

# LOIS A. BOYNTON

## PERSONAL

School of Media and Journalism  
237 Carroll Hall, CB# 3365  
University of North Carolina  
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Chapel Hill, NC 27514  
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**Associate Professor**, School of Media and Journalism, UNC-Chapel Hill

- **Public Relations Sequence Head** (January 2008 to 2017)
- **James H. Shumaker Term Professor** (2008-2010)
- **MA Adviser** (2005-2009)
- **Assistant Professor** (July 2001-2007)

## EDUCATION

*Ph.D. in Mass Communication*, University of North Carolina at Chapel Hill, 2001.

Park Doctoral Fellow. Dissertation: *Navigating rocky shoals in a leaky boat: A qualitative analysis of the ethical decision-making process of public relations practitioners*. Adviser: Dr. Patricia A. Curtin

*Master of Arts in Mass Communication*, UNC-Chapel Hill, 1997.

Thesis: *Communities convene for change: The role of sources in the Charlotte Observer's neighborhood initiative*. Adviser: Dr. Dulcie M. Straughan

*Bachelor of Arts in History*, Lenoir-Rhyne College, Hickory, NC, 1981. Magna Cum Laude with honors

## PROFESSIONAL EXPERIENCE

### TEACHING

*Associate Professor*, School of Journalism and Mass Communication, UNC-Chapel Hill, July 2007-present.

*Assistant Professor*, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 2001-June 2007.

*Instructor*, College of Journalism and Mass Communications, University of South Carolina at Columbia, Fall 2000-Spring 2001.

*Instructor of Record/ Graduate Teaching Assistant*, School of Journalism and Mass Communication, UNC-Chapel Hill, Spring 1999-Fall 1999.

*Teaching Associate*, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 1998.

*Adjunct Instructor*, Lenoir-Rhyne College, Hickory, NC, Fall 1990-Spring 1994.

*Adjunct Instructor*, Catawba Valley Community College, Hickory, NC, Fall 1989-Spring 1990.

## PROFESSIONAL PRESENTATIONS

*Panelist, Ethics and public relations.* North Carolina Chapter of PRSA, 27 September 2017.

*Presenter, Public Relations Society of America webinar, From community to classroom.* 29 Sept. 2016.

*Co-leader, North Carolina Press Association ethics panel.* 25 February, 2016.

*Guest speaker, Interdisciplinary Studies Course, Modes of Inquiry.* Topic “Analyzing qualitatively.” February 4, 2016.

*Crisis communication trainer, Social Work class,* 22 February, 2016.

*Guest speaker, Public Relations Writing, UNC-Chapel Hill.* “Can photos influence your opinions? Action?” 21 September, 2015.

*Moderator, NC Scholastic Media Institute opening panel discussion, Race Against Time.* UNC-Chapel Hill School of Journalism and Mass Communication. June 17, 2013.

*Presenter, Ethical and Legal Issues Surrounding Wikileaks,* Parr Center for Ethics, Jan. 26, 2011, UNC-Chapel Hill. Record attendance for this series.

*Presenter, Ethics in American Journalism.* Edward R. Murrow Program for Journalists, Oct. 6, 2009.

*Leader, Risk and crisis communication.* Professional workshop for Orange County Health Department. UNC-Chapel Hill. June 11, 2008.

*Presenter, Ethics in copy editing.* Summer Institute for Midcareer Copy Editors. UNC-Chapel Hill, July 13, 2008.

*Presenter, Ethics in media writing.* The Chuck Stone Program for Diversity and Education in Media’s 2007 High School Diversity Workshop. UNC-Chapel Hill. June 28, 2007.

*Co-leader, Working well with the media.* Professional workshop for Orange County Health Department. UNC-Chapel Hill. June 11, 2007.

*Presenter, Principles of the profession: Ethics in journalism.* Edward R. Murrow Program for Journalists: A Project of the Near East, for the U.S. Department of State’s International Visitor Leadership Program. UNC-Chapel Hill. April 14, 2007; Oct. 13, 2008.

*Co-leader. Crisis communication for public health professionals.* Special workshop for individuals in the School of Public Health's Executive Master's program. December 13-14, 2006

*Co-presenter. Mass communication ethics and crises.* Avian flu: Media response and responsibility. UNC-Chapel Hill High School Admissions Program. October 13, 2006

*Presenter, The joys and oys of ethics.* Knight Summer Institute for Midcareer Copy Editors, UNC-Chapel Hill. July 14, 2006.

*Presenter, Quick! Circle the wagons! How to hang onto your ethics when it all hits the fan.* Effective Crisis Communication for Public Health Professionals conference, May 2, 2006

*Co-leader, Strategic PR: Making your messages work.* UNC-Chapel Hill Executive Education. October 28, 2005.

*Co-leader, Interviewing customers for case studies.* Presented at SAS, Cary, NC, May 5, 2005.

## **PROFESSIONAL EXPERIENCE IN PUBLIC RELATIONS**

*Co-instructor, UNC Libraries media training, 22 May 2017*

*Co-leader – Effective Crisis Communication workshop for the N.C. Department of Cultural Resources, Raleigh, NC, 5 January 2015.*

*Executive Producer, That Cancer Show™, a service of Cornucopia Cancer Support Center in Durham, NC. Weekly talk radio program airing live on WPTF 680 AM. August 2012 to 2016.*

*Communication consultant, Freelance – clients include Cornucopia Cancer Support Center, Guardian Prime LLC, St. Paul's Lutheran Church, United Way of Catawba County, 1985-present.*

*Editor, Journeys alumni magazine, School of Public Health, UNC-Chapel Hill, Summer, 1997. Editor, writer, and project leader of new alumni magazine.*

*Editor, IPRC News, Injury Prevention Research Center, UNC-Chapel Hill, April 1996-January 1997. Editor, writer, desktop publisher of quarterly newsletter, special projects writer*

*Supervisor, Public Relations/ Advertising; Internal Communication Coordinator, Public Relations Coordinator, Sicom Corporation (now Corning Cable Systems), Hickory, NC, February 1985-June 1995.*

## **PROFESSIONAL EXPERIENCE IN JOURNALISM**

*Lifestyles/ Assistant Editor, General Assignment Reporter, Observer-News-Enterprise, Newton, NC, August 1981-February 1985. Section editor for 9,300-circulation daily, news and features reporter, photographer, darkroom supervisor, columnist, assistant to editor.*

## **PROFESSIONAL EXPERIENCE IN ADVERTISING**

*Data Analyst, Morgan-Anderson Agency, New York, Summer, 1996. Content analysis of annual reports for 'Top 100' companies.*

*Assistant Copy Writer, Johnston & Associates Marketing Communications, Hickory, NC, May-August 1981. Print and radio copy writer for promotional, editorial, and advertising materials. Clients included Broyhill Furniture Co., Pauline Lavitt boutique.*

## AWARDS AND HONORS

Led student team that won first place nationally for Public Relations Student Society of America Bateman case study competition, 10 May 2017.

*Guest speaker*, Phi Mu and Alpha Delta Pi Academic Banquet, 1 Nov. 2016.

Selected by 2014 senior marshals to give The Last Lecture, UNC-Chapel Hill, 24 April 2014.

Ed Vick Prize in Teaching Innovation, School of Journalism and Mass Communication, UNC-Chapel Hill, May 2014.

Nancy Dotson and Karen Binder Service Award (2013). Cornucopia Cancer Support Center, Durham, NC

Volunteer Woman of the Year (2011) Cornucopia Cancer Support Center, Durham, NC.

North Carolina Distinguished Service Award for Women (April 8, 2009), presented by the Epsilon Beta Chapter of Chi Omega to recognize a long and distinguished career or achievement by a North Carolina Woman.

Guest Coach for Women's Volleyball Team (2009, 2007).

Finalist for Class of 2008 Faculty Award, UNC-Chapel Hill, Spring 2008.

Recipient, David Brinkley Teaching Award, School of Journalism and Mass Communication, UNC-Chapel Hill, April 23, 2007.

Fellow, The Parr Center for Ethics, UNC-Chapel Hill, 2005.

Third Place, Faculty-Student Paper Competition, Public Relations Division, Association for Education in Journalism and Mass Communication, Toronto, FL, 2004.

Second Place, Teaching Paper Competition, Public Relations Division, AEJMC, Miami, FL, 2002.

Academy of Distinguished Teaching Scholars, UNC-Chapel Hill, 2000.

University-wide Tanner Teaching Assistants' Award for Excellence in Undergraduate Teaching, UNC-Chapel Hill, 2000.

Outstanding Graduating Ph.D. Student (co-recipient), School of Journalism and Mass Communication, UNC-Chapel Hill, 2000.

Minnie S. and Eli A. Rubinstein Research Award, School of Journalism and Mass Communication, UNC-Chapel Hill, 2000.

Most Promising Future Teacher Award, Mass Communication and Society Division, AEJMC, 1999.

William Francis Clingman Jr. Ethics Award, School of Journalism and Mass Communication, UNC-Chapel Hill, April 1998.

Arthur W. Page Society Award, Third Place, Public Relations Division, Research Paper Competition, AEJMC, August 1997.

Outstanding Graduating Master's Student, School of Journalism and Mass Communication, UNC-Chapel Hill, April 1997.

Kappa Tau Alpha National Honor Society, School of Journalism and Mass Communication, UNC-Chapel Hill, inducted April 1997.

## BIBLIOGRAPHY

### BOOK CHAPTERS (REFEREED)

**Boynton, L. A.**, and Rhew, A. (2016). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from New Professionals*, 2<sup>nd</sup> ed. L. A. Peck and G. S. Reel, eds. (pp. 227-239). Thousand Oaks, Calif.: CQ Press.

**Boynton, L. A.** (2015). Ethical social media: The professional and personal you. Ed. Kishor Vaidya (ch. 17) *Public Relations and Social Media for the Curious*. [e-book]. Curious Academic Publishing.

**Boynton, L. A.**, and Knott, D. M. (2015). Teaching the fundamentals of public relations: Ideas for the introductory course. In B. Neff and T. L. Johnson (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (4<sup>th</sup> ed.) (pp. 315-326). New York: Public Relations Society of America Educators Academy.

**Boynton, L. A.** (2013). Objectivity – Ideal or unreal? In *Media Studies: Point/Counterpoint*. Eds. J. D. Greer and W. D. Sloan (pp. 159-174). Northport, Ala.: Vision Press.

**Boynton, L. A.** and Rhew, A. (2013). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from New Professionals*. Eds: L. A. Peck and G. S. Reel. (pp. 215-224). Thousand Oaks, Calif.: CQ Press.

Knott, D., & **Boynton, L. A.** (2004). Teaching the fundamentals of public relations: Ideas for the introductory course. In L. Sallot (Ed.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (3<sup>rd</sup> ed.). Educators Academy and Public Relations Society of America.

**Boynton, L. A.** (2002). Professionalism and social responsibility: Foundations of public relations ethics (pp. 230-265). *Communications Yearbook 26*, Sage.

Curtin, P. A., & **Boynton, L. A.** (2001). Ethics in public relations theory and practice. In R. Heath (Ed.), *Handbook of public relations* (pp. 411-421). Thousand Oaks, CA: Sage.

## REFEREED ARTICLES

Lee, T. H., and Boynton, L. A. (2017). Conceptualizing transparency: Propositions for the integration of situational factors and stakeholders' perspectives. *Public Relations Inquiry* 6(3), 233-251. DOI <https://doi.org/10.1177/2046147X17694937>.

Mishra, K., **Boynton, L. A.**, and Mishra, A. (2014). Driving employee engagement: The expanded role of international communication. *International Journal of Business Communication*, 51(2), 183-202. Available online at <http://job.sagepub.com/content/51/2/183>.

Ha, J. H., and **Boynton, L. A.** (2014). Has crisis communication been studied using an interdisciplinary approach? A 20-year content analysis of communication journals. *International Journal of Strategic Communication* 8(1), 29-44.

**Boynton, L. A.** (Winter 2006). What we value in PR: A Delphi study to identify key values that guide ethical decision-making in public relations. *Public Relations Review* 32(4), 325-330.

**Boynton, L. A.**, & Dougall, E. K. (2006). The methodical avoidance of experiments in public relations research. *PRism* 4(1). [http://praxis.massey.ac.nz/prisim\\_on-line\\_journ.html](http://praxis.massey.ac.nz/prisim_on-line_journ.html).

Dougall, E., Curtin, P. A., **Boynton, L. A.**, & Mersey, R. D. (2006). Can serving the public interest also interest the public? A content analysis of the Yahoo! News portal. *Proceedings*, International Association of Business and Society conference, Mexico, pp. 93-97.

Dougall, E., & **Boynton, L. A.** (2005). The showcase as a learning strategy. *The Successful Professor* 4(3), 3-5.

Martin, R., & **Boynton, L. A.** (2005) From liftoff to landing: How NASA's crisis communications affected media coverage following the Challenger and Columbia disasters. *Public Relations Review* 31(2), 253-261.

**Boynton, L. A.**, & Imfeld, C. (2004). Virtual issues in traditional texts: How introductory public relations textbooks address Internet technology issues. *Journalism and Mass Communication Educator*, 58(4), 330-342.

Wu, H. D., & **Boynton, L. A.** (2002). An alternative to the impasse: The grassroots approach to coping with media violence. *Journal of Promotion Management* 8(2), 47-61.

D'Aprix, A. S., **Boynton, L. A.**, Carver, B., & Urso, C. (2001). When the ideal meets the real: Resolving ethical dilemmas in the real world. *The New Social Worker* 8(2), 20-23.

## REFEREED CONFERENCE PAPERS

Ha, J-H., & **Boynton, L.** (2012, November). *The status of crisis communication research in communication journals: A twenty-year content analysis with an interdisciplinary approach*. Paper presented at the 98th Annual Convention of the National Communication Association, Orlando, FL.

Mishra, K. A., & **Boynton, L. A.** (2009, March). *Talk-the-talk: Using internal communication to build trust with employees*. International Public Relations Research Conference, Miami, FL.

**Boynton, L. A.** (2007, March). *Assessing the ethical motivations of public relations practitioners. Adding the ethic of care*. Presented to International Public Relations Research Conference, Miami, FL.

**Boynton, L. A.** (2006, March). *What we value in PR: A Delphi study to prioritize key values that guide ethical decision-making in public relations*. Presented to International Public Relations Research Conference, Miami, FL.

Folmar, J. R., & **Boynton, L. A.** (2005, August). *Why are more women than men attracted to the field of public relations? Analyzing students' reasons for studying PR*. Public Relations Division, AEJMC, San Antonio, TX.

Martin, R., & **Boynton, L. A.** (2004, August). *From liftoff to landing: How NASA's crisis communications affected media coverage following the Challenger and Columbia tragedies*. Public Relations Division, AEJMC, Toronto, Ontario, Canada. Third-place award, faculty-student competition.

**Boynton, L. A.** (2003, September). *More than just good intentions: Incorporating needs fulfillment in discussions of the ethical decision-making process*. Moral Education in a Diverse Society Conference, Kenan Institute for Ethics, Duke University, Durham, NC.

**Boynton, L. A.** (2003, August). *The gray areas of ethical decision-making: The emergence of an ethical action continuum among public relations practitioners*. Public Relations Division, AEJMC, Kansas City, MO.

**Boynton, L. A.** & Straughan, D. M. (2003, August). *Appalling sin or despicable crime: An exploration of media frames surrounding the Catholic priest sexual abuse scandal*. Religion and Media Interest Group, AEJMC, Kansas City, MO.

**Boynton, L. A.** & Imfeld, C. (2002, August). *Virtual issues in traditional texts: How introductory public relations textbooks address Internet technology issues*. Public Relations Division, AEJMC, Miami, FL. Second-place award, teaching competition.

**Boynton, L. A.** (2000, March). *Who gives a dime? Why publics' attitudes should matter to nonprofit organizations*. Open Division, Southeast Colloquium, Chapel Hill, NC.

**Boynton, L. A.** (2000, March). *Professional and socially responsible communicators: An analysis of ethics codes of public relations and journalism associations*. Ethics Division, Southeast Colloquium, Chapel Hill, NC.

**Boynton, L. A.** & Wu, H. D. (1999, August). *Don't look at me! Third-person effects and media violence*. AEJMC, New Orleans, LA.

**Boynton, L. A.** (1999, March). *Poison ivy or gilded leaf: Management publicity efforts and popular magazine coverage surrounding the 1914 Ludlow Massacre*. Southeast Colloquium, Lexington, KY.

**Boynton, L. A.** (1999, March). *The dark side of press gallery accreditation: Does the Standing Committee of Correspondents license its press peers?* Southeast Colloquium, Lexington, KY.

Wu, H. D. & **Boynton, L. A.** (1998, August). *An alternate to the impasse: The grassroots approach for coping with media violence.* AEJMC, Baltimore, MD.

**Boynton, L. A.** (1998, March). *He said, she said, and who wanted to know? The role of gender in source selection at a public journalism newspaper.* Southeast Colloquium, New Orleans, LA.

**Boynton, L. A.** (1997, August). *Wired to the world: A preliminary study of news release wire services as conduits for international communication.* Public Relations Division, AEJMC, Chicago, IL. Third place, Research Paper Competition.

**Boynton, L. A.** (1997, March). *Wired to the world: News release wire services as conduits for international communication.* Southeast Colloquium, Knoxville, TN.

Campbell, J. D. & **Boynton, L. A.** (1996, August). *Does it matter who asks? A study of regional affiliation and gender in the interviewer-respondent interaction in public opinion telephone surveys.* AEJMC, Anaheim, CA.

#### **CONFERENCE PANEL PRESENTATIONS (UNREFEREED)**

Instructor, *Case Studies: Ethics for Editors* (May 2013). NC Press Association Newspaper Academy. Hosted by the University of North Carolina at Chapel Hill.

Presenter, *Professional problems and ethics in journalism.* (8 May 2009). 8<sup>th</sup> Annual Newspaper Academy. Hosted by the University of North Carolina at Chapel Hill.

Presenter, *Challenges in ethical decision-making in public relations.* (May 2005). Third annual International Symposium, Communications in the Millennium: A Dialogue between Communication Scholars. Elon, NC.

Co-organizer and panelist, *Business and public relations.* (7 Aug. 2005). Pre-conference session, Public Relations Division, AEJMC, San Antonio, TX.

Panelist, *Successful service learning.* (May 2005). Faculty Development Institute. UNC-Chapel Hill.

Panelist, *People, not profits: Crisis communication in the public sector.* (8 April 2005). International Academy of Business Disciplines Conference, Pittsburgh, PA.

Panelist, *Creating and sustaining community partnerships: Service learning in the curriculum.* (14 Feb. 2005). Sponsored by APPLES Service-Learning Program and Center for Teaching and Learning, UNC-Chapel Hill.

Panelist, *Successful service learning.* (6 May 2004). Faculty Development Institute. UNC-Chapel Hill.

Invited attendee. *Ethics in community-based education.* (2 April 2004). UNC-Chapel Hill.

Coordinator and moderator, *Evaluating the individual, teaching the group: Educating students using team reporting and collaborative projects.* (5 March 2004). Southeast Colloquium, Tampa, FL.



Co-developer and panelist, *ABCs of AEJMC*. (August 2003). Mini-plenary session of Public Relations Division and Graduate Student Interest Group, AEJMC, Kansas City, MO.

Discussion co-leader, (July 2003). Today's ethics training for tomorrow's practitioners, Public Relations Division Pre-conference Session. *Bridging the gap: Public relations professionals and professors working together*, AEJMC, Kansas City, MO.

Panelist, *Integrating service learning into professional skills courses*. (February 2002). Fourth annual Service Learning Institute, Elon University.

Panelist, *Voice and representation in public relations*. (March 2001). Southeast Colloquium. Panel sponsored by the Public Relations Division of AEJMC, Columbia, SC.

Panel coordinator and panelist. *What is the ethical role of public relations within an organization?* (October 2000). Presentation Title: *When behavior defies intent: The role of needs in ethical decision making*, presented at Twisted Words/Straight Talk: The Ethics of Persuasion in the Open Marketplace, Park City, UT. Co-sponsored by *Journal of Mass Media Ethics* and Brigham Young University.

Co-organizer and moderator, *Service learning: Integrating research, theory, and applications*. (August 2000). Mass Communication and Society and Communication Theory and Methodology divisions, AEJMC, Phoenix, AZ.

Presenter, *Promising professors workshop*. (August 1999). Mass Communication and Society Division, AEJMC, New Orleans, LA.

Panelist, *The role of history in mass communication instruction*, (March 1999). Southeast Colloquium, Lexington, KY.

Panelist, *Getting the most out of conferences*. (March 1999). Southeast Colloquium, Lexington, KY.

## INVITED WORKS

**Boynton, L.** (2017, July). Where to do and what to see in Chicago (when you're not soaking up all of that knowledge). *PR Update* 52(3), 20-22.

**Boynton, L.** (2017, April 25). *Semester of service: Wrapping up with National Volunteer Week*. For AEJMC Public Relations Division blog. Accessible at <http://aejmc.us/prd/2017/04/25/semester-of-service-wrapping-up-with-national-volunteer-week/>

**Boynton, L.** (2016, October). Trickle down ethics? Leadership's role in setting a tone. *PR Update* 51(4), 14-15. Accessible at <http://aejmc.us/prd/wp-content/uploads/sites/23/2014/11/PR-Update-51-4-Oct-16.pdf> . Also featured in the AEJMC Public Relations Division blog (12 October 2016) at <http://aejmc.us/prd/2016/10/12/pr-update-lois-boynton-on-public-relations-ethics/>.

**Boynton, L. A.** (2013 Summer). *The AMA handbook of public relations: Leveraging PR in the digital world*, by Robert L. Dilenschneider. (book review). *Journalism and Mass Communication Quarterly* 90(2), 392-393.

**Boynton, L. A.** (2011). *The opinions of mankind: Racial issues, press, and propaganda in the Cold War*, by Richard Lentz and Karla K. Gower (book review). *Journalism History*.

**Boynton, L. A.** (2009, Autumn). *The handbook of mass media ethics*, edited by Lee Wilkins and Clifford D. Christians (book review). *Journalism and Mass Communication Quarterly* 86(3): 708-709.

**Boynton, L. A.** (2008, Autumn). *The public relations handbook*, 3<sup>rd</sup> ed., by Alison Theaker (book review). *Journalism and Mass Communication Quarterly* 85(3), 707-709.

**Boynton, L. A.** (2008). Online journalism ethics: Traditions and transitions by Cecilia Friend and Jane B. Singer (book review). *Journalism and Mass Communication Quarterly* 85(1), 219-220.

**Boynton, L. A.** (2007). Cases and commentaries: This PR firm should have known better. *Journal of Mass Media Ethics* 22(2&3), 218-221.

**Boynton, L.** (2006). ABCs. *PR Update* 41(2), 1.

**Boynton, L. A.** (2005). *Journalism: Critical issues* by S. Allan, ed. (book review). *Journalism and Mass Communication Quarterly* 82(4), 997-998.

**Boynton, L. A.** (2004). *Ethics in public relations: A guide to best practice* by Patricia J. Parsons (book review). *Journalism and Mass Communication Quarterly* 81(4), 937-939.

**Boynton, L. A.** (2004). Ethical texts for the new millennium, *Journalism and Mass Communication Quarterly* 81(1), 187-190. Book reviews of four texts: Groping for ethics in journalism, R. F. Smith; Mixed media: Moral distinctions in advertising, public relations, and journalism, T. Bivins; Moral engagement in public life: Theorists for contemporary ethics, S. L. Bracci & C. G. Christians (eds.); and Desperately seeking ethics: A guide to media conduct, H. Good (ed.).

**Boynton, L.** (2001). Media self-examination of presidential coverage, *MC&S News* 34(2), 2-4.

Sample case statement. (1997). In R. L. Edwards & E. A. S. Benefield, *Building a strong foundation: Fundraising for nonprofits* (pp. 47-48). Washington, DC: NASW Press.

## **TEACHING RECORD**

*Associate Professor*, School of Journalism and Mass Communication, UNC-Chapel Hill, July 2007 to present

- *Courses:*
  - Public Relations Writing – writing lab with about 20 juniors and seniors
  - Professional Problems and Ethics – required undergraduate survey course, with up to 100 students, sophomores, juniors and seniors
  - Public Relations Case Studies – conceptual course for 20-30 juniors and seniors
  - Principles of Public Relations – introductory survey class for up to 100 undergraduates

- Public Relations Seminar – graduate theory seminar for about 12 students. Expanded to address needs of strategic communication students interested in advertising topics as well as public relations.
- Public Relations and Strategic Writing – created this MA-level class for 6+ first-year students. Updated in spring 2017 to focus more substantially on digital comm.
- Introduction to Mass Communication – introductory class for approximately 300 undergraduates (primarily first years and sophomores). Co-instructor
- Public Relations Foundations – MA-level campaign/case study class for 10+ students.

*Assistant Professor*, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 2001-present.

- *Courses:*
  - Public Relations Writing – writing lab with about 20 juniors and seniors
  - Professional Problems and Ethics – required undergraduate survey course, with up to 100 students
  - Public Relations Case Studies – conceptual course for 20-30 juniors and seniors
  - Principles of Public Relations – introductory survey class for up to 100 undergraduates
  - Public Relations Seminar – graduate theory seminar for about 12 students.

*Committee activity*

- PhD students – committee chair (13), committee member (14). Also invited to serve on the PhD committee for a political science student in 2008 and Communication Studies student in 2011.
- Master’s students – committee chair (30), committee member (18)
- MATC students – committee chair (1)
- Undergraduate honors students – committee chair (8), committee member (4)

*Instructor*, College of Journalism and Mass Communications, University of South Carolina at Columbia, Fall 2000-Spring 2001.

- *Courses:*
  - Principles of Public Relations - introductory survey class for up to 150 students
  - Public Relations Writing - writing lab with up to 20 juniors and seniors

*Instructor of Record/ Graduate Teaching Assistant*, School of Journalism and Mass Communication, UNC-Chapel Hill, Spring 1999-Fall 1999.

- *Course:*
  - Public Relations Writing - writing lab with up to 20 juniors and seniors

*Teaching Associate*, School of Journalism and Mass Communication, UNC-Chapel Hill, Fall 1998.

- *Course:*
  - World of Mass Communication – introductory survey class for up to 100 students; discussion leader for three sections with up to 15 students per section.

*Adjunct Instructor*, Lenoir-Rhyne College, Hickory, NC, Fall 1990-Spring 1994.

- *Courses:*

- Journalism News Writing – introductory writing class for up to 20 undergraduate students
- Introduction to Public Relations – introductory survey class for up to 20 undergraduate students

*Adjunct Instructor, Catawba Valley Community College, Hickory, NC, Fall 1989-Spring 1990.*

- *Course:*

- Introduction to Advertising – survey class for up to 30 students

## **GRANTS AND AWARDS**

Pilot Study Participant, Center for Faculty Excellence Interactive Lecture Hall Project (Fall 2015).

Summer Grant for Research (2009). School of Journalism and Mass Communication, UNC-Chapel Hill. To pursue research about ethics in introductory public relations courses through content analysis and online survey.

Faculty Development Grant. (2006) School of Journalism and Mass Communication, UNC-Chapel Hill. Yahoo! News project. Collaboration with Drs. Patricia A. Curtin and Elizabeth K. Dougall.

Arthur W. Page Center Page Legacy Scholar grant (2005). *Applied ethics in public communication: An online, collaborative course to reach out globally to the practice.* In conjunction with Columbia University.

Course Enhancement Grant (2004). APPLES Service-Learning Program, UNC-Chapel Hill. Used to develop and implement first Public Relations Writing Showcase for students and nonprofit clients.

Summer Grants for Research and Graduate Program-related Activities (2003). School of Journalism and Mass Communication, UNC-Chapel Hill.

Summer Grants for Research and Graduate Program-related Activities (2002). School of Journalism and Mass Communication, UNC-Chapel Hill.

Co-recipient, Mini-grant Program for Curriculum Development (2002). Center for Teaching and Learning, UNC-Chapel Hill.

## **PROFESSIONAL SERVICE**

### **TO DISCIPLINE**

*Tenure and promotion external reviewer*, candidate from University of San Francisco School of Management, 2013

*Tenure and promotion external reviewer*, candidate from Marquette University, Diederich College of Communication, 2013

*Tenure and promotion external reviewer*, candidate from York College, CUNY, Department of English, 2013.

*Tenure and promotion external reviewer*, candidate from University of Florida, 2008; University of South Carolina, 2010.

*Grant application reviewer*, Leadership studies, Plank Center for Leadership in Public Relations, University of Alabama. July 2008.

*Hitesman speaker*, Manship School of Mass Communication, Louisiana State University. Nov. 3-6, 2004. Presentations and discussions with public relations and ethics classes, interaction with faculty and graduate students regarding teaching and research.

### **Manuscript Reviewer**

*Editorial Board, Journal of Public Relations Research*, appointed April 2002, reappointed January 2005, 2008

*Manuscript reviewer, Mass Communication & Society* journal, 2002-present

*Manuscript reviewer, Electronic News* journal, 2008-present

*Proposal Reviewer*, Baker Fund Awards, Ohio University, February 2003

*Paper judge*, Public Relations Division, AEJMC, Spring 2001-present

*Paper judge*, Mass Communication and Society Division, AEJMC, Spring 2001-present

*Paper judge*, Southeast Colloquium, AEJMC, 2001 to 2015.

### **Book Prospectus Reviewer**

Janis T. Page and Lawrence Parnell (2017). Introduction to public relations text. Thousand Oaks, CA: Sage Publishing.

Black, J., and Roberts, C. (2011). *Doing ethics in media: Theories and practical applications*. New York: Routledge.

Hendrix, J. A., and Hayes, D. C. (2007). *Public relations cases*. Belmont, CA: Thomson Wadsworth. Review in preparation for next edition.

Fitzpatrick, K., & Bronstein, C. (Eds.). (2006). *Ethics in public relations: Responsible advocacy*. Thousand Oaks, CA: Sage.

### **Conference Activity**

*Member*, Professional Freedom and Responsibility Committee, Public Relations Division, AEJMC, 2016-present.

*Associate Editor, Public Relations Update*, newsletter of the Public Relations Division of AEJMC, 2016-present.

*Co-chair*, Research Committee, Public Relations Division, AEJMC, 2007-08.

*Co-chair*, Graduate Student Liaison Committee, Public Relations Division, AEJMC, 2002-2006

*Co-chair*, Graduate Student Liaison Committee, Mass Communication and Society Division, AEJMC, 2002-2004

*Chair*, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2001-2002

*Discussant, moderator*, AEJMC, August 2003 to present.

*Discussant, moderator*, Southeast Colloquium, 2001-2005

- *Panel co-developer*, Where the girls are: Pedagogical issues surrounding the female majority in journalism and mass communication classrooms, Little Rock, AR, March 2003.
- Attracting and retaining minorities: A graduate student-faculty perspective, Public Relations Division, Gulfport, MS, March 2002
- *Panel coordinator*, Incorporating active learning techniques into mass communications courses, Mass Communication and Society, Columbia, SC, March 2001.

*Chair*, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2001-2002

*Co-chair*, Professional Freedom and Responsibility Committee, Mass Communication and Society Division, AEJMC, 2000-2001

### **Other**

*Judge coordinator and judge*. Spotlight on Excellence national competition of the North Carolina Electric Cooperatives, 2005-2006.

*Presenter*, *What the judges are really looking for: How you can use your yearbook critique to get better*, Southern Interscholastic Press Association, University of South Carolina, March 2001.

### **TO UNC-CHAPEL HILL**

*Guest Emcee*, Carolina For the Kids Dance Marathon, 24 March 2017.

*Guest Emcee*, Carolina For the Kids Dance Marathon, March 2016.

*Advisory Board*, Parr Center for Ethics. Appointed May 2010 to present.

*Program developer and presenter*, Ethical challenges in mass media, for Parr Center for Ethics Lunch and Learn Series, 2009.

*Guest speaker*, Alpha Delta Pi sorority Scholarship Banquet. Oct. 29, 2008; April 22, 2014

*Guest panelist*, Phi Mu sorority. 2016

Appointed to Carolina Engagement Council, a university-level advisory group to the Vice Chancellor for Public Service and Engagement, Spring 2007.

*Advisory Board*, APPLS Service-Learning Program, April 2003-May 2007.

*Adviser*, NewSlang student-published magazine, 2005.

*Adviser*, Be The Match On-Campus, UNC-Chapel Hill chapter, 2015-present.

*Advisory Board of Directors*, *Blue & White* magazine, appointed August 2003

*Adviser*, Norval Neil Luxon chapter, Kappa Tau Alpha, May 2002 to June 2005.

*Adviser*, Carolina's FUEL (Females United and Emerge as Leaders), January 2003-2005.

*Adviser*, Star Heels Dance Team, May 2003-present

*Presenter*, Carolina Concepts, 2002, 2003

## **TO SCHOOL OF MEDIA AND JOURNALISM**

*Member*, curriculum working group, 2016-present.

*Member*, search committee for tenure-track public relations faculty member, 2016-2017.

*Adviser*, two PRSSA Bateman competition teams, 2016-2017, including national champion team.

*Chair*, School of Media and Journalism's Diversity and Inclusion Committee, Fall 2015-present.

*Adviser*, Crash Campaign, 24-hour competition in which student teams conduct research, develop strategy, recommend marketing solutions for local businesses and nonprofits, and pitch their ideas to the client and an expert panel of judges. 2015-present.

*Adviser*, PRSSA Bateman competition team, 2015-2016. Team received honorable mention.

*Member*, *Board of Directors*, Heelprint Communications, student-run creative agency.

*Co-Adviser*, Carolina PRSSA, School of Journalism and Mass Communication, UNC-Chapel Hill

*Website administrator*, Carolina Showcase ([www.carolinashowcase.org](http://www.carolinashowcase.org)) to highlight public relations and advertising students' achievements. School of Journalism and Mass Communication, UNC-Chapel Hill, 2013-2017.

*Member*, Curriculum Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2014 to 2016.

*Member*, Tenure and Promotion Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2013-2016.

*Member*, Salary Committee, School of Journalism and Mass Communication, UNC-Chapel Hill, 2014-2016.

*Member*, Graduate Admissions Committee, School of Journalism and Mass Communication, UNC-Chapel Hill.

*Member*, Scholarship Committee, School of Media and Journalism, UNC-Chapel Hill, 2015-present.

*Administrative Board*, School of Journalism and Mass Communication, UNC-Chapel Hill, appointed Fall 2010-June 30, 2013.

*Public Relations Sequence Head*, School of Journalism and Mass Communication, January 2008 to present.

*Master's Program Adviser*, School of Journalism and Mass Communication, June 2005-May 2009.

*Elected representative*, Advisory Committee on Faculty Salaries for School of Journalism and Mass Communication, elected 2003, re-elected 2005.

*Member*, faculty search committees: Public Relations research track (2014, 2015), Public Relations professional track (2015), Stembler Lecturer in broadcast and electronic journalism (2015).

*Judge*, Digital Advertising and Marketing campaigns. Fall 2015, Spring 2016.

## **IN COMMUNITY**

*Board member*, Cornucopia Cancer Support Center, Durham, NC, 2011 to present.

- *Interim executive director*, 2017
- *Secretary* – 2012-2013
- *Chair* – 2014 to present

*Discussion leader*, *Truth, sensationalism, and the ethics of journalism*. UNC Humanities Program about the fall 2005 Playmakers Production of *The Front Page*. Oct. 14-15, 2005.

*Discussion leader*, *Ethics in journalism: yesterday, today and tomorrow*. For the Michigan Triangle Alumni Club about the fall 2005 Playmakers Production of *The Front Page*. Oct. 30, 2005.

*Board member and secretary*, KEY Players, Catawba, NC, nonprofit theatre company, 1991-2005

## **MEMBERSHIPS**

Association for Education in Journalism and Mass Communication (AEJMC)

- Public Relations Division
- Media Ethics Division



- Mass Communication and Society Division (1998-2005)

International Communication Association (ICA)

Public Relations Society of America (PRSA)

Association for Practical and Professional Ethics (APPE)

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), 2001-2007.

International Academy of Business Disciplines (IABD)

Updated 29 May 2017