presented at the American Academy of Advertising annual conference. Seattle, WA. http://www.aaasite.org/resources/Documents/AAA_2016FINA.pdf

BOOK CHAPTERS

Guldin, R. **Applequist, J.,** & Bell, T. R. (2020). Examining depictions of social aggression in early 2000s “Disney is ruining my kid!” A case for cultivation and social learning in tween TV. In C. Bell (Ed.), *Disney Channel tween programming: Essays on shows from Lizzie McGuire to Andi Mack*. (pp. 91-110). Jefferson, NC: McFarland & Company, Inc.

Applequist, J., & McAllister, M. P. (2019). “Don’t mind me, I’m just a dermatophyte”: The use of animation in direct-to-consumer pharmaceutical television advertising. In K. Thompson & M. Cook (Eds.), *Animation and advertising*. (pp. 195-209). United Kingdom: Palgrave Macmillan.

Bell, T., & **Applequist, J.** (2019). Veiled hyper-sexualization: Deciphering “Strong is Beautiful” as collective identity in the WTA’s global ad campaign. In R. J. Lake (Ed.), *The Routledge handbook of tennis: History, culture and politics (Routledge international handbooks)* (pp. 234-244). London: Routledge.

Bowen, D. S., & **Applequist, J.** (2018). “Save your life! Do what I post!”: Social learning through celebrity health advocacy on social media. In C. Madere (Ed.), *How celebrity lives affect our own: Understanding the impact on Americans’ public and private lives* (pp. 51-65). Lanham, MD: Lexington Books.

Applequist, J. (2016). “Let it go, let it go!”: Resistance via counter-hegemony and traditional representations of hegemony as seen in Disney’s “Frozen”. In K. Roberts (Ed.), *Communication basics for millennials: Essays on communication theory and culture* (pp 73-85). New York, NY: Peter Lang.

PUBLISHED ENCYCLOPEDIA ENTRIES

Applequist, J. (2017). Response sets. (3,000 words). In R. F. Potter, C. S. Davis, & J. Matthes (Eds.), *The international encyclopedia of communication research methods*. Hoboken, NJ: Wiley-Blackwell.

Applequist, J. (2017). Pharmaceutical industry. (2,000 words). In L. A. Schintler & C. L. McNeely (Eds.), *The encyclopedia of big data*. New York, NY: Springer.

McAllister, M. P., & **Applequist, J.** (2016). Commercialization of politics. (2,000 words). In G. Mazzoleni, K. G. Barnhurst, K. Ikeda, R. C. M. Maia, & H. Wessler (Eds.), *The international encyclopedia of political communication*. Oxford, England: Wiley-Blackwell.

Applequist, J. (2015). Cosmetic surgery. (1,000 words). In D. T. Cook & J. Ryan (Eds.), *The Wiley-Blackwell encyclopedia of consumption and consumer studies*. Hoboken, NJ: Wiley-Blackwell.

Applequist, J., & Rodino-Colocino, M. (2014). World Internet project. (1,200 words). In K. Harvey (Ed.), *Encyclopedia of social media and politics*. Thousand Oaks, CA: Sage Publications.

PUBLISHED BOOK REVIEWS

Applequist, J. (2017). Review of Elaine Hsieh’s *Bilingual health communication: Working with interpreters in cross-cultural care*, in *Journal of Language and Social Psychology*, 36(5), 617-619.

Applequist, J. (2014). Review of Joseph Turow's *The daily you: How the new advertising industry is defining your identity and your worth*, in *The Popular Culture Studies Journal*, 2(1&2), pp. 315-318.

Applequist, J. (2014). Review of J. David Johnson's *Dosage: A guiding principle for health communicators*, in *Health Communication*, 29(8), pp. 1-2.

Applequist, J. (2013). Review of David Whitley's *The idea of nature in Disney animation: From Snow White to Wall-E*, second edition, in *Journal of Popular Film and Television*, 41(4), pp. 220-221.

Applequist, J. (2013). Review of Amir Hetsroni's *Advertising and reality: A global study of representation and content*, in *International Journal of Communication*, 7, pp. 903-905.

Applequist, J. (2013). Review of the Michelle Miller-Day's *Family communication, connections, and health transitions: Going through this together*, in *Journal of Communication*, 63, pp. E16-E18.

GRANTS

Grant Recipient. (2019, May). Grant to continue license of SnapStream recording software for research (incentive grant), University of South Florida, Office of Research and Scholarship. Awarded by Dr. Randy Larsen (Dean of Office of Research and Scholarship). (\$2,500.00).

Core Lead/Co-Investigator. (applied but not selected, 2019, June). Engagement and Dissemination Core. Department of Health and Human Services. National Institutes of Health (NIH). RFA-TR-13-003. Data Management and Coordinating Center (DMCC) for Rare Diseases Clinical Research Network (RDCRN) (UC2). (amount requested: \$17.5 million - \$3.5 million each year/5 years).

- Previous funding for this grant (three prior cycles) provided by the NIH for grant period of 8/1/03-6/30/19 - \$58 million
- Role: Lead for 20% of grant focused on engagement and dissemination. Specific aims of the core include: providing mechanisms of engagement for individuals, research, and organizations representing or affected by rare diseases studied by the RDCRN, enhancing outreach to industry to inform them about Network activities, provide outreach to various stakeholders, and promotion of access to RDCRN resources.

Grant Recipient. (2018, May). University of South Florida, College of Arts and Sciences, Office of Research and Scholarship. CAS Travel Award for international conference presentation. (amount funded: \$750.00).

Faculty Consultant to National Institutes of Health (NIH) Grants, USF Health Informatics Institute. December 2017-present.

- Role: faculty consultant for direct-to-patient marketing approaches and communication content for clinical trial enrollment for rare disease networks. Four-course teaching buyouts in conjunction with grant from 2018-2019.
- Protocol title: *Protocol for increasing accrual using social media (PRISM): The utilization and evaluation of methods of direct participant recruitment and engagement for clinical research trials for rare diseases.*
- Funding sources:
 - o R01HL115041, Krischer/Merkel (Co-PIs), 09/01/12 – 05/31/18, Sponsor: National Heart, Lung and Blood Institute, University of Pennsylvania, Project Title: *Novel Methods for the Conduct of Clinical Trials*
 - o Grant number: 9U01TR001263-11, Krischer (PI), 09/01/09 – 06/30/19, FAIN: U01TR001263, University of South Florida, Project Title: *Rare Diseases Data Management and Coordinating Center*, Sponsors: National Institutes of Health, National Center for Advancing Translational Sciences.

Co-Principal Investigator (Co-PI), Full Fellowship Recipient. (2018, March). Research fellowship competition for the American Academy of Advertising (AAA) for the promotion of continued scholarship for advertising professors. Grant title: *Drug Tales: The Effects of Narratives on Processing of Expository Risk Information in Hybrid Prescription Drug Ads*. Submitted with co-investigator Jennifer Ball, Ph.D., Temple University, awarded at the American Academy of Advertising's annual conference in New York City. (\$3,000.00).

Full Grant Recipient, Principal Investigator (PI). (2018, March). University of South Florida Creative Scholarship Grant. Office of Research & Innovation. (amount funded: \$10,000).

Full Grant Recipient. (2018, March). University of South Florida Faculty International Travel Grant. Office of Research & Innovation. (\$2,500).

Co-investigator on grant application (applied but not selected). Research grant for the Association of Education in Journalism and Mass Communications (AEJMC) Emerging Scholars Program. *Drug Tales: The Effects of Narratives on Processing of Expository Risk Information in Hybrid Prescription Drug Ads* Submitted with co-author Jennifer Ball, Ph.D., Temple University, in October 2017. Grant amount requested: \$3,000.

Co-Principal Investigator (Co-PI) on federal grant application (applied but not selected). Collaborative grant with Pasco County Sheriff's Office. Submitted to Department of Justice and pending review. Project title: *Smart Policing Initiative: Pasco County's Juvenile Crime Reduction Initiative Utilizing Social Network Analysis*. Grant total requested: \$610K. Submitted early 2017.

Incentive Grant Recipient. (2017, March). Successful Teaching and Scholarship Performance Grant, University of South Florida College of Arts and Sciences, Awarded by Eric Eisenberg (Dean of College of Arts and Sciences). (\$5,000.00).

Full Grant Recipient, Principal Investigator (PI). (2016, April). University of South Florida New Researcher Grant, USF Office of Research & Innovation. (\$10,000.00).

Full Grant Recipient. (2013). The Don Davis Program in Ethical Leadership, project titled *Walt Disney World's Representations of Culture: Epcot's World Showcase and Commodified Ethnocentrism*, The Pennsylvania State University, 2013 (\$2,500).

Full Grant Recipient. (2013). The Arthur W. Page Center for Integrity in Public Communications, project titled *Organizational Communication and the transition to a patient-centered medical home (PCMH): How practices are advertising health and wellness programs to patients in accordance with the PCMH's principles*, The Pennsylvania State University, 2013 (\$2,500).

Full Travel Grant Recipient. (2013). European Sociological Association, Turin, Italy; August 2013.

Full Travel Grant Recipient. (2012). Cultural Studies Association of Australasia, Sydney, Australia; December 2012.

Grant Consultant and Team Member. (2012). U.S. Department of Health and Human Services – Agency for Healthcare Research and Quality & the Aetna Foundation, for a longitudinal project coordinated with The University of Pennsylvania and the Milton S. Hershey Medical School, conducted research 2011-2013. Grant Number R18HW019150. The Marvin and Josie Krasnansky Internship Grant recipient (2008). The Pennsylvania State University.

FDA (FOOD AND DRUG ADMINISTRATION) PATIENT ENGAGEMENT ADVISORY COMMITTEE MEMBER

U.S. Department of Health and Human Services. Food and Drug Administration. Patient Engagement Advisory Committee Member. Academician Consultant Role. Role entails the FDA requesting my presence at various FDA hearings in Washington, D.C. to provide feedback based on my research expertise. Nominated October 2018 and selected March 2019.

- The Committee provides advice to the Commissioner or designee, on complex issues relating to medical devices, the regulation of devices, and their use by patients. The Committee may consider topics such as: agency guidance and policies, clinical trial or registry design, patient preference study design, benefit-risk determinations, device labeling, unmet clinical needs, available alternatives, patient reported outcomes and device-related quality of life or health status issues, and other patient-related topics. The Committee will provide relevant skills and perspectives, in order to improve communication of benefits, risks, clinical outcomes, and increase integration of patient perspectives into the regulatory process for medical devices. It will perform its duties by discussing and providing

advice and recommendation in ways such as: identifying new approaches, promoting innovation, recognizing unforeseen risks or barriers, and identifying unintended consequences that could result from FDA policy.

- Also asked to participate on other FDA Advisory Committees and asked to participate in Agency Directed Assignments
- Confirmed Special Government Employee (SGE) as designated by the FDA

GOVERNMENT PRESENTATION - FOOD AND DRUG ADMINISTRATION

Applequist, J., Krischer, J., Ramirez, A., Cronholm, P., Burroughs, C., McAlear, C., Borchin, R., Kullman, J., Merkel, P. (November 15, 2018). *A novel approach to conducting clinical trials in the community setting: Patient-driven platforms and social media as foundations for web-based recruitment and accrual*. Presented at the Food and Drug Administration (FDA) Patient Engagement Advisory Committee (PEAC) Hearing, hosted by the U.S. Department of Health and Human Services. Meeting focused on utilizing real world data from patient-driven platforms that connect and empower patients; discussion of how the FDA can use patient-driven platforms (e.g. social media, digital health technology, and patient registry data) to inform the regulatory evaluation of medical devices. Washington, D.C.

FEATURED TEDx TALK

Applequist, J. (2014, March). *Using reciprocity to inform research and educational instruction*. TED Talk at TEDxPSU.

FELLOWSHIP

Fellow for the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication. (Selected 2018, July). Sixth annual workshop for moving female junior faculty forward in their careers, in coordination with the Association for Education in Journalism and Mass Communication (AEJMC) Commission on the Status of Women event. 25 applicants selected.

REFEREED MANUSCRIPTS SELECTED FOR CONFERENCE PRESENTATION

Bell, T.R., & **Applequist, J.** (November 2020). *“Do the things you’re gonna do on game day, just don’t get hurt”*: A narrative analysis of the NFL’s “Future of Football” advertising campaign. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Indianapolis, IN (virtual due to COVID-19).

Applequist, J., & Bell, T.R. (April 2020). *The “Future of Football”: A narrative analysis of NFL corporate social responsibility through advertising*. Presented at the Broadcast Education Association (BEA) annual conference. Sports Division. Las Vegas, NV (conference format adjusted due to COVID-19). ***Top Paper Award, First Place, Debut Category for Broadcast Education Association (BEA).**

Applequist, J., & Hintz, E. A. (2019, November). *Information versus influence: An analysis of rewards present in broadcast direct-to-consumer prescription drug advertising*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Guldin, R., **Applequist, J., & Bell, T. R.** (November 2019). *‘Disney is ruining my kid!’: Making a case for cultivation and social learning theories through examining social aggression in 2000s Disney channel series*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Grove, Linsey, **Applequist, J.,** Ramirez, A., & DeBate, R. (2018, June). *Mental health literacy and masculine stereotypes: Message testing on a large undergraduate male population at a public university*. Presented at the Annual International Social Marketing Conference. Clearwater, Florida.

Sumner, E., Ramirez, A., & **Applequist, J.** (2018, May). *The role of social media network size and subgroups in predicting indicators of subjective well-being*. Presented at the International Communication Association (ICA) annual conference. Communication & Technology division. Prague, Czech Republic.

Applequist, J., & McAllister, M. P. (2018, May). *“Don’t mind me, I’m just a dermatophyte”*: *The use of animation in direct-to-consumer pharmaceutical television advertising*. Presented at the International Communication Association (ICA) annual conference. Health Communication division. Prague, Czech Republic.

Ramirez, A., & **Applequist, J.** (2018, April). *Multiple Sclerosis diagnoses: Applying the theory of motivated information management*. Presented at the Kentucky Conference on Health Communication (KCHC) biennial conference. Lexington, Kentucky.

Bell, T. R., **Applequist, J., & Dotson-Pierson, C.** (2018, April). *CTE, media, and the NFL: Framing of an American football crisis*. Presented at the Summit on Communication and Sport annual conference, International Association for Communication and Sport (IACS). Bloomington, IN.

Gerard Ball, J., & **Applequist, J.** (2018, March). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials*. Presented at the American Academy of Advertising (AAA) annual conference. New York, NY.

Bell, T., & **Applequist, J.** (2017, August). *Veiled hyper-sexualization: How the Women's Tennis Association deciphers collective identity through advertising*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising division, Chicago, IL.

Bell, T., & **Applequist, J.** (2017, April). "Strong is beautiful:" *A visual textual analysis of hyper-sexualization present in the WTA's global ad campaign*. Presented at the International Association of Communication in Sport (IACS) 10th annual summit. Arizona State University. Phoenix, AZ.

Applequist, J. (2016, December). *Disease branding in Western medicine: Advertising discourse alongside the promotion of pharmaceutical fetishism*. Presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

Applequist, J., & Miller-Day, M. (2016, November). "In principle we have agreement, but in practice it is a bit more difficult": *Obtaining organizational buy-in to patient-centered medical home transformation*. Presented at the National Communication Association (NCA) annual conference. Health Communication Division. Philadelphia, PA.

Bell, T., & **Applequist, J.** (2016, November). "Concussion," *Omalu, and the NFL: A quantitative analysis of a media template*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division, Philadelphia, PA.

Hayes, J., Shan, Y., & **Applequist, J.** (2016, March). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Presented at the American Academy of Advertising (AAA) annual conference. Seattle, WA.

Applequist, J. (2015, November). *TEDx Talks: Embracing opportunities for outreach*. Presented at the National Communication Association (NCA) annual conference. Las Vegas, NV.

Applequist, J. (2015, November). *Click "healing": A case study of pharmaceutical advertising online and Nexium's website as a form of the health belief model*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Las Vegas, NV.

Applequist, J. (2015, November). *How the pharmaceutical industry portrays "successful" elements of aging alongside consumerist health discourses in advertising*. Presented at the National Communication Association (NCA) annual conference. Communication and Aging Division. Las Vegas, NV.

Applequist, J. (2015, November). *The commercial elements of constructing a prescription drug: A case study of YAZ and its implications for perceived feminist empowerment.* Presented at the National Communication Association (NCA) annual conference. Women's and Feminist Studies Division. Las Vegas, NV.

Applequist, J. & McAllister, M. (2015, April). *Understanding the commercialization of mediated politics from a political economic perspective.* Presented at the Eastern Communication Association (ECA) annual conference. Philadelphia, PA.

Applequist, J. (2014, November). *The implementation of electronic medical records: Best practices for increasing overall healthcare understanding while decreasing medical costs.* Presented at the National Communication Association (NCA) annual conference. Chicago, IL.

Applequist, J. (2014, November). *Approaching anorexia and recovery via ethnographic research: How the transtheoretical model of change can be used as a supplement to health care provider and patient education.* Presented at the National Communication Association (NCA) annual conference. Chicago, IL.

Applequist, J. (2013, August). *Direct-to-consumer advertising: Obstacles for the aging population in association with health literacy and cognitive age.* Presented at the European Sociological Association (ESA) annual international conference. Turin, Italy.

Applequist, J. (2013, August). *How to advance the field of health communication: Allowing qualitative methods to be equally distributed and empowered.* Presented at the European Sociological Association (ESA) annual international conference. Turin, Italy.

Applequist, J. (2013, March). *Health care messages in support of eating disorder recovery: Obtaining patient voice and having empathy.* Presented at the Communications Graduate Forum conference. University Park, PA.

Applequist, J. (2012, December). *A case study of the purple pill: How the discourse of a brand and its ideology are constructed.* Presented at the Cultural Studies Association of Australasia annual international conference. University of Sydney. Sydney, Australia.

Applequist, J. (2012, November). *The digitization of medical records and the ethical implications: How privacy concerns can be alleviated through proper attention and education.* Presented at the National Communication Association (NCA) annual conference, Orlando, FL.

Applequist, J. (2012, November). *Constructions of the patient-centered medical home's information technology: Viewing the "patient" as "consumer."* Presented at the National Communication Association (NCA) annual conference. Orlando, FL.

Elavsky, M., **Applequist, J.**, & Morar, D. (2012, March). *Global communication pedagogy as hybridized collaborative engagements*. Presented at the Penn State Symposium for Teaching and Learning with Technology. University Park, PA.

Applequist, J. (2010, October). *Direct-to-consumer advertising and health communication research*. Presented at the Union for Democratic Communications annual conference. University Park, PA.

REFEREED MANUSCRIPTS SELECTED FOR POSTER PRESENTATION AT CONFERENCES

Hayes, J., Golan, G., & **Applequist, J.** (2018, August). *How advertising relevance and brand relationship strength limits disclosure effects of native ads on Twitter*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising Division. Poster Session. Washington, D.C.

Applequist, J. (2013, March). *Is it a girl or a boy? Gender reveal parties and Pinterest*. Graduate Student Exhibition. Poster Session. The Pennsylvania State University. University Park, PA.

PANEL PRESENTATIONS AT CONFERENCES

Applequist, J. (2019, May). Panel Discussant. *Crossing boundaries, connecting domains: Evolving issues and promising topics in health communication*. Panel presented at the International Communication Association (ICA) annual conference. Health Communication Division. Washington, DC.

Applequist, J. (2016, December). Panel Chair and Discussant. *Bodily augmentation regimes*. Panel presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

Applequist, J. (2016, November). Panel Chair and Discussant. *Postdoctoral fellowships and transitioning to faculty*. Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer communication's civic calling*. Philadelphia, Pennsylvania.

Applequist, J. (2016, November). Panel Co-Chair and Discussant. *Integrating teaching, research, and service into a civic calling*. Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer communication's civic calling*. Philadelphia, Pennsylvania.

Applequist, J. (2016, November). Panel Chair. *Mediating politics: Considerations of public policy and social action in TV and punk rock*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

Applequist, J. (2016, November). Panel Discussant. *Applied research in health communication: The role of language and message features in health behaviors, beliefs, and compliance*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

Applequist, J. (2015, November). Panel Chair. *Critical studies in health, technology, and media*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

RESEARCH REPORTS FOR THE MEDICAL FIELD

Applequist, J. (2013, August). *PAFP Research Report on “Transitioning to a Patient-Centered Medical Home (PCMH): How Practices are Educating Transformation to Patients and Perceived Effectiveness of Patient Education by Professional Role”*. N.P.: The Pennsylvania Academy of Family Physicians and the Penn State Milton S. Hershey Medical Center. (distributed to all 4,000+ PAFP members statewide).

Gabbay, R., M.D., Miller-Day, M. & **Applequist, J.** (2013, February). *PAFP Research Report*. N.P.: The Pennsylvania Academy of Family Physicians and the Penn State Milton S. Hershey Medical Center.

RESEARCH PARTNERSHIPS

Faculty Consultant to National Institutes of Health (NIH) Grants, USF Health Informatics Institute. (2017, December- present).

- Role: faculty consultant for direct-to-patient marketing approaches and communication content for clinical trial enrollment for rare disease networks. Two-course teaching buyout in conjunction with grant for the spring semester of the 2017-2018 academic year.
- Protocol title: *Protocol for increasing accrual using social media (PRISM): The utilization and evaluation of methods of direct participant recruitment and engagement for clinical research trials for rare diseases*.
- Funding sources:
 - o R01HL115041, Krischer/Merkel (Co-PIs), 09/01/12 – 05/31/18, Sponsor: National Heart, Lung and Blood Institute, University of Pennsylvania, Project Title: *Novel Methods for the Conduct of Clinical Trials*
 - o Grant number: 9U01TR001263-11, Krischer (PI), 09/01/09 – 06/30/19, FAIN: U01TR001263, University of South Florida, Project Title: *Rare Diseases Data Management and Coordinating Center*, Sponsors: National Institutes of Health, National Center for Advancing Translational Sciences

Lead Research Partner, USF Health College of Public Health. (2017, September-present).

- Expertise in message testing, marketing theory, and qualitative research methods are contributing to the development of data collection tools and methods to better understand how USF undergraduate males receive social marketing materials related to mental health. Continuing to provide marketing guidance and support for the implementation and evaluation of the social marketing campaign within the MWell project, driven by the Provost of USF.

Faculty Affiliate to USF Health's School of Pharmacy and Pharmacy Plus. (2016-present).

- Working with Pharmacy Manager Mariam Gendi and Pharmacogenics Leader Teresa Vo as clients for my advertising campaign development. Created a graduate-level health communication seminar during the spring 2017 semester with the Pharmacy as our client. Developed SWOT analysis for Pharmacy Plus and began an internship program for students of the Zimmerman School to work with the College of Pharmacy at USF Health for semester-long internships for credit. Designed and launched survey for patient perceptions of pharmacists to provide feedback for Pharmacy Plus.

Creator and Facilitator, Undergraduate Research Team. The Zimmerman School of Advertising & Mass Communications, University of South Florida. (2016-present).

- I established a research group for undergraduate students interested in learning more about research. Through this group, I have brought undergraduate students on to my research projects and trained them personally on: research ethics, research structure, media coding, data collection, data analysis, and the peer-review publication process. Ten undergraduate students total.

Research Team Member. Florida Prevention Research Center, Prevention Research team. Team works in conjunction with USF Health and the USF School of Public Health. (2015).

- Consulted on "Guide to Pretesting and Developing Social Marketing Messages and Materials" for Best Start, a maternity care program aimed at improving pregnancy outcomes with decreased infant morbidity and mortality rates. Roles included the design of more updated, relevant best practices for effective social marketing techniques.
- Consulted on "Fun Bites" project with the Healthy Pinellas County Coalition, which developed formative research guides for use when interviewing parents, stakeholders, and policy makers with the goal of creating a marketing plan and effective messages for promotion health snacks branded as "Fun Bites."

Report Co-Creator and Researcher. For Presentation to the Pennsylvania Association of Family Physicians (PAFP). (2013-2015). Conducted focus groups with patients and medical residents across the state of Pennsylvania during 2012 to assess effectiveness of PCMH transitioning in medical practices.

- Collaborated on report to share with state physicians in an effort to advance further research and establish more collaborative care in accordance with the PCMH's principles
- Team member under grants from the U.S. Department of Health and Human Services – Agency for Healthcare Research and Quality & the Aetna Foundation, for a longitudinal project coordinated with The University of Pennsylvania and the Milton S. Hershey Medical School, 2011-2015.

Graduate Research Assistant to Dr. Michelle Miller-Day. The College of Communications Arts and Sciences, The Pennsylvania State University, University Park, October 2011-August 2012.

- Team member under grants from the U.S. Department of Health and Human Services – Agency for Healthcare Research and Quality & the Aetna Foundation, for a longitudinal project coordinated with The University of Pennsylvania and the Milton S. Hershey Medical School, 2011-2014.
- Lead focus groups and conduct in-depth interviews for research surrounding the Patient Centered Medical Home, in affiliation with the Penn State Hershey School of Medicine in accordance with the PAFP (Pennsylvania Association of Family Physicians) project
- Coded and analyzed data in accordance with the R18 grant (a collaborative project with Hershey Medical and the University of Pennsylvania); 28 practices across the state were interviewed, completed surveys, and nodes were created according to best practices for PCMH buy-in and commitment
- Conducted quantitative and qualitative data analyses using NVivo software
- Developed research proposals and interview questions

Research Coordinator. The Pennsylvania State University Aging and Psychology Lab. University Park, April 2010-December 2010.

- For the quantitative study *Examining the effects of physical activity on vasomotor symptoms using objective and subjective measures* (Steriani Elavsky, Ph.D.)
- Trained, supervised and managed undergraduate research assistants
- Facilitated and assisted with study visits and data collection

AWARDS AND HONORS

Outstanding Book Award Winner. National Communication Association (NCA), Communication and Sport Division. Award recognizes the most outstanding book in the field of sport and communication for the 2019 calendar year. For *CTE, media, and the NFL: Framing a public health crisis as a football epidemic.* (2020).

First Place Paper Award in the Debut Category, Broadcast Education Association (BEA) annual conference, Sports Division. For *The "Future of Football": A Narrative Analysis of NFL Corporate Social Responsibility through Advertising* with co-author Travis R. Bell. Las Vegas, NV. (April 2020).

Outstanding Paper Award/Article of the Year. (2018). Emerald Literati Award. Winner of the “most outstanding” publication in the *Journal of Health Organization and Management* for the year 2017. Publication: Miller-Day, M., Applequist, J., Zabokrtsky, K., Dalton, A., Kellom, K., Gabbay, R., & Cronholm, P. F. (2017). A tale of four practices: A comparative analysis of high and low performing patient-centered medical homes. *Journal of Health Organization and Management*, 31(6), 630-646.

Faculty Outstanding Research Achievement Award Nominee. (2018). University of South Florida system. Recognizes faculty who have “received truly exceptional recognition of their research with preeminent awards, grants, or publications in top journals during the 2017 calendar year.” Nominated by Department Chair, Department Graduate Director/Associate Director, and endorsed by the Dean of the College of Arts and Sciences. Nominated but not selected.

Favorite Penn State Professor Award. (2014, November). Nominated and voted by all Penn State students. *The Daily Collegian*. The Pennsylvania State University.

Recipient, The Harold F. Martin Graduate Assistant Outstanding Teaching Award. (2014-2015). The Pennsylvania State University. University-Wide teaching award.

Nominee, The Organization for the Study of Communication, Language & Gender (OSCLG) Feminist Teacher-Mentor Award. (2014). Northern Illinois University, Department of Communication.

Nominee, The Stephen E. Lucas Debut Publication Award. (2014). The National Communication Association (NCA).

Phi Beta Kappa Honor Society. (Inducted 2010).

Golden Key National Honor Society. (Inducted 2009).

Kappa Tau Alpha. The national honor society in Journalism and Mass Communication. The Pennsylvania State University chapter. (Inducted 2008).

Outstanding Fotis Student Leader Award Recipient. (2006). The Pennsylvania State University.

The New York Times Public Speaking Contest Top-Ten Finalist. (2006). The Pennsylvania State University.

GUEST LECTURES

Graduate Level Public Health course titled “Trending Topics in Pharmacoepidemiology and Pharmacoconomics” taught by Dr. Janice Zgibor & Dr. Skai Schwartz. (2020, April). Lecture on *The Pros and Cons of Direct-to-Consumer Advertising*. The University of South Florida College of Public Health.

Graduate Level Social Media Course taught by Graduate and Associate Director Art Ramirez. (2020, March). Seminar on *Celebrity Advocacy of Health Issues via Social Media*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level Social Media Course taught by Graduate and Associate Director Art Ramirez. (2019, October). Seminar on *Health Communication, Direct-to-Consumer Advertising, and Social Media*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Level Electronic Field Production Course taught by Ryan Watson, MFA. (2019, January). Lecture on *Professional Attire and Personal Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Level Electronic Field Production Course taught by Ryan Watson, MFA. (2018, February). Guest lecture given to three separate course sections. Lecture on *Professional Attire and Personal Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Level Electronic Field Production Course taught by Ryan Watson, MFA. (2017, October). Guest lecture given to three separate course sections. Lecture on *Professional Attire and Personal Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level Strategic Communications Course taught by Dr. Deborah Bowen. (2017, October). Class on *Incorporating Qualitative Research Methods in Strategic Communication Design*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Level Writing for Public Relations Course taught by Dr. Deborah Bowen. (2017, October). Class on *Research in Public Relations*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Level Critical Writing Course taught by Undergraduate Director Wendy Whitt. (2017, September). Class on *Reporting Scientific Data and Research*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate, Senior-Level Capstone Advertising Campaigns Course taught by Coby O'Brien. (2017, August). Guest Lecture on Patient Interviewing Techniques for Research and the Patient Journey. Assisted students with their major assignment of interviewing and working with a group of local patients diagnosed with Parkinson's disease. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level Social Media Course taught by Graduate Director and Interim Director Art Ramirez. (2017, January). Seminar on *Health Communication, Direct-to-Consumer Advertising, and Social Media*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Patient-Provider Communication Course. (2016, May). *What is Health Communication?*. The University of South Florida, Department of Communication.

Graduate Level Advanced Social Marketing Principles Course taught by Distinguished USF Health Professor Carol Bryant, Ph.D., M.S. (2015, December). *Utilizing Research Methods to Develop and Pre-Test Health Promotion Messages*. The University of South Florida, College of Public Health, Community and Family Health.

Undergraduate Public Relations: Issues, Practices & Problems Course. (2015, November). *Health Communication Industry Crises and Solutions: Pharmaceutical Advertising and its Impact on Public Trust in Health Care*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Undergraduate Health Communication Course. (2015, October). *Applying Health Communication to Media Industries: A Case Study on Pharmaceutical Advertising*. The University of South Florida, Department of Communication.

Graduate Level Strategic Communications Theory & Research Seminar. (2015, October). *Consumer Culture and Brand Relationship Development*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

World Media Systems Course. (2015, April). The Pennsylvania State University.

International Communications Course. (2015, April). The Pennsylvania State University.

Guest Lecturer and Presenter to visiting Shanghai International Studies University students. (2014, November). The Pennsylvania State University.

International Communications Course. (2014, November). The Pennsylvania State University.

News Writing Course. (2014, October). The Pennsylvania State University.

World Media Systems Course. (2014, October). The Pennsylvania State University.

News Writing Course. (2014, July). The Pennsylvania State University.

International Communications Course. (2014, April). The Pennsylvania State University.

International Communications Course. (2013, October). The Pennsylvania State University.

Research Methods in Advertising and Persuasion Course. (2013, September). The Pennsylvania State University.

International Communications Course. (2013, September). The Pennsylvania State University.

Cultural Aspects of the Mass Media Course. (2013, April). The Pennsylvania State University.

International Communications Course. (2013, February). The Pennsylvania State University.

Women, Minorities & the Media Course. (2012, October). The Pennsylvania State University.

World Media Systems Course. (2012, October). The Pennsylvania State University.

International Communications Course. (2012, March). The Pennsylvania State University.

INVITED ONLINE MODULE DEVELOPMENT

Graduate Level Advanced Social Marketing Principles Course taught by Distinguished USF Health Professor Carol Bryant, Ph.D., M.S. (2015, December). *Using the “Step” Approach to Message and Design Testing (SatMDT) for Designing Impactful Social Health Campaigns: Message Design, Execution, and Analyses*. The University of South Florida, College of Public Health, Community and Family Health.

SERVICE TO THE GOVERNMENT

Requested expert peer review provided for the Food and Drug Administration (FDA). (2018, November). Research Team in the Office of Prescription Drug Promotion at the FDA requested a review of a proposed social scientific study regarding disease awareness and prescription drug promotion on television.

SERVICE TO THE UNIVERSITY

University-Level Service

Member, University System Faculty Senate. Council on Faculty Issues. (2020-2023).
University of South Florida

- The Council on Faculty Issues advises the Provost and the Senior Vice President for USF Health or their designees on matters that influence the personal and professional welfare of the faculty, to include evaluation of the performance of faculty and administrators.
- The Council is responsible for the following:
 - Examining and/or initiating policies and procedures of the University that influence the professional and personal welfare of all faculty of the University. These include, but are not limited to faculty personnel policies, including such matters as: tenure and promotion; sustained performance review; any incentive and excellence programs initiated by the university; any other faculty performance evaluative standard.
 - Examining and proposing University policies and programs associated with faculty development.
 - Gathering and publicizing information on faculty needs and concerns.
 - Developing and implementing procedures for faculty evaluation of administrators' performance.
 - Developing procedures for the formation of Peer Review Committees to hear the cases of tenured faculty who have received notice of termination; forming such committees as needed.

Member, University System Faculty Senate. Research Council. (2019-2023). University of South Florida.

- The Research Council (RC) is a standing council of the USF System Faculty Council (SFC) and reports to the SFC and the Senior Vice President for Research & Innovation. The RC is operated and managed by the Faculty Senate of USF Tampa on behalf of the SFC, and the RC reports to that body. Members of the RC are appointed by the Senior Vice President for Research & Innovation from nominees provided by the USF Tampa Faculty Senate's Committee on Committees.
- The Research Council is responsible for advising the President, Senior Vice President for Research & Innovation, and other administration officials across the USF System on matters pertaining to policies and procedures intended to promote growth, excellence, and integrity in research and creative activity throughout the university community.

Member, Coordinated Community Response Team (CCRT) in conjunction with the Center for Victim Advocacy. (2020-present). USF President has charged the team with “applying up-to-date research and evidence-based practices related to intervention and prevention of gender-based violence on campus.”

Academic Consultant for Health Communication, System-wide University of South Florida Campaign for COVID-19 Prevention. (2020). University Communications & Marketing (UCM) and USF Administrative Offices.

Faculty Interviewee. (2020). Filmed a series of responses to students’ FAQs for New Student Orientation. Used for newly admitted students and marketing purposes. University of South Florida.

Faculty Interviewee. (2020). INTO series for graduate students on best practices for research. Disseminated to all INTO students. University of South Florida.

Faculty Consultant, Innovative Education. (2019). Provided discussion of discipline-specific pedagogy, creation of online learning activities, and strategizing of ways to include sound instructional practice into the course design with and for the faculty champion, Dr. Marleah Dean Kruzel. Design of online *Health Communication* course. University of South Florida.

Appointed Member, University of South Florida Contemporary Art Museum Acquisitions Committee. (August 2018-August 2022). One of two College of Arts and Sciences representatives. Service includes committee hearing proposals for art acquisitions for the University, committee then discusses and recommends based on proposed pieces. (2) two-year terms.

Faculty Preceptor for USF College of Public Health graduate student Courtney Henderson. (2018, Fall Semester). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research projects with incorporated interviews and focus groups.

Faculty Preceptor for USF College of Public Health graduate student Cristina Burroughs. (2018, Summer). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research project which incorporated interviews and focus groups.

Appointed Campaign Liaison, Faculty & Staff Campaign for Development. University of South Florida. (2015-2016).

-raised \$1,034.00 among faculty to cap off 9 scholarships in Mass Communications, for a total of \$7,000.00 to be awarded to students

Faculty Affiliate to USF Health's School of Pharmacy and Pharmacy Plus. (2016-present). Worked with Pharmacy Manager Mariam Gendi and Pharmacogenics Leader Teresa Vo as clients for my graduate-level health communication seminar during the spring 2017 semester. Developed SWOT analysis for Pharmacy Plus and began an internship program for students of the Zimmerman School to work with the College of Pharmacy at USF Health for semester-long internships for credit. Designed and launched survey for patient perceptions of pharmacists to provide feedback for Pharmacy Plus.

Leadership coach to undergraduate student Savannah Westmoreland. (2017). University of South Florida's Center for Leadership & Civic Engagement.

Research Mentor to undergraduate honors thesis advisee Ashleigh White. (2017, Spring Semester). Ashleigh was accepted to present her honors thesis project to be included in the University of South Florida's 2017 Undergraduate Research and Arts Colloquium. Graduate Student Liaison to Dr. Lisa Borders (Chair of the Coca-Cola Foundation) as part of the 2014 ICT4D Consortium at The Pennsylvania State University. (2015, January).

College-Level Service

College of Arts and Sciences Tenure & Promotion Committee. Appointed at-large member. (2020-2021). Responsible for reviewing mid-tenure and tenure and promotion candidates for the College.

Affiliate faculty member, Department of Women's and Gender Studies. (2020-present). University of South Florida.

Appointed Member, College of Arts and Sciences at the University of South Florida, Faculty Development Committee. (Fall 2016-Spring 2019). Working as a member of various sub-committees aimed at addressing faculty needs, reviewed and provided feedback for internal grant awards for the overall University (*New Research Grant*, *International Faculty Travel Grant*, *The Outstanding Undergraduate Teaching & Advising Awards*, and the *Outstanding Community-Engaged Teaching Award*).

Nominated my former student and current Undergraduate Research Team member (Sara Sturgess) for the Dean's Student Leadership Society, USF College of Arts and Sciences (2016, October). Student awarded position November 2016.

Czech-Mates. (2012-2015). Embedded program with undergraduate students. Advised and accompanied 10 undergraduate students to the Czech Republic for meetings and interviews with: Google, Ogilvy, international broadcast journalism stations, print journalism agencies, and advertising agencies. The Pennsylvania State University.

Research Report Author for the Don Davis Program in Ethical Leadership. (2013, August). Titled *Walt Disney World's representations of culture: Germany as portrayed in Epcot's World Showcase and commodified ethnocentrism*, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Study Examines How Health Care Practices Communicate with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=423>, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Health Care Pros Assess Their Effectiveness in Communicating with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=427>, Penn State University.

Graduate Student Representative for the Faculty Senate. (2013, February). College Meeting with the Pennsylvania State University Faculty Senate.

Graduate Student Representative for College of Communications Department Enrichment Committee. (2011). The Pennsylvania State University.

Lead Student Representative, Harmony Symposium. (2011). Coordinated and executed an Oscar-nominated film with presentations by the Director. In association with the Don Davis Ethical Leadership Program. The Pennsylvania State University.

Graduate Exhibition Judge. (2010, March). The Pennsylvania State University Graduate School Exhibition.

Departmental-Level Service

Chair, Executive Committee. (2020-2022). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Undergraduate Committee. (2020-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2020, December). Provided assessment for undergraduate and graduate levels. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Faculty Adviser, American Advertising Federation College Chapter. (2019-present). University of South Florida.

Faculty Adviser, Student Advertising Club. (2019-present). Zimmerman School of Advertising & Mass Communications. University of South Florida.

Member, Executive Committee for Faculty Needs. (2019-2020). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Website and Social Media Content Co-Editor and Co-Manager. (2019-present). One of two faculty members appointed to manage all content for the School's public website and social media accounts. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for Visiting Instructor of Advertising. Zimmerman School of Advertising & Mass Communications. (2020). University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2019, December). Provided assessment for undergraduate and graduate levels. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Final Project Creator, M.S. degree in Advertising Analytics. (2019, November). Initiated and developed final applied project assignment and all criteria for the graduate degree. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Invited guest faculty speaker, *Ad Club* at USF. (2019, February). Student organization focused on connecting students (of all majors) with peers, professors, and professionals in advertising to gain experience and advice through creative and strategic approaches. Guest lecture on personal branding via social media/opportunities for advancing your career in advertising. University of South Florida.

Invited guest faculty speaker, *Her Campus* at USF. (2019, February). Online magazine available nationwide, featuring college journalists focusing on women's issues. Includes all majors on campus. Guest lecture on my research and career trajectory/opportunities for young women in advertising. University of South Florida.

Member, Search Committee for Assistant Professor and Visiting Assistant Professor of Advertising Analytics Zimmerman School of Advertising & Mass Communications. (2019). University of South Florida.

Instructor Promotion committee member. (2019, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed Instructor's promotion binder to give recommendation to interim director and College of Arts and Sciences.

Graduate Committee Member. (2019-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for the Director of the Zimmerman School of Advertising & Mass Communications. (2018). University of South Florida.

Executive Committee for Faculty Needs. (2015-2018). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Departmental IRB Approver/Research Compliance Committee Member. (2017-2018). Zimmerman School of Advertising & Mass Communications.

Governance Review team member. (2017-2018). Updated faculty governance documents to reflect program goals and vision.

Research Assistant to Deb Smith's National Student Advertising Competition (NSAC) team. (2018, January). Reviewed survey to be used for national competition and made suggestions based on improved workflow and audience segmentation strategies.

Judge. (2017, September). Zimmerman School of Advertising & Mass Communications National Bateman Competition Team.

Instructor Promotion committee member. (2017, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed a total of three Instructor promotion binders to give recommendation to interim director and College of Arts and Sciences.

Program Member and Faculty Adviser to Dr. Deborah Bowen's public relations campaign initiative with the Pasco County Sheriff's Office (PCSO). (2017). Task force leading over 75 public relations students to create, execute, and test campaigns aimed at informing the public about PCSO's new "Family Support Network" which creates and coordinates services for law enforcement officials and their families to come together for encouragement, training and social activities (first program of its kind in the nation).

Faculty Co-adviser. (2016-2017). University of South Florida Public Relations Student Society of America (PRSSA) Bateman Case Study Competition.

Co-facilitator for tour of the Zimmerman School of Advertising and Mass Communications and student visits, guest lecture in my class, for Kevin Shinkle, Vice President of Communications for Delta Airlines, and Vickie Chachere, Director, Special Projects & Communication in the USF Office of the President. (2016, October).

Co-facilitator for tour of the Zimmerman School of Advertising and Mass Communications, provided to Peter Baronoff and guests, USF Alumnus and member of the USF Foundation Board of Directors. (2016, October).

Zimmerman Advertising Agency site visit to aide in the development of the Advertising Research and Advertising Analytics courses for proposed M.S. degree in Advertising. Fort Lauderdale, FL. (2016).

Creator and Facilitator, Undergraduate Research Team. (2016, June-present). The Zimmerman School of Advertising & Mass Communications, University of South Florida. I established a research group for undergraduate students interested in learning more about research. Through this group, I have brought undergraduate students on to my research projects and trained them personally on: research ethics, research structure, media coding, data collection, data analysis, and the peer-review publication process. Ten undergraduate students total.

Member, Graduate Assessment Committee. (2016-present). Created instruments to evaluate graduate student theses. The Zimmerman School of Advertising and Mass Communications, University of South Florida. (June 2016-present).

Member, Advertising Analytics M.S. Degree Committee. (2016-present). Co-created curriculum (including program outline and complete course syllabus creation) for the degree, assisted in pre- and post-proposal phases. The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Social Media Lab Creation Committee for research and teaching. (2016-present). The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Committee Member for S.A.M. (System for Assessment Management) for the Zimmerman School of Advertising and Mass Communications, Undergraduate and Graduate Degree Programs. (2016-present).

Member, Public Relations, Advertising, and Applied Communications (PRAAC) Committee for course design and implementation. (2016-2018). The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Graduate and Professional Student Association Member. (2012-2015). The Pennsylvania State University.

Health and Risk Communication Interest Group member. (2012-2015). The Pennsylvania State University, led by Dr. Roxanne Parrott.

Vice President, two years, Graduate Students in Communications (GSIC). (2012-2013). The Pennsylvania State University.

Qualitative Research Interest Group Member. (2012-2014). The Pennsylvania State University.

SERVICE TO THE PROFESSION

Offices Held Associated with Professional Organizations

Preconference Major Planning Committee Member, the National Communication Association (NCA) Health Communication Division. (January-November 2016). Preconference held in Philadelphia, Pennsylvania (2016).

Committee Member of the National Communication Association (NCA) Academics and Instruction Committee. (2016-2017). Task force designed to incorporate TED talks into the classroom and annual national conference. Sponsored by the NCA President.

Committee Member. Graduate Student Liaison Committee. (2014-2015). Association for Education in Journalism and Mass Communication (AEJMC). Public Relations Division.

Active Membership in the Following Organizations:

Broadcast Education Association (2020-present).

American Advertising Federation, Tampa Bay Chapter (2019-present).

National Communication Association (2012-present).

International Communication Association (2015-present).

American Academy of Advertising (2015-present).

Association for Education in Journalism and Mass Communication (AEJMC) (2012-present).

Cultural Studies Association of Australasia (2012-present).

Manuscript Reviewer for the Following Peer-Reviewed Journals:

Journal of Advertising (special issue on digital engagement) (2017, June).

Health Communication (2018, November; 2016, August).

Journal of Health Communication (2015, December).

Health Affairs (2015, September).

New Media Studies (2015, September).

Communication, Culture & Critique (2012, October ; 2013, July).

Annual Manuscript Reviewer for the Following Peer-Reviewed Professional Conferences:

National Communication Association (NCA) (2014-present).

American Academy of Advertising (AAA) (2015-present).

Professional Development

Online Instructor Certification. (2020-2021). The four week course includes strategies for planning instructor presence, active learning approaches for online presentations, assessment/feedback planning, and more. University of South Florida.

Designing Your Online Course (DYOC) for ADV 3008 (Introduction to Advertising). Summer 2020. Guides faculty through the process of developing a student-centered online course, with strategies for both synchronous and asynchronous delivery. It includes customizable templates, best practices for quality design, active learning strategies, tips for content development, faculty examples, and technology considerations. The DYOC prepares faculty to meet the standards in the USF Quality Online Readiness Checklist. University of South Florida.

Member, American Advertising Federation. National and Tampa Bay chapters. (2019-present).

University Research Presentation. (2019, March). University of Oregon. School of Journalism and Communication Research Presentation Series. Presentation: Guldin, R., Applequist, J., & Bell, T. R. *"Disney is ruining my kid!" A case for cultivation and social learning in tween TV.* Eugene, OR.

Attended 2-day workshop/training seminar on digital marketing. Tampa, Florida. (2018, December).

NVivo Certification. (2018, July). Qualitative data analysis computer software for the organization, analysis, and insight of large amounts of qualitative data for research. Fundamentals of NVivo Course.

USF Health HIPPA Privacy training completion. (2018, May).

USF Health Core Professional Training & Integrity Compliance training module series completion. (2018, May).

Hootsuite Academy. Training and industry-recognized certification in social marketing. Listed in Hootsuite certified professionals directory. (2018, April).
Attended Dale Carnegie Communications/Professional Development training session. Tampa Bay, Florida. (2018, March).

Attended Google News Lab training workshop. (2017). Sponsored by Google. Workshop included training on dataset visualization to be used in the dissemination of research.
Mentor Program Member. (2016-2017). American Academy of Advertising.

USF Office of Diversity, Inclusion, and Equal Opportunity & Students with Disability Services training. (2016, January).

Mentor to Graduate Students. Association for Education in Journalism and Mass Communications (AEJMC) Mentoring Project. (2015-2016). Public Relations Division.

Teaching with Technology (TWT) Certification. (2013, May). The Pennsylvania State University.

SERVICE TO THE COMMUNITY

Co-Director & Chief Marketing Officer, Me/PD Foundation for Parkinson's Disease.
(2017, September-present).

- Expertise in health communication, patient-centered communication, and qualitative research methods are contributing to the development of a local- and national-level advertising campaign aimed at helping recently diagnosed Parkinson's patients navigate their health care concerns associated with the disease. Continuing to provide research guidance and support for the implementation of the advertising campaign by regularly meeting with local Parkinson's patients in the Tampa Bay area and designing future strategies for message testing. Me/PD Foundation filed as a Florida not-for-profit in December 2017 and currently seeking non-profit 501c3 status

Served as research mentor for college-level research being conducted by a high school student in Mentor, Ohio (Mentor Schools system). (2020). Assisted student with IRB approval, research study design, data collection, data analysis, and study write-up. Student conducted a survey to compare the bond of adolescents with their parents to student self-esteem.

Representative for the Zimmerman School of Advertising & Mass Communications. (2016, December). Invited as special guest to attend the Psychology of Social Media international conference held by the North Atlantic Treaty Organization (NATO) and the United States Department of Defense's (DOD) United States Special Operations Command (USSOCOM). Small sample of partner nations present included Austria, Australia, Finland, and Sweden.

Served as "Qualified Scientific Expert" for 6th grade student at Orange Grove Middle Magnet School of the Arts. (2016, October). Assisted student with IRB application and approval for her science fair project on gender differences in optical illusions and helped student create and distribute informed consent forms for research.

Co-Creator and Lead Facilitator, Message Training for the Hillsborough County Sheriff's Office (HCSO). (2016, September). Trained 15 new Lieutenants on how to properly speak to civic groups, media, and citizens regarding difficult societal issues (e.g. department demographics, civil rights issues, etc.).

Volunteer, Tampa Bay Association of Black Journalists. (2016, April). Zimmerman School of Advertising & Mass Communications student workshop for resume building and professional advice.

Relay for Life Team Captain. (2012, March). Graduate Students in Communication Team. The Pennsylvania State University.

GRADUATE ADVISING AND COMMITTEES, University of South Florida (ZSAMC unless otherwise noted)

Outside Member, Dissertation Committee

Daniel Shelnett, College of Education. Anticipated graduation date Spring 2021.
-Ph.D. in Curriculum and Instruction-Career and Workforce Education.
-Dissertation on undergraduate advertising students and experiential learning.

External Chair, Dissertation Committee

Jacob Abraham, Department of Communication. Graduated Summer 2017.
- Jacob is currently an Assistant Professor at Florida State University, Jacksonville.

Chair Positions, M.A. Thesis Committees

Pucha, Srisai Kamakshi. Anticipated graduation date Spring 2021.

Haywood, Amy. Graduated Spring 2020.
-Amy was awarded top paper for a research study she co-authored with Elizabeth Hintz (Ph.D. student, College of Communication) by the National Communication Association (NCA) Family Communication division. This work was then published in *Sex Roles* in 2020.

Madsen, Emilie. Graduated Summer 2020.

Bagautdinova, Diliara. Graduated Summer 2018.
- Diliara will begin as a Ph.D. student in the University of Florida's College of Journalism and Communications in August 2019.

Bryant, Brook. Graduated Summer 2017.

Jing, Chenxin (Jessie). Anticipated graduation date Spring 2017.
- Jessie passed away unexpectedly and was awarded a posthumous degree in 2018.

Crane, Casey. Graduated Summer 2017.

Hall, Maggie. Graduated Spring 2016.
- Maggie is currently employed as Lead Media Coordinator at NFIB in Washington, D.C.

Chair Positions, M.S. Applied Project Committees

Perez, Shannon. Anticipated graduation date Spring 2021.

Dwy, Hayley. Graduated Summer 2020.

Rodhouse, Sarah. Graduated Summer 2020.

Co-Chair, M.A. Applied Project Committee

Michaelos, Maria. Graduated Summer 2016.

Member, M.S. Applied Project Committees

Young, Jheneel. Graduated Fall 2020.

Delladonna, Amy. Graduated Fall 2020.

Member, M.A. Thesis Committees

Harrell, Alyssa. Anticipated graduation date Spring 2021.

Nichols, Aaron. Anticipated graduation date Spring 2021.

Maduneme, Emmanuel Chinezube. Anticipated graduation date Spring 2021.

Rasul, Muhammad. Anticipated graduation date Spring 2021.

Xin, Le. Anticipated graduation date Spring 2021.

Nabors, Michael. Anticipated graduation date Fall 2020.

Nguyen, Anh. Graduated Summer 2020.

Noone, Ryan. Graduated Summer 2020.

Nafetvaridze, Inga. Graduated Spring 2020.

Serif Turhan, Sait. Graduated Fall 2019.

Korte, William. Graduated Spring 2018.

Quichocho, Danielle. Graduated Fall 2017.

- Danielle is currently a Ph.D. student in the College of Media, Communication,
and Information at the University of Colorado.

Oliva, Kristina. Graduated Spring 2017.

- Kristina is currently employed as a Product Designer for Facebook in Seattle, WA.

Hill, Jayme. Graduated Fall 2016.

- Jayme is currently employed as Vice President of Customer Relations and Communication at Diamond Media Solutions Inc., Tampa, FL.

Dedova, Anastasia. Graduated Summer 2016.

Member, M.A. Applied Project Committees

Jovan, Bethany. Anticipated graduation date Spring 2021.

Fitzgerald, Robert. Graduated Summer 2019.

Knowles, Kari. Graduated Fall 2019.

Inthaxoum, Vilaxay. Graduated Spring 2017.

UNDERGRADUATE ADVISING AND COMMITTEES, University of South Florida

Chair, Undergraduate Honors Thesis Committees

Kelley, Gillian. Graduated Spring 2019.

White, Ashleigh. Graduated Spring 2018.

- Ashleigh is currently earning her Master's degree at the University of Florida served as President of the national Public Relations Student Society of America (PRSSA) in 2018.

Martin, Hannah. Graduated Fall 2016.

Member, Undergraduate Honors Thesis Committees

Watzman, Jessica. Graduated Spring 2017.

Kelley, McKenna. Graduated Fall 2016.

Mendez, Marina. Graduated Spring 2016.

Adviser, Student Advertising Club, University of South Florida. (2019-present).

Advising undergraduate students on industry standards, local advertising agency events, coordinating with local and national agencies to facilitate student tours and internships.

Adviser, Elite Daily Media, Penn State University Chapter. (2014-2015).

Advised students on media production, news stories, and coordinated with corporate Elite Daily office in New York on a monthly basis to discuss content and strategy. The PSU Chapter of *Elite Daily* is one of only three University-affiliated partnerships in the country, with *Elite Daily* serving a readership of 55 million individuals.

PRESS

Hsu, Tiffany. In hard times, a barrage of ads promises peace of mind. *The New York Times*. (2020, September 2). *Pitching Serenity in Age of Stress*. [Available online](#) at The New York Times website and featured in September 2, 2020 print edition on page B1. Quoted for research expertise in pharmaceutical advertising.

*Featured expert interviewee. (Sanders, J.) (2020, October 21). Cell phone calculator – ask the experts. Retrieved from <https://wallethub.com/cell-phone-calculator/#expert=janelle-applequist>

Research feature: Telling tales in advertising. *American Academy of Advertising Newsletter*. (2019, September).

***Press resulting from *CTE, Media, and the NFL: Framing a Public Health Crisis as a Football Epidemic* book (2019):**

*Featured podcast interview. Rathbone, K. (Host). (2020, March 16). CTE, media, and the NFL: Framing a public health crisis as a football epidemic [Audio podcast]. In *New Books Network*. Retrieved from <https://newbooksnetwork.com/travis-bell-et-al-cte-media-and-the-nfl-framing-a-public-health-crisis-as-a-football-epidemic-lexington-2019/>

*Featured broadcast news story. Youker, E. (Producer). (2020, February 22). *American Medicine Today* [Television broadcast]. Retrieved from https://www.youtube.com/watch?v=hXAnkTl5m_E

*Featured radio news story on iHeart Radio's *American Medicine Today*. (2019, November). Retrieved from <https://www.iheart.com/podcast/139-american-medicine-today-27091412/episode/american-medicine-today-11-2-19-52095767/>

*Featured broadcast news story on ABC Action News 8 Tampa Bay. USF educators study portrayal of CTE in media. (2019, September 8). Video available online at <https://www.abcactionnews.com/news/region-hillsborough/usf-educators-study-portrayal-of-cte-in-media>

*Schreiner, M. (Radio show host). (2019, September 18). NFL, media and head injuries focus of new book by USF faculty members. Retrieved from <https://wusfnews.wusf.usf.edu/post/nfl-media-and-head-injuries-focus-new-book-usf-faculty->

[members?fbclid=IwAR2UfAdDK1Qj3txTOPYGuMKmyzGJpL7mdlfLwIbWbJzjF96uwqmdp5OuJ3A](#)

*Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. Retrieved from <https://www.wtsp.com/article/news/health/cte-nfl-media-coverage-veterans-domestic-violence-usf/67-937d9142-b0c9-42bd-ae1e-8b486966755d>

*Study finds public perception of CTE-related injuries is misconstrued. (2019, September 5). Retrieved from <https://www.usf.edu/news/2019/book-explores-impact-media-framing.aspx>

***Press resulting from *Annals of Family Medicine* research article (2018):**

*Shannonhouse, R. (2018, July). What TV drug ads aren't telling you. *Bottom Line Health, Inc.* Retrieved from <https://bottomlineinc.com/health/medications/what-tv-drug-ads-arent-telling-you>

*Bulik, B. (2018, May 30). Pharma ads are sunnier than they used to be. But are they better? *Fierce Pharma*. Retrieved from <https://www.fiercepharma.com/marketing/pharma-ads-shifted-to-more-happy-active-lifestyle-message-tv-over-past-decade-study>

*DiGiulio, B. (Radio show host). (2018, May 25). New study on pharmaceutical advertisements in the United States. *The Night Side with Barb DiGiulio on News Talk 1010 Canada*. Canada's number one radio station. Radio interview.

*May, B. (2018, May 25). Promotion trumps education in direct-to-consumer drug advertisements. *Medical Bag*. Retrieved from <https://www.medicalbag.com/home/medicine/promotion-trumps-education-in-direct-to-consumer-drug-advertisements/>

*Perry, S. (2018, May 24). TV ads for prescription drugs focusing more on lifestyle appeals, not on information, study finds. *MinnPost*. Retrieved from <https://www.minnpost.com/second-opinion/2018/05/tv-ads-prescription-drugs-focusing-more-lifestyle-appeals-not-information-stu/>

*Joyce, M. (2018, May 23). Consumer drug ads: The harms that come with pitching lifestyle over information. *Health News Review*. Retrieved from <https://www.healthnewsreview.org/2018/05/direct-to-consumer-tv-drug-ads/>

*What those TV ads for pharma drugs aren't telling you (2018, May 15). *ISHN – Industrial Safety & Hygiene News*. Retrieved from <https://www.ishn.com/articles/108596-what-those-tv-ads-for-pharma-drugs-arent-telling-you>

*Drug companies selling more 'lifestyle,' less 'symptom' (2018, May 15). *Science Daily*. Retrieved from <https://www.sciencedaily.com/releases/2018/05/180515105704.htm>

Featured profile interviewee for the #FacesofUSF campaign. University of South Florida. (2018, February).

Featured interviewee for *Academic Foundations for Mass Communications* course. (2016, October). Total of 6 individual student interviews/projects.

Featured interview for Zimmerman School of Advertising & Mass Communications promotional booklet submitted to Dean Eric Eisenberg. (2016, June). The University of South Florida, College of Arts and Sciences.

Featured profile for documentary film class. (2016, March). University of South Florida.
Featured profile interviewee for Beginning Reporting class. (2016, October). University of South Florida.

Featured profile interviewee for Wayne Garcia's Advanced Reporting class. (2015, November).

Featured Advertising Professional profile interviewee for Yan Shan's Advertising Campaigns class. (2015, November).

Featured on Dr. Marleah Dean Kruzal's "The Patient and The Professor" Blog. (2015, October). In the article, "How to be a critical ePatient and evaluate TV health pharmaceutical advertisements."

Featured Advertising Professional profile interviewee for Dr. Yan Shan's Advertising Campaigns class. (2015, November). Student Reporter: Elizabeth Fairchild.

Featured Interviewee for International "We Are" Campaign's Inaugural Issue. (2015, August). Full-color, multi-page newsletter sent to large donor audiences highlighting those that represent Penn State "best." Campaign materials can be provided upon request or accessed via personal website. The Pennsylvania State University.

Highlighted Penn State University Student for the Office of Development Communications & the Office of Annual Giving. (2015, February). Interviewed for three separate letters sent to all Penn State active donors, recent graduates, and graduate school alumni. Letters available upon request. The Pennsylvania State University.

Conquer Chiari Non-Profit Organization Spokesperson (2014-present).

TEDxPSU Talk and Interview shared online for Chiari Malformation community. (2014, March).

Eubanks, J. (2014, May). Find your moment and share it with the world: Interview with Janelle Applequist on Chiari Malformation. Published May 13, 2014.

PROFESSIONAL MEDIA EXPERIENCE

News Reporter. *KDKA-TV*. Pittsburgh, Pennsylvania. (2008).

Roles and responsibilities included conducting lead story interviews, writing and packaging news stories for air, greeting guests on "Pittsburgh Today Live," conducting live and web interviews and editing footage for air. Full broadcast resume tape available upon request.

Writing Intern. *The Jimirro Center for the Study of Media Influence*. The Pennsylvania State University. (2005-2006). Member as writing intern with full responsibility to create news releases, design advertisements and create flyers for the public.