KELLI S. BURNS, Ph.D.

Associate Professor, Zimmerman School of Advertising and Mass Communications
University of South Florida

CONTACT

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KelliSBurns.com

SUMMARY

- Tenured associate professor who teaches undergraduate public relations courses and graduate strategic communication courses; other courses include advertising, business communication, persuasion, and media writing
- Administrative positions within the Zimmerman School of Advertising and 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 20 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

University of Florida, Ph.D.
Gainesville, FL, 2003
J. Hillis Miller Presidential Fellow
Mass Communication
Concentration: Advertising
Supporting Studies: Marketing and Statistics

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 J. Lutz

Middle Tennessee State University, M.S.
Murfreesboro, TN, 1998
Mass Communication
Received Outstanding Graduate Student Award

Vanderbilt University, B.A.
Nashville, TN, 1992
Mathematics major
Business Administration minor

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

ADMINISTRATIVE EXPERIENCE

COORDINATOR FOR ALUMNI ENGAGEMENT AND EXTERNAL RELATIONS 2021
Zimmerman School, University of South Florida

In this position, I work closely with the School Director on the following initiatives:

- Bolster alumni engagement through events and communication
- Assist in building relationships with corporate and other partners
- Strengthen ties to professional and academic communities

ASSOCIATE PROGRAM DIRECTOR AND DIRECTOR OF UNDERGRADUATE STUDIES 2012-2014
Zimmerman School, University of South Florida

- Assisted in working toward the strategic goals for the School, guided curriculum reviews and changes, organized school events, and managed community relations.
- Coordinated the School's internship program, supervised internship students, met and communicated with internship sponsors, designed internship feedback forms, and created a blog to communicate opportunities to students.
- Organized and led an advisory event with local alumni and industry professionals.
- Made significant revisions to the Academic Learning Compact (assessment plan).
- Wrote annual evaluations for faculty and staff on behalf of the director as well as instructor promotion evaluations.
- Communicated with students and addressed student issues.
- Created undergraduate schedules to meet the needs of students and faculty.
- Coordinate the Waldo Proffitt Environmental Journalism Award for professional journalists writing about environmental issues in Florida.

PUBLIC RELATIONS SEQUENCE HEAD 2010-2012
Zimmerman School, University of South Florida

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

FELLOWS PROGRAM DIRECTOR 2004-2006
School of Communications, Elon University

- 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.
- Planned and supervised an annual winter term trip to Atlanta to visit media and other organizations such as CNN, The Weather Channel, Ketchum, *Atlanta Journal-Constitution*, Truist Park, among others.
- Served on the Fellows Committee with other program directors.

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH FLORIDA, Zimmerman School of Advertising and Mass Communications
Associate Professor 2011-present
Assistant Professor 2006-2011
Tampa, Florida

- Undergraduate courses include Advanced Public Relations (campaigns), Public Relations Research, Advertising Research, Public Relations Issues (cases), Public Relations Writing, Social Media Content Creation and Management, and Principles of Public Relations. (2/2 or 2/3 load)
- Graduate courses include Introduction to Strategic Communication Theory & Research, Strategic Communication Management, Social Media Data and Analytics, and Strategic Communication Media.
- Developed asynchronous online course for Principles of Public Relations, which required completion of the Online Instructor Certification course. Developed asynchronous online course for Public Relations and Advertising Research.
- Taught Communication Skills for Managers and Management through Constructive Persuasion, MBA courses in the Muma College of Business. Developed asynchronous online course for Management through Constructive Persuasion.
- 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, School of Communications
Assistant Professor 2003-2006
Instructor 2002-2003
Elon, North Carolina

- Courses included Principles of Advertising, Communications Research, Organizational Communications, and Media Writing. (2/1/3 load of 4-credit hour courses)
- Taught a Winter Term Media Writing course that incorporated field trips to WLFA and the *Burlington Times-News*.

MIDDLE TENNESSEE STATE UNIVERSITY, College of Media and Entertainment
Instructor 2001-2002
Murfreesboro, Tennessee

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

UNIVERSITY OF FLORIDA, College of Journalism and Communication
Instructor (Ph.D. Student) 1999-2000
Gainesville, Florida

- Taught two sections of Advertising Research.

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

BOOKS

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.

REFEREED JOURNAL ARTICLES AND PROCEEDINGS

Kothari, A., Walker, K. K., & Burns, K. S. (under review). #Coronavirus and public health: The role of social media in sharing health information. *Information, Communication and Society*.

Lu, L., Liu, J., Yuan, Y., Burns, K. S., Lu, E., Li, D. (accepted). Source trust and COVID-19 information sharing: The mediating roles of emotions and beliefs about sharing. *Health Education and Behavior.*

Walker, K. K., & Burns, K. S. (2019). #13ReasonsWhy health professionals and educators are tweeting: A systematic analysis of uses and perceptions of show content and learning outcomes. *Health Communication, 34* (10), 1085-1094. 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. *Proceedings of the 21st 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*.

REFEREED JOURNAL ARTICLES AND PROCEEDINGS continued

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*.

BOOK CHAPTERS

Burns, K. S. (forthcoming 2021). The science of social influencer marketing. In Brandi Watkins (Ed.), *Social media and the changing landscape of brand communication*. Lexington.

Burns, K. S. (forthcoming 2021). 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. (2020). The history of social media influencers. In Brandi Watkins (Ed.), *Research perspectives on social media influencers and their followers*. Lexington.

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

TEXTBOOK CHAPTERS

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.

ENCYCLOPEDIA ENTRIES

Burns, K. S. (2013). "AT&T's Up All Night." In Sue Moskowitz (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.

CONFERENCE PRESENTATIONS

Kothari, A, Walker, K. K., & Burns, K. S. #Coronavirus and public health: The role of social media in sharing health information. To be presented at the International Communications Conference, Virtual, May 2021.

Burns, K. S. Women academic leaders during challenging times. Panel to be held during the PCA National Conference, Virtual, June 2021.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. "I got to be like half way dead": A qualitative study of perceptions of health and pharmaceuticals in African- Americans in west central Florida. Roundtable presentation. American Public Health Association Annual Meeting and Expo, Philadelphia, PA, November 2019.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. Making HealthyLIFE: Community-informed adaptation of an evidence-based prevention program. Roundtable presentation. American Public Health Association Annual Meeting and Expo, Philadelphia, PA, November 2019.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. A new perspective: Qualitative data as an asset to epidemiologic studies. Oral presentation. American Public Health Association Annual Meeting and Expo, Philadelphia, PA, November 2019.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. Making of HealthyLIFE: An iterative process of adaptation of an evidence-based chronic disease prevention program. Quick oral presentation. Council for State and Territorial Epidemiologists Annual Conference, Raleigh, NC, June 2019.

Burns, K. S., & Walker, K. K. #13ReasonsWhy Twitter users are tweeting about a Netflix show about teen suicide. Paper 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.

CONFERENCE PRESENTATIONS

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.

CONFERENCE PRESENTATIONS

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

Burns, K. S. "Influencers: Present & future of a social media phenomenon," Florida Public Relations Association, Tampa Bay Chapter, November 2020.

Burns, K. S. "Living the Instagram life: The culture impact of online influencers," USF College of Arts and Sciences, Trailblazers talk, February 2020.

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

Bender, M. (PI), Tao, R. (Co-PI), & Burns, K. S. (Co-PI). "Restaurant Resiliency Through Digital Communication and Ordering Channels During COVID-19." USF Rapid Response Grant, Funded, 2020, $25,000.

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, 500,000 historical tweets from a five-day period and six months of enterprise access to DiscoverText, 2014.

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

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

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

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

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

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

UNIVERSITY SERVICE

University of South Florida, University Service

- Digital Communities Task Force: 2020-present.
- 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: 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; Scholarship Selection Committee, 2020.
- 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, 2010-2012.
- 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.
- Research Committee: Member, 2007-2011.
- Supervise numerous undergraduate honors, independent research, and directed reading projects.

UNIVERSITY SERVICE continued

University of South Florida, Zimmerman School Service (continued)

- Search Committees:
  - Chair of a search committee to hire a public relations instructor, 2012-2013. Chair of a search committee to hire a public relations assistant professor, 2011-2012.
  - 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. Member of a search committee to hire an advertising assistant/associate professor, 2012-2013. 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.

University of South Florida, 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, School of Communications Service

- 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 to hire a faculty member, 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.

UNIVERSITY SERVICE continued

Middle Tennessee State University, University Service

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

University of Florida, University Service

- 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

Public Relations Journal: Reviewer, 2020

AEJMC, PR Division, Conference Paper Reviewer, 2019

AEJMC, PR Division, Communications Committee, 2016-2017

Journal of Interactive Advertising: Reviewer, 2014, 2017

International Journal of Strategic Communication: Reviewer, 2012, 2015

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

Journal of Advertising: Reviewer, 2007-2009, 2014

PRism: Reviewer, 2009, 2014

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

Journal of Public Relations Research: Reviewer, 2009

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

AWARDS

USF Outstanding Undergraduate Teaching Award, 2017

USF Global Faculty Fellow, 2016

Tampa Bay Business Journal Up & Comer Award, 2010

Kappa Tau Alpha Honor 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 Honor 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

PROFESSIONAL CONFERENCE ATTENDANCE

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

MASTER'S THESIS STUDENTS

Aaron Nichols: Chair, In progress

Yishan Li: Chair, In progress

Jiajun Liu: Chair, In progress

Guerline Dagrin: Chair, Completed Fall 2020

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

Jihong Huo: Committee, In progress

Wenminzi Wu: Committee, In progress

Jianglin Huang: Committee, Completed Fall 2019

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

Roland Massa: Committee, Completed Spring 2013

Lorie Briggs: Committee, Completed Spring 2013

Anna Peters: Committee, Completed Spring 2013

Daniel Beaulieu: Committee, Completed Fall 2012

MASTER'S THESIS STUDENTS continued

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

HONORS THESIS STUDENTS

Melanie Margolese: Chair, In progress
Melinda Starling: Chair, Completed Spring 2019
Sara Sturgess: Chair, Completed Spring 2018
Victoria Walker: Chair, Completed Spring 2016
Aroushad Tahsini: Committee, Completed Spring 2015
Brendan Collett: Chair, Completed Fall 2010
William Cooper: Chair, Completed Fall 2009
Rose Rezaei: Chair, Completed Spring 2009
Tory Lynne: Chair, Completed Spring 2008

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

PROFESSIONAL EXPERIENCE

HARRIS INTERACTIVE
2000-2001

Research Assistant (Grad student intern then freelance)
New York, NY

- Coordinated and conducted online research projects for Young & Rubicam.
- Developed surveys, analyzed data, and created client reports and presentations.
- Clients included KFC, Xenical, TwinLab, Homeland Security Commission, among others.

PRINCE MARKET RESEARCH
Summer 1999

Research Associate
Nashville, TN

- Designed and implemented a research study to determine how to effectively administer online surveys.
- Analyzed research findings and created client reports and presentations.
- Re-designed the company Web site.

PRINCE MARKET RESEARCH
1996-1998

Project Manager
Nashville, TN

- Conducted and coordinated all aspects of quantitative and qualitative research projects.
- Designed surveys, interview guides, and focus group discussion guides.
- Managed data collection and analyzed data using SPSS and SurveyPro.
- Prepared client reports and presentations.
- Interacted and consulted with clients and delivered client presentations.
- Supervised interviewing and data entry teams.
- Made arrangements for focus groups.
- Clients included Caterpillar Financial, Columbia/HCA, Union Planters Bank, Bridgestone/Firestone, Jimmy Dean Foods, TileCera, Nashville Symphony, David Weekley Homes, Globe Furniture, and WNPT.

MANULIFE FINANCIAL
1992-1996

Marketing Consultant
Nashville, TN

- Coordinated local marketing and advertising campaigns.
- Developed design for all internal and external publications, concept sales presentations, advertisements, promotional mailers, and brochures.
- Developed marketing plans and produced accompanying communication materials.
- Initiated and developed several national marketing programs.
- Received award in company-wide contest for creative sales idea.

OTHER EXPERIENCE

FLORIDA SCHOLASTIC PRESS ASSOCIATION 1998-2000
Executive Assistant
Gainesville, FL

- Assisted Executive Director in all areas of managing organization.
- Managed staff of two office assistants.
- Edited the FSPA newsletter.
- Handled communication and correspondence to district directors and advisers.
- Also served as a yearbook judge and evaluated high school yearbooks in terms of design, copy, and photography.

COMMODORE YEARBOOK 1991-1992
Editor-In-Chief
Nashville, TN

- Produced Vanderbilt's first desktop-published yearbook.
- Received Pacemaker Award, Silver Crown, and All American Award.

CONSULTING

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

Girls on the Run: Advisory Board Member (Marketing and PR): 2016-2019; Race Committee Member, 2015-2019; 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 30th 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, 2009-2017; 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

PANEL PRESENTATIONS AND PUBLIC SPEAKING

"Influencers: Present & Future of a Social Media Phenomenon," Florida Public Relations Association, Tampa Bay Chapter, November 19, 2020.

"Media Literacy," Panel Discussion, USF Center for Leadership and Civic Engagement, Civic Conversation Series, October 8, 2020.

"Living the Instagram Life: The Culture Impact of Online Influencers," USF College of Arts and Sciences, Trailblazers talk, February 20, 2020.

"Women's Leadership Workshop," Panel Discussion, USF Omega Phi Beta Sorority, February 10, 2020.

"Your Church Brand and Its Brand Persona," Word Out Communications Training Day, Parrish, FL, January 21, 2020.

"Creating a Personal and Digital Brand," Spring Student-Staff Residential Education Rejuvenation, January 10, 2020.

"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, January 27, 2015.

"Creative Research Strategies," USF CONNECT, September 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., November 7, 2013.

"Building your social media brand," University Experience class guest lecture, October 21, 2013.

PANEL PRESENTATIONS AND PUBLIC SPEAKING continued

"WIN in PR: Writing your Resume, Interviewing, and Networking," USF PRSSA Walter E. Griscti chapter, September 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 AND PODCAST INTERVIEWS

Social Media Stories

"Trail of hate speech on social media led to violence at Capitol, researchers say," reporter Briona Arradondo, Fox 13 Tampa Bay, January 14, 2021.

"Social media sites target misinformation about Pfizer COVID vaccine," reporter Fallon Silcox, Bay News 9, December 9, 2020.

"False claims of a coronavirus 'cure' are spreading online. Can misinformation be stopped?" host Nik Zecevic, NBC LX, July 28, 2020.

"Security concerns on social media," host Katherine Bang, Morning Wave in Busan, July 16, 2020.

"A ways to go: Only sustained energy will create systemic change" reporter Ray Roa, Creative Loafing, June 11, 2020.

"IRL: How your actions on social media have serious consequences for the real world," reporter Phil Buck, WTSP, March 3, 2020.

"How to leverage social media for better career opportunities," by Emily Young, Career Charge, USF Corporate Training and Professional Education Blog, December 27, 2019.

MEDIA AND PODCAST INTERVIEWS continued

"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.

"Bomb 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, September 29, 2017.

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

"Hurricane Harvey shows benefits, risks of turning to social media in disaster," reporter Stephen Loiaconi, Sinclair Broadcast Group, August 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, February 7, 2017.

"How Facebook determines what your feed shows," WTSP, January 30, 2017.

"QQ4U: How well do you know teen texting codes?" WTSP, reporter Phil Buck, December 14, 2016.

"Customer service with 140 characters instead of 1-800," WTSP, reporter Allison Kropff, November 28, 2016.

"Stalking case shows dangerous side of social media," WTSP, reporter Kendra Conlon, November 23, 2016.

"Social media, fake news, and politics," Florida Matters, WUSF, host Carson Cooper, November 22, 2016.

"Twitter helps users cut through bullying with new features," Fox 13 News, reporter Crystal Clark, November 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, October 11, 2016.

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

MEDIA AND PODCAST INTERVIEWS continued

"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 Hattrick, June 3, 2016.

"Facebook listening claim denied by professor," BBC, reporter Zoe Kleinman, June 3, 3016.

"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, November 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, October 30, 2015.

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

"Hillsborough School Board makes social media policy," WFLA, reporter Adrienne Pedersen, September 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, February 20, 2015.

"Gerard getting a little too social online," *Champaign News-Gazette*, columnist Tom Kacich, February 11, 2015.

"LinkedIn advised as future of industry connections," *USF Oracle*, reporter Amar Rele, February 3, 2015.

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

"Bay Area plastic surgeons cash in on selfie craze," WFLA, reporter Melissa Beckman, November 18, 2014.

"Lack of information on Ebola spreading fear, trust," *Tampa Tribune*, reporter Keith Morelli, October 17, 2014.

"Debate over fan creates social media buzz," WFLA, reporter Jeff Patterson, October 16, 2014.

"Experts weigh in on social media in local political campaigns," Inweekly blog, by Rick Outzen, October 15, 2014.

MEDIA AND PODCAST INTERVIEWS continued

"Snapchat hacked by third party app," WTSP, reporter Charles Billi, October 10, 2014.

"New site Alibaba takes aim at Amazon," WTSP, reporter Charles Billi, September 29, 2014.

"Ice Bucket Challenge," Capitol Report (WFSU), reporter Regan McCarthy, August 22, 2014.

"Other nonprofits awed by ALS ice bucket challenge," *Tampa Tribune*, by Keith Morelli, August 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, August. 1, 2014.

"Amy Van Dyken-Rouen staying positive on social media," *Denver 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, January 27, 2014.

"Polk teen's death spurs social media conversation," WFLA, reporter Natalie Shepherd, September11, 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, February 18, 2013.

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

"USF nominated for best social media usage," *The Oracle*, reporter Alex Rosenthal, January 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, December 15, 2012.

"Facebook's new trend of tracking users," WFLA, reporter Natalie Shepherd, November14, 2012.

"Election Day tweets set social media milestone," WTSP, anchor Reginald Roundtree, November14 7, 2012.

"Shadow debate part of presidential race," USF News, by Peter Howard, October 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.

MEDIA AND PODCAST INTERVIEWS continued

"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, January 18, 2012.

"Hiding your online identity can save customers, your job," WTSP, reporter Adam Freeman, January 11, 2012.

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

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

"To interact with students, USF gives Tumblr a try," *St. Pete Times*, October 2, 2011.

"Many Users 'Dislike' New Facebook Changes," WTSP, September 21, 2011.

"Poll: Young People Let Loose on Facebook," Good Day Tampa Bay, September 21, 2011.

"Universities finally accept social networking–adoption rate near 100%," *USA Today College*, September 2011.

"USF harnesses the power of social media," Welcome Back, USF Advertising Section of the Tampa Tribune, August 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*, February 10, 2011.

"Your Turn with Russell Rhodes" segment on Fox 13, February 8, 2011.

"Talk of the Town," WUSF, January 25. 2011.

"Noteworthy" podcasts on iTunesU: Introduction to Social Media and Twitter

"What's the Line Between Promoting and Exploiting Your Child?", Family First, November 14, 2010.

"Antoine Dodson Appears on Lopez Tonight and Demonstrates his Staying Power," *St. Petersburg Times*, November 9, 2010.

"Online Product Reviews are all the Rage, but are They Real?" ABC Action News, November 8, 2010.

"Social Media: What's Next?", Florida Matters, WUSF, October 12, 2010.

"Condo Resident's Website Connects Downtown Miami Dwellers," *Miami Herald*, October 1, 2010.

MEDIA AND PODCAST INTERVIEWS continued

"Woman Sues Debt Collector for Contacting her Family Via Facebook," *St. Petersburg Times*, September 25, 2010.

"Facebook Fame has its Hazards, says USF Mass Comm Prof," Inside USF Blog, September 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, 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 and Other Stories

"Ask Politifact: How and when will I get my Covid-19 vaccine?" Politifact, reporter Amy Sherman, December 18, 2020.

"A protest, a photo, a life changed," profile of alum Mark Clennon, USF Magazine, by Joey Johnston, December 6, 2020.

"Sharing big ideas on media and youth activism," (sidebar) USF News, by Barbara Melendez, September 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.

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