

**ADAM J. SAFFER**

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**EDUCATION**

*Ph.D., Strategic Communication, 2014*

University of Oklahoma  
Norman, Oklahoma  
Gaylord College of Journalism & Mass Communication  
Emphasis: Public Relations  
Advisor: Dr. Maureen Taylor  
Dissertation: “Shared Meaning in Networks: A Mixed Methods Approach to Studying Social Capital in an International Coalition”

*M.A., Communication, 2011*

University of Colorado  
Colorado Springs, Colorado Springs  
Thesis Chair: Dr. Stephanie Blake  
Thesis: “The Effects of Twitter on Perception of Organization-Public Relationship Building”

*B.A., Communication, 2009*

University of Colorado  
Colorado Springs, Colorado  
Graduation Honors: Cum Luda  
Major emphasis: Organizational Communication  
Minors: Political Science and Leadership Studies

**ACADEMIC EXPERIENCE**

*Assistant Professor, 2014–Present*

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

*Graduate Assistant, 2011–2014*

University of Oklahoma  
Gaylord College of Journalism & Mass Communication  
Norman, Oklahoma

*Teaching Assistant, 2010*

University of Colorado  
Department of Communication  
Colorado Springs, Colorado Springs

**PROFESSIONAL EXPERIENCE**

*Research Fellow, May-Aug. 2012*

Ketchum Global Public Relations Research Fellow  
New York City Office  
Institute of Public Relations (IPR)

*Assistant to the Chief of Staff, 2009–2011*

University of Colorado  
Colorado Springs, Colorado  
Office of the Chancellor

## SCHOLARLY PUBLICATIONS

*Note: Asterisk (\*) indicates student at time research was conducted*

### Peer-Reviewed Publications (11)

Kreiss, D. & **Saffer, A. J.** (accepted for publication, April 2017). Networks and innovation in the production of communication: Explaining innovations in U.S. electoral campaigning from 2004-2012. *Journal of Communication*.

**Saffer, A. J.**, Yang, A., & Taylor, M. (in press, April 2017). Reconsidering power in multi-stakeholder relationship management. *Management Communication Quarterly*.

Lazard, A. J., **Saffer, A. J.**, Wilcox, G. B., Chung, A. D. W., Market, M. S., & Bernhardt, J. M. (2016). Examination of social media e-cigarette messages: Marketing and consumer conversations on Twitter. *JMIR Public Health & Surveillance* 2(2), e171.

**Saffer, A. J.** (2016). Revealing shared meaning in networks of relationships: A measurement of the communication dimension of social capital. *Journal of Public Relations Research*, 28(3-4), 170–192.

Schroeder, J. & **Saffer, A. J.** (2016). Practitioners as publishers: Examining public relations practitioners' claims for legal protections traditionally associated with the institutional press. *Journal of Media Law & Ethics*, 5(1/2), 24–25.

Taylor, M., Yang, A., & **Saffer, A. J.** (2016). Ethical convergence, divergence or communitas? An examination of public relations and journalism codes of ethics. *Public Relations Review*, 42(1), 146–160.

Kent, M. L., Sommerfeldt, E. J., & **Saffer, A. J.** (2016). Social network analysis, power, and public relations: *Tertius iungens* as a cocreational approach to studying relationship networks. *Public Relations Review*, 42(1), 91–100.

**Saffer, A. J.** (2015). Applying a social network perspective to public relations pedagogy: Examining the relationships that will build the profession. *Teaching Journalism and Mass Communication*, 5(1), 1–11.

Kent, M. L., & **Saffer, A. J.** (2014). A Delphi study of the future of new technology research in public relations. *Public Relations Review*, 40(3), 586–576.

**Saffer, A. J.**, Sommerfeldt, E. J., & Taylor, M. (2013). The effects of organizational Twitter interactivity on organization–public relationships. *Public Relations Review*, 39(3), 213–215.

*\*11th Most downloaded article from Public Relations Review, October–November, 2013*

**Saffer, A. J.**, Taylor, M., & Yang, A. (2013). Political public relations in advocacy: Building online influence and social capital. *Public Relations Journal*, 7(4), 1–35.

### In-Progress/Under Review

Yang, A. & **Saffer, A. J.** (March, 2017). NGOs, network agenda building, and the international refugee crisis: A cross-national social network study.

Park, S., **Saffer, A. J.**, & Fall, L. (Revise and Resubmit as of April 2017). Understanding engagement in complex organizational–public relationships.

**Saffer, A. J.** (2016, Aug.). Fostering social capital in an international civil society network: Evidence from the sustainable sanitation alliance.

## **INVITED PUBLICATIONS**

### **Journal Articles (1)**

Kent, M. L., **Saffer, A. J.**, & Sommerfeldt, E. J. (2016). From communitarianism to dialogue: Building better relationships. *NIDA Journal of Language and Communication*, 21(28), 1–15.

### **Book Chapters (3)**

**Saffer, A. J.** (in press, 2017). “Engagement and activism” In K. Johnston & M. Taylor (Eds.), *The Handbook of Communication Engagement*. Hoboken, NJ: John Wiley & Sons.

Heath, R. L., **Saffer, A. J.**, & Waymer, D. (in press, 2016) “The Devil’s in the details”: Complexities of the contest over standards of corporate social responsibility in social media. In A. Lindgreen, J. Vanhamme, F. Maon, & R. Watkins (Eds.), *The Use and Effectiveness of CSR Communications through Digital Platforms: A Research Anthology*. Brookfield, VT: Gower Publishers.

Taylor, M., Kent, M. L., & **Saffer, A. J.** (2013). Using inoculation theory in public relations messages: Preparing the audience for arguments to be made later. In C. J. Liberman (Ed.), *Casing persuasive communication* (pp. 127–144). Dubuque, IA: Kendall Hunt.

### **Book Materials (3)**

**Saffer, A. J.** (2016). Network visuals of the Democratic and Republican presidential candidates and firm founding. In Kreiss, D. *Prototype Politics* (p. 12). New York: Oxford.

Shockley-Zalabak, P. & Morreale, S. (2012). Building and maintaining stakeholder trust. In J. Wrench (Ed.), *Workplace Communication for the 21st Century: Tools and Strategies that Impact the Bottom Line*. Santa Barbara, CA: ABC-CLIO. [Drafted case examples used in book chapter on pages 199–201.]

**Saffer, A. J.** (2011). Southwest Airlines: Social media in action [Case Study]. In P. Shockley-Zalabak (Ed.), *Fundamentals of organizational communication: Knowledge, sensitivity, skills, and values* (pp. 349–351). Boston, MA: Pearson.

### **Research Papers (1)**

**Saffer, A. J.** (2013). Intermedia agenda building of the blogosphere: Public relations role in the network. *Institute of Public Relations*. Available at:  
<http://www.instituteforpr.org/research/awards/ketchum/winners/2012-2>

### **Encyclopedia Entries (4)**

**Saffer, A. J.** (accepted for submission, 2016). Digital strategy. In R. L. Heath (Ed.), *The International Encyclopedia of Strategic Communication*. Hoboken, NJ: John Wiley & Sons.

**Saffer, A. J.** (accepted for submission, 2016). Value-added theory. In R. L. Heath (Ed.), *The International Encyclopedia of Strategic Communication*. Hoboken, NJ: John Wiley & Sons.

**Saffer, A. J.** (2013). Interactivity. In R. L. Health (Ed.), *Encyclopedia of public relations*. 2nd ed. Thousand Oaks, CA: Sage.

**Saffer, A. J.** (2013). Wikis. In R. L. Health (Ed.), *Encyclopedia of public relations*. 2nd ed. Thousand Oaks, CA: Sage.

### **REFEREED CONFERENCE PAPERS (32)**

Yang, A. & **Saffer, A. J.** (2017, August). NGOs' humanitarian advocacy in the 2015 refugee crisis: A study of agenda building in the digital age. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.

Yang, A. & **Saffer, A. J.** (2017, June). Humanitarian advocacy in the international refugee crisis: NGOs' network agenda building and setting. Paper presented at the International Network for Social Network Analysis' (INSNA) Sunbelt 2017 Conference, Beijing, China.

**Saffer, A. J.** (2017, May). Exploring civil society relationships in ecosystems of uncertainty and hostility: A qualitative network approach to exploring of Chinese NGOs. Paper presented to the Public Relations Division at the International Communication Association (ICA) Conference, San Diego, California.

Harker, J.,\* & **Saffer, A. J.** (2017, May). A 25-year semantic network and bibliometric analysis of the sport crisis communication literature. Paper presented to the Sport Communication Division at the International Communication Association (ICA) Conference, San Diego, California.

Cao, B., Tucker, J., & **Saffer, A. J.** (2017, May). Social media engagement and HIV testing among men who have sex with men in China. Paper presented to the Health Communication Division at the International Communication Association (ICA) Conference, San Diego, California.

Kreiss, D., **Saffer, A. J.**, Harker, J.,\* & Hedding, K.\* (2016, September). The production of campaign communication in a digital age: A network analysis of the Democratic and Republican parties' technology staffers from 2004–2012. Paper presented to the Political Communication Division at the American Political Science Association (APSA) Conference, Philadelphia, PA.

**Saffer, A. J.**, Yang, A., & Taylor, M. (2016, June). Multi-stakeholder network and stakeholder relationship management: Reconsidering power in public relations relationships. Paper presented to the Public Relations Division at the International Communication Association (ICA) Conference, Fukuoka, Japan.

- Third Place, Top Faculty Research Paper Competition

Kreiss, D. **Saffer, A. J.**, Harker, J.,\* & Hedding, K.\* (2016, June). U.S. political party adaptation to technology-intensive campaigning: A network analysis of organizational affiliation. Paper presented to the Political Communication Division at the International Communication Association (ICA) Conference, Fukuoka, Japan.

**Saffer, A. J.** (2015, November). Zones of meaning in networks: A mixed-methods approach to studying social capital. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Las Vegas, NV.

- First Place, Top Faculty Research Paper Competition

**REFEREED CONFERENCE PAPERS (continued)**

**Saffer, A. J.** (2015, August). Helping students help themselves. Extracting resources from students' weak ties. Poster presented to Great Ideas For Teaching session at the Association for Education in Journalism and Mass Communication Conference (AEJMC), San Francisco, CA.

**Saffer, A. J.** (2015, May). International networks of social capital: Public relations roles in sustaining international relationships. Paper presented to the Public Relations Division of the International Communication Association (ICA) Conference, San Juan, Puerto Rico.

Kent, M. L., Sommerfeldt, E. J., & **Saffer, A. J.** (2015, May). Social network analysis and public relations: *Tertius iungens* as a path to organizational trust and relationship building. Paper presented to the Public Relations Division of the International Communication Association (ICA) Conference, San Juan, Puerto Rico.

**Saffer, A. J.** (2014, Nov.). Applying a social network perspective to public relations pedagogy: Examining the relationships that will build the profession. [Top Student Paper.] Panel presentation to the Public Relations Division at the National Communication Association Convention (NCA), Chicago, IL.

- First Place, Top Student Research Paper Competition

Taylor, M., & **Saffer, A. J.** (2014, Nov.). Using public relations to build community social capital: Strategies and tactics to build local, international and virtual communities. Panel presentation at the National Communication Association (NCA) Convention, Chicago, IL.

Taylor, M., Yang, A., & **Saffer, A. J.** (2014, Nov.). Ethical convergence, divergence or evolution? An examination of public relations and journalism codes of ethics. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Chicago, IL.

Schroeder, J. & **Saffer, A. J.** (2014, April). Practitioners as publishers: Examining public relations practitioners' claims for legal protections traditionally associated with the institutional press. Paper presented to the Law and Policy Division at the Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium in Gainesville, FL.

**Saffer, A. J.** (2013, Nov.). Evolving relationships in an online advocacy coalition: A public goods theory perspective. [Top Student Paper.] Paper presented to the Public Relations Division at the National Communication Association Convention (NCA), Washington, D.C.

Sommerfeldt, E. J., Paquette, M., Janoske, M., **Saffer, A. J.**, & Ma, L. (2013, August). Identifying communities in public relations theory networks: The structure of research paradigms. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

**Saffer, A. J.**, Taylor, M., Yang, A. (2013, June). Political public relations in advocacy: Building online influence and social capital. Paper presented to the Public Relations Division of the International Communication Association (ICA) Conference, London.

Sommerfeldt, E. J., Paquette, M. C., Janoske, M., **Saffer, A. J.**, & Ma, L. (2012, November). Network of public relations scholarship: The structure of public relations theory. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Orlando.

**REFEREED CONFERENCE PAPERS (continued)**

- Kent, M. L., **Saffer, A. J.**, & Pop, R. (2012, November). A Delphi study of the future of new technology research in public relations. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Orlando.
- Taylor, M., & **Saffer, A. J.** (2012, November). Beyond instrumentalizing publics: Social capital as the relational center of ethical network analysis in public relations. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Orlando.
- Saffer, A. J.** (2012, November). Reassessing trust in public relations: A critical analysis of trust measurements in public relations. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Orlando.
- Saffer, A. J.** (2012, August). The role of the organization in networked social capital: A political public relations model of social capital building. Presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Chicago.
- Saffer, A. J.**, Kent, M. L., & Pop, R. (2012, August). Beyond reactive public relations: How a Delphi study of new technology informs professional practice. Presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Chicago.
- Jones, J., Yang, A., **Saffer, A. J.**, & Schroeder, J. (2012, August). #like me plz: Examining influence and social capital within the Knight News Twitter discourse. Presented to the CTEC Division at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Chicago.
- Saffer, A. J.** (2012, May). Elaboration likelihood model as an explanation of Twitter-adoption: An exploratory study. Paper presented to the Public Relations Division at the International Communication Association (ICA) Conference, Phoenix.
- Saffer, A. J.** (2012, March). Trusting digitally: An exploratory study of online trust communication. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK.
- Saffer, A. J.**, & Uysal, N. (2012, March). The dialogic model of public relations and communicative action. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK.
- Saffer, A. J.**, Sommerfeldt, E. J., & Taylor, M. (2011, November). Social media as a relationship-building function: What does the evidence tell us? Paper presented to the Public Relations Division at National Communication Association (NCA) Convention, New Orleans.
- Saffer, A. J.** (2011, March). The effects of Twitter on perceptions of organization-public relationship building: An exploratory study. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference, Norman, OK. (Top paper in CTEC).
- Saffer, A. J.** (2009, November). An overview of applications of the Shockley-Zalabak trust model: Meta-analysis spanning 2001–2009. Paper presented to the Organizational Communication Division at the National Communication Association (NCA) Convention, Chicago.

## **ORGANIZED/INVITED PANELS AND PRESENTATIONS (8)**

**Saffer, A. J.** (2017, May). Computational approaches and public relations. Paper presented as part of the “What Computational Methods Can Contribute to Communication Studies” panel at the International Communication Association (ICA) Conference, San Diego, CA.

Kreiss, D. & **Saffer, A. J.** (2017, April). Networks and innovation: Explaining innovations in U.S. electoral campaigning from 2004-2012. Presented at Microsoft Washington D.C.

**Saffer, A. J.** (2016, August). Evolving network of relationships: A multi-method approach to studying networks in mass communication research. Paper presented as part of the “Innovative Approaches to Social Media Research Using Network Analysis” panel for the CTET and Public Relations Divisions at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Minneapolis, MN.

**Saffer, A. J.** (2014). Non-Governmental Organizations in a Globalizing World: Communication Networks, Culture, Opportunities and Challenges. Paper presented to the Public Relations Division at the National Communication Association (NCA) Convention, Chicago, IL.

**Saffer, A. J.,** Taylor, M., Yang, A. (2013, June). Political public relations in advocacy: building online influence and social capital. Paper invited to the Political Public Relations Post Conference at the International Communication Association (ICA) Conference, London.

Shockley-Zalabak, P, Morreale, S., Winograd, G., & **Saffer, A. J.** (2009, November). Stability and change: The effects of trust or the lack thereof in 21st century organizations. Presented at National Communication Association (NCA) Convention, Chicago.

Communication Technology Division High Density Refereed Paper Research Session. [Presiding Chair]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Chicago, August 2012.

Cultural and Critical Studies Paper Session 2: (Re)Constructing Time, Space, and Body. [Moderator]. Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Norman, OK, March 2012.

## **PRODUCTS OF ENGAGED SCHOLARSHIP**

**Saffer, A. J.** (2016, September). Mapping the Global Forum for Media Development: A Network Analysis of Members. Presented at the Jakarta World Forum in Jakarta, Indonesia

**Saffer, A. J.** (2016). Mapping the Global Forum for Media Development: A Network Analysis of Members. Report.

**Saffer, A. J.** (2014). Sustainable relationships within the Sustainable Sanitation Alliance (SuSanA): SuSanA Network Analysis Report. Available at: [https://www.academia.edu/12048446/Sustainable\\_Relationships\\_within\\_the\\_Sustainable\\_Sanitation\\_Alliance\\_SuSanA\\_Network\\_Analysis\\_Report](https://www.academia.edu/12048446/Sustainable_Relationships_within_the_Sustainable_Sanitation_Alliance_SuSanA_Network_Analysis_Report)

## ACADEMIC HONORS

2016 Richard Cole Service Award, School of Media and Journalism, Junior Faculty

Recognizes one junior and one senior faculty member who each strive to create a collaborative culture within the school. The award honors dean emeritus Richard Cole, whose service and commitment has made the school what it is today.

2016 Top Faculty Research Paper, International Communication Association, Public Relations Division

Awarded to the top three faculty research papers as rated by two rounds of blind review.

2015 Top Faculty Research Paper, National Communication Association, Public Relations Division

Awarded to the top three faculty research papers as rated by two rounds of blind review.

2014-2015 Nominated, James E. Grunig and Larissa A. Grunig Outstanding Dissertation Award

Recognizes outstanding dissertations in public relations research and theory development.

2014-2015 Nominated, Dissertation of the Year Prize, University of Oklahoma

The Provost honors three exceptional doctoral dissertations with the annual dissertation awards with one dissertation from each of the following fields: Social Sciences, Education and the Professions; Science and Engineering; Humanities and Fine Arts.

2014 Kappa Tau Alpha, G. G. Herbert Chapter, University of Oklahoma

A college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication.

2013 Top Student Paper—National Communication Association, Public Relations Division

Awarded to the top four student research papers as rated during blind review.

2012 Ketchum Excellent in Public Relations Research Award

Recognizes those graduate students who exhibit exceptional intellect in the field of public relations research and measurement. One graduate student is awarded each year.

2012 Chuck Schanke Memorial Scholarship Recipient (Tulsa PRSA)

Awarded to one graduate student enrolled at an Oklahoma university and is based on the quality and content of an essay, involvement in communications, academic standing, and campus/community involvement.

2011 Outstanding Graduate Student – Communication Department

Awarded to one outstanding graduate student each year.



## TEACHING ACTIVITIES

### Courses at the University of North Carolina

#### *Spring 2017*

- MEJO 279.1 Advertising and Public Relations Research, 33 students
- MEJO 137 Principles of Advertising and Public Relations, 105 students (sections 1 & 2)
- MEJO 692 Honors Thesis: Sarah Krug
- JOMC 992 Masters Thesis: Gabriel Maisonnave

#### *Fall 2016*

- MEJO 890 Public Relations Theory and Research, 5 students (graduate level course)
- MEJO 900 Independent Study: Network Theory and Methods (Jennifer Harker)
- MEJO 137 Principles of Advertising and Public Relations, 164 students (sections 1 & 2)

#### *Summer Session I 2016*

- JOMC 490 International Media Markets: China, 12 students

#### *Spring 2016*

- JOMC 279.1 Advertising and Public Relations Research, 46 students
- JOMC 279.3 Advertising and Public Relations Research, 26 students
- JOMC 137 Principles of Advertising and Public Relations, 204 students (sections 1 & 2)
- JOMC 692 Honors Thesis: Laura Gamo
- JOMC 692 Honors Thesis: Kylee Wooten
- JOMC 992 Masters Thesis: Steve Jamroz
- JOMC 992 Masters Thesis: Jason Eder

#### *Fall 2015*

- JOMC 279 Advertising and Public Relations Research, 48 students
- JOMC 992 Masters Thesis: Steve Jamroz
- JOMC 137 Principles of Advertising and Public Relations, 195 students (sections 1 & 2)

#### *Summer Session I 2015*

- JOMC 490 International Media Markets: China, 11 students

#### *Spring 2015*

- JOMC 940 Independent Study: Scott Brennen re: Social Network Analysis
- JOMC 279 Advertising and Public Relations Research, 54 students
- JOMC 232 Public Relations Writing, 16 students

#### *Fall 2014*

- JOMC 232 Public Relations Writing, 20 students

**Courses at the University of Oklahoma–Norman**

*Spring 2014*

JMC 4453 Public Relations Research, CO-INSTRUCTOR  
JMC 3423 Public Relations Writing, PROFESSOR OF RECORD

*Fall 2013*

JMC 3423 Public Relations Writing, PROFESSOR OF RECORD

*Spring 2013*

JMC 4453 Public Relations Research, CO-INSTRUCTOR

*Fall 2012*

JMC 3413 Intro to Public Relations, CO-INSTRUCTOR

*Spring 2012*

JMC 3423 Public Relations Writing, CO-INSTRUCTOR

*Fall 2011*

JMC 3423 Public Relations Writing, CO-INSTRUCTOR

**Courses at the University of Colorado–Colorado Springs**

*Fall 2010*

COMM 2100 Public Speaking, TEACHING ASSISTANT  
COMM 1050 Intro to Strategic Communication, TEACHING ASSISTANT

*Spring 2010*

COMM 490 Chinese Culture and Communication, TEACHING ASSISTANT

**Dissertations**

*Chair of*

Jennifer Harker (IN PROGRESS)  
Jordan Morehouse (IN PROFESS, temporary advisor)

*Committee Member for*

Brennen, S. (IN PROGRESS)  
Adams, Melissa (IN PROGRESS, North Carolina State University)  
Mahin, S.

- Graduation: May 2017
- Dissertation title: Public relations practitioner assessments of the role of engagement in organization-to-public relationships.
- Assistant Professor at the University of Indianapolis

Hedding, K.

- Graduation: May 2016
- Dissertation title: What the frack are we talking about? The interrelated roles of science, media, and strategic communication in the public debate of fracking in North Carolina and New York.
- Assistant Professor at the University of Iowa

Cabosky, J. (2015).

- Graduation: May 2015
- Dissertation title: Queering agenda building in the modern media world: LGBT organizations and strategic information flow through multiple media platforms.
- Assistant Professor (professional track) at the University of North Carolina's School of Media and Journalism

### **Theses and Professional Masters Projects**

*Chair of*

Maisonave, G.

- Graduation: May 2017
- Thesis title: Can you hear me now? Improving humanitarian NGOs dialogic engagement

Eder, J.

- Graduation: May 2015
- Thesis title: Organizational behavior in media companies: A comparative case study

Jamroz, S.

- Graduation: May 2015
- Thesis title: Social media usage among serious golfers: An in-depth look at how golfers use social media to communicate with golf brands

*Committee Member for*

Boyd, Mary Lindsaye.

- Graduation: May 2017
- Thesis title: An Exploratory Study into the Nonprofit Communication Profession: A Job Description Content Analysis

Jones, H.

- Graduation: December 2016
- Thesis title: Engaging a Professional Online Medical Community Through a Gamified Community Management Tool

Harrison, P. A.

- Graduation: December 2015
- Thesis title: Heads up, Heels! A communication plan to improve transportation safety on the University of North Carolina-Chapel Hill campus

Roberts, R. C.

- Graduation: December 2015
- Dissertation title: Is crowdfunding right for higher education?

## Undergraduate Senior Honors Theses

### *Chair of*

Krug, S.

- Graduation: May 2017
- Thesis Title: Community crisis recovery and renewal in the new media environment: How Facebook groups initiated crisis responses after the Louisiana flood of 2016

Gamo, L.

- Graduation: May 2016
- Thesis title: Get legit or quit: NGO advocacy and legitimacy efforts on the European immigration crisis.

Wooten, K.

- Graduation: May 2016
- Thesis title: #NoFilter: An investigation of fitness microcelebrities' portrayals of body image, gender, and race on Instagram
- \*\*Received highest distinction honor.

Leonard, N.

- Graduation: May 2015
- Thesis title: From Los Angeles to the cloud: The effects of global digitalization on marketing.
- \*\*Received highest distinction honor.

### *Committee Member for*

Coy, S.

- Graduation: May 2015
- Thesis title: A cold, hard look: Focus group analysis of the ALS ice bucket challenge.

### *External Reviewer for*

Brittney Wallace, Arizona State University

- Graduation: May 2016
- Thesis title: Implicit theories: Influences on employee impression management, motivation, empowerment, and guilt

## Guest Lectures

### **University of North Carolina–Chapel Hill**

- *Approaching Theory with a Social Network Perspective*. Presented to the MEJO 705: Theories of Mass Communication. School of Media and Journalism, October, 2016.
- *Network Research Methods*. Presented to MEJO 701: Mass Communication Research Methods. School of Media and Journalism, October, 2016.
- *Social Media in Healthcare Communication*. Presented to the Eshelman School of Pharmacy course PACE 811: Contemporary and Applied Communications in Healthcare, October 2016
- *Power of Public Relations*. Panel of Public Relations Professors during MEJO 101. School of Media and Journalism, September 2016.
- *Revealing Shared Meaning in Networks of Relationships: A Measurement of the Communication Dimension of Social Capital*. Presented to the School of Media and Journalism's Visiting International Scholars Program, October 2015.

- *Social Media in Healthcare Communication*. Presented to the Eshelman School of Pharmacy course PACE 811: Contemporary and Applied Communications in Healthcare, September 2015
- *Content Analysis and Network Analysis*. Presented to JOMC 701: Mass Communication Research Methods. October, 2014.
- *Introduction to Public Relations Research Methods*. Presented via to the JMC 3413: Introduction to Public Relations at the University of Oklahoma. October, 2014.
- *Approaching the Theory with a Social Network Perspective*. Presented to the JOMC 705: Theories of Mass Communication. November, 2014.

#### **University of Oklahoma–Norman**

- *Analyzing Quantitative Data with SPSS*. Presented to the JMC 3423: Public Relations Research. October, 2013.
- *Descriptive and Inferential Statistics in Public Relations Research*. Presented to the JMC 3423: Public Relations Research. October, 2013.
- *Analyzing Quantitative Data with SPSS*. Presented to the JMC 3423: Public Relations Research. April, 2013.
- *Qualitative Methods in Public Relations Research*. Presented to the JMC 3423: Public Relations Research. March, 2013.
- *Introduction to Public Relations Research Methods*. Presented to the JMC 3423: Public Relations Research. January, 2013.
- *Methods & Tools for Public Relations Research*. Presented via Skype to COMM 3200: Principles & Practices of Public Relations at University of Colorado–Colorado Springs. October, 2012.
- *Public Relations Writing and Media Catching Tools*, Presented to JMC 3423: Public Relations Writing. September, 2012.

#### **University of Colorado–Colorado Springs**

- *Social Media Tactics*. Presented to COMM 4800: Strategic Communication Tactics and Campaigns. March, 2011. University of Colorado–Colorado Springs.
- *Corporate Use of Social Media*. Presented to COMM 3400: Digital Communication Technologies. February, 2011. University of Colorado–Colorado Springs.

## GRANTS

### Funded

- Kreiss, D., & **Saffer, A. J.** (2017). The New Political Networks. [Co-Investigator] \$5,000, 50% of effort, UNC School of Media and Journalism Seed Grant Award, Jan.–Dec. 2017.
- Lazard, A. J., & **Saffer, A. J.** (2017). Instapeer: A Platform for Social Support for Young Adult Cancer Patients. [Co-Investigator] \$5,000, 50% of effort, UNC School of Media and Journalism Seed Grant Award, Jan.–Dec. 2017.
- Saffer, A. J.** (2016). Social Network Analysis of *The Real Cost* Campaign: An Ego-Network Perspective. [Principal Investigator] \$35,243.36, 60% of effort, Center for Regulatory Research on Tobacco Communication's Developmental and Pilot Funding Program, Sept. 2016–Aug. 2017.
- Saffer, A. J.** (2015). Mapping Civil Society in China: A Network Analysis of Chinese NGOs. [Principal Investigator] \$5,000, 100% of effort, UNC School of Media and Journalism Seed Grant Award, Jan.–Dec. 2016.
- Lazard, A. J., & **Saffer, A. J.** (2016). A Network Approach to Develop and Optimize an App to Support Young Adult Cancer Patients. [Co-Investigator], \$5,000, 33% of effort. UNC School of Media and Journalism Seed Grant Award, Jan.–Dec. 2017.
- Kreiss, D., & **Saffer, A. J.** (2017). The New Political Networks. [Co-Principal Investigator]. \$5,000, 40% of effort. UNC School of Media and Journalism Seed Grant Award, Jan.–Dec. 2017.

### In Submission

#### Grants Submitted (Unfunded)

- Saffer, A. J.**, Lazard, A. J., Riffe, D., Kreiss, D., & Zenner, S. (2016). A Mixed Methods Approach to Search and Political Opinion. [Co-Principal Investigator]. Requested: \$65,292, Google Public Policy and Government Relations. Aug.–Dec. 2016.
- Saffer, A. J.**, (2015). Assessing the Value of Professional Association Membership: Ego Analysis of Communication for Developing (C4D) Members. [Principal Investigator] \$2,500, School of Journalism and Mass Communication, Seed Grant, October 23, 2015.
- Saffer, A. J.**, (2015). Further Exploration of Victim Visuals in Crises: An Eye-tracker Study. [Principal Investigator] \$2,500, School of Journalism and Mass Communication, Seed Grant, October 23, 2015.
- Saffer, A. J.**, (2015). Mali Transition Initiative Network Analysis Research Proposals (PAT-M-RFP-1328), USAID-OTI, \$10,000, December 1, 2014.

## **SERVICE**

### **Service to the Discipline**

#### **Journal Manuscript Reviewing**

*Management Communication Quarterly* (2016 to present)

*Journal of Public Relations Research* (2016 to present)

*Chinese Journal of Communication* (2016 to present)

*Journal of Interactive Advertising* (2015 to present)

*International Journal of Communication* (2015 to present)

*Public Relations Review* (2013 to present)

#### **Book Manuscript Reviewing**

Routledge (2015, 1 book)

#### **Conference Manuscript Reviewing**

International Communication Association, Public Relations Division (conference submissions),  
2012-Present

National Communication Association, Public Relations Division (conference submissions),  
2012-Present

Association for Education in Journalism and Mass Communication, Public Relations Division  
(conference submissions), 2013, 2014

#### **Committees/Boards**

PRIDE Committee—NCA Public Relations Division 2015 & 2016

### **Service to the University of North Carolina—Chapel Hill**

Member, Research 2020 Committee, 2016-2017

Member, Search Communication of Associate/Full Public Relations Research-Track Faculty, 2016-2017

Member, School of Media & Journalism Curriculum Working Group, 2016-2017

Member, Masters Application Review Committee, Winter 2015-16

Organizers, Junck Colloquium: Maureen Taylor, Fall 2015

Member, Search Committee Grant/Accounting Staff, Fall 2015

Member, Search Committee for Assistant Professor Public Relations Research-Track Faculty Fall 2015

Chair, McNair Scholar Mentor: Laura Gamo, 2015

Member, Masters Application Review Committee, Winter 2014-15

Member, Search Committee Assistant Professor of Public Relations Practice, Fall 2014

Sponsor, Journalism Alumni and Friends Association (JAFA) Networking Trip, Fall 2014

**Service to the University of Oklahoma–Norman**

Graduate Student Senate Public Relations Chair, 2013-2014  
Southern Public Relations Federation Educator of the Year Judge, Fall 2013  
Graduate Student Senate, 2011–2014  
Gaylord College Graduate Committee, 2012–2013

**Service to the University of Colorado–Colorado Springs**

University of Colorado Thomas Jefferson Award Committee, 2009-2010  
Diversity Alliance Committee, 2009-2011  
Faculty/Staff Booster Club, 2010-2011  
Social Media Policy Task Force, 2009  
Student Government Association, 2007

**PROFESSIONAL MEMBERSHIPS**

Association for Education in Journalism and Mass Communication  
International Communication Association  
Public Relations Society of America  
National Communication Association