

CURRICULUM VITAE

KELLY PAGE WERDER, PH.D.

Associate Professor
School of Mass Communications
University of South Florida
4202 E. Fowler Ave., CIS 1040
Tampa, FL 33620

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EDUCATION

Doctor of Philosophy, Mass Communication, December 2002

Specialization: Public Relations
University of Florida, Gainesville, Fla.

Master of Science, Corporate and Professional Communication, December 1998

Specialization: Public Relations
Radford University, Radford, Va.

Bachelor of Arts, Communication Studies, June 1991

Major: Public Relations; Minor: Marketing
Virginia Polytechnic Institute and State University, Blacksburg, Va.

LEADERSHIP EXPERIENCE

Co-Editor, *International Journal of Strategic Communication*, Routledge/Taylor & Francis.
January 2012–present

- Provide editorial vision for the development of the strategic communication discipline
- Ensure editorial standards and methodological rigor of scholarship are met
- Manage ScholarOne submission and CAT publication systems
- Assign reviewers for submitted manuscripts
- Review and provide critical feedback to authors regarding manuscript revisions

Director of Graduate Studies, School of Mass Communications, University of South Florida
January 2010–May 2011

- Direct graduate curriculum in three Masters of Arts in Mass Communications program tracks: Strategic Communication Management, Multimedia Journalism, and Media Studies
- Maintain standards of graduate education and provide a vision for future growth of graduate studies in the School of Mass Communications
- Provide administrative support to School Director including scheduling of graduate courses, recommending graduate faculty assignments, and recruiting appropriate graduate faculty
- Oversee administrative requirements for all M.A. degrees conferred by the School
- Communicate USF Graduate School policies and procedures to faculty and students
- Recruit applicants for graduate study in mass communications and maintain enrollment
- Advise current M.A. students on degree requirements and curriculum options
- Administer comprehensive examinations to qualified M.A. students each semester
- Host annual orientation workshop for newly admitted graduate students
- Assign Teaching, Instructional, and Research Assistantships to qualified graduate students
- Supervise training workshops for all Teaching, Instructional, and Research Assistants
- Develop communication and promotional materials for graduate program

Public Relations Sequence Head, School of Mass Communications, University of South Florida; Fall 2005–Fall 2009

- Acted as sequence advisor to approx. 200 undergraduate public relations majors per semester
- Served as Coordinator for the Public Relations Internship and Practicum Program
- Managed curriculum development and hiring of tenure-track and adjunct professors
- Certified undergraduate graduation requirements for all public relations majors
- Served as Faculty Advisor for the USF PRSSA Bateman Competition Team

Faculty Advisor, Public Relations Student Society of America, Fall 2001–Spring 2005

ACADEMIC EXPERIENCE

Associate Professor, School of Mass Communications, University of South Florida
June 2009–present

- Assistant Professor, January 2003–May 2009
- Instructor, August 2001–December 2002
- Teach undergraduate and graduate courses
- Conduct scholarly research for peer review
- Advise undergraduate public relations students
- Serve on departmental committees:
 - School of Mass Communications Ad Hoc Governance Committee, May 2012–present
 - Executive Committee, January 2010–present
 - Salary, Tenure, and Promotion Review Committee, 2005/06, 2010/11, 2012/13
 - Institutional Review Board Department Approver, August 2009–present
 - Research Compliance Committee (Chair), January 2005–present
 - Graduate Committee, 2008/09; (Chair), January 2010–May 2011
 - Public Relations Faculty Search Committee (Chair), 2005/06, 2006/07, 2009/10; (Member), 2011/12
 - School of Mass Communications Director Search Committee, 2009/10
 - Doctoral Programming Committee, 2006–2008
 - Curriculum Committee, 2005–2008
 - Ad Hoc Convergence Committee, 2003–2006
 - Undergraduate Committee, 2001–2006
- Sabbatical leave granted Spring 2012; FMLA leave granted Fall 2004

Graduate Teaching Assistant, College of Journalism and Communications, University of Florida, Gainesville, Fla.; January 1999–May 2001

- Taught undergraduate courses including Public Relations Cases, Public Relations Writing, and Visual Communication
- Served as Graduate Advisor for the Public Relations Student Society of America

Graduate Teaching Assistant, Department of Speech Communication, Radford University, Radford, Va.; January 1997–May 1998

- Taught undergraduate Public Speaking and Introduction to Writing for the Mass Media
- Developed Graduate Teaching Assistant handbook for Dept. of Speech Communication

COURSES TAUGHT

University of South Florida

MMC 2100: Writing for the Mass Media, Summer 2003.

Credits 3; Prerequisites: Sophomore standing, 2.75, overall grade point average; grade of C in ENC 1101, ENC 1102, and passing score on English Diagnostic Test. Intro to basic skills of writing for mass media with practice in library research, persuasive and informational writing.

PUR 3000: Principle of Public Relations, Fall 2001, Spring 2002, Summer 2002, Spring 2003, Fall 2003, Summer 2008, Summer 2009. Credits 3; Prerequisites: MMC 2100 and MMC 3602. The underlying theory and professional practice of public relations within corporate and institutional structures and its vital role in society; ethical standards of practice, and relationships of the practice to the public media; public relations problem-solving process.

PUR 3500: Public Relations Research, Fall 2001, Fall 2003, Fall 2005, Fall 2006, Spring 2007. Credits 3; Prerequisites: PUR 3000 and LIS 2005. The theory and practice of quantitative and qualitative research methods as applicable to the study of public relations and public relations campaigns. Emphasis is on the scope of research methods available to public relations practitioners, evaluation of data and report writing.

PUR 4100: Public Relations Writing, Fall 2002. Credits 3; Prerequisites: JOU 2100 and PUR 3000. Techniques for creating effective written public relations communications to achieve organizational goals, including news releases, proposal letters, broadcast scripts, and memos. Exercises based on case study scenarios.

PUR 4101: Public Relations Design and Production, Spring 2006. Credits 3; Prerequisites: MMC 2100 and MMC 3602. Theoretical and practical applications of design for public relations publications. Design software. Study of visual design, page architecture, typography, color and illustrations. Integration of design elements in the design of different types of public relations publications.

PUR 4401: Public Relations Issues, Practices and Problems, Fall 2001, Spring 2002, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Spring 2006, Fall 2008, Spring 2011. Credits 3; Prerequisites: PUR 3000. The theory of public relations practice and its application in the real world. The role of the public relations practitioner in business, government, and social institutions, and the nature of specialized areas of the practice. Identification of public issues, analysis of potential impact on organizations and development of strategies to deal with them successfully and responsibly.

PUR 4801: Advanced Public Relations, Summer 2002, Spring 2005, Fall 2005, Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2011, Fall 2012. Credits 3; Prerequisites: PUR 3500, PUR 4100 and PUR 4401. Capstone course in Public Relations sequence; Involves intensive study of counseling and problem-solving techniques used in professional practice. Agency format in which students work in team to conduct primary research and develop a strategic communications program for implementation by non-profit and corporate clients. * Developed course.

MMC 6401: Mass Communication Theory, Fall 2002. Credits 3; The study of mass communication theories, structures, influences, and their relationships to institutions in American society. Development of understanding of application of theories to practice.

PUR 6603: Strategic Communication Campaigns (formerly Public Relations Counseling), Spring 2004, Fall 2005, Fall 2006, Spring 2008, Spring 2009, Spring 2010. Credits 3; A problem-solving approach emphasizing the environmental context of strategic communication problems, applied to strategic communication management in organizational settings. Relationship of the strategic communication counselor to the client or employer; counseling in corporate, non-profit, and governmental organizations; writing and presenting strategic communication programs; management and operation of counseling firms.

PUR 6607: Strategic Communication Management, Spring 2011. Credits 3; The focus is on the theoretical basis of public relations and advertising as a management function. These theories are applied to strategic communication management.

MMC 6936: Strategic Communication Messages, Fall 2007, Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2012. Credits 3; Development of strategic messages for particular audiences to accomplish communication objectives. Topics are research, planning, persuasion, message strategies, and message evaluation. * Developed course.

University of Florida (Gainesville, FL)

PUR 4100: Public Relations Writing, Spring 2001, Fall 2000, Spring 2000, Fall 1999. Credits 4; four hour lecture/laboratory. Requires minimum grade of C in PUR 3000 and JOU 3101, proficiency in word processing. Writing for public relations, copy dissemination, media use and media network design. Vehicles include internal and external media, print, electronic and audiovisual. Emphasis on research, fact-finding, audience analysis, message design, copy tests, selection of communication channels and targeting key publics.

PUR 4103: Visual Communication, Spring 1999.
Credits 3; four hour lecture/laboratory. Prerequisites minimum grade of C in PUR 3101, senior standing in the College of Journalism and Mass Communications. Utilization of the elements of print communication as components for overall public relations strategy; with special attention given to style, form and production techniques of magazine format publications; some exposure to video news magazines.

PUR 4801: Public Relations Cases, Strategies and Tactics, Summer 2000.
Credits 3; three hour lecture. Requires minimum grade of C in PUR 3000 and PUR 3500. The development of skills in strategic public relations management based on an analysis of current and historical case studies. Application of theoretical concepts to public relations practice.

Radford University (Radford, VA)

SPCH 114: Public Speaking, Spring 1997 (3 sections).
Credits 3; three hours lecture/performance. Techniques and fundamentals of public speaking; methods for improving poise and confidence, delivery, construction of speeches and critical evaluation of speeches and speakers. Improve students' ability to communicate in public.

MSTD 206: Introduction to Writing for Media, Fall 1997 (2 sections).
Credits 3; one hour lecture and four hours laboratory. Prerequisites ENGL 101, ENGL 102, typing and grammar proficiency. Instruction and practice in basic news, entertainment, and persuasive formats for print, electronic, and digital media. Review of writing fundamentals.

PROFESSIONAL EXPERIENCE

Research Associate, Department of Speech Communication, Radford University, Radford, Va.
January 1998 - August 1998

- Acted as Assistant Coordinator of federal Highway Safety Project grant from Virginia DMV
- Identified variables associated with teenage traffic fatalities through quantitative research
- Developed, wrote and produced *Teaching Your Teen to Drive: A Handbook for Parents* for statewide distribution (100,000 circulation)

Marketing & Public Relations Director, Internet Business Technologies, Inc., Blacksburg, Va.
January 1996 – November 1996

- Planned and implemented all marketing and public relations activities of organization and created communication campaigns for new products and services
- Developed and maintained corporate identity of organization

Owner, Page One Media Services, Blacksburg, Va.

February 1992 – February 1997

- Provided advertising, marketing, public relations and creative design services
- Conducted strategic market research, planning and promotion
- Developed multi-media promotional campaigns and produced promotional materials
- Managed media relations through preparation, scheduling and placement of advertisements

Publisher/Owner, *ArtBeat Magazine*, Blacksburg, Va.

February 1992 – February 1995

- Managed all creative and editorial aspects of *ArtBeat Magazine*
- Trained and supervised staff of writers, copyeditors, photographers and graphic designers
- Provided editorial leadership to freelance writers and production staff
- Allocated funds in coordination with budget requirements
- Managed ongoing marketing and public relations activities
- Performed tasks under strict deadline pressure and competing priorities

Account Manager, AdVantage Advertising, Marketing, and Design, Inc., Blacksburg, Va.

September 1991 – February 1992

- Researched, prepared and presented marketing proposals to prospective clients
- Assisted clients with strategic market planning and promotion
- Managed client relations, production work and profitability analysis for all accounts
- Trained and supervised account executive staff

REFEREED

PUBLICATIONS

Zerfass, A., Werder, K. P., & Holtzhausen, D. (2012). Strategic Directions Revisited. *International Journal of Strategic Communication*, 6(3), 197-198.

Werder, K. P., & Strand, K. (2011). Measuring Student Outcomes: An Assessment of Service-Learning in the Public Relations Capstone Course. *Public Relations Review*, 37(5), 478-484.

Werder, K. P., & Holtzhausen, D. (2011). Organizational structures and their relationship with public relations management practices. *International Journal of Strategic Communication*, 5(2), 118-142.

Werder, K. P., & Holtzhausen, D. (2009). An analysis of the influence of public relations leadership style on public relations strategy use and effectiveness. *Journal of Public Relations Research*, 21(4), 1-24.

Werder, K. P. (2008). The effect of doing good: An experimental analysis of the influence of corporate social responsibility initiatives on beliefs, attitudes, and behavioral intention. *International Journal of Strategic Communication*, 2(2), 115-135.

Werder, K. P. (2006). Responding to activism: An experimental analysis of public relations strategy influence on attributes of publics. *Journal of Public Relations Research*, 18(4), 335-356.

Werder, K. P. (2005). An empirical analysis of the influence of perceived attributes of publics on public relations strategy use and effectiveness. *Journal of Public Relations Research*, 17(3), 217-266.

MANUSCRIPTS IN REVIEW

Förster, K., & Werder, K. P. (in review). The Persuasive Power of Messages: An Interdisciplinary Analysis of Product Involvement and Values as Moderators of Public Relations Message Strategy Effects. *International Journal of Strategic Communication*.

REFEREED PROCEEDINGS

Werder, K. P. & Förster, K. (2010). *An experimental analysis of message strategy effect on consumer cognition in the U.S. and Austria*. In P. Tirkkonen, A. Koski, M. Vos, & K. Tampere, (2010). *Communication in a Changing Society, Dynamics, Risks and Uncertainty. Proceedings of the 12th Euprera Congress*.

Holtzhausen, D., & Werder, K. P. (2008). The emergence of new organizational structures and their relationship with public relations practice. In E. Invernizzi, T. M. Falconi, & S. Romenti (Eds.), *Institutionalising PR and Corporate Communication: Proceedings of the Euprera 2008 Milan Congress* (pp. 56-83). Upper Saddle River, N.J.: Pearson Prentice Hall.

Werder, K. P. (2006). Exploring the link between strategy and tactic: An analysis of strategic message content in news releases. *Conference Proceedings of the Ninth Annual International Public Relations Research Conference*. Institute for Public Relations.

REFEREED BOOK CHAPTERS

Werder, K. P. (2013, in press). Strategic Communication Messaging: A Review of a Program of Research. In D. Holtzhausen, & A. Zerfass (Eds.), *Handbook of Strategic Communication*. Routledge: NY.

Förster, K., & Werder, K. P. (2012). Does message matter? Der Einfluss von Involvement und Werten auf die Wirksamkeit von Werbebotschaften. In H. Haas, & K. Lobinger (Eds.), *Qualitäten der Werbung - Qualitäten der Werbeforschung [Qualities of Advertising–Qualities of Advertising research]*. Cologne: Halem.

REFEREED PAPERS

Werder, K. P. & Mitrook, M. (2012, March). *An Analysis of the Influence of Goal Compatibility on Relational Outcomes*. Paper presented at the 15th Annual International Public Relations Research Conference. Miami, FL.

Werder, K. P. (2011, September). *Determining Message Objectives: A Longitudinal Analysis of Strategic Message Content in Online News Releases*. Paper presented at the European Public Relations Education and Research Association 2011 Congress. Leeds, U.K.

Werder, K. P., & Mitrook, M. A. (2011, August). *Motivating Publics to Act: An Analysis of the Influence of Message Strategy and Involvement on Relational Outcomes and Communication Behavior*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. St. Louis, MO.

Werder, K. P. (2011, May). *Strategic Communication Messaging: A Review of a Program of Research*. Paper presented at the Strategic Communication Preconference of the International Communication Association. Boston, MA.

- Förster, K., & Werder, K. P. (2011, May). *The Persuasive Power of Messages: An Interdisciplinary Analysis of Product Involvement and Values as Moderators of Public Relations Message Strategy Effects*. Paper presented to the Public Relations Division of the International Communication Association. Boston, MA.
- Förster, K., & Werder, K. P. (2010, October). *PR-Strategien und Markenführung: Eine experimentelle Analyse des Einflusses verschiedener Bot-schaftsstrategien auf Markenassoziationen und Verhaltensintentionen in den USA und Österreich*. Presented at Qualitäten der Werbung – Qualitäten der Werbeforschung. University of Vienna; Vienna, Austria.
- Werder, K. P. & Förster, K. (2010, September). *An experimental analysis of message strategy effect on consumer cognition in the U.S. and Austria*. Presented at the European Public Relations Education and Research Association 2010 Congress. Jyväskylä, Finland.
- Werder, K. P. & Mitrook, M. (2010, March). *Ask Me If I Care: An Analysis of the Influence of Issue Involvement on Public Relations Strategy Effectiveness in Managing Relationships*. Research in progress presented at the 13th Annual International Public Relations Research Conference. Miami, FL.
- Hazleton, V. & Werder, K. P. (2010, March). *Toward a Cocreative Theory of Public Relations: Reconsidering Concepts of Organization and Public*. Presented at the 13th Annual International Public Relations Research Conference. Miami, FL.
- Werder, K. P., & Strand, K. (2009, August). *Measuring learning outcomes: Assessment of service-learning in the public relations capstone course*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Boston, MA. * First Place Teaching Paper
- Hudak, A., & Werder, K. P. (2009, May). *An analysis of the influence of corporate social responsibility initiatives on corporate credibility and social responsibility beliefs*. Presented at the 2009 Conference of the International Communication Association; Chicago, IL.
- Werder, K. P. (2009, March). *An analysis of the influence of organizational structure and practitioner decision-making behavior on public relations strategy use and effectiveness*. Presented at the Twelfth Annual International Public Relations Research Conference. Miami, FL.
- Holtzhausen, D., & Werder, K. P. (2008, October). *The emergence of new organizational structures and their relationship with public relations practice*. Paper presented to the European Public Relations Education and Research Association Annual Congress; Milano, Italy.
- Werder, K. P., & Holtzhausen, D. (2008, August). *The emergence of the communication strategist: An examination of practitioner roles, department leadership style, and message strategy use in organizations*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Chicago, IL.
- Werder, K. P., & Schuch, A. (2008, May). *Communicating for social change: An experimental analysis of activist message strategy effect on receiver variables*. Paper presented to the Public Relations Division of the International Communication Association. Montreal, Canada.
- Werder, K. P., & Holtzhausen, D. (2008, March). *An analysis of the influence of public relations leadership style on public relations strategy use and effectiveness*. Paper presented at the Eleventh Annual International Public Relations Research Conference. Miami, FL.

** Top Paper Award

Werder, K. P. (2007, October). *Measuring learning outcomes: Application and assessment of service-learning in the public relations capstone course*. Research presented at the Seventh International Research Conference on Service-Learning and Community Engagement. Tampa, FL.

Werder, K. P. (2007, August). *The effect of doing good: An experimental analysis of the influence of corporate social responsibility initiatives on beliefs, attitudes, and behavioral intention*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Washington, D.C.

Werder, K. P. (2006, March). *Exploring the link between strategy and tactic: An analysis of strategic message content in news releases*. Paper presented at the Ninth Annual International Public Relations Research Conference. Miami, FL.

Werder, K. P. (2004, August). *Responding to activism: An experimental analysis of public relations strategy influence on attributes of publics*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Toronto, Canada.
** Top Faculty Paper (Second Place Award)

Werder, K. P. (2003, August). *An empirical analysis of the influence of perceived attributes of publics on public relations strategy use and effectiveness*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Kansas City, MO.
** Top Faculty Paper (First Place Award)

Page, K. G. (2003, May). *Responding to activism: An experimental analysis of public relations strategy influence on beliefs, attitudes, and behavioral intentions*. Paper presented to the Public Relations Division of the International Communication Association. San Diego, CA.
** Top Faculty Paper

Page, K. G. (2000, August). *Determining message objectives: An analysis of public relations strategy use in press releases*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Phoenix, AZ.

Page, K. G. (2000, June). *Prioritizing relations: Exploring goal compatibility between organizations and publics*. Paper presented to the Public Relations Division of the International Communication Association. Acapulco, Mexico.
**Top Student Paper

Page, K. G. (2000, March). *An exploratory analysis of goal compatibility between organizations and publics*. Paper presented to the Public Relations Division of the Southern States Communication Association. New Orleans, LA.
**Top Student Paper, Barbara Shoemaker Award

Page, K. G. & Hazleton, V. (1999, May). *An empirical analysis of factors influencing public relations strategy use and effectiveness*. Paper presented to the Public Relations Division of the International Communication Association. San Francisco, CA.

PRESENTATIONS AND PANELS

Strategic Communication for School Leaders; Graduate seminar presented to students in the USF College of Education Gulf Coast Partnership for a Job-Embedded Principal Preparation Program; October/November 2012; Tampa, FL.

PR-Strategien und Markenführung: Eine experimentelle Analyse des Einflusses verschiedener Bot-schaftsstrategien auf Markenassoziationen und Verhaltensintentionen in den USA und Österreich; Kati Förster und Kelly P. Werder; Presentation for “Qualitäten der Werbung – Qualitäten der Werbeforschung;” October 2010; University of Vienna; Vienna, Austria.

Public Relations Practice in the U.S.; Invited lecture (15 units) to undergraduate students in Media Management at St. Pölten University of Applied Sciences; June 2010; St. Pölten, Austria.

Trends in U.S. Public Relations Practice; Invited lecture (9 units) to graduate students in Media Management at St. Pölten University of Applied Sciences; June 2009; St. Pölten, Austria.

Leadership in Journalism and Mass Communication: Are we teaching our students what they need to know? Panelist; Peer-reviewed panel accepted for presentation to the Association for Education in Journalism and Mass Communication; August 2009; Boston, MA.

Focus Groups: Organized Conversations that Uncover Attitudes and Beliefs; Presentation to the Southwest Florida Water Management District Partners in Watershed Education Training Conference; November 2008; Tampa, FL.

Focusing Your Program with GOST: Goals, Objectives, Strategies and Tactics; Presentation to the Southwest Florida Water Management District Partners in Watershed Education Training Conference; November 2008; Tampa, FL.

How to Conduct a Public Relations Audit and Write a Strategic Plan; Presentation to the Florida Public Relations Association; June 2004; Tampa, FL.

The Impact of Convergence on Public Relations Education. Co-chair of peer-reviewed panel presentation to the Public Relations Division of the Southern States Communication Association; April 2004; Tampa, FL.

Strategic Plan for the Public Relations Division of the International Communication Association. (2001, May); Co-author. Presented at the 51st Annual International Communication Association Conference; Washington, D.C.

HONORS

2010/11 Engaged Scholarship Fellow Award; Florida Campus Compact.

Top Paper Award; International Public Relations Research Conference, March 2008.

Apple Polishing Honoree, University of South Florida Ambassadors; Award for outstanding undergraduate teaching and mentoring; April 2006.

Second Place, Faculty Paper Competition; Public Relations Division, Association for Education in Journalism and Mass Communication, August 2004.

First Place, Faculty Paper Competition; Public Relations Division, Association for Education in Journalism and Mass Communication, August 2003.

Barbara Shoemake Award for Top Student Paper; Public Relations Division, Southern States Communication Association. March 2000.

Graduate Teaching Assistant Award Nominee; Instructional Development Division, Southern States Communication Association. April 1998.

GRANTS
AWARDED

University of South Florida College of Arts & Sciences Faculty International Travel Grant; awarded spring 2011, \$2,376.

University of South Florida Office of Community Engagement Day Institute Grant; *Service-Learning in Public Relations*; awarded October 2009; \$700.

University of South Florida Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Video Streaming and Production for Public Relations*; Principal Investigator; co-authored with Dr. Marie Curkan-Flanagan; awarded March 2007; \$7,998.

University of South Florida Multi-disciplinary Graduate Education and Research Grant; *Towards sustainable healthy communities: Communicating science and risks of emerging micropollutants in reclaimed water*; Internal grant to establish an interdisciplinary graduate program to integrate scientific research and technology development with strategic communication to the public; Co-Principal Investigator; co-authored with Drs. Jeffrey Cunningham (College of Engineering); awarded Spring 2007; \$392,400.

Plank Center for Leadership in Public Relations; *An Analysis of the Relationship Between Leadership Style, Practitioner Roles, and Public Relations Strategy Use*; Principal Investigator; co-authored with Dr. Derina Holtzhausen; awarded August 2006; \$2,825.

GRANTS
SUBMITTED

Fulbright Traditional Scholar Award Program; 2012/13 lecturing and research award. Invitation from the University of Vienna, Vienna, Austria.

Grant application submitted August 2011 (resubmission of 2011/12 application).

Lecturing: *Teaching U.S. public relations and strategic communication management in Austria*

Research: *A comparative approach to the study of public relations and strategic communication management in the U.S. and Austria*

The purpose of this project is to advance understanding of American public relations and strategic communication management among students and faculty at the University of Vienna. Lecturing objectives are to disseminate current theoretical perspectives and research methods appropriate to the study and practice of public relations and strategic communication management through the instruction of two graduate courses. This project seeks to contribute to current theory-driven research in strategic communication management by conducting a comparative study to better understand strategic communication practice in Austria.

Fulbright Traditional Scholar Award Program; 2010/11 lecturing and research award. Invitation from St. Pölten University of Applied Sciences, St. Pölten, Austria.

Grant application submitted August 2009.

Lecturing: *Teaching U.S. public relations and strategic communication management in Austria*

Research: *An experimental analysis of message effect on consumer cognition in the U.S. and Austria*

This project seeks to further understanding of U.S. public relations theory, research and practice among Austrian students and faculty at St. Pölten University of Applied Science to advance the international focus of its Media Management master's program. Lecturing includes instructing two graduate courses, collaboratively instructing a research lab, and implementing a service-learning instructional model. Research will contribute to strategic communication scholarship by examining message strategy effectiveness across cultures (U.S. and Austria).

WateReuse Foundation Solicited Research Program; *Talking about water: Vocabulary and images that support informed decisions about water recycling and desalination*; Grant to establish an interdisciplinary research program to provide stakeholders an appropriate common vocabulary to create a greater understanding of water reuse; Principal Investigator; co-authored with Drs.

Jeffrey Cunningham (College of Engineering), Foday Jaward (College of Public Health), and Daniel Yeh (College of Engineering); submitted June 2008; \$231,837 requested.

Faculty International Travel Grant; submitted spring 2010, \$2,300 requested.

Faculty International Travel Grant; submitted spring 2008; \$1,460 requested.

USF New Researcher Grant; *An analysis of the influence of goal compatibility on public relations strategy use in organizations*; Principal Investigator; submitted Fall 2005; \$7,517.57 requested.

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Spring 2005; \$9,855.23 requested.

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Fall 2004; \$9,883.65 requested.

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Spring 2004; \$9,883.65 requested.

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Innovative Approaches to Teaching Public Relations Writing: Developing a PUR 4100 Virtual Classroom*; Principal Investigator; co-authored with Professor Robert Batchelor; Spring 2006; \$4,000 requested.

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Innovative Approaches to Teaching Public Relations: Developing a PUR 3000 Virtual Classroom*; Principal Investigator; co-authored with Dr. Derina Holtzhausen; Spring 2005; \$7,000 requested.

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *A Triangulated Assessment of Experiential Learning in Public Relations Education in the USF School of Mass Communications*; Principal Investigator; co-authored with Dr. Derina Holtzhausen; Spring 2003; \$12,000 requested.

ACADEMIC AFFILIATIONS

Association for Education in Journalism and Mass Communication, 2000–present.

European Public Relations Education and Research Association, 2010–present.

International Communication Association, Public Relations Division, 1999–present.

Public Relations Society of America, Associate Member, 2000–2005.

Southern States Communication Association, Public Relations Division, 2000, 2004.

OTHER EDUCATION

Increments and Transformations: Using Technology to Enhance Teaching and Learning; Workshop sponsored by the Center for 21st Century Teaching Excellence; July 19-23, 2004.

Certificate of Achievement; “Twenty Hours of the Center for 21st Century Teaching Excellence’s Instructional Workshop Series,” April 27, 2004, University of South Florida.

Human Participants Protection Education for Research Teams; NIH; April 15, 2002.

**UNIVERSITY
SERVICE**

Member, College of Arts & Science Faculty Council; August 2010—present.

Member, USF Provost's Task Force on Community Engagement; September 2008/09.

Member, USF Media Relations Director Search Committee; Spring 2007.

**PROFESSIONAL
SERVICE**

Reviewer, research paper competition; Public Relations Division, Association for Education in Journalism and Mass Communications, April 2012.

Reviewer, *Journalism and Mass Communication Quarterly*, February 2012.

Editorial Review Board, *International Journal of Strategic Communication*, August 2008—December 2011.

Reviewer, *PRPrism*, October 2009.

Reviewer, *Journal of Public Relations Research*, October 2009.

Reviewer, research paper competition; Public Relations Division, International Communication Association, November 2007.

Reviewer, research paper competition; Newspaper Division, Association for Education in Journalism and Mass Communications, April 2003.

Chair, Communication Academy Committee; Public Relations Society of America, Tampa Bay Chapter; October 2002—October 2004.

Member, Student Liaison Committee; Public Relations Society of America, Tampa Bay Chapter; October 2002—October 2004.

**COMMUNITY
SERVICE**

Member, Lake Magdalene Elementary Parent Teacher Association; August 2009—present.

President, Lake Magdalene Estates Special Dependent Tax District Board of Trustees; January 2005—December 2010; **Member-at-Large**, January 2003—December 2004.

**SERVICE-LEARNING
PROJECTS**

Lake Magdalene Elementary PTA; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Hillsborough County Public School STEM Program; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Hillsborough County Public School Career Centers; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Sulphur Springs Museum and Heritage Center; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Second Chance 4 Boyz; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Wellness USF; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Gulf of Mexico Fisheries Management Council; Communication audit conducted by graduate students in PUR 6607: Strategic Communication Management; Spring 2011.

Early Childhood Council of Hillsborough County; Strategic planning project conducted by graduate students in PUR 6603: Strategic Communication Campaigns; Spring 2010.

Women's Resource Center of Tampa; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Boley Centers, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

USF School of Mass Communications Graduate Program; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Drug Abuse Comprehensive Coordinating Office, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Tampa T-Shirts; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Tampa Area Safety Council; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Tampa Alcohol Coalition; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Faces of Courage Foundation; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

USF College of Nursing; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Crime Stopper of Pinellas County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Homeless Coalition of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

East Tampa Community Revitalization Partnership; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

City of Tampa Enterprise Zone Development Agency; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

USF College of Visual and Performing Arts; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

LiveFree! Substance Abuse Prevention Coalition of Pinellas County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

College Hunks Hauling Junk; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009, Spring 2010.

Benedict Haven; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

MacDonald Training Center; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

Sarasota Partnership for Children's Mental Health; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

USF Collaborative for Children, Families, and Communities; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

Children's Future Hillsborough; Research and strategic planning project conducted by graduate students in PUR 6603: Strategic Communication Campaigns; Spring 2008.

Carl Sagan Academy; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Environmental Protection Commission of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Grants Collaborative of Tampa Bay; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Neighborhood Lending Partners; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Polk County Safe and Drug Free Schools; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

The Little Clinic; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

USF Department of Urban and Regional Planning; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Prosperity Campaign of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Southwest Florida Water Management District; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Tampa Marine Institute; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF Industrial and Management Systems Engineering; Research and communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF Osher Lifelong Learning Institute; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF School Garden Research Group; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Alpha Kappa Alpha Sorority; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

City of Madeira Beach; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

Hillsborough County 4-H Clubs; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

'R Club Child Care, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

City of Tampa Clean City Division; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

City of Clearwater; Research and strategic Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

USF Partnership; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

Payroll Consultants Group, Inc.; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2006.

Materniteam's First & Nine; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2006.

Suncoast Earthforce; Research and strategic planning project conducted by graduate students in PUR 6603: Public Relations Counseling; Spring 2006.

Naviga Services, Inc.; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

USF Creative Writing Graduate Program; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

Pebble Creek Golf Club; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

Howard F Curren Advanced Wastewater Treatment Plant; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

Girl Scout of Suncoast Council; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

Homeless Emergency Project; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

Tampa Alcohol Coalition; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

University of South Florida Alumni Association; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

VSA Arts of Florida; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

University of South Florida School of Mass Communications Graduate Program; Research and strategic planning project conducted by graduate students in PUR 6603: Public Relations Counseling; Spring 2005.

University of South Florida College of Medicine; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Spring 2005.

USF College of Public Health; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Spring 2005.

Florida Strawberry Growers Association, Florida Strawberry Festival; Event planning project conducted by students in PUR 3000: Principles of Public Relations; Spring 2005.

USF School of Architecture and Community Design; Research and strategic planning project conducted by graduate students in PUR 6603: Public Relations Counseling; Spring 2004.

Big Brothers Big Sisters; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Kids and Canines; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Meals On Wheels; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Angels Unaware; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Fall 2003.

Ybor City Chamber of Commerce; Primary research project conducted by students in PUR 3500: Public Relations Research; Fall 2003.

Florida Strawberry Growers Association, Florida Strawberry Festival; Event planning project conducted by students in PUR 3000: Principles of Public Relations; Spring 2003.

Leadership Hillsborough; Member involvement research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Summer 2002.