

## *CURRICULUM VITAE*

# Jordan Morehouse

Department of Advertising, Public Relations, and Media Design  
College of Media, Communication and Information  
University of Colorado, Boulder  
Boulder, CO 80309-0478

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## EDUCATION

Ph.D., Mass Communication

University of North Carolina, Hussman School of Journalism and Media, Chapel Hill, NC  
Roy H. Park Doctoral Fellow, Concentration: Public Relations  
Graduation Date: June 2020  
Advisor: Dr. Adam J. Saffer  
Dissertation: “The networked devotional-promotional engagement model: Examining congregant engagement and religious public relations”

M.A., Mass Communication

University of Houston, Jack J. Valenti School of Communication, Houston, TX  
Graduation Date: December 2015  
Thesis Chair: Dr. Temple Northup  
Thesis: “Favorite for Jesus, retweet for Buddha: A content analysis of religious leaders on Twitter”

B.A., Mass Communication

Ouachita Baptist University, School of Communication, Arkadelphia, AR  
Graduation Date: May 2012

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## PROFESSIONAL EXPERIENCE

Assistant Professor, *2023-Present*      University of Colorado, Boulder  
Department of Advertising, Public Relations, and Media Design  
Boulder, Colorado  
Tenure-track assistant professor of public relations

Assistant Professor, *2020-2023*      Clemson University  
Department of Communication  
Clemson, South Carolina  
Tenure-track assistant professor of strategic communication

Park Fellow, *2016-2020*      University of North Carolina  
School of Media and Journalism  
Chapel Hill, North Carolina  
Research assistant to Dr. Adam J. Saffer, Dr. Daniel Riffe, and  
Dr. Suman Lee

Social Media Strategist, 2014-2016	9 <sup>th</sup> Wonder (formerly The Company of Others) Houston, Texas Exclusive social media strategist for Riviana Foods, Inc., including Minute Rice and Success Rice
Social Media Director, 2014-Present	SC3G Media, LLC Houston, Texas Own and operate a digital public relations agency specializing in social media management
Social Media Director, 2012-2014	002media/002houston Magazine Houston, Texas Social media and website content creation and strategy for a variety of businesses

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## SCHOLARLY PUBLICATIONS

### Peer-Reviewed Publications (16)

\* Indicates co-author is/was a graduate student

**Morehouse, J.** (2024). Clarifying covenants and delineating devotion: Explicating religious public relations relationship frameworks. *Public Relations Review*.  
<https://doi.org/10.1016/j.pubrev.2023.102399>

**Morehouse, J.** & Boatwright, B. (2023). Factionalism and schisms: Analyzing network structure and characteristics of online opinion leaders in an international religious crisis. *Journal of Contingencies and Crisis Management*. <http://doi.org/10.1111/1468-5973.12512>

**Morehouse, J.** (2023). Beyond dyadic organization–public relationships: Proposing the devotional-promotional relational engagement model. *Journal of Public Relations Research*.  
<https://doi.org/10.1080/1062726X.2023.2261576>

**Morehouse, J.** & Saffer, A.J. (2023). Putting stakeholders' engagement in the equation: Proposing the integrated network engagement model. *Public Relations Review*, 49(1), 102291.  
<https://doi.org/10.1016/j.pubrev.2023.102291>

Dong, C., \*Zheng, Q., & **Morehouse, J.** (2023). What do we know about government public relations (GPR)? Not much. A systematic review of GPR in public relations literature. *Public Relations Review*, 49(1) 102284. <https://doi.org/10.1016/j.pubrev.2022.102284>

**Morehouse, J.**, & Lemon, L. (2023). Beyond reputational and financial damage: Examining emotional and religious harm in a post-crisis case study of Hillsong Church. *Public Relations Review*, 49(1) 102282. <https://doi.org/10.1016/j.pubrev.2022.102282>

Dong, C. & **Morehouse, J.** [equal authors] (2022). Toward a caring government: Advancing ethical government public relations with a care-based relationship cultivation model. *Journal of Public Relations Research*. <https://doi.org/10.1080/1062726X.2022.2119978>

- Morehouse, J.** & Austin, L.A. (2022). The impact of religion in situational crisis communication theory: An examination of religious rhetoric and religiosity. *Journal of Media and Religion*, 21(2), 105-123. <https://doi.org/10.1080/15348423.2022.2059327>
- Morehouse, J.** (2021). Examining devotional campaigns and stakeholder-centric relationships in public relations materials: A case study. *Journal of Public Relations Research*, 33(4), 209-230. <https://doi.org/10.1080/1062726X.2021.2011730>
- Golan, G., **Morehouse, J.** & English, A. (2021). Building relationships with the faithful: Examining church communicators perceptions of social media influencers in their OPR strategy. *Journal of Public Relations Research*, 33(4), 250-266. <https://doi.org/10.1080/1062726X.2021.2011729>
- Morehouse, J.** & Saffer, A.J. (2021). Promoting the faith: Examining megachurches' audience-centric advertising strategies on social media. *Journal of Advertising*, 50(4), 408-422. <https://doi.org/10.1080/00913367.2021.1939202>
- Morehouse, J.** (2020). Stakeholder-formed organizations and crisis communication: Analyzing discourse of renewal with a non-offending organization. *Journal of International Crisis and Risk Communication Research*, 3(2), 243-274. <https://doi.org/10.30658/jicrcr.3.2.5>
- Morehouse, J.** & Saffer, A. J. (2020). The knowledge construction network of engagement research: Examining scholars' star collaborators, embeddedness, and influence. *Public Relations Review*, 46(3), 1-14. <https://doi.org/10.1016/j.pubrev.2020.101924>
- Morehouse, J.,** & Saffer, A. J. (2019). Illuminating the invisible college: An analysis of foundational and prominent publications of engagement research in public relations. *Public Relations Review*, 45(5), 1-15. <https://doi.org/10.1016/j.pubrev.2019.101836>
- Saffer, A. J., Yang, A., **Morehouse, J.,** & Qu, Y. (2019). It takes a village: A social network approach to NGOs' international public engagement. *American Behavioral Scientist*, 63(12), 1708-1727. <https://doi.org/10.1177/0002764219835265>.
- Morehouse, J.,** & Saffer, A. J. (2018). A bibliometric analysis of dialogue and digital dialogic research: Mapping the knowledge construction and invisible colleges in public relations research. *Journal of Public Relations Research* 30(3), 65-82. <https://doi.org/10.1080/1062726X.2018.1498343>.

### **Refereed Book Chapters (1)**

- Morehouse, J.** & Spaulding, S. (2022). A Review of Crisis Communication and Religion. Submitted to Y. Jin & L.A. Austin (2<sup>nd</sup> Eds.), *Social Media and Crisis Communication*. (2nd ed., pp. 256–266). New York, NY: Routledge.

### **Encyclopedia Entries (1)**

- Morehouse, J.** & Saffer, A. J. (2018). Digital strategy. In R. L. Heath (Ed.), *The International Encyclopedia of Strategic Communication*. Hoboken, NJ: John Wiley & Sons.

### **Reviews of My Work (1):**

Browning, N., & Yang, S. U. (2022). Editor's essay: reflecting on OPR research. *Journal of Public Relations Research*, 1-4. <https://doi.org/10.1080/1062726X.2022.2125152>

**Not listed on public CV:**

Manuscripts Under Review (4)

Research in Progress (9)

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**CONFERENCE PAPERS, PRESENTATIONS, & PANELS**

**Peer-Reviewed Conference Papers (29)**

Dong, C., \*Zheng, Q., & **Morehouse, J.** (accepted). Cultivating empathetic government communicators: A gender-informed multi-level framework. Submitted to the International Public Relations Research Conference, Orlando, FL.

**Morehouse, J.** (2023, November). Clarifying covenants and delineating devotion: Explicating religious public relations relationship frameworks. Presented to the Public Relations Division of the Annual Conference of the National Communication Association, National Harbor, Maryland.

Page, T., **Morehouse, J.**, Capizzo, L., Toth, E., & Zhou, A. (2023, November). To share or not to share: Examining social media in public relations scholarship. Presented to the Public Relations Division of the Annual Conference of the National Communication Association, National Harbor, Maryland.

**Morehouse, J.** & Boatwright, B. (2023, May). Factionalism and schisms: Analyzing network structure and characteristics of online opinion leaders in an international religious crisis. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Toronto, Canada.

**Morehouse, J.** & Dong, C. (2023, March). Advancing relationship management theory: Examining the relational public relations goals of government organizations. Presented to the International Public Relations Research Conference, Orlando, FL.

**Morehouse, J.**, Harrison, V., Boatwright, B. (2022, November). Advancing engagement in public relations: Examining the impact of relational engagement on societal engagement in the COVID-19 context. Presented to the Public Relations Division of the Annual Conference of the National Communication Association, New Orleans, Louisiana.

Boatwright, B., Harrison, V., & **Morehouse, J.** (2022, November). Exploring fan responses to ACC football programs' social advocacy: Using social network analysis and topic modeling to better understand the Twitter conversation. Presented to the Sport Communication Division of the Annual Conference of the National Communication Association, New Orleans, Louisiana.

□ Second Place, Top Faculty Paper Competition

- Morehouse, J., & Lemon, L.** (2022, May). Beyond physical and financial consequences: Examining Emotional and religious harm in a crisis case study. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Paris, France.
- Harrison, V., **Morehouse, J.**, & Boatwright, B. (2022, May). The student as stakeholder: How the perceived altruism of university social responsibility (USR) campaigns impact student relationships. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Paris, France.
- Austin, L.L., **Morehouse, J.**, & \*Anderson, L. (2022, March). The impact of religion on leadership in organizational crises: An examination of religious rhetoric, crisis message, and religiosity. Presented to the International Public Relations Research Conference, Orlando, FL.
- Morehouse, J.** & Saffer, A.J. (2021, November). Proposing an integrated network model of engagement: A multi-method examination into indicators and outcomes of three forms of engagement. Presented to the Public Relations Division of the Annual Conference of the National Communication Association, Seattle, Washington.
- Third Place, Top Faculty Paper Competition
- Morehouse, J.** (2021, May). Advancing devotional-promotional communication research: Examining public-centric relationships in public relations materials. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Denver, Colorado.
- Morehouse, J.** & Saffer, A.J. (2021, May). Promoting the faith: Examining megachurches' audience-centric advertising strategies on social media. Presented to the Mass Communication Division of the Annual Conference of the International Communication Association, Denver, Colorado.
- Morehouse, J.** (2020, November). Beyond organization–public relationships: Examining a new model of relational engagement. Presented to the Public Relations Division of the National Communication Association (NCA) Convention, Indianapolis, IN.
- First Place, Top Student Paper Competition
- Austin, L.A. & **Morehouse, J.** (2020, August). Building theory in mass communication: Examining the impact of religiosity and religious rhetoric in organizational crises. Presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Morehouse, J.** (2019, November). Examining lay-led Leadership Roundtable: How stakeholders utilize post-crisis Discourse of Renewal. Presented to the Public Relations Division of the National Communication Association (NCA) Convention, Baltimore, MD.
- Third Place, Top Student Paper Competition
- Morehouse, J.** (2019, November). Faith and Communication: Analyzing Public Relations within Protestant Churches. Presented to the Thomas M. Carsey Graduate Student Symposium hosted by the Odum Institute, Chapel Hill, NC.

- Morehouse, J.** & Austin, L. L. (2019, August). The impact of religion in Situational Crisis Communication Theory: An examination of religious rhetoric and religiosity. Presented to the Religion and Media Interest Group of the Annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
- Second Place, Open Competition Top Paper
- Morehouse, J.** (2019, May). Illuminating the invisible college of engagement research in public relations: A cocitation analysis. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Washington, D.C.
- Third Place, Top Student Paper Competition
- Saffer, A. J., Yang, A., **Morehouse, J.**, & Qu, Y. (2019, May). It takes a village: NGOs' agenda building amidst the international refugee crisis. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Washington, D.C.
- Barker, J. & Noar, S. M., Bell, T., Saffer, A., & **Morehouse, J.** (2019, May). *Examining networks of perceived message effectiveness conceptualizations: A bibliometric analysis*. In J. N. Cappella & S. M. Noar (chairs), *New conceptualizations and research to inform message testing: Perceived message effectiveness and its alternatives*. Pre-conference at the 69th Annual Conference of the International Communication Association, Washington, D.C.
- Morehouse, J.**, & Riffe, D. (2018, August). A multi-method approach to examining online sermons from religious organizations. Presented to the Religion and Media Interest Group of the Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.
- Morehouse, J.** (2018, May). Mapping the knowledge construction in the invisible college of dialogue research. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Prague, Czech Republic.
- First Place, Top Student Research Paper Competition
- Morehouse, J.**, & Harker, J. L. (2018, May). Unpacking the engagement ideograph: A network analysis of engagement research in public relations. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, Prague, Czech Republic.
- Morehouse, J.** (2018, May). Examining engagement: A content analysis of engagement research in public relations. Presented to the 4<sup>th</sup> International Summer School, Münster, Germany.
- Second Place, Top Poster Awards
- Morehouse, J.** (2017, November). Interaction concepts for pedagogical use of social media. Presented to the Undergraduate College and University Division of the National Communication Association (NCA) Convention, Dallas, TX.
- Morehouse, J.** (2017, May). Following religion: Relationship cultivation tactics on Twitter. Presented to the Public Relations Division of the Annual Conference of the International Communication Association, San Diego, California.

**Morehouse, J.** (2017, March). Digitizing the local church: Social media influences and protocol. Presented to the Open Division at the Association for Education in Journalism and Mass Communication Southeast Colloquium, Fort Worth, TX.

**Morehouse, J.** (2016, August). Influencing the Twitterverse: Agenda setting capabilities of religious organizations. Presented to the Mass Communication and Society Division of the Annual Conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

### **Conference Panel Presentations (3)**

**Morehouse, J.** (2021, August). Pious advocates for social change: Intersections of religion and activism. Panel presentation submitted by Moscato, D. to the Religion and Media Interest Group and Magazine Division of the Annual Conference of the Association for Education in Journalism and Mass Communication, New Orleans, LA.

**Morehouse, J.** (2020, August). Public Relations and Religion: Nonprofit Religious Advocacy and Media Relations. Panel presentation submitted by Morehouse, J. to the Public Relations Division and the Religion and Media Interest Group of the Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

**Morehouse, J., & Saffer, A. J.** (2018, November). The status of dialogue research in public relations: A content analysis of scholarly articles from 1976 to 2017. Panel presentation submitted to the Public Relations Division of the National Communication Association (NCA) Convention, Salt Lake City, UT.

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### **HONORS AND AWARDS (14)**

2023 Gender Equity Champion Award of Excellence for the Advancement of Women—Clemson University Commission on Women. Nominated and awarded to one faculty member by students within Clemson University.

2023 Outstanding Graduate Student Advocate Award—Clemson University Graduate Student Government. Nominated and awarded to one faculty member by graduate students within Clemson University.

2022 Top Faculty Paper Competition, Second Place—National Communication Association, Sport Communication Division. Awarded to the top three faculty research papers as rated during blind review.

2021 Top Faculty Paper Competition, Third Place—National Communication Association, Public Relations Division. Awarded to the top three faculty research papers as rated during blind review.

2020 Top Student Paper Competition, First Place—National Communication Association, Public Relations Division. Awarded to the top three student research papers as rated during blind review.

- 2020 Rachel Davis Mersey Outstanding Ph.D. Student Award—Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. Awarded to one Ph.D. candidate within the Hussman School to recognize a record of outstanding scholarship, service to the School and profession, and grades.
- 2019 Top Student Paper Competition, Third Place—National Communication Association, Public Relations Division. Awarded to the top three student research papers as rated during blind review.
- 2019 Open Competition Top Paper, Second Place—Association for Education in Journalism and Mass Communication, Religion and Media Interest Group. Awarded to the top three research papers as rated during blind review.
- 2019 Top Student Paper, Third Place—International Communication Association, Public Relations Division. Awarded to the top three student research papers as rated during blind review.
- 2019-2020 Competitive 4<sup>th</sup> year of Roy H. Park Fellowship Funding—The Triad Foundation. Awarded to one Ph.D. student to support the pursuit of a more ambitious dissertation. Valued at \$60,000.
- 2018 Top Student Paper, First Place—International Communication Association, Public Relations Division. Awarded to the top four student research papers as rated during blind review.
- 2018 Second Place in the Top Poster Awards— 4<sup>th</sup> International Summer School in Münster, Germany. Awarded to the top three student research posters.
- 2016 Top Ten Finalist in the 3-Minute Thesis Competition—The Graduate School at the University of North Carolina in Chapel Hill. Awarded to the top ten presenters in 3MT Competition.
- 2016 James E. Grunig and Larissa A. Grunig Outstanding Thesis Award (3<sup>rd</sup> place)—International Communication Association, Public Relations Division. Awarded to the top four theses as rated during blind review.

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## **RESEARCH GRANTS AND AWARDS (\$31,183.68)**

2024-2025 Page/Johnson Legacy Scholar Grant—The Arthur W. Page Center at the Donald P. Bellisario College of Communications at Penn State

- Applied for \$5,000 for the research project titled: Advancing relationship management theory: Incorporating dialogic stewardship and ethics of care in a polarizing political environment
- Role: Principal Investigator
- Currently under review

2021-2022 Page/Johnson Legacy Scholar Grant—The Arthur W. Page Center at the Donald P. Bellisario College of Communications at Penn State

- Awarded \$5,000 for the research project titled: Toward a caring government: Examining public relations practitioners' approaches to ethics of care in the public sector
- Role: Co-Principal Investigator



2021 Brooks Institute Signature Project Grant—The Brooks Institute at Clemson University

- Awarded \$9,233.68 for the research project: Examining the influence of relationships on societal engagement
- Role: Co-Principal Investigator

2020 Summer School Teaching with Technology Mini-Grant—Center for Faculty Excellence and the Office of Summer School at the University of North Carolina at Chapel Hill

- Awarded \$750 to adopt interactive software and instructional technologies that will enhance student participation and engagement
- Role: Principal Investigator
- Starting and Ending Dates: May 2020 to June 2020

2019 Research Award—Association for Education in Journalism and Mass Communication, Mass Communication & Society Division

- Awarded \$10,000 for the research project: The impact of religion in organizational crises: An examination of religious rhetoric and religiosity
- Role: Co-Investigator [PI: Dr. Lucinda L. Austin]
- Starting and Ending Dates: August 2019 to August 2021

2019 Competitive Eli A. and Minnie S. Rubinstein Research Award, University of North Carolina at Chapel Hill

- Awarded a \$1,200 award for the research project: The Networked Devotional-Promotional Engagement Model: An examination into congregant engagement and religious public relations
- Role: Principal Investigator
- Starting and Ending Dates: April 2019 to April 2020

2018 Summer Research Fellowship, The Graduate School at University of North Carolina at Chapel Hill

- Awarded a \$5,000 award for the research project: The networked devotional-promotional engagement model
- Role: Principal Investigator
- Starting and Ending Dates: May 2018 to August 2018

**Grant applications rejected:**

2022 Emerging Scholars Grant—Association for Education in Journalism and Mass Communication

- Requested \$3,500 for the research project: Schisms and splits: Analyzing the roles and strategies of opinion leaders in a global religious crisis.
- Role: Co-Principal Investigator with Dr. Brandon Boatwright

2022 Faculty-Led Research Award—Mass Communication & Society Division within the Association for Education in Journalism and Mass Communication

- Requested \$10,000 for the research project: Religious crisis research: Examining the impact of sexual, national, and religious identity in a global organizational crisis
- Role: Co-Principal Investigator with Dr. Brandon Boatwright

2022 Advancing the Discipline Grant—National Communication Association

- Requested \$15,000 for the research project: Organizational schisms as crises: Examining religious crisis communication strategies in the United Methodist Church
- Role: Co-Principal Investigator with Dr. Brandon Boatwright

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## TEACHING ACTIVITIES

### **Instructor of Record**

#### **University of Colorado Boulder, Department of Advertising, Public Relations and Media Design** ***APRD 4405 Strategic Communication Capstone***

Spring 2024

Course description: This course enables students to put into practice knowledge from previous coursework to plan and execute a strategic communication campaign for a client (non-profit organization in this course). Students work with others, operating as an agency. Students develop one or more strategic communication campaigns. In addition, students practice organizational and leadership skills, design and layout skills, produce a plans book, and pitch the proposed campaigns to the class and the client.

#### **University of Colorado Boulder, Department of Advertising, Public Relations and Media Design** ***APRD 3105 Public Relations Strategy and Implementation***

Fall 2023, Spring 2024

Course description: This course exposes students to concepts in strategic planning and implementation of public relations efforts, campaigns, events, and initiatives. Taking this course provides students with an understanding an organization's internal and external communication efforts and enables students to identify potential crises in the development of public relations strategy and plans. This class provides an overview of the public relations process and its application to the development of strategy. Importantly, students also understand implementation and evaluation of strategy in public relations programs. Additionally, students are engaged in service learning with one non-profit organization local to the Boulder area to develop a portfolio of public relations materials.

#### **Clemson University, Department of Communication** ***COMM 3550 Principles of Public Relations***

Fall 2020, Spring 2021, Fall 2021, Fall 2022 (2 sections), Spring 2023 (2 sections)

Course description: This course introduces students to the field of public relations along with important concepts concerning effective public relations practices. This course provides students with a foundation for understanding the discipline, including historical development, issues and controversies, best practices, job opportunities, and components of successful public relations campaigns. Additionally, the course helps students build a foundation in understanding public relations and provide an understanding of its relationship to advertising, journalism, marketing and strategic communication.

#### ***COMM 8210 Seminar in Strategic Communication: Trends in research and practice***

Fall 2022

Course description: This course introduces students to trends in the study and practice of public relations. This course provides students with an advanced understanding of methodological, theoretical, conceptual trends in scholarship, as well as trends in the practice of public relations, including the use of big data, risk management, social media analytics, among others. The course helps

students know and understand innovative trends in the study and practice of public relations to complement their knowledge of the foundation of the discipline and profession.

***COMM 3570 Public Relations Writing***

Fall 2020, Spring 2021, Fall 2021

Course description: This course teaches students the basic principles associated with writing in a variety of styles and to multiple publics. Students learn how to write for emerging mediums as well as how to create traditional documents such as backgrounders, fact sheets, communication audits, pitch letters and news releases. Students are engaged in service learning with one non-profit organization local to the Clemson area to develop a portfolio of public relations materials.

**University of North Carolina at Chapel Hill, School of Media and Journalism**

***MEJO 137 Principles of Advertising and Public Relations***

Summer 2019, Fall 2019, Summer 2020

Course description: This course introduces students to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. Taking this course provides students with a solid foundation for understanding both disciplines, including historical development, issues and controversies, best practices, job opportunities and components of successful advertising and public relations campaigns. \*Teaching assistant to Dr. Adam J. Saffer, Spring 2019

***MEJO 332 Public Relations Writing***

Spring 2018, Fall 2018

Course description: This course teaches students the basic principles associated with writing in a variety of styles and to multiple publics. Students learn how to write for emerging mediums as well as how to create traditional public relations documents such as backgrounders, fact sheets, business letters, pitch letters and news releases.

**Advising Undergraduate Student Internship (1)**

Spring 2024 with Ellen Dannerbeck (undergraduate student in CU Boulder APRD major)

- Internship with Sports Media, Inc.

**Invited Lectures (9)**

CMCI Grad Applications Workshop, Fall 2023

- Presentation title: *Academic Interview Preparation*
- Served as one of three invited panelists for a workshop on the academic job application process
- Presented to College of Media, Communication and Information doctoral students

Summit Church, Spring 2023

- Presentation title: *Wicked Crises, Social Media Influencers, and Ethical Communication*
- Presented to Summit Church employees

Sydney Lectures, Fall 2022

- Presentation title: *Public Relations Definitions*
- Served as one of five invited respondents for Michael Kent's (Ph.D.) Sydney Lectures series, sponsored by University of New South Wales
- Presented to an international audience of public relations scholars

Clemson University, Spring 2022

- Presentation title: *The Impact of Religion in Strategic Communication*
- Presented to Rhetoric, Communication, and Information Design (“RCID Research Forum”) doctoral students and faculty within the College of Architecture, Arts and Humanities

University of North Carolina at Chapel Hill, Spring 2020, Fall 2022, Fall 2023

- Panel title: *Research Workshop: Panel on Academic Jobs*
- Served as one of five panelists
- Presented to doctoral students within the Hussman School of Journalism and Media

Media Cause Marketing and Communications Agency, Summer 2019

- Presentation title: *It takes a village: A social network approach to NGOs’ international public engagement.*
- Presented to Media Cause employees

Penn State University, Fall 2018

- Presentation title: *Dialogue and dialogic communication, a bibliometric analysis.*
- Presented to COMM 597: Public Relations Theories

**Guest Lectures (15)**

University of Colorado, Boulder, College of Media, Communication and Information

- Fall 2023, *Honing and developing a good research question and agenda.* Presented to APRD/JRNL 7002: Research Design.

University of Minnesota at Twin Cities, Hubbard School of Journalism and Mass Communication

- Fall 2021, *Writing in public relations.* Presented to Principles of Strategic Communication

Clemson University, Department of Communication

- Fall 2021, *Theorizing on engagement in public relations.* Presented to COMM 8210: Public Relations Theory.

Michigan State University, College of Communication Arts and Sciences

- Fall 2021, *Advancing dialogue and dialogic communication theories in public relations.* Presented to Public Relations and Advertising Theory.
- Fall 2020, *Dialogue and engagement in public relations.* Presented to Public Relations and Advertising Theory.

University of North Carolina–Chapel Hill, Hussman School of Journalism and Media

- Summer 2020, *Public relations writing.* Presented to MEJO 153: Writing and Reporting.
- Spring 2019, *Public relations careers.* Presented to MEJO 137: Principles of Advertising and Public Relations.
- Spring 2019, *Public relations planning.* Presented to MEJO 137: Principles of Advertising and Public Relations.
- Spring 2018, *Social media and graphic design.* Presented to MEJO 334: Presentation Design for Strategic Communication.
- Fall 2017, *Writing for social media.* Presented to MEJO 332: Public Relations Writing.
- Spring 2017, *Social media marketing and advertising.* Presented to MEJO 137: Principles of Advertising and Public Relations.

- Fall 2016, *Newsletters*. Presented to MEJO 232: Public Relations Writing.

University of Houston

- Spring 2014, Spring 2016, Summer 2016, *Social Media Management, Monitoring, and Branding*. Presented to COMM4397: Strategic Social Media

### **Professional Development Activities**

#### **University of Colorado Boulder (2)**

Leadership Education for Advancement and Promotion (LEAP) Introductory Workshop, Spring 2024  
Online Teaching Academy, Spring 2024

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## **PROFESSIONAL SERVICE**

### **To Discipline**

#### **Journal Reviewer (12)**

Journal of Public Relations Research  
Public Relations Review  
Journal of Advertising  
Corporate Communications: an International Journal  
Sociology of Religion: A Quarterly Review  
International Journal of Communication  
Journal of Contingencies and Crisis Management  
Journal of Communication Management  
Public Relations Inquiry  
Cogent Social Sciences  
Public Relations Inquiry  
Journalism & Mass Communication Quarterly

#### **Conference Paper Reviewer (5)**

Association for Education in Journalism and Mass Communication, Public Relations Div.  
Association for Education in Journalism and Mass Communication, MC&S Division  
National Communication Association, Public Relations Division  
National Communication Association, Spiritual Communication Division  
International Communication Association, Public Relations Division

#### **National Communication Association (2)**

Selection committee, Public Relations Division 2023-2024  
Nominating Committee, Public Relations Division 2021-2023

#### **Association for Education in Journalism and Mass Communication (6)**

Professional Freedom and Responsibility Chair, Religion and Media Interest Group 2023-2024  
Webmaster and Social Media Editor, Religion and Media Interest Group 2021-2023  
Co-Editor of Newsletter, Religion and Media Interest Group 2020-2021  
Chair for the Graduate Student Liaison Committee, MC&S Division 2019-2020  
Associate Chair for the Graduate Student Liaison Committee, MC&S Division 2018-2019  
Member of the Graduate Student Liaison Committee, MC&S Division 2016-2018

#### **Within University of Colorado Boulder (3)**

Graduate Affairs Committee member (APRD) 2023-2024

Faculty Merit Evaluation Review committee member (APRD)	2023-2024
<b>Faculty member of dissertation committee (2):</b>	
Emily King Kinsey, expected graduation date: May 2024	
Sara Alatmi, expected graduation date: May 2025	
<b><u>Within Clemson University (10)</u></b>	
PRSSA Advisor	2021-2023
Curriculum Committee	2022-2023
Undergraduate Programs Committee Member	2021-2022
Faculty advisory committee member, Department of Communication	2020-2021
Bookstore Liaison, Department of Communication	2020-2021
Co-Faculty advisor of PRSSA, Department of Communication	2020-2021
Research mentor to students in Gender Equity Creative Inquiry (WS 4900)	2021
<b>Faculty member of thesis/comprehensive exam committee (13):</b>	
Raine Templeton Riley, graduation date: May 2021	
Hannah Chumley, graduation date: May 2021	
Tanisha Tak, graduation date: May 2021	
Kaley Humphrey, graduation date: May 2021	
Agassy Rodriguez, graduation date: May 2022	
Kendall Phillips, graduation date: May 2022	
Andrew Obeng, graduation date: May 2022	
Michelle Brazeau, graduation date: December 2022	
Kalliope Werning, graduation date: May 2023	
Kevin Nutt, expected date: May 2023	
David Schaedel, graduation date: May 2023	
Alexa Sparacino, graduation date: May 2023	
Cormick Stockham, graduation date: May 2023	
<b>Advisor to graduate students (2):</b>	
Eden Wallace, Master of Arts, project thesis, graduation date: May 2023	
Eden Alon, Master of Arts, comprehensive exams, graduation date: May 2023	
<b>Faculty member of dissertation committee (2):</b>	
Rebecca Ross, expected graduation date: May 2024	
Julia Longaker, expected graduation date: May 2024	
<b><u>Within University of North Carolina at Chapel Hill (2)</u></b>	
Graduate student committee member, School of Media and Journalism Edward Vick Prize for Innovation in Teaching	2018
Organizer, Research Roundtable at the School of Media and Journalism	2017-2018
<b><u>Professional Memberships (4)</u></b>	
International Communication Association	2017-Present
National Communication Association	2017-Present
Association for Education in Journalism and Mass Communication	2016-Present
International Association of Business Communicators	2010-2017

## **BLOG/MEDIA FEATURES (6)**

- (2023, May) “Recipients of 2023 Awards of Excellence for the Advancement of Women named by the Commission on Women,” <https://news.clemson.edu/recipients-of-2023-awards-of-excellence-for-the-advancement-of-women-named-by-the-commission-on-women/>
- (2023, May) “Toward a caring government: PR practitioners’ approaches to ethics of care in the public sector,” <https://www.bellisario.psu.edu/page-center/article/toward-a-caring-government-pr-practitioners-approaches-to-ethics-of-care-in>
- (2023, May) “Semester of Service Blog Series | Principles of PR - Service Learning,” <https://community.cejmc.org/publicrelationsdivision/blogs/adrienne-wallace/2023/04/04/semester-of-service-blog-series-principlesofpr?CommunityKey=98727093-93f1-48e4-a97f-72e2cb2b218c>
- (2022, January) “More Than a PR Class: Clemson Prof Offers a Service-Learning Experience,” <https://sullivanfdn.org/jordan-morehouse-clemson/>
- (2021, December) “Teaching students and helping others: Communication professor turns class into service-learning project,” <https://news.clemson.edu/teaching-students-and-helping-others-communication-professor-turns-class-into-service-learning-project/>
- (2021, August) “Research in Progress: Examining how care ethics are understood and practiced in government PR,” <https://www.bellisario.psu.edu/page-center/article/research-in-progress-examining-how-care-ethics-are-understood-and-practiced>