

KELLI S. BURNS, PH.D.

UNIVERSITY OF SOUTH FLORIDA
SCHOOL OF MASS COMMUNICATIONS
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PROFILE

- Tenured associate professor who primarily teaches undergraduate public relations courses and graduate strategic communication courses; other courses include advertising and media writing
- Ph.D. in mass communication with advertising concentration
- Eight years of professional experience in Ad/PR research and marketing communications
- Over ten years of teaching experience with outstanding student evaluations
- Research focused on social media and online advertising published in leading journals
- Numerous conference presentations at the national and international levels
- Frequent expert commentator in media stories and speaker at industry meetings
- Leadership positions within the School of Mass Communications at USF and formerly in the School of Communications at Elon University
- Accepted into the Summer 2010 class of the Visiting Professor Program through the Advertising Educational Foundation

EDUCATION

Ph.D. (8/03)	University of Florida Mass Communication Concentration: Advertising, Supporting Studies: Marketing and Statistics J. Hillis Miller Presidential Fellow Dissertation Title: "Attitude Toward the Online Advertising Format: A Reexamination of the Attitude Toward the Ad Model in an Online Advertising Context" Chair: Dr. John Sutherland, Co-chair: Dr. Richard Lutz	Gainesville, FL
M.S. (5/98)	Middle Tennessee State University Mass Communication Received Outstanding Graduate Student Award	Murfreesboro, TN
B.A. (5/92)	Vanderbilt University Mathematics, Business Administration (minor)	Nashville, TN

TEACHING EXPERIENCE

University of South Florida	Tampa, FL	
<i>Associate Professor</i>		2011-present
<i>Public Relations Sequence Head</i>		2010-present
<i>Assistant Professor</i>		2006-2011

- Undergraduate courses include Advanced Public Relations (campaigns), Public Relations Research, Advertising Research, Public Relations Issues (cases), Public Relations Writing, and Principles of Public Relations. Graduate courses include Introduction to Strategic Communication Theory & Research, Strategic Communication Management, and Strategic Communication Media. (2/3 load)
- Public Relations Sequence Head duties include supervising internships, advising director on class scheduling, selecting scholarship recipients, performing graduation checks, and advising students.

Elon University	Elon, NC	2003-2006
<i>Assistant Professor</i>		2002-2003
<i>Instructor</i>		
<ul style="list-style-type: none"> ▪ Courses included Principles of Advertising, Communications Research, Organizational Communications, and Media Writing. (2/1/3 load of 4-credit hour courses) 		
Middle Tennessee State University	Murfreesboro, TN	2001-2002
<i>Instructor</i>		
<ul style="list-style-type: none"> ▪ Courses included Media Writing and Public Relations Writing. (2/3 load) 		
University of Florida	Gainesville, FL	1999-2000
<i>Instructor</i>		
<ul style="list-style-type: none"> ▪ Taught two sections of Advertising Research. 		

BOOKS

Burns, K.S. (2009). *Celeb 2.0: How social media foster our fascination with popular culture*. Santa Barbara, CA: Praeger.

REFEREED BOOK CHAPTERS

Burns, K.S. (abstract accepted). Twitter chatter as a data source and vehicle for research. In Natalie Sappleton (Ed.), *Advancing social and business research methods with new media technologies*. IGI Global.

Burns, K.S. (2011). Teaching research methods with social media. In Michael Thomas (Ed.), *Digital education: Opportunities for social collaboration*. New York, NY: Palgrave Macmillan.

Burns, K.S. (2010). From consumers to producers: Engagement through user-generated advertising contests. In Neal Burns, Terry Daugherty, & Matthew S. Eastin (Eds.), *Handbook of research on digital media and advertising* (pp. 631-639). Hershey, PA: IGI Global.

REFEREED JOURNAL PUBLICATIONS

Burns, K.S. (2012). Mommy bloggers speak out: Reactions to the FTC's guidelines concerning the use of endorsements and testimonials. *Journal of New Communications Research*.

Burns, K.S. (forthcoming 2012). Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users.

Burns, K.S. (revise and resubmit). Engaging with brand fans on Facebook. *Journal of Interactive Advertising*.

Burns, K.S. (2008). The misuse of social media: Reactions to and important lessons from a blog fiasco. *Journal of New Communications Research*, 3(1), 41-54.

Burns, K.S., & Lutz, R. J. (2008). Web users' perceptions of and attitudes toward online advertising formats. *International Journal of Internet Marketing and Advertising*, 4(4), 281-301.

Kuhn, A., & Burns, K.S. (2008). From MySpace to BrandSpace: Elements of brand-sponsored MySpace profiles. In S. Rodgers (Ed.), *Proceedings of the 2008 Conference of the American Academy of Advertising*.

Burns, K.S., & Lutz, R. J. (2006). The function of format: Consumer responses to six online advertising formats. *Journal of Advertising*, 35(1), 53-64.

Burns, K.S. (2006). Problems found in reporting USA Today pre-election polls. *Newspaper Research Journal*, 27(4), 38-51.

Burns, K.S., & Lutz, R. J. (2004). Format matters: Examining the precursors to and effects of attitudes toward six online advertising formats. Abstract published in the *Proceedings of the 2004 Conference of the American Academy of Advertising*, 239-240.

Burns, K.S. (2000). Branding in cyberspace: Using the congruity of consumer and Web site personality to unravel online user satisfaction. *Proceedings of the 2000 Conference of the American Academy of Advertising*.

ENCYCLOPEDIA ENTRIES

Burns, K.S. (2011). "Movie and TV series communities." In George Barnett (Ed.), *Encyclopedia of social networks*. Thousand Oaks, CA: Sage Reference.

CONFERENCE PRESENTATIONS

Burns, K.S. "From @airline to @passenger: Applying network analysis to Twitter use." Paper to be presented at the International Public Relations Research Conference, Miami, March 2012.

Burns, K.S. "Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users." Paper presented at the International Communication Association Conference, Boston, May 2011.

Burns, K.S. "Brands among friends: An examination of brand friending and engagement on Facebook." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Denver, August 2010.

Burns, K.S. "Brand fans and followers: Exploring the motives and gratifications for engaging with brands on Facebook and Twitter." Paper presented at the Popular Culture Association National Conference, St. Louis, March 2010.

Burns, K.S. "Mommy bloggers and the FTC: Reactions to the guidelines concerning the use of endorsements and testimonials." Paper presented at the International Public Relations Research Conference, Miami, March 2010.

Burns, K.S. "My musician friend: Constructing a fan identity in MySpace." Paper presented at the Popular Culture Association National Conference, New Orleans, April 2009.

Burns, K.S. "A historical examination of the development of social media and its application to the public relations industry." Paper presented at the International Communication Association Conference, Montreal, Canada, May 2008.

Burns, K.S. "Creative consumers and beloved brands: Engaging consumers through user-generated advertising contests." Paper presented at the Popular Culture Association National Conference, San Francisco, March 2008.

Kuhn, A., & Burns, K.S. "From MySpace to BrandSpace: Elements of brand-sponsored MySpace profiles." Paper presented at the American Academy of Advertising Conference, San Mateo, California, March 2008.

Burns, K.S. "Reporting of pre-election polls in USA Today during the 2004 presidential campaign." Paper presented at the International Conference on Social Science Research, Orlando, Florida, December 2005.

Burns, K.S., & Lutz, R. J. "From fabulously entertaining to freakishly annoying: Consumer responses to six online advertising formats." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Advertising Division, Toronto, Ontario, August 2004.

Burns, K.S., & Lutz, R. J. "Format matters: Examining the precursors to and effects of attitudes toward six online advertising formats." Paper presented at the American Academy of Advertising Conference, Baton Rouge, Louisiana, March 2004.

Burns, K.S. "Opinions online: The extension of computer-mediated communication for survey research in research organizations." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Phoenix, Arizona, August 2000.

Burns, K.S. "Branding in cyberspace: Using the congruity of consumer and Web site personality to unravel online user satisfaction." Paper presented at the American Academy of Advertising Conference, Newport, Rhode Island, April 2000.

Burns, K.S. "Cyberbrand development: A study of the impact of self concept and Web site personality congruity." Poster presented at the Association for Education in Journalism and Mass Communication National Convention, New Orleans, Louisiana, August 1999.

Burns, K.S. "The bookstore reading group: Members, support, and benefits." Poster presented at the Association for Education in Journalism and Mass Communication National Convention, New Orleans, Louisiana, August 1999.

OTHER PRESENTATIONS

Burns, K.S. "Opinions online: The use of online survey research in research organizations." Paper presented at the Graduate Student Forum, University of Florida, April 2000.

Burns, K.S. "Advertisers and their agencies: Satisfaction with the servicing of interactive accounts." Paper presented at the Graduate Student Forum, University of Florida, April 2000.

Burns, K.S. "Cyberbrand development: A study of the impact of self concept and Web site personality congruity." Paper presented and awarded second-place in division at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "The bookstore reading group: Members, support, and benefits." Paper presented and awarded third-place in division at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "Assessing member support of public television: A case study of Nashville's WDCN Channel 8." Paper presented at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "An examination of indications and motivations to contribute financially to a local symphony." Paper presented at the Graduate Student Forum, University of Florida, April 1999.

RESEARCH IN PROGRESS

Burns, K.S. (book proposal in progress). Social strategies: Branding in social media campaigns.

Burns, K.S. (work in progress). Mashing popular culture: Creating and sharing cultural content in online communities.

Burns, K.S. (work in progress). Motivating consumers to create brand content.

Burns, K.S. (work in progress). Branding with viral videos: Is the medium the message?

GRANTS AND FELLOWSHIPS

Advertising Educational Foundation Visiting Professor Program: Participant, R/GA, New York City, Summer 2010.

USF Innovative Teaching Opportunities Grant, Center for 21st Century Teaching Excellence: Funds supported travel expenses for the NewComm Forum Conference, \$840, 2010.

USF Innovative Learning-Centered Grant, Center for 21st Century Teaching Excellence: Funds are supporting applications of technology to the practice of research, \$4,000, 2009-2010.

Elon Summer Research Fellowship: Funds supported a summer research project on pre-election poll reporting, \$5,383, Summer 2005.

Alcohol Curriculum Infusion Committee: Funds supported a student research project on the topic of alcohol, \$200, Spring 2005.

Pedagogy and Program Enhancement Grant: Funds supported qualitative and quantitative research projects conducted by Communications Research students for five local non-profit organizations, \$2,000, 2003-2004.

UNIVERSITY SERVICE

University of South Florida University Service

- Search Committees: Member of a committee to hire the strategic communications director for Academic Affairs, 2011.
- Faculty Committee on Student Admissions: Member, 2008-2011.
- Designated Smoking Area Task Force: Communications Team Member, 2011-2012.

University of South Florida College of Arts and Sciences Service

- Undergraduate Curriculum Committee: Member, 2011-present.

University of South Florida School of Mass Communications Service

- Public Relations Sequence Head, 2010-present.
- Kappa Tau Alpha National Honor Society in Journalism and Mass Communication: Adviser, 2009-present.
- Executive Committee: Member, 2009-present.
- Curriculum Committee: Member, 2010-present
- Salary, Tenure and Promotion Committee: Member, 2011-present, Alternate member, 2008-2009.
- Search Committees: Chair of a search committee to hire a public relations assistant professor, 2011-2012. Member of a search committee to hire an advertising instructor, 2010-2011. Member of a search committee to hire a public relations assistant professor, 2009-2010. Member of a search committee to hire an advertising instructor, 2008-2009. Member of a search committee to hire an advertising assistant professor, 2007-2008.

Member of search committees to hire an advertising instructor and a public relations instructor, 2006-2007.

- Research Committee: Member, 2007-2011.
- Supervise numerous undergraduate independent research and directed reading projects.

Other University Service

- PINK Nation Adviser, 2011-2012.

Elon University:

- Fellows Program Director: Selected and then led the top communications students through a four-year program to enhance their undergraduate experience and prepare them for jobs in communications, 2004-2006. Also served as Fellows Committee with other program directors. Previously served on selection committee.
- Communications Floor Faculty Adviser: Selected residents for floor and then developed and implemented programming, 2004-2006.
- Media Board: Voting member, 2003-2005.
- Admissions Committee: Member, 2004-2006.
- Academic Integrity Committee: Served on a committee to redesign the Honor Code and the system, Appointed member, 2003-2004.
- Alcohol Curriculum Infusion Committee: Received a \$200 grant from the university to implement an alcohol-awareness model in a course in Spring 2005.
- School of Communications Search Committees: Member of a search committee to hire two faculty members, 2003-2004. Member of search committee, 2005-2006.
- Academic adviser to 30 students.
- Student Undergraduate Research Forum: Adviser to three teams of students who presented research, Spring 2004, Spring 2005. Respondent for two student poster presentations, Spring 2003. Respondent for presenter, Spring 2006. Panel moderator, Spring 2005.
- Isabella Cannon Phase II Program: Faculty adviser to a leadership team, 2003-2004.
- Phi Mu Sorority: Faculty adviser, 2004-2006.
- Supervised undergraduate research projects for three students.

Middle Tennessee State University:

- Distinguished Lecture Series: Committee member, Responsible for disbursement of \$85,000 budget, 2001-2002.

University of Florida:

- Named Presidential Fellowship Committee: Committee co-chairperson and moderator for "Alternative Paths for Graduate Students," a seminar in the Graduate Student Professional Development Series, March 1999.
- Doctoral Student Colloquium: Coordinator and presenter for session on conference presentations, March 2000.
- Doctoral Student Colloquium: Coordinator and moderator for two panel discussions with faculty members, October 1998.

INDUSTRY SERVICE

Participations. Reviewer, 2012

International Journal of Strategic Communication: Reviewer, 2012

Journal of Advertising: Reviewer, 2007-2009

Journalism and Mass Communication Quarterly: Reviewer, 2008, 2011

Journal of Interactive Marketing: Reviewer, 2009, 2011

Journal of Public Relations Research: Reviewer, 2009

PRism: Reviewer, 2009

MASTER'S AND HONORS THESES

Jan Luongo: Chair, Spring 2012-present
Emily Shine: Chair, Completed Fall 2011
Kamden Kuhn: Chair, Completed Fall 2011
Andi Kuhn: Chair, Fall 2008-present (on leave)
Alan Belcher: Chair, Fall 2008-present (on leave)
Kerrie Vnuk: Chair, Completed Spring 2008
Anna Peters: Committee, Spring 2012-present
Natalie Odom: Committee, Spring 2010-present
Ryan Morris: Committee, Completed Spring 2012
Sabina Gaggioli: Committee, Completed Spring 2011
Cherisse Forseca Rivera: Committee, Completed Spring 2011
Jessica MacDonald: Committee, Completed Spring 2010
Claire Selius: Committee, Completed Spring 2010
Rhianna Lee Sing: Committee, Completed Fall 2009
Christine Anghel: Committee, Completed Spring 2009
Jessica Voss: Committee, Completed Spring 2009
Lynda Pasteur: Committee, Completed Spring 2008
Ashlea Hudak: Committee, Completed Spring 2008
Rachel von Loveren: Committee, Completed Summer 2007
Cristina Gonzales: Committee, Completed Spring 2007
Brendan Collett: Chair (honors thesis), Summer 2010-present
William Cooper: Chair (honors thesis), Completed Fall 2009
Rose Rezaei: Chair (honors thesis), Completed Spring 2009
Tory Lynne: Chair (honors thesis), Completed Spring 2008

AWARDS

Tampa Bay Business Journal Up & Comer Award, 2010
Kappa Tau Alpha Honorary Society, Inducted Spring 2009
Recipient of Discretionary Base Salary Increase, University of South Florida, Fall 2008
University of Florida J. Hillis Miller Presidential Fellow, 1998-2001 (in 1998, the highest graduate fellowship awarded at the University of Florida)
AEJMC MC&S Division Promising Professor Award, 2000
Second and Third Place Awards in the Journalism and Communications Division of the Graduate Student Forum, University of Florida, 1999
Outstanding Graduate Student in Mass Communication (MTSU), 1998

Phi Kappa Phi Honorary Society, Inducted 1998

Albert L. and Ethel Carver Smith Graduate Scholarship Recipient, 1997

Nashville Advertising Federation Scholarship Recipient, 1996

Pacemaker, Silver Crown, and All American Awards for college yearbook, 1992

MEDIA INTERVIEWS, PODCASTS, PANEL PARTICIPATION, AND SPEAKING

“Social media: How to build your brand online,” USF News Media Insight seminar, March 30, 2012.

“Faculty panel: Experiencing the media firsthand,” USF News Media Insight seminar, March 30, 2012.

“Social media: Your reputation, job search, and how not to go to jail,” Housing and Residential Education program, March 29, 2012.

“Kony 2012,” WUSF Radio, reporter Mark Schreiner, March 19, 2012.

“Bay area wonders can Kony video save lives in Uganda?,” WTSP 10 News, reporter Tammie Fields, March 9, 2012.

“Politics and social media: A good mix,” USF News, reporter Amy Mariani, Jan. 18, 2012.

“Hiding your online identity can save customers, your job,” WTSP, reporter Adam Freeman, Jan. 11, 2012.

“Was Casey Anthony video diary a result of hacking? Could you be next?,” WTSP, reporter Adam Freeman, Jan. 6, 2012.

“Police: Missing girl, 13, found safe; posed as 19-year-old,” WTSP, reporter Eric Glasser, Dec. 6, 2011.

“To interact with students, USF gives Tumblr a try,” *St. Pete Times*, Oct. 2, 2011.

“Many Users ‘Dislike’ New Facebook Changes,” WTSP, Sept. 21, 2011.

“Poll: Young People Let Loose on Facebook,” Good Day Tampa Bay, Sept. 21, 2011.

“Universities finally accept social networking—adoption rate near 100%,” USA Today College, Sept. 2011.

“USF harnesses the power of social media,” Welcome Back, USF Advertising Section of the Tampa Tribune, Aug. 26, 2011.

“Will Weiner scandal change the way social media is used?,” WTSP, June 7, 2011.

“Streaming video affects television, advertising,” *Tampa Tribune*, May 22, 2011.

“Geotagging: Are you putting your safety at risk via smartphone?,” WTSP 10 News, May 11, 2011.

“The Dish on the New Queens of All Media,” Fameology blog (NYU), May 10, 2011.

“Q&A: Kelli Burns,” *Buzzsaw*, Ithaca College magazine, May 5, 2011.

“Online support for parents after pregnancy losses,” Associated Press, May 3, 2011.

“Twitter buzzes with news of Bin Laden death,” ABC Action News, May 3, 2011.

“Social media impacting major headlines,” Good Day Tampa Bay, Fox 13, May 3, 2011.

“Celebrations erupt locally upon news of bin Laden’s death,” *Tampa Tribune*, May 3, 2011.

Special Report on the death of Osama bin Laden, WTSP Channel 10, May 2, 2011.

“Social Media Drives bin Laden Coverage,” USF News Release, May 2, 2011.

“Beyond Facebook profiles, YouTube channels, and Twitter accounts: Lessons from the best social media campaigns,” Speech presented at the IABC Tampa Chapter meeting, March 2011.

“Newbury Park Teen’s World is Rocked by Justin Bieber,” *Ventura County Star*, Feb. 10, 2011.

“Your Turn with Russell Rhodes” segment on Fox 13, Feb. 8, 2011.

“Talk of the Town,” WUSF, Jan. 25, 2011.

“Noteworthy” podcasts on iTunesU: Introduction to Social Media and Twitter

“What’s the Line Between Promoting and Exploiting Your Child?,” *Family First*, Nov. 14, 2010.

“Antoine Dodson Appears on Lopez Tonight and Demonstrates his Staying Power,” *St. Petersburg Times*, Nov. 9, 2010.

“Online Product Reviews are all the Rage, but are They Real?” ABC Action News, Nov. 8, 2010.

“Social Media: What’s Next?,” *Florida Matters*, WUSF, Oct. 12, 2010.

“Condo Resident’s Website Connects Downtown Miami Dwellers,” *Miami Herald*, Oct. 1, 2010.

“Woman Sues Debt Collector for Contacting her Family Via Facebook,” *St. Petersburg Times*, Sept. 25, 2010.

“Facebook Fame has its Hazards, says USF Mass Comm Prof,” *Inside USF Blog*, Sept. 7, 2010.

“Social Media and the Stars: USF expert explores the changing social media landscape and its impact on celebrity,” *USF Release*, August 27, 2010.

“You Tube’s You Too,” *Arkansas Democrat-Gazette*, May 9, 2010.

“Study: Teens Text More than Talk,” *Fox 13 News Tampa Bay*, April 21, 2010.

“Enterprising USF Student Cooks Up Sweet Job in Down Economy,” *St. Pete Times*, April 14, 2010.

“Social Media Provides Old-School Socializing,” *Tampa Tribune*, April 12, 2010.

“Toyota’s Troubles,” *USF Release*, April 7, 2010.

“Students have the Chance to Blog for Major Magazines,” *The Oracle*, April 5, 2010.

“Will Politics Make Facebook Unfriendly?” *Tampa Tribune*, March 25, 2010.

“Target your Codes of Ethics,” Panel sponsored by the Society of Professional Journalists at USF, November 12, 2009.

“Dos and Don’ts of Facebook,” *The Oracle*, September 22, 2009.

“Social Networks: Revolution Online,” *BayNews9.com*, June 23-24, 2009.

“USF Moves on Twitter,” *The Oracle*, June 18, 2009.

“College Students are Twitter-Less,” *LiveCrunch*, April 16, 2009.

“Top ten teaching goals.” Speech presented at the Promising Professors Workshop, Association for Education in Journalism and Mass Communication National Convention, Phoenix, Arizona, August 2000.

“Design trends for yearbooks.” Workshop presented at the District II Conference of the Florida Scholastic Press Association, September 1999.

PROFESSIONAL MEMBERSHIPS

American Academy of Advertising
 Association for Education in Journalism and Mass Communication
 International Communication Association
 Popular Culture Association

PROFESSIONAL CONFERENCE ATTENDANCE

Social Fresh, Tampa, Fla., February 2011, February 2012
 NewComm Forum, San Mateo, Calif., April 2010

Commodore Yearbook
Editor-In-Chief

Nashville, TN

1991-1992

- Produced Vanderbilt's first desktop-published yearbook.

CONSULTING

Hill Coniglio Polins & Associates: Various online survey projects, 2006

Pew Internet and American Life Project: Focus groups for "Teens and Technology" report, July 2004

Burlodge U.S.A.: Customer satisfaction research, Fall 2004

COMMUNITY SERVICE

Cub Scout Pack 21 Public Relations/Recruitment Chair, May 2010-2012

Youth Triathlon Series Staff Member, 2010

Vanderbilt University: Member of Alumni CoRPs Interviewing Team, January 2009-present; Class promotions chair for reunion, October 2002

Sawtooth Center for the Arts: Created promotional materials for photography exhibit called "A Thousand Words: Photographs by Vietnam Veterans," June 2004

Town of Elon Festival of the Oaks: Liaison for the School of Communications, October 2003