

# KELLI S. BURNS, PH.D.

UNIVERSITY OF SOUTH FLORIDA  
ZIMMERMAN SCHOOL OF ADVERTISING AND MASS COMMUNICATIONS  
4202 E. Fowler Ave., CIS 1040 • TAMPA, FL 33620-7800  
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## PROFILE

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- Tenured associate professor who primarily teaches undergraduate public relations courses and graduate strategic communication courses; other courses include advertising, business communication, and media writing
- Administrative positions within the School of Mass Communications at USF and previously in the School of Communications at Elon University
- Ph.D. in mass communication with advertising concentration
- Eight years of professional experience in Ad/PR research and marketing communications
- Over 18 years of teaching experience with outstanding student evaluations
- Received an Outstanding Undergraduate Teaching Award from USF in 2017
- Author of two books on social media
- Research focused on social media and public relations/advertising published in leading journals
- Numerous conference presentations at the national and international levels
- Frequent expert commentator for media stories and speaker at industry meetings
- Member of the Summer 2010 class of the Visiting Professor Program through the Advertising Educational Foundation

## EDUCATION

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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

## ADMINISTRATIVE EXPERIENCE

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University of South Florida Tampa, FL  
*Associate Program Director and Director of Undergraduate Studies* 2012-2014

- Assisted in achieving the strategic goals for the School, guided curriculum reviews and changes, supervised the internship program, organized school events, managed community relations, communicated with students, created schedules, and addressed student issues.

*Public Relations Sequence Head*

2010-2012

- Supervised public relations internships, advised director on class scheduling, selected scholarship recipients, performed graduation checks, and advised students.

Elon University

Elon, NC

*Fellows Program Director*

2004-2006

- 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. Also served on Fellows Committee with other program directors.

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## TEACHING EXPERIENCE

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University of South Florida

Tampa, FL

*Associate Professor*

2011-present

*Assistant Professor*

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, Social Media Data and Analytics, and Strategic Communication Media.
- Developed online version of Principles of Public Relations, which required completion of the Online Instructor Certification course.
- Taught Communication Skills for Managers and Management through Constructive Persuasion, MBA courses in the Muma College of Business.
- Redesigned Public Relations Issues to create a Global Citizens Course for credit toward the USF Global Citizen Award.
- Recipient of a university Outstanding Undergraduate Teaching Award for 2017.

Elon University

Elon, NC

*Assistant Professor*

2003-2006

*Instructor*

2002-2003

- 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

*Instructor*

- Courses included Media Writing and Public Relations Writing. (2/3 load)

University of Florida

Gainesville, FL

1999-2000

*Instructor*

- Taught two sections of Advertising Research.

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## BOOKS

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Burns, K.S. (2017). *Social media: A reference handbook*. Santa Barbara, CA: ABC-CLIO.

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

## TEXTBOOK CHAPTERS

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Burns, K.S. (2017). Public relations. In Rick Wilber (Ed.), *Media matters* (pp. 177-218). Dubuque, IA: Kendall-Hunt.

Burns, K.S. (2017). Social media. In Rick Wilber (Ed.), *Media matters* (pp. 239-270). Dubuque, IA: Kendall-Hunt.

## REFEREED BOOK CHAPTERS

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Burns, K.S. (forthcoming 2020). The history of social media influencers. In Brandi Watkins (Ed.), *Research perspectives on social media influencers and their followers*. Lexington.

Burns, K.S. (forthcoming 2020). The science of social influencer marketing. In Brandi Watkins (Ed.), *Social media and the changing landscape of brand communication*. Lexington.

Burns, K.S. (forthcoming 2019). Lessons from the Best: A Review of Community Building, Audience Engagement, and Influencer Campaigns from the 2019 Cannes Lions Festival. In Amber Hutchins & Natalie Tindall (Eds.), *Public relations and online engagement: Audiences, fandom and influencers*. New York, NY: Routledge.

Burns, K.S. (2016). How the top social media brands use influencer and brand advocacy campaigns to engage fans. In Amber Hutchins & Natalie Tindall (Eds.), *Public relations and participatory culture: Fandom, social media, and community engagement*. New York, NY: Routledge.

Burns, K.S. (2013). Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users. In Kathleen M. Cumiskey & Larissa Hjoth (Eds.), *Mobile media practices, presence, and politics: The challenge of being seamlessly mobile*. New York, NY: Routledge.

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 AND PROCEEDINGS

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Walker, K.K., & Burns, K.S. (2018). #13ReasonsWhy health professionals and educators are tweeting: A systematic analysis of uses and perceptions of show content and learning outcomes. *Health Communication*, DOI: 10.1080/10410236.2018.1461171

Burns, K.S., & Walker, K.K. (2018). #13ReasonsWhy Twitter users are tweeting about a Netflix show about teen suicide. In *Proceedings of the International Conference on Social Media & Society*, Copenhagen, Denmark (SMSociety). DOI: 10.1145/3217804.3217925.

Sturgess, S., & Burns, K.S. (2018). Ending the silence of sexual assault victims: The #metoo campaign on Twitter. In *Proceedings of the 21<sup>st</sup> International Public Relations Research Conference*.

Whytas, K. J., & Burns, K.S. (2016). Impact of a brand crisis on nation branding: An analysis of tweets about VW's emissions crisis. *Proceedings of the 19th International Relations Research Conference*, 586-603.

Burns, K.S. (2014). Embracing advocates and influencers: Practices of the top social media brands. *Proceedings of the 17th International Public Relations Research Conference*, 89-98.

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, 2011 Anthology*.

- Burns, K.S. (2012). From @airline to @passenger: Applying network analysis to Twitter use. *Proceedings of the 15th International Public Relations Research Conference*, 44-62
- Burns, K.S. (2010). Mommy bloggers and the FTC: Reactions to the guidelines concerning the use of endorsements and testimonials. *Proceedings of the 13th International Public Relations Research Conference*, 136-157.
- 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*.

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#### ENCYCLOPEDIA ENTRIES

- Burns, K.S. (2013). "AT&T's Up All Night." In Sue Moskowicz (Ed.), *Encyclopedia of major marketing strategies*. Gale.
- Burns, K.S. (2011). "Movie and TV series communities." In George Barnett (Ed.), *Encyclopedia of social networks*. Thousand Oaks, CA: Sage Reference.

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#### CONFERENCE PRESENTATIONS

- Burns, K.S., & Walker, K.K. #13ReasonsWhy Twitter users are tweeting about a Netflix show about teen suicide. Paper to be presented at the Social Media + Society conference, Copenhagen, Denmark, July 2018. (Also listed under proceedings.)
- Sturgess, S., & Burns, K.S. Ending the silence of sexual assault victims: The #metoo campaign on Twitter. Paper presented at the International Relations Research Conference, Orlando, March 2018. (Also listed under proceedings.)
- Zgibor, J.C., Johnson, K.M., Wilson, R., Burns, K.S., & Austin, D.A. Improving community-based health education through social media: A community and academic partnership. Poster presented at the ASPPH Annual Meeting, March 2018.

Burns, K.S. "Identifying the influencers who flooded Twitter during the #ALSicebucketchallenge." Paper presented at the Social Media & Society Conference, London, June 2016.

Whytas, K. J., & Burns, K.S. "Impact of a brand crisis on nation branding: An analysis of tweets about VW's emissions crisis." Paper presented at the International Relations Research Conference, Miami, March 2016. (Also listed under proceedings.)

Burns, K.S. "#FoodBabeArmy Strong: How the community of a popular food blog both supports and subverts the blog's mission." Paper presented at the Popular Culture Association National Conference, St. Louis, April 2015.

Burns, K.S. "Flooding Twitter with the Ice Bucket Challenge: A social and semantic networks approach." Paper presented at the International Public Relations Research Conference, Miami, March 2015.

Burns, K.S. "Embracing advocates and influencers: Practices of the top social media brands." Paper presented at the International Public Relations Research Conference, Miami, March 2014. (Also listed under proceedings.)

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

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. (Also listed under proceedings.)

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 RESEARCH PRESENTATIONS

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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.

#### GRANTS AND FELLOWSHIPS

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Zgibor, J.C., Burns, K.S., Wilson, R., Kip, K., & Dutta, K. USF College of Public Health Faculty Research Award. "A Healthy Lifestyle Intervention for women of childbearing age (HealthyLIFE)." Funded, 2018, \$25,000.

USF Global Citizens Project's Undergraduate Course Enhancement Funding: Summer 2016, \$1,400.

USF Online Course Development Grant: Summer 2015, \$5,500 (which included a stipend for completion of the online course Designing Courses for Significant Learning).

Texifter Data Grant, second place (August 2014), 500,000 historical tweets from a five-day period and six months of enterprise access to DiscoverText.

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

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### University of South Florida University Service

- ATLE Faculty Liaison, 2018-present.
- Operation: Global Action: Member of a faculty cohort to develop program, 2018-2019.
- Homecoming Steering Committee: Faculty Representative, 2014-present. Chaired the Homecoming Office Decorating Contest, 2015, 2017. Conducted Homecoming Court interviews, 2019.
- Residential Life Faculty Fellow: Fall 2015-present. Participated in the House Calls Program, provided an Exam Review session for my class, had lunch and coffee with students to interact with them outside the classroom, participated in moving in day by welcoming students in the Marshall Student Center, spoke to resident advisors about social media.
- USF Chapter of Phi Kappa Phi Faculty Member: Participated in Spring 2019 Induction Ceremony.
- Chairperson of Dissertation Defense: Charles Paxton, Geosciences, April 2014; Allison Weidhaas, Communications, March 2013.
- Search Committees: Member of the President's Search Advisory Committee to hire the Chief Marketing Officer, 2012-2013. Member of a committee to hire the strategic communications director for Academic Affairs, 2011.
- State Articulation Coordinating Committee: Member, 2013-present.
- 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

- CAS Strategic Committees, Strategic Communication of Value: Member, 2013-2014.

- Undergraduate Curriculum Committee: Member, 2013-2014. Chair, 2012-2013. Member, 2011-2012.
- Adviser Search Committee: 2014.

#### University of South Florida Zimmerman School Service

- Kappa Tau Alpha National Honor Society in Journalism and Mass Communication: Adviser, 2009-present.
- Public Relations Sequence Head, 2010-2013.
- Executive Committee: Member, 2009-2014, 2017-2019.
- Curriculum/Undergraduate Committee: Member, 2010-2014, 2017-2019.
- Faculty Evaluation Committee: Chair, 2018-2019; Member, 2017-2019; Chair, 2014-2015; Member, 2013-2015; Member, 2010-2012; Alternate member, 2008-2009.
- Search Committees: Member of a search committee to hire a director, 2018-2019. Member of a search committee to hire an advertising assistant professor, 2018-2019. Member of a search committee to hire a director, 2017-2018. Chair of a search committee to hire a public relations instructor, 2012-2013. Member of a search committee to hire an advertising assistant/associate professor, 2012-2013. 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 honors, independent research and directed reading projects.

#### Other University Service

- Muma College of Business: Member of a search committee to hire an instructor, 2018.
- Her Campus Adviser, 2017-present.
- Gamma Phi Beta Sorority: Advisory Board, Public Relations Advisor, 2012-2015, Philanthropy Advisor, 2015-2018, Alumnae Relations Adviser. 2015-2019.
- 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 on 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

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AEJMC, PR Division, Conference Paper Reviewer, 2019

AEJMC, PR Division, Communications Committee, 2016-2017

Florida Scholastic Press Association: Judge for Teacher of the Year Competition, 2014

AEJMC Southeast Colloquium, Discussant, Tampa, Fla., February 2013

*Journal of Interactive Marketing*: Reviewer, 2009, 2011, 2013

*Participations*: Reviewer, 2012

*International Journal of Strategic Communication*: Reviewer, 2012, 2015

*Journal of Advertising*: Reviewer, 2007-2009, 2014

*Journalism and Mass Communication Quarterly*: Reviewer, 2008, 2011, 2015

*Journal of Public Relations Research*: Reviewer, 2009

*PRism*: Reviewer, 2009, 2014

*Journal of Interactive Advertising*: Reviewer, 2014, 2017

Tenure and Promotion Reviewer for David Kamerer, Loyola University Chicago; Yu Liu, Florida International University

## MASTER’S AND HONORS THESES

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Guerline Dagrín: Chair, In progress

Kelsey Baker: Chair, Completed Summer 2019

Yousuf Humaid Taib Al Yousufi: Chair, Completed Summer 2019

Jingjing Liu: Chair, Completed Fall 2018

Shengfei Li: Chair, Completed Summer 2018

Melissa Pelletier: Chair, Completed Fall 2017

Kara Whytas: Chair, Completed Spring 2016

Stephanie Fred: Chair, Completed Summer 2015

Kevin Yurasek: Chair, Completed Spring 2014

Matt Abbey: Chair, Completed Spring 2013  
Emily Shine: Chair, Completed Fall 2011  
Kamden Kuhn: Chair, Completed Fall 2011  
Kerrie Vnuk: Chair, Completed Spring 2008  
Jianglin Huang: Committee, Completed Fall 2019  
Natcha Impleng: Committee, In progress  
Michelle Nunez: Committee, Completed Spring 2019  
Jiaxin Liu: Committee, Completed Fall 2018  
Murewa Olubela: Committee, Completed, Spring 2018  
Linqi Liu: Committee, Completed, Spring 2018  
Christina Cameron: Committee, Completed Fall 2013  
Lauren Webber: Committee, Completed Fall 2013  
Allison Weidhaas: Outside Committee Chair, Spring 2013  
Roland Massa: Committee, Completed Spring 2013  
Lorie Briggs: Committee, Completed Spring 2013  
Anna Peters: Committee, Completed Spring 2013  
Daniel Beaulieu: Committee, Completed Fall 2012  
Jessica Brightman: Committee, Completed Fall 2012  
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  
Ian Rivera: Chair (honors thesis), In progress  
Melinda Starling: Chair (honors thesis), Completed Spring 2019  
Sara Sturgess: Chair (honors thesis), Completed Spring 2018  
Victoria Walker: Chair (honors thesis), Completed Spring 2016  
Aroushad Tahsini: Committee (honors thesis), Completed Spring 2015  
Brendan Collett: Chair (honors thesis), Completed Fall 2010  
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

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USF Outstanding Undergraduate Teaching Award, 2017

USF Global Faculty Fellow, 2016

*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 Award for college yearbook, 1992

## PANEL PRESENTATIONS AND PUBLIC SPEAKING

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“PR Campaigns at Cannes Lions,” USF PRSSA, September 26, 2019.

“The World of a Teen,” Panel Discussion (representing social media), Hillsborough High School, February 21, 2019.

“The World of a Teen,” Panel Discussion (representing social media), Steinbrenner High School, January 30, 2019.

“Social Media Analytics,” USF PRSSA Chapter, November 8, 2018.

“Social Media: Branding and Privacy,” Women in Public Finance Florida Chapter, April 25, 2018.

“Receipts are Forever: Social Media and Academic Success,” USF Housing and Residential Education, February 12, 2018.

“The World of a Teen,” Panel Discussion (representing social media), Steinbrenner High School, February 6, 2018.

“PolitiFact: Fact Checking,” Panel Discussion with Ernest Hooper, Joshua Gillin, and Rob Lorei, Firehouse Cultural Center, October 24, 2017.

“Taking Care of Your Online Brand,” USF Internal Medicine Leadership Group, April 18, 2017.

“Social Media, Fake News, and Politics,” Florida Matters, Panel member for Leadership Tampa visit, WUSF, host Carson Cooper, Nov. 22, 2016.

“Taking Care of Your Online Brand,” USF Internal Medicine Leadership Group, April 5, 2016.

“Social Media for College Students,” USF Residential Life Resident Advisor Orientation, August 14, 2015.

“Social Media for Sorority Branding,” Mu Sigma Upsilon National Conference, June 12, 2015.

“Social Media for Women,” Gamma Phi Beta Tampa Alumnae Chapter, April 11, 2015.

“Planting your Social Media Garden,” Digital Footprint seminar for USF Residential Life, Jan. 27, 2015.

“Creative Research Strategies,” USF CONNECT, Sept. 23, 2014.

“More than 100 Likes? How to Leverage your Firm’s Facebook Page,” Radius of Influence Conference, May 9, 2014.

“Where to Start? How to Launch your Firm’s Facebook Page,” Radius of Influence Conference, May 9, 2014.

“Be a social media butterfly,” Keynote speaker for BayCare Health System’s Mother and Daughter Saturday at Sea, Tampa, Fla., May 3, 2014.

Alumni social media panel. Berkeley Preparatory School, Tampa, Fla., Nov. 7, 2013.

“Building your social media brand,” University Experience class guest lecture, Oct. 21, 2013.

“WIN in PR: Writing your Resume, Interviewing, and Networking,” USF PRSSA Walter E. Griscetti chapter, Sept. 18, 2013.

“Fun jobs in social media,” USF Take Our Sons and Daughters to Work Day, April 25, 2013.

“Becoming a social media rock star,” USF Lunch & Learn for Managers, sponsored by USF Human Resources, June 28, 2012.

“Teaching conversation monitoring,” 2012 Edelman Academic Summit, Palo Alto, Calif., June 20, 2012.

“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,” USF Housing and Residential Education program, March 29, 2012.

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

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

## MEDIA INTERVIEWS AND PODCASTS

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### *Social Media Stories*

“Let’s get social,” Of Mic and Men podcast, hosted by Carl Bernardo, November 4, 2019.

“Hurricane Dorian: As storm approached, why did county officials stop talking?” reporter Jane Musgrave, *Palm Beach Post*, September 6, 2019.

“Social media’s influence on school fights,” reporter Natalia Verdina, Fox 13 News, September 20, 2019.

“Social media shines strobe light on devastation in Bahamas,” reporter Briona Arradondo, Fox 13 News, September 3, 2019.

“You see the numbers go up and you just think ‘hey’,” reporter Elise Dybvig, *Morgenbladet* (weekly newspaper in Norway), August 16, 2019.

“What the heck is 8chan, and why are mass shooters using it?” reporter Phil Buck, *WTSP*, August 5, 2019.

“Screen time out?” by Dyllan Furness, *Tampa Magazine*.

“National bomb threats look like a new spin on an old bitcoin scam,” reporter Emily Dreyfuss, *Wired*, December 13, 2018.

“Bob threats across the country,” reporter Jana Katsuyama, KTVU San Francisco (carried also on other Fox stations), December 13, 2018.

“Want to grow your LinkedIn network effectively Follow these expert tips,” staff writer Marr Reinstetle, *The Penny Hoarder*, September 27, 2018.

“Facebook and Privacy,” Morning Wave in Busan (South Korean radio program), April 9, 2018.

“Listen to USF Professor: Be Wary of Social Media,” columnist Ernest Hooper, *Tampa Bay Times*, March 25, 2018.

“Romano: Here’s a Tip for Fired Outback Server,” columnist John Romano, *Tampa Bay Times*, February 15, 2018.

“Responses to Trump’s tweets,” reporter Candice Aviles, WTSP, January 10, 2018.

“Facebook loses friends and big tech is under siege,” *Australian Financial Review*, reporter John Kehoe, Sept. 29, 2017.

“How Publix won the internet during Hurricane Irma,” reporter Ashley Kritzer, *Tampa Bay Business Journal*, Sept. 15, 2017.

“Hurricane Harvey shows benefits, risks of turning to social media in disaster,” reporter Stephen Loiaconi, Sinclair Broadcast Group, Aug. 28, 2017.

“Suicides on Facebook,” appeared live on WTSP with anchor Courtney Robinson, April 26, 2017.

“People Still Think Facebook is Eavesdropping through their Phone’s Mic,” *The Outline*, reporter Andy Martino, April 24, 2017.

“Is Facebook responsible for suicides being broadcasted on its network?” NewsTalk Florida, reporter Allison Leslie, Feb. 7, 2017.

“How Facebook determines what your feed shows,” WTSP, Jan. 30, 2017.

“QQ4U: How well do you know teen texting codes?” WTSP, reporter Phil Buck, Dec. 14, 2016.

“Customer service with 140 characters instead of 1-800,” WTSP, reporter Allison Kropff, Nov. 28, 2016.

“Stalking case shows dangerous side of social media,” WTSP, reporter Kendra Conlon, Nov. 23, 2016.

“Social media, fake news, and politics,” Florida Matters, WUSF, host Carson Cooper, Nov. 22, 2016.

“Twitter helps users cut through bullying with new features,” Fox 13 News, reporter Crystal Clark, Nov. 16, 2016.

“In wake of Donald's Trump's comments on women, hashtag #NotOkay going viral after Twitter question,” ABC Action News, reporter Sarina Fazan, Oct. 11, 2016.

“Missing Jose Fernandez jersey returned to Alonso High,” WFLA, reporter Chip Osowski, September 30, 2016.

“UNDEAD BOP: Bay area busker Max Pierre, very much alive,” Creative Loafing, reporter Ray Roa, August 31, 2016.

“WhatsApp opens data to Facebook,” Politico Morning Tech, reporter Li Zhou, August 26, 2016.

“Facebook Eavesdropping: How a Fake Story Became ‘Real.’” Tom’s Guide, reporter Paul Wagenseil, June 6, 2016.

“No, Facebook doesn’t eavesdrop on your phone. But it does spy on you,” Washington Post, reporter Caitlin Dewey, June 6, 2016.

“Is Facebook Listening,” Scared Sh!tless Podcast #17 by the Kim Komando Show, host Tim Hatrick, June 3, 2016.

“Facebook listening claim denied by professor,” BBC, reporter Zoe Kleinman, June 3, 2016.

“Spying secrets: Is Facebook eavesdropping on your phone conversations?” WFLA, reporter Melanie Michael, May 20, 2016. (Story picked up by international media.)

“The right man? Should we care what the head of a popular film festival says online?,” Creative Loafing, reporter Kate Bradshaw, April 28, 2016.

“Staged videos part of Internet life,” WTSP, reporter Ian Reitz, April 19, 2016.

“Models: Tampa strip club stole our photos,” Fox 13, reporter Evan Lambert, April 8, 2016.

“Super Bowl ads hope to inspire,” WTSP, reporter Courtney Robinson, February 2, 2016.

“Facebook ‘secret sister gift exchange’ is a scam,” WFLA, reporter Peter Bernard, Nov. 5, 2015. (Also carried by many other news organizations, including Mashable and Good Housekeeping.)

“Former teacher pushing for change,” The (Lakeland) Ledger, reporter Sara Drumm, Oct. 30, 2015.

“Periscope pitfalls: Advice for parents to give kids on social media,” WFLA, reporter Melanie Michael, Oct. 13, 2015.

“Hillsborough School Board makes social media policy,” WFLA, reporter Adrienne Pedersen, Sept. 28, 2015. (Also carried by AdWeek.)

“Best back to school apps for kids, parents,” WTSP, reporter Ian Reitz, August 6, 2015.

“Sheriff: Coach posed as woman, sought boys’ photos,” WTSP, reporter Kendra Conlon, June 18, 2015.

“Busch Gardens aligns social media stars for special event,” *Tampa Tribune*, reporter Keith Morelli, May 16, 2015.

“Cop turned convict turned artist opens transmedia gallery in Bradenton’s Village of the Arts,” *Bradenton Herald*, reporter Janelle O’Dea, May 8, 2015.

“Decoy apps: what are your kids hiding on their phones?,” WFLA, reporter Candace McCowan, Feb. 20, 2015.

“Gerard getting a little too social online,” *Champaign News-Gazette*, columnist Tom Kacich, Feb. 11, 2015.

“LinkedIn advised as future of industry connections,” *USF Oracle*, reporter Amar Rele, Feb. 3, 2015.

“School resource deputy gives from the heart—and wallet,” *Tampa Tribune*, reporter Keith Morelli, Dec. 11, 2014.

“Bay Area plastic surgeons cash in on selfie craze,” WFLA, reporter Melissa Beckman, Nov. 18, 2014.

“Lack of information on Ebola spreading fear, trust,” *Tampa Tribune*, reporter Keith Morelli, Oct. 17, 2014.

“Debate over fan creates social media buzz,” WFLA, reporter Jeff Patterson, Oct. 16, 2014.

“Experts weigh in on social media in local political campaigns,” Inweekly blog, by Rick Outzen, Oct. 15 2014.

“Snapchat hacked by third party app,” WTSP, reporter Charles Billi, Oct. 10, 2014.

“New site Alibaba takes aim at Amazon,” WTSP, reporter Charles Billi, Sept. 29, 2014.

“Ice Bucket Challenge,” Capitol Report (WFSU), reporter Regan McCarthy, Aug. 22, 2014.

“Other nonprofits awed by ALS ice bucket challenge,” *Tampa Tribune*, by Keith Morelli, Aug. 22, 2014.

“Social media 101: The apps your kids use,” WTSP, reporter Dion Lim, August 6, 2014.

Facebook Newsfeed Story, Bay News 9, reporter Anne Imanuel, Aug. 1, 2014.

“Amy Van Dyken-Rouen staying positive on social media,” *Demer Post*, by John Marshall (AP), June 27, 2014.

“#Areyouready? Social media retooling hurricane season,” *Tampa Tribune*, reporter Keith Morelli, June 1, 2014.

“Who’s watching what you post?” WFLA, reporter Josh Green, Jan. 27, 2014.

“Polk teen’s death spurs social media conversation,” WFLA, reporter Natalie Shepherd, Sept. 11, 2013.

“Social media can become an addiction but you can break free,” *Tampa Bay Times*, reporter Irene Maher, July 25, 2013.

“How much do college students care about online privacy,” *USA Today*, by Katey Psencik, May 29, 2013.

“Get ready for hurricane season in Tampa Bay with social media,” WFLA, reporter Melissa Beckman, May 27, 2013.

“How USF engages in education,” Fox 13, reporter Kerry Klecic, May 16, 2013.

“Role of social media in Tarpon Springs rape case,” WFLA, reporter Chip Osowski, April 25, 2013.

“Kate Upton’s on his arm, but she’s still a world away,” *Washington Post*, reporter Jessica Goldstein, March 20, 2013.

“Pinellas Co. student suspended over Facebook post,” WFLA, reporter Lauren Mayk, March 18, 2013.

Facebook privacy story, Bay News 9, anchor Al Ruechel, Feb. 18, 2013.

“Nobody will ever believe how Bill Murray became a living legend,” *Slate* (French edition), reporter Cecile Dehesdin, Feb. 12, 2013.

“USF nominated for best social media usage,” *The Oracle*, reporter Alex Rosenthal, Jan. 29, 2013.

“Social media played a significant role in the way we learned information about Friday’s school shooting in Newtown,” WTSP, anchor Allison Kropff, Dec. 15, 2012.

“Facebook’s new trend of tracking users,” WFLA, reporter Natalie Shepherd, Nov. 14, 2012.

“Election Day tweets set social media milestone,” WTSP, anchor Reginald Roundtree, Nov. 7, 2012.

“Shadow debate part of presidential race,” USF News, by Peter Howard, Oct. 3, 2012.

“Top of the day,” Front Row Tampa Bay, hosts Kathy Fountain and Frank Robertson, August 28, 2012.

“The conventions and social media,” WTSP, anchor Heather Van Nest, August 21, 2012.

“Social media engaging or ruining Olympics experience?” WTSP, anchor Heather Van Nest, July 31, 2012.

“Facebook considers giving kids access to social networking site,” WTSP 10 News, reporter Isabel Mascarenas, June 4, 2012.

SNOPA story, Bay News 9, anchor Al Ruechel, May 5, 2012.

“A call for Yelp,” My Fox Tampa Bay, reporter Russell Rhodes, May 1, 2012.

“YouTube entrepreneurs profit from Roswell73 video hits,” WTSP 10 News, reporter Ashley Porter, April 27, 2012.

“Too focused on the phone,” My Fox Tampa Bay, reporter Lloyd Sowers, April 24, 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.

“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.

“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.



- “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.

*Education Stories (some overlap with above)*

- “Public relations history,” Recorded video interview for Dr. Guy Golan’s graduate class at Syracuse University, January 2016.
- “Hillsborough School Board makes social media policy,” WFLA, reporter Adrienne Pedersen, Sept. 28, 2015. (Also carried by AdWeek.)
- “Best back to school apps for kids, parents,” WTSP, reporter Ian Reitz, August 6, 2015.
- “Sharing big ideas on media and youth activism,” (sidebar) USF News, by Barbara Melendez, Sept. 20, 2014.
- “Six ways to maximize your summer,” Schools.com, by Chris Couch, June 26, 2014.
- “School’s crack down on unpaid internships,” *Washington Post*, by Jena McGregor, May 16, 2014.
- “PR NewsChannel partners with USF to provide real world experience to public relations students,” PR NewsChannel Release, August 27, 2013.
- “How to beef up your resume,” College Lifestyles, by Michaela Williams, May 28, 2013.
- “How USF engages in education,” Fox 13, reporter Kerry Klecic, May 16, 2013.
- “USF nominated for best social media usage,” *The Oracle*, reporter Alex Rosenthal, Jan. 29, 2013.
- “To interact with students, USF gives Tumblr a try,” *St. Pete Times*, Oct. 2, 2011.
- “Universities finally accept social networking—adoption rate near 100%,” *USA Today College*, Sept. 2011.
- “Enterprising USF Student Cooks Up Sweet Job in Down Economy,” *St. Pete Times*, April 14, 2010.
- “Students have the Chance to Blog for Major Magazines,” *The Oracle*, April 5, 2010.
- “USF Moves on Twitter,” *The Oracle*, June 18, 2009.
- “College Students are Twitter-Less,” LiveCrunch, April 16, 2009.

INDUSTRY MEMBERSHIPS

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

PROFESSIONAL CONFERENCE ATTENDANCE

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- Cannes Lions International Festival of Creativity, Cannes, France, June 2019
- IRTS Faculty Seminar (competitive selection process), Las Vegas, Nev., January 2013
- Edelman Academic Summit, Palo Alto, Calif., June 2012; Chicago, June 2014
- 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.
- Received Pacemaker Award, Silver Crown, and All American Award.

## CONSULTING

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The Poynter Institute for Media Studies: Illinois journalist research project, 2017

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

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

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

## COMMUNITY SERVICE AND MEMBERSHIPS

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Girls on the Run: Advisory Board Member (Marketing and PR): 2016-present; Race Committee Member, 2015-present; Race Buddy 2014-2015

Oasis (Outreach Assisting Students in Schools): Clothes sorting volunteer, May 2018-present

Gamma Phi Beta Tampa Bay Alumnae Chapter: Member, 2015-present; Alumnae-Collegiate Relations Chair, 2016-2019; Philanthropy Chair, 2016-present.

Working Women of Tampa Bay: Member, 2014-2016

Berkeley Preparatory School: Class of 1988 30<sup>th</sup> Reunion Co-chair, 2018; Shades of Blue Publicity Committee, 2012-2013

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, 2009-present; Class promotions chair for reunion, October 2002; Class reunion volunteer, October 2017.

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