

## MARIA LEONORA (NORI) G. COMELLO, PhD

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### EDUCATION

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- **PhD Communication**, 6/10. School of Communication, The Ohio State University, Columbus, OH
  - Emphasis in health communication, persuasion, and identity
  - Dissertation: Activated Self-Concept as a Mechanism Underlying Persuasive Message Effects. Committee members: Michael D. Slater (chair), David Ewoldsen, and Janice Raup-Krieger.
- **MS Technical Communication**, 12/00. Department of Journalism & Technical Communication, Colorado State University
  - Emphasis in public relations and health communication
  - Thesis: Effectiveness of Foot-in-the-Door and Door-in-the-Face as Compliance-Gaining Techniques in Fundraising. Advisor: Michael D. Slater.
- **BA Psychology**, 5/89. Department of Psychology, University of Pennsylvania, Philadelphia, PA
  - Minor in philosophy

### EXPERIENCE

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- **Associate Professor**, 7/16 – present; **Assistant Professor**, 7/10 – 6/16. School of Media and Journalism, University of North Carolina at Chapel Hill (UNC-CH)
- **Graduate Associate**, 9/07 – 6/10. School of Communication, The Ohio State University
- **Research Associate (full time)**, 10/01 – 8/06. Department of Marketing, College of Business, Colorado State University
  - Contributed to funded research projects: coordinated proposal submission, developed media materials, conducted trainings in campaign implementation, drafted manuscripts, and supervised project assistants.
- **Freelance PR/Health-Communication Writer**, 7/99 – 10/01. Department of Journalism & Technical Communication, Colorado State University
  - Developed media advocacy materials to support health communication campaign implementation in communities participating in national randomized community trial.
- **Graduate Teaching Assistant**, 8/94-5/95, Department of Journalism & Technical Communication, Colorado State University. Taught business communication.

## RELEVANT PROFESSIONAL EXPERIENCE

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- **PR Specialist/Writer**, 7/93 – 8/94, Scott Design, Fort Collins, CO. Developed press kits and other materials in support of products and events.
- **Publicity Director & Assistant Manager**, 8/90 – 5/93, American Red Cross, Fort Ord, CA.
  - Publicity director: Served as liaison with media and community groups; wrote and submitted press releases and feature stories; developed local materials; and tailored national materials to meet local needs.
  - Assistant manager: Provided casework services and managed programs, including revenue-generating safety training program.

## ACADEMIC HONORS

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- **Top Theory Paper (sole author)**, 2012. Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication (AEJMC). “Conceptualizing the intervening roles of identity in communication effects: The Prism Model.” Inaugural award. Prize was instituted to commemorate the 100<sup>th</sup> anniversary of the division and to emphasize the division’s goal of promoting theory development.
- **Top-Three Student Paper (sole author)**, 2009. Communication Theory & Methodology Division, AEJMC. “Framing groups as distinctive: Implications of Optimal Distinctiveness Theory for persuasive communication.” Cash award.
- **Doris Gildea Morgan Scholarship Award (sole recipient)**, 2009. Top senior graduate student research award. School of Communication, The Ohio State University. Cash award.
- **Top-Three Paper** in Health Communication Division, International Communication Association (ICA), 2007. “Issue concern and risk judgments as mediators of news influence on support for alcohol control policies,” Michael Slater, Andrew Hayes, and Maria Leonora Comello (co-authors).
- **Best Paper Award** in Business & Policy/Strategy track, Western Decision Sciences Institute, 2004. “An exploratory study of acculturation, language, and media preferences among bicultural Mexican-American youth,” Kathleen Kelly, Gabriel Gonzalez, Linda Stanley, Maria Leonora Comello, and Randall Swaim (co-authors).
- **Award for Minority Excellence in Science**, Department of Psychology, University of Pennsylvania, 1989. Cash award.

## ACADEMIC WORK

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### Refereed book chapters

**Comello, M. L. G.** (2013). Conceptualizing the intervening roles of identity in communication effects: The prism model. In D. Lasorsa & A. Rodriguez (Eds.), *Identity and communication: New agendas in communication* (pp. 168-188). New York: Routledge.

### Refereed journal articles (Links to selected articles at <http://www.citeulike.org/user/ncomello>)

**Comello, M. L. G., Qian, X., Deal, A., Ribisl, K., Linnan, L., & Tate, D.** (2016). Impact of Game-Inspired Infographics on User Engagement and Information Processing in an eHealth Program. *Journal of Medical Internet Research, 18*(9):e237. doi: 10.2196/jmir.5976

**Comello, M. L. G., Francis, D., Marshall, L. H., & Puglia, D.** (2016). Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes. *Games for Health Journal (special issue on mental health), 5*(4), 286-292. doi:10.1089/g4h.2016.0003

**Comello, M. L. G., Myrick, J. G., & Raphiou, A.** (2016). A health fundraising experiment using the “foot-in-the-door” technique. *Health Marketing Quarterly, 33*(3), 206-220. doi: 10.1080/07359683.2016.1199209

**Comello, M. L. G., & Farman, L.** (2016). Identity as a moderator and mediator of communication effects: Evidence and implications for message design. *The Journal of Psychology: Interdisciplinary and Applied, 150*(7), 822-836. doi: 10.1080/00223980.2016.1196160.

Francis, D., **Comello, M. L. G., & Marshall, L.** (2016). How does game playing support values and psychological well-being among cancer survivors? *Games for Health Journal, 5*(2), 128-134, doi:10.1089/g4h.2015.0044.

**Comello, M. L. G.** (2015). How does a risk-oriented “future self” influence behavior? A structural-equation-modeling approach with marijuana-related outcomes. *Journal of Health Psychology, 20*(1), 37-47.

Slater, M. D., Johnson, B. K., Cohen, J., **Comello, M. L. G., & Ewoldsen, D.** (2014). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. *Journal of Communication, 64*, 439–455.

**Comello, M. L. G.** (2013). Activated self-concept as a mechanism underlying prevention message effects. *Media Psychology, 16*(2), 177-198.

**Comello, M. L. G.** (2013). Comparing effects of “My Anti-Drug” and “Above the Influence” on campaign evaluations and marijuana-related perceptions. *Health Marketing Quarterly, 30*(1), 35-46.

**Comello, M. L. G., & Kelly, K. J.** (2012). Picturing biculturalism of Mexican-American youth: Implications for prevention message design. *Hispanic Health Care International, 10*(3), 118-126.

- Henry, K. L., Shtivelband, A., **Comello, M. L. G.**, & Slater, M. D. (2011). The belief that alcohol use is inconsistent with personal autonomy: A promotive factor for younger adolescents. *Journal of Alcohol and Drug Education*, 55(2), 37-54.
- Comello, M. L. G.** (2011). Characterizing drug non-users as distinctive in prevention messages: Implications of Optimal Distinctiveness Theory. *Health Communication*, 26, 313–322.
- Comello, M. L. G.**, & Slater, M. D. (2011). The effects of drug-prevention messages on the accessibility of identity-related constructs. *Journal of Health Communication*, 16(5), 458 – 469.
- Comello, M. L. G.**, & Slater, M. D. (2011). Effects of adverts from a drug and alcohol prevention campaign on willingness to engage in alcohol-related risky behaviors. *Journal of Health Psychology*, 16(8), 1268-1276.
- Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & **Comello, M. L. G.** (2011). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: “Be Under Your Own Influence” and ONDCP’s “Above the Influence.” *Prevention Science*, 12(1), 12-22.
- Comello, M. L. G.**, Kelly, K. J., Swaim, R. C., & Henry, K. L. (2011). Smoking correlates among Hispanic and non-Hispanic White adolescents in the U.S. southwest (Research Note). *Substance Use and Misuse*, 46(6), 843-848.
- Comello, M. L. G.**, & Slater, M. D. (2010). Examining marijuana user and non-user prototypes in formative research for prevention campaigns. *Journal of Drug Education*, 40(4), 315 - 330.
- Kelly, K. J., **Comello, M. L. G.**, Stanley, L. R., & Gonzalez, G. R. (2010). The power of theme and language in multi-cultural communities: Which tobacco prevention messages are most persuasive to Mexican-American youth? *Journal of Advertising Research*, 50(3), 265-278.
- Manning, K., Kelly, K. J., & **Comello, M. L. G.** (2009). Flavoured cigarettes, sensation seeking, and adolescents’ perceptions of cigarette brands. *Tobacco Control*, 18, 459-465.
- Comello, M. L. G.** (2009). William James on “possible selves”: Implications for studying identity in communication contexts. *Communication Theory*, 19(3), 337-350.
- Slater, M. D., Lawrence, F., & **Comello, M. L. G.** (2009). Media influence on alcohol control policy support in the U.S. adult population: The intervening role of risk judgments and issue concern. *Journal of Health Communication*, 14(3), 262 – 275.
- Stanley, L. R., **Comello, M. L. G.**, Edwards, R. W., & Marquart, B. S. (2008). School adjustment in rural and urban communities: Do students from “Timbuktu” differ from their “city slicker” peers? *Journal of Youth and Adolescence*, 37(2), 225-238.
- Comello, M. L. G.**, Slater, M. D., & Kelly, K. J. (2007). Process evaluation in a randomized community trial of a youth-aimed, substance-use prevention media campaign. *Cases in Public Health Communication and Social Marketing*, 1. Available from:

- Kelly, K. J., **Comello, M. L. G.**, & Slater, M. D. (2006). Development of an aspirational campaign to prevent youth substance use: "Be Under Your Own Influence." *Social Marketing Quarterly*, 12, 14-27.
- Kelly, K. J., Stanley, L. R., **Comello, M. L. G.**, & Gonzalez, G. R. (2006). Tobacco counteradvertisements aimed at bicultural Mexican-American youth: The impact of language and theme. *Journal of Health Communication*, 11, 455-476.
- Slater, M. D., Edwards, R. W., Plested, B. A., Thurman, P. J., Kelly, K. J., **Comello, M. L. G.**, & Keefe, T. J. (2005). Using community readiness key informant assessments in a randomized group prevention trial: Impact of a participatory community media intervention. *Journal of Community Health*, 30(1), 39-53.
- Kelly, K. J., **Comello, M. L. G.**, & Edwards, R. W. (2004). Attitudes of rural middle-school youth toward alcohol, tobacco, drugs, and violence. *The Rural Educator*, 25(3), 19-24.
- Kelly, K. J., Edwards, R. W., **Comello, M. L. G.**, Plested, B. A., Thurman, P. J., & Slater, M. D. (2003). The Community Readiness Model: A complementary approach to social marketing. *Marketing Theory*, 3(4), 411-425.
- Kelly, K. J., **Comello, M. L. G.**, & Hunn, L. (2002). Parent-child communication, perceived sanctions against drug use, and youth drug involvement. *Adolescence*, 37(148), 775-778.

#### **Refereed conference pieces:**

- Comello, M. L. G.** (2017, May). GIFTS: Using a survey-embedded online experiment (and cookies) to teach undergraduates about experimental design. ICA Conference, Instructional and Developmental Communication Division, San Diego, CA.
- Comello, M. L. G.**, Porter, J., Puglia, D., & Linton, K. (2017, April). *Exploring the feasibility of a smoking cessation "smart" case and app duo*. DC Health Communication Conference, Fairfax, Virginia.
- Comello, M. L. G.**, & El-Toukhy, S. (2017, April). *Effects of drug-prevention messages on behavioral willingness to engage in risky behaviors through self-concept activation*. DC Health Communication Conference, Fairfax, Virginia.
- Jones, H., & **Comello, M. L. G.** (2017, April). *Engaging a professional online medical community through a gamified community management tool*. DC Health Communication Conference, Fairfax, Virginia.
- Vargas, L., **Comello, M. L. G.**, & Barker, J. (2017, April). *Do web searches support help-seeking for depression among Latino teens?* DC Health Communication Conference, Fairfax, Virginia.

- Marshall, L., & **Comello**, M. L. G. (2016). Stymied by a wealth of health information: How viewing conflicting online information diminishes efficacy. AEJMC, ComSHER Division, Minneapolis, MN.
- Comello**, M. L. G. (2016). GIFTS: Learning to Respond to Critiques of Communication Campaigns: A “Speed Dating” Approach. ICA Conference, Instructional and Developmental Communication Division, Fukuoka, Japan.
- Comello**, M. L. G., Francis, D., Marshall, L. H., & Puglia, D. (2016). Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes. ICA Conference, Health Communication Division, Fukuoka, Japan.
- Barnard, L. M., **Comello**, M. L. G., & Edwards, J. (2015, May). The cost of creepiness: How online behavioral advertising affects consumer purchase intention. Presented at ICA Conference, Information Systems Division, San Juan, Puerto Rico.
- Comello**, M. L. G., Qian, X., Deal, A., Ribisl, K., Linnan, L., & Tate, D. (2015, May). Pretesting game-inspired infographics for an online health assessment tool. Presented at ICA Conference, Health Communication Division, San Juan, Puerto Rico.
- Macie, J., & **Comello**, M. L. G. (2015, May). Use of social media during disaster response: A case study of the American Red Cross. Presented at ICA Conference, Public Relations Division, San Juan, Puerto Rico.
- Comello**, M. L. G., & El-Toukhy, S. (2015, April). Testing a reaction-time measure of behavioral willingness. Presented at DC Health Communication Conference, Fairfax, VA.
- Qian, X., Southwell, B., **Comello**, M. L. G., & Slater, J. (2015, April). Comparing the effectiveness of "individual-loss" and "family-loss" messages in promoting mammography. Presented at DC Health Communication Conference, Fairfax, VA.
- Comello**, M. L. G., & Barnard, L. (2014, May). Can identity serve simultaneously as a moderator and mediator of communication effects? Evidence for the prism model. Presented at ICA Conference, Information Systems Division, Seattle, WA.
- Comello**, M. L. G., Francis, D., Marshall, L., McClintock, C., & Rogers, R. (2014, April). Game-play experiences of cancer survivors and implications for health. Presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Comello**, M. L. G., Myrick, J. G., & Raphiou, A. (2013, June). The “foot-in-the-door” compliance-gaining effect and psychological moderators. Presented at ICA Conference, Information Systems Division, London, UK.
- Comello**, M. L. G. (2012, August). Conceptualizing the intervening roles of identity in communication effects: The prism model. Presented at AEJMC Convention, Communication Theory & Methodology Division, Chicago, IL. *Winner of inaugural top theory paper award.*

- Comello, M. L. G.** (2012, May). Comparing effects of “My Anti-Drug” and “Above the Influence” on campaign evaluations and marijuana-related perceptions. Presented at ICA Conference, Health Communication Division, Phoenix, AZ.
- Comello, M. L. G.,** and Myrick, J. G. (2012, April). Testing the self-perception explanation for the “foot-in-the-door” compliance-gaining strategy: Implications for cancer awareness and health communication. Presented at Kentucky Conference on Health Communication, Lexington, KY.
- Comello, M. L. G.** (2011, May). Activated self-concept as a mechanism underlying prevention message effects. Presented at ICA Conference, Health Communication Division, Boston, MA.
- Chung, A., Slater, M. D., & **Comello, M. L. G.** (2011, May). Reducing outgroup perceptions through emotionally-arousing musical performance entertainment programming. Presented at ICA Conference, Mass Communication Division, Boston, MA.
- Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & **Comello, M. L. G.** (2011, May). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: “Be Under Your Own Influence” and ONDCP’s “Above the Influence.” Presented at ICA Conference, Health Communication Division, Boston, MA.
- Slater, M. D., Cohen, J., & **Comello, M. L. G.** (2010, November). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. Presented at National Communication Association (NCA) Conference, Mass Communication Division, San Francisco, CA.
- Comello, M. L. G.,** & Slater, M. D. (2009, November). Effects of a substance-abuse prevention campaign on the accessibility of alcohol-related constructs. Poster presented at NCA Conference, Health Communication Division, Chicago, IL.
- Comello, M. L. G.** (2009, August). Framing groups as distinctive: Implications of Optimal Distinctiveness Theory for persuasive communication. Presented at AEJMC Convention, Communication Theory & Methodology Division, Boston, MA. *Top Three Student Paper.*
- Comello, M. L. G.,** & Slater, M. D. (2009, May). The effects of drug-prevention messages on the accessibility of identity-related constructs. Presented at ICA Conference, Health Communication Division, Chicago, IL.
- Comello, M. L. G.** (2009, May). William James on “possible selves”: Implications for studying identity in communication contexts. Poster presented at ICA Conference, Philosophy of Communication Division, Chicago, IL.
- Comello, M. L. G.,** & Slater, M. D. (2008, May). Examining self-concepts and prototypes in formative research for marijuana prevention campaigns. Presented at ICA Conference, Health Communication Division, Montreal, Quebec, Canada.

- Slater, M. D., Hayes, A. F., & **Comello, M. L. G.** (2007, May). Issue concern and risk judgments as mediators of news influence on support for alcohol control policies. Presented at ICA Conference, Health Communication Division, San Francisco, CA. *Top Three Paper.*
- Kelly, K. J., Manning, K., & **Comello, M. L. G.** (2006, June). The effects of flavored and natural cigarette claims on adolescents' perceptions and behavioral intentions. Presented at American Marketing Association (AMA) Marketing & Public Policy Conference, Long Beach, CA.
- Kelly, K. J., **Comello, M. L. G.**, Stanley, L. R., Gonzalez, G. R., Ramirez, A., & Slater, M. D. (2006, May). Tobacco counteradvertisements aimed at Mexican-American youth: The effects of language, theme, and cultural congruence. Presented at Society for Prevention Research Annual Meeting, San Antonio, TX.
- Comello, M. L. G.** & Kelly, K. J. (2005, May). Cultural frames of tobacco and prevention among bicultural Mexican-American youth. Presented at American Marketing Association Marketing & Public Policy Conference, May 19-21, 2005, Washington, DC.
- Kelly, K. J., **Comello, M. L. G.**, Stanley, L. R., & Gonzalez, G. R. (2004, May). Tobacco counteradvertisements aimed at bicultural Mexican-American youth: The impact of language and theme. Presented at AMA Marketing & Public Policy Conference, Salt Lake City, UT.
- Kelly, K. J., Gonzalez, G. R., Stanley, L. R., **Comello, M. L. G.**, & Swaim, R. C. (2004, April). An exploratory study of acculturation, language, and media preferences among bicultural Mexican-American youth. Presented at Western Decision Sciences Annual Meeting, Manzanilla, Mexico. *Best Paper in Business & Policy/Strategy track.*
- Edwards, R. W., Thurman, P. J., Plested, B. A., & **Comello, M. L. G.** (2003, June). A cross-cultural look at intimate partner violence: Implications for prevention. Poster presented at Society for Prevention Research Annual Meeting, Washington, DC.
- Kelly, K. J., **Comello, M. L. G.**, & Edwards, R. W. (2002, August). Five years of focus-group research for social marketing campaigns aimed at non-urban youth: A synthesis of findings. Presented at AMA Summer Educator's Conference, San Diego, CA.
- Kelly, K. J., **Comello, M. L. G.**, & Hunn, L. (2002). Parent-child communication, perceived sanctions against drug use, and youth drug involvement. Presented at International Conference on Adolescence, Islington, London, UK.

#### **Invited academic talks:**

- Comello, M. L. G. (2017, May). IRB demystified. Presented to MATC students during summer residency session, UNC-CH.
- Comello, M. L. G. (2016, April). Games, behavior tracking, and health. Presented in JOMC 795.1 eHealth, UNC-CH.



Comello, M. L. G. (2015, November; 2014, November; 2013, November; 2012, November). Identity and health: An interdisciplinary journey. Presented in JOMC 826 IHC Colloquium, UNC-CH.

Comello, M. L. G. (2016, April; 2014, December; 2014, April). Panelist on work/life and teaching/research/service balance for JOMC 702 Pedagogy, UNC-CH.

Comello, M. L. G. (2014, November). Using theory in communication research/Conceptualizing the roles of identity in communication. Presented in JOMC 705.1 Theories of Mass Communication, UNC-CH.

Comello, M. L. G. (2014, April). Data cleaning and analysis techniques. Presented in JOMC 890.1 Experimental Design, UNC-CH.

Comello, M. L. G. (2014, April). Opportunities to engage in research. Presented to NC Native Leadership Institute as part of Healthy Partnerships Panel. UNC-CH Friday Center.

Comello, M. L. G. (2013, April). Media effects on healthy choices. Presented in NUTR 812 Obesity: Cell to Society, UNC-CH.

Comello, M. L. G. (2012, October; 2012, July). Ethics in public relations. Presented in JOMC 141 Professional Problems & Ethics, UNC-CH.

Comello, M. L. G. (2012, April). The role of identity in persuasion: Examples from health and nonprofit communication. Presented in Visiting International Scholars colloquium series, School of Journalism & Mass Communication, UNC-CH.

Comello, M. L. G. (2011, February). Activated self-concept in strategic communication. Presented in Mary Junck Colloquium Series, School of Journalism & Mass Communication, UNC-CH.

Comello, M. L. G. (2010, September). Process evaluation in health communication campaigns. Presented in JOMC 847 Seminar in Communication for Social Change, UNC-CH.

**Media:**

Guest on Measure of Everyday Life, radio show featuring social science research (2016, October). Discussed research on identity and implications for health promotion.  
<http://measureradio.libsyn.com/identity>

**TEACHING ACTIVITIES**

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**School of Media & Journalism, UNC-CH:**

- Spring 2017      PR Campaigns (16 enrolled)  
                          Persuasion & Social Influence (graduate-level; 4 enrolled)

- Fall 2016            Advertising & PR Research (39 enrolled)  
Interdisciplinary Health Communication Seminar (graduate-level; 9 enrolled)
- Spring 2016        PR Campaigns (15 enrolled)  
Persuasion & Social Influence (graduate-level; 6 enrolled)  
Supervised independent study on identity and CSR for PhD student
- Fall 2015            PR Seminar (graduate-level; 8 enrolled)  
Interdisciplinary Health Communication Seminar (graduate-level; 11 enrolled)
- Spring 2015        PR Campaigns (22 enrolled)  
Persuasion & Social Influence (graduate-level; 10 enrolled)
- Fall 2014            PR Campaigns (8 enrolled)  
PR Seminar (graduate-level; 5 enrolled)  
Supervised independent study on framing/theory-building for PhD student
- Spring 2014        Advertising & PR Research (64 enrolled)  
Persuasion & Social Influence (graduate-level; 8 enrolled)
- Fall 2013            PR Campaigns (15 enrolled)  
PR Seminar (graduate-level; 11 enrolled)  
Supervised independent study on identity for PhD student
- Spring 2013        PR Campaigns (9 a.m.: 20 enrolled; 11 a.m.: 21 enrolled)
- Fall 2012            PR Campaigns (16 enrolled)  
PR Case Studies (20 enrolled)
- Spring 2012        PR Campaigns (9 a.m.: 24 enrolled; 11 a.m.: 25 enrolled)
- Fall 2011            PR Campaigns (8 a.m.: 8 enrolled; 11 a.m.: 17 enrolled)  
Supervised independent study of statistical analysis for two PhD students
- Spring 2011        PR Campaigns (24 enrolled)  
PR Case Studies (17 enrolled)
- Fall 2010            PR Campaigns (18 enrolled)

**Awards & competitive opportunities received by students:**

- Competitive opportunity with funding to attend 2016 NCA Doctoral Honors Seminar awarded to PhD advisee Laura Marshall.
- UNC Dissertation Completion Fellowship in 2016 to PhD advisee Laura Marshall.

- School of Media and Journalism graduate student awards in 2016 to PhD advisee Laura Marshall: Margaret Blanchard Dissertation Support Fund and Minnie S. & Eli A. Rubinstein Research Award.
- UNC Summer Research Fellowship in 2015 to PhD advisee Laura Marshall for research on the framing and counter-framing of issues in the polarized public debate about health care reform on social media platforms.
- North Carolina Public Relations Society of America (NC PRSA) InSpire Award in 2015 to graduating senior Michelle Park in creative strategies/tactics category for developing event and materials to promote Park Library research resources. Student developed the plan and worked with Park Librarian Stephanie Brown to execute it. I encouraged the student to submit for the award, and I wrote up the entry.
- School of Journalism & Mass Communication Outstanding PhD Student award in 2014 to PhD advisee Lisa Barnard. Dissertation examined the effects of behaviorally targeted online advertising and the extent to which such strategies may have unintended negative consequences.
- NC PRSA Inspire Award in 2014 to graduating MA student Marshale Wadell in student tactics category (nonprofit/speech; best in show) for speech produced for Hope for the Home Front, a nonprofit that provides support for spouses of combat veterans returning from war with symptoms of PTSD and traumatic brain injury. Speech was included in campaign materials submitted in PR Campaigns class.
- NC PRSA Inspire Award in 2014 to team in student campaign category (best in category/best in show) for campaign plan produced in PR Campaigns class for UNC Office of Fraternity & Sorority Life and Community Involvement. Campaign used a game-inspired theme to change the norms surrounding discussion of alcohol consumption on campus.
- NC PRSA InSpire Award in in 2013 to team in student campaign category (best in category) for campaign plan produced in PR Campaigns class for Orange County Partnership to Prevent Homelessness. Goal of campaign was to provide an alternative to giving directly to panhandlers. The campaign focused on the theme of “home” and a community-wide contest for artistically-designed donation boxes in the shape of homes that would collect funds for street outreach programs.
- Zenith Award (national PR student competition) in 2010 to graduating senior Dan Byrne in social media category (2<sup>nd</sup> place) for work produced in PR Campaigns class for American Red Cross Central North Carolina Chapter. Student developed a social media guide to help the organization increase engagement with content.

### **Previously taught at other institutions:**

- *Communication Research Methods* (Autumn 2008, Winter 2009, Autumn 2009; The Ohio State University). TA for recitation sections with approximately 25 students each. Guided student teams in conducting quantitative primary research from conceptualization to write-up
- *Organizational Communication* (Spring 2009; The Ohio State University). TA responsible for maintaining records and grading for class of 150 students and for lecturing on identity and difference in the workplace.
- *Social Marketing* (Spring 2004; Colorado State University). TA for undergraduate social marketing course.
- *Principles of Marketing* (Spring 2002; Colorado State University). TA for large undergraduate lecture.
- *Business Communication* (Fall 1994, Spring 1995; Colorado State University). TA responsible for teaching two recitation sections of approximately 25 students each per semester.

### **ADVISING**

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#### **PhD**

- Chair, dissertation committee, Laura Marshall, Summer 2017. "Understanding health care reform in comments sections of online news sites." (Dissertation defended April 2017)
- Chair, dissertation committee, Lisa Barnard, Spring 2014. "The cost of creepiness: How online behavioral advertising affects consumer purchase intention." Received award for Outstanding PhD Student.
- Member, dissertation committee, Seoyeon Kim, anticipated graduation Spring 2018
- Member, dissertation committee, Jeannette Porter, anticipated graduation Fall 2017
- Member, dissertation committee, Taeho Lee, Summer 2017
- Member, dissertation committee, Jennah Sontag, Summer 2017
- Member, dissertation committee, Dannielle Kelley, Spring 2017
- Member, dissertation committee, Elise Stevens, Spring 2016
- Member, dissertation committee, Ryan Rogers, Summer 2013

#### **Master's/MATC**

- Chair, MATC professional project committee, Eva Bland, anticipated graduation Fall 2017.
- Chair, MATC professional project committee, Hillary Jones (Roberts), Fall 2016. "Engaging a professional online medical community through a gamified community management tool."
- Chair, MATC professional project committee, Derek Hillenbrand, Spring 2015. "Creating the second screen experience: A content producer's guide to new audience expectations."
- Chair, MATC professional project committee, Julianne Macie, Fall 2013. "Use of social media by the American Red Cross and its publics during disaster response."
- Member, MATC professional project committee, Jennifer Bailey, Spring 2016
- Member, MA thesis committee, Sophia Noor, Spring 2016

- Member, MA thesis committee, John FitzGerald, Spring 2015
- Member, MA thesis committee, Xiaokun Qian, Summer 2014
- Member, MA thesis committee, G. Ligaiya Romero, Spring 2014
- Member, MATC professional project committee, Lisa Mauriello, Fall 2013
- Member, MA thesis committee, Laura Marshall, Spring 2013
- Member, MA thesis committee, Amanda Komar, 2011

### Undergraduate honors

- Member, undergraduate honors thesis committee, Alex Pare', Spring 2017

### FUNDING

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- **(Submitted, not funded) Collaborator** on proposal submitted 7/15 to establish a Clinical and Translational Science Award Network Recruitment Innovation Center (CTSA-RIC). Proposal represents a multidisciplinary partnership to develop the Duke/UNC Recruitment Innovation Center to improve trial recruitment, knowledge generation, and public health. (UNC PI: Dr. John Buse)
- **Principal Investigator**, School of Media & Journalism Research Seed Grant, "Formative research to pretest tailored messages delivered by an online cessation tool (Nicotrax)," (\$5,000), UNC-CH, 1/16.
- **Principal Investigator**, "Development and assessment of visual elements of online health assessment tool - CHART pilot study" (\$12,545). Lineberger Cancer Center, UNC-CH, 8/13 – 8-14.
- **Principal Investigator**, Junior Faculty Development Award, "Online Social Games for Health and Potential to Support Cancer Survivorship" (\$7,500), UNC-CH, 1/13.
- **Principal Investigator**, University Research Council Award, "Developing Reaction-Time Measures of Behavioral Willingness to Engage in Risky Behaviors for Use in Health-Communication Research" (\$4,864), UNC-CH, 12/10 – 12/12.
- **Graduate Enrichment Fellowship Recipient**, The Ohio State University, 8/06 – 7/07.
- **Principal Investigator**, "Cultural Frames of Tobacco and Prevention among Bicultural Mexican-American Youth" (\$35,000). Diversity supplement grant from the Robert Wood Johnson Foundation, Substance Abuse Policy Research Program, 2005-2006. Supplement to "Effective Strategies in Tobacco Counteradvertising Aimed at Bicultural Mexican-American Youth" (PI: Kathleen Kelly).
- **Travel and housing grant** to attend 4-day workshop and doctoral seminar, "Researching Risk: Public Policy and Social Dimensions," Salt Lake City, UT, May 2004. Funded by AMA Education Foundation.
- **Travel grant** to attend Society for Prevention Research Annual Meeting, Washington, DC, June 2003. Funded by Early Career Preventionists Network.

## PROFESSIONAL SERVICE

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### For the discipline

- Editorial board of *Journal of Health Communication: International Perspectives* (Jan 2015 to present).
- Reviewer for peer-reviewed journals. Completed at least one review for each year listed for the following publications:
  - *Journal of Health Communication: International Perspectives* (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017)
  - *Media Psychology* (2011, 2012, 2013, 2014, 2015, 2016)
  - *Human Communication Research* (2013, 2014, 2015, 2016)
  - *Health Communication* (2010, 2011, 2015, 2017)
  - *Communication Research* (2011, 2013, 2016)
  - *Journal of Communication* (2011, 2012, 2014)
  - *Communication Theory* (2010, 2011)
  - *Journalism & Mass Communication Quarterly* (2011, 2012)
  - *Case Studies in Strategic Communication* (2012)
  - *Cases in Public Health Communication and Social Marketing* (2006)
  - *Journal of Health Psychology* (2011)
  - *Research in Consumer Behavior* (2004)
  - *Nicotine and Tobacco Research* (2016)
- Reviewer of papers submitted to academic conferences:
  - AEJMC, Communication Theory & Methodology Division (2013, 2015, 2016)
  - AEJMC, Mass Communication & Society Division (2011, 2012, 2013)
  - ICA, Health Communication Division (2012, 2013, 2014, 2015, 2016, 2017)
  - ICA, Public Relations Division (2012)
  - NCA, Health Communication Division (2009)
  - Society for Prevention Research (2002, 2004, 2005)
  - Marketing & Public Policy Conference, American Marketing Association (2004)
- Moderator, ICA Health Communication Division, session on mental health (2016)
- Discussant at AEJMC Communication Theory & Methodology Division, Theory Development and Revision session (2012)
- Graduate liaison coordinator / theory paper adviser for AEJMC Communication Theory & Methodology Division, 2012-2013

### For industry and off-campus community

- Consultant on research and evaluation methods, US High Speed Rail Association (2012 – present)

- Judge, National Council of Farmer Cooperatives Information Fair (2010, 2011, 2012). Critique entries and select winners in categories of identity/campaign, news releases, and annual conference materials.
- In context of PR Campaigns class, consulted with the following service organizations:
  - American Red Cross Central North Carolina Chapter
  - Eyes Ears Nose and Paws (nonprofit that provides mobility-assistance and diabetic-alert service dogs)
  - NC Prevention Partners
  - Orange County Affordable Housing Advisory Board
  - US High Speed Rail Association, Director of Public Outreach
  - Real Change/Orange County Partnership to End Homelessness: Campaign from this class was recognized by NC PRSA with an Award of Excellence and as Best in Category in the student division, May 2013, <http://www.jomc.unc.edu/homepage-news-slot-23-merged/unc-pr-students-honored-in-nc-prsas-inspire-awards-for-fourth-consecutive-year>
  - The Bottom Line financial literacy program for UNC-CH
  - Diversity Activities Committee, School of Media and Journalism, UNC-CH
  - Job Partners work group
  - Stigma Free Carolina
  - Office of Fraternity/Sorority Life & Community Involvement: Campaign from this class was recognized by NC PRSA with an Award of Excellence and as Best in Category/Best in Show in the student division, May 2014, <http://jomc.unc.edu/news/pr-students-win-ncprsa-inspire-awards-top-honors-fifth-straight-year>

**For UNC and the School of Media & Journalism:**

- Chair, search committee for global PR senior scholar, 2016-2017.
- IRB internal reviewer for School of Media and Journalism research, Fall 2016-present
- Moderator, panel on health communication research; Spring Research Colloquium 2016
- JOMC diversity activities committee, Fall 2010 – present
- JOMC administrative board, 2014-present
- PhD program advisory committee, 2014-2016
- MA and PhD applicant reviews, 2011-present
- Search committee for research-track and professional track faculty positions (3 total), 2013-2014
- Search committee for research-track faculty position in new media and strategic communication, 2011-2012
- Board member, Latino Journalism & Media at Carolina (Latijam), Fall 2010 – present
- Project Uplift speaker, Summer 2011, Summer 2012
- Health communication writing group, Fall 2010 – 2011. Met with health communication doctoral students and faculty to provide feedback on research and manuscripts in progress.

## PROFESSIONAL DEVELOPMENT

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- **Summer Writing Program** sponsored by Center for Faculty Excellence, UNC-CH, Summer 2014, 2015, 2017. Provided and received feedback on writing projects from colleagues across the university.
- **Diversity Supplement Grantee Training** sponsored by the Robert Wood Johnson Foundation, Substance Abuse Policy Research Program. Workshops focused on obtaining funding, disseminating research, writing for publication, cultural issues, and academic life. Three workshops attended: December 16, 2005 (Tucson, AZ), April 27-28, 2005 (Princeton, NJ), May 10-11, 2006 (Charlotte, NC).
- **Researching Risk: Public Policy and Social Dimensions Workshop and Doctoral Seminar** (4-day workshop). Sponsored by American Marketing Association. Hosted by business schools at University of Utah and Oklahoma State University, Salt Lake City, UT, May 17-20, 2004. Received grant to cover travel and housing.
- **Administration for Native Americans Application Development Workshop for Experienced Grant Writers** (2-day workshop). Organized by Native American Management Services, Inc., Anchorage, AK, April 2003.