

CURRICULUM VITAE

CARLA WHITE

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EDUCATION

Ph.D., Communication & Information	<i>University of Tennessee, Knoxville</i> College of Communication & Information Tombras School of Advertising and Public Relations 2022-2026, Knoxville, TN Advisor: Dr. Beth Avery Foster Dissertation: Bridging dialogic communication and employee engagement: Modeling leadership's use of dialogic principles in internal communication.
M.A. Communication, Technology, and Society	<i>Clemson University</i> Department of Communication 2020 -2022, Clemson, SC Advisor: Dr. Virginia S. Harrison Thesis: Oversaturation of sustainability messages in the advertisements of electric vehicles.
B.S. Communication	<i>William Woods University</i> Department of Communication Minor in Sports Management 2015 – 2019, Fulton, MO

ACADEMIC APPOINTMENTS*UNIVERSITY OF GEORGIA*

Assistant Professor , Grady College of Journalism and Mass Communication	August 2026- Present
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UNIVERSITY OF TENNESSEE, KNOXVILLE

Graduate Research & Teaching Assistant , Tombras School of Advertising and Public Relations	August 2022 - 2026
Lead Graduate Assistant , Adam Brown Social Media Command Center	August 2022 - 2024

CLEMSON UNIVERSITY

Graduate Teaching Assistant , School of Architecture	August 2021 – April 2022
Graduate Teaching Assistant , Department of Communication	August 2020 – April 2021
Public Speaking Tutor , Department of Communication	August 2020 –April 2021

TEACHING EXPERIENCE***University of Georgia***, Grady College of Journalism and Mass Communication

Role	Course (*Graduate)	Semester Taught	# of Students
Instructor of Record	*Public Relations Management	Fall 2026	
Instructor of Record	*Public Relations Ethics & Culture	Fall 2026	

University of Tennessee, Knoxville, Tombras School of Advertising & Public Relations

Role	Course	Semester Taught	# of Students
Instructor of Record	Public Relations Advanced Writing	Spring 2026	20
Instructor of Record	Professional Development (PR)	Winter 2026	8
Instructor of Record	Professional Development (PR)	Fall 2025	52
Teaching Assistant	Public Relations Advanced Writing	Fall 2025	75
Lab Instructor	Public Relations Design	Fall 2025	20
Instructor of Record	Public Relations Principles	Summer 2025	11
Instructor of Record	Public Relations Writing	Spring 2025	18
Instructor of Record	Public Relations Principles	Winter 2025	17
Instructor of Record	Public Relations Principles	Summer 2024	11
Instructor of Record	Public Relations Principles	Spring 2024	102
Instructor of Record	Public Relations Principles	Winter 2024	12
Instructor of Record	Public Relations Principles	Fall 2023	144
Instructor of Record	Public Relations Principles	Spring 2023	110
Lab Instructor	Public Relations Design	Spring 2025	20
Teaching Assistant	Public Relations Writing	Fall 2024	18
Lab Instructor	Public Relations Design	Fall 2024	20
Lab Instructor	Public Relations Design	Spring 2024	20
Teaching Assistant	Public Relations Advanced Writing	Spring 2024	18
Teaching Assistant	Public Relations Writing	Fall 2023	18
Lab Instructor	Public Relations Design	Spring 2023	20
Teaching Assistant	Public Relations Principles	Fall 2022	209

Clemson University, Department of Communication

Role	Course	Semester Taught	# of Students
Teaching Assistant	Architecture Foundations I	Spring 2022	101
Teaching Assistant	Architecture Foundations I	Fall 2021	102
Lab Instructor of Record	Intro to Human Communication	Spring 2021	23
Lab Instructor of Record	Intro to Human Communication	Spring 2021	24
Lab Instructor of Record	Intro to Human Communication	Fall 2020	25
Lab Instructor of Record	Intro to Human Communication	Fall 2020	25

PROFESSIONAL DEVELOPMENT

Future Educator Fellow, Tombras Agency June 2025
Tombras Headquarters, Knoxville, TN

Selected as 2025 fellow for placement at Tombras agency to gain industry expertise to enhance teaching through immersion in real world applications.

Selected Participant, Doctoral Honors Seminar, Sponsored by National Communication June 2025
Association, University of Tennessee-Knoxville

Selected for academic retreat offering mentors and students an opportunity to engage in research development and discuss professional development.

Participant, PERMA training: Fostering a well-being classroom April 2025

CIRTL Certified at Associate Level, Center for the Integration of Research Teaching and Learning January 2023
University of Tennessee-Knoxville

RESEARCH INTERESTS

Internal communication, employee outcomes, social media, strategic communication, sustainability messages, health communication

Qualitative methods: Content Analysis, Interviews, Critical Discourse Analysis

Quantitative methods: Survey, Social Media Analytics

PUBLICATIONS

White, C., & De Moya Taveras, M. (2025). Discourses of employees in the virtual workplace: An analysis of public relations trade publications. *Public Relations Inquiry*.
<https://doi.org/10.1177/2046147x251412974>

White, C., Rios, S., Foster, E. (2025). Public information officers' use of social media monitoring: An updated analysis of current practice. *Public Relations Review*, 51(1).
<https://doi.org/10.1016/j.pubrev.2025.102539>.

Harrison, V. S., Seaton, W., & **White, C.** (2024). Understanding polarized reactions to sport CSR and sustainability communication on social media through dialogic openness. *Management Communication Quarterly*, 38(4). <https://doi.org/10.1177/08933189241264540>.

White, C., & Gilmore, J. N. (2022). Imagining the thoughtful home: Google Nest and logics of domestic recording. *Critical Studies in Media Communication*, 1(14). <https://doi.org/10.1080/15295036.2022.2143838>.

Seaton, W., Cranmer, G. A., **White, C.**, Bober, J., Humphrey, K., & Obeng, A. (2022). “That’s it. I’m done with this team!”: Public reactions to NFL teams’ racial activism as a function of social identity management. *Communication Quarterly*, 70(5), 585-607. <https://doi.org/10.1080/01463373.2022.2099295>.

Book Chapters

Harrison, V., Boatwright, B., **White, C.** (2024). Seventeen weeks: Fan reactions to the NFL’s covid-19 protocols during the 2020 season. In Perreault, M., Smith-Frigerio, S. (2024), *Crisis Communication Case Studies on COVID-19* (1st Ed.). New York, New York: Peter Lang.

Palenchar, M. J., & **White, C.** (2025). Environmental risk communication: The challenges to progressively affecting behavior. In A. Schwarz, M. Seeger, & S. Kim (Eds.), *The Handbook of International Crisis Communication Research* (2nd Ed.). Wiley-Blackwell.

RESEARCH IN PROGRESS

Harrison, V., Vafeiadis, M., **White, C.**, Vasquez, R., Alawonde, T.F. Going green: How do social media influencers motivate prosocial outcomes? (Revise & Resubmit)

White, C. Revisiting two-way symmetrical communication: An updated analysis of its role and evolution in public relations research. (In preparation)

CONFERENCE PRESENTATIONS

White, C. Linking dialogic leadership communication and employee engagement through relational mechanisms. Poster presentation in the public relations division at *The Association for Education in Journalism and Mass Communication* (AEJMC) conference, New Orleans, LA, August 2026.

White, C. Two-way symmetrical communication in modern public relations research. Paper presented in the public relations division at *National Communication Association* (NCA) conference, Denver, CO, November 2025.

Harrison, V., Vafeiadis, M., **White, C.**, Vasquez, R., Alawonde, T.F. (Under Review). Going Green: How do social media influencers motivate prosocial outcomes? Paper presented at *International Public Relations Research Conference* (IPRRC), Orlando, FL, March 2025.

White, C. Uncertainty management in work-from-home settings. Paper presented in the health communication division at *National Communication Association (NCA)* conference, New Orleans, LA, November 2024.

White, C. Oversaturation of sustainability messages in the advertisements of electric vehicles. Paper presented in the public relations division at *National Communication Association (NCA)* conference, National Harbor, MD, November 2023.

***2nd place Top Student Paper (PR division)**

Palenchar, M. J., Veil, S., & **White, C.** Critical analysis of societal dissatisfaction and confusion with risk and crisis communication. Paper presented at the *International Crisis Communication conference* in Gothenburg, Sweden, October 2023.

White, C., & Gilmore, J. N. (2022). Imagining the thoughtful home: Google Nest and logics of domestic recording. *Critical Studies in Media Communication*, 1-14. Paper presented in the Critical and Cultural Studies Division at *National Communication Association (NCA)* conference, New Orleans, LA, November 2022.

GRANTS & OTHER FUNDING

\$1000 Graduate Student Research Completion Fund, CCI Research and Innovation Center – June 2025

SERVICE

Service to the Profession

Reviewer, PRSA Educator's Academy, Research Paper & GIFT competition, ICON Conference - 2026

Reviewer, Critical & Cultural Studies Division, Association for Education in Journalism and Mass Communication (AEJMC) Conference – 2026

Reviewer, Public Relations Division, National Communication Association (NCA) Conference – 2026

Graduate Student Representative, Public Relations Society of America (PRSA), Educator's Academy– 2025-26

Chair, Public Relations Division, National Communication Association (NCA) Conference – 2026

Member, Social Media Committee, Public Relations Division, National Communication Association (NCA)

Reviewer, Public Relations Division, National Communication Association (NCA) Conference – 2025

Guest Lectures & Invited Talks

Speaker, Online Lunch and Learn: Leadership in Communication (PRSA- Western North Carolina Chapter)- 2026

Panelist, Navigating the Academic Job Market (College of Communication and Information)- 2026

Student Panelist, Board of Visitors Reception (College of Communication and Information)- 2026

Speaker, PRSA District Conference [Southeast & Mid Atlantic] – September 2025

(How Dialogic Leadership Drives Employee Behavior)

Guest Speaker, Adam Brown Social Media Command Center – 2022–2024

(Courses: *Journalism & Electronic Media*, *Communication Studies*, *Advertising*, and *Public Relations*)

Guest Speaker, Introduction to Name, Image, and Likeness (NIL) – 2022–2024

(Haslam College of Business)

**As a representative of the Adam Brown Social Media Command Center, I served as an ambassador for social media research across the college. These guest lectures emphasized the value of social listening and social media analytics in client engagement, improved strategic outcomes, informed campaign development, and advanced social media literacy in communication practice and scholarship.*

University of Tennessee–Knoxville – *Knoxville, TN*

College Ambassador & Panelist, PhD Recruitment Weekend – 2026
Student Leader, ADPR Chicago Industry Trip – 2025
College Ambassador, PhD Recruitment Weekend – 2025
Tombras School Representative, Howard School Visit – 2024
Tombras School Representative, UT Exploratory Student Majors Fair – 2024
Graduate Student Representative, Dean’s Graduate Advisory Council – 2022–2023

Clemson University – *Clemson, SC*

Senator, Graduate Student Senate – Fall 2021– Spring 2022
Secretary, Graduate Association of Communication Studies – Fall 2021 – Spring 2022
Peer Mentor, MACTS Second Year Mentorship Program – Fall 2021 – Spring 2022
Fellow, International Teaching Fellowship – Fall 2020 – Spring 2021
Presenter, Office of Teaching Effectiveness and Innovation: *"Utilizing Themes in Learning"* – Spring 2021
Panelist, "Ask A Grad" – Fall 2021
Virtual Volunteer Host, International Association of Communication and Sport (IACS) – Spring 2021
Virtual Volunteer Host, Southern States Communication Association (SSCA) – Spring 2021

HONORS & AWARDS

Volunteer of Distinction, University of Tennessee – *Spring 2026*
 Recognized by the Office of the Provost for extraordinary academic achievement.
Betsy Plank PRSA Top Graduate Student Research Award – *Fall 2025*
 Awarded for the paper *"Breaking up with Spring Break: Examining external responses to municipal public relations on X,"* recognizing excellence in graduate-level public relations research at the national level.
CCI Graduate Student Research Award – *Spring 2025*
 Presented by the College of Communication & Information for outstanding research conducted by a graduate student.
Top Student Paper, NCA (2nd Place) – *Fall 2023*
 Recognized by the Public Relations Division at the National Communication Association for the paper *"Oversaturation of sustainability messages in the advertisements of electric vehicles."*
Communication Outstanding Graduate Researcher Award – *Spring 2022*
 Honored for sustained research excellence and scholarly contribution in the field of communication by the Department of Communication at Clemson University.
William Woods University Distinguished Scholar – Communication – *Spring 2019*
 Recognition for academic achievement and contribution to the communication discipline.

Lambda Pi Eta Honor Society Award Recipient – Spring 2019

Awarded for academic excellence and leadership in communication studies as a member of the official honor society of the National Communication Association.

PROFESSIONAL EXPERIENCE**Nipissing Wellness Ontario Health Team – North Bay, ON****Communication Lead**

January – September 2020

- Planned, organized, and implemented internal and external communication initiatives
- Researched, wrote, and edited content for newsletters, press releases, in-house publications, and reports
- Managed and updated web content to engage and inform stakeholders
- Partnered with working groups to design integrated campaigns supporting organizational goals

The Business Centre Nipissing Parry Sound – Nipissing District, ON**Youth & Entrepreneurship Coordinator**

June 2022 – September 2023

- Led event planning and marketing campaigns, including social media outreach
- Provided client support, license registration, market research, and business plan guidance
- Delivered presentations to large audiences (100+ attendees)
- Managed the Summer Company program and served as primary contact for participants

Bell Media [ESPN] – The Sports Network (TSN) – Toronto, ON**Freelance Story Editor**

August 2019 – January 2020

- Created highlight packages and scripts for live *SportsCentre* broadcasts
- Edited game footage and press conference summaries under tight deadlines
- Collaborated with video editors and highlight managers for on-air delivery
- Operated live television teleprompter during broadcasts

National Association of Intercollegiate Athletics (NAIA) – Kansas City, MO**Film & Media Ambassador / Content Creator**

2018–2019

- Produced media content for Men's Division I Basketball Championship
- Captured and edited highlight videos for daily social media distribution
- Conducted interviews with coaches and players pre/post-game
- Created promotional videos for events such as the Honorary Coaches Draft and Player Banquet

iHeartRadio MMVAs Red Carpet – Toronto, ON**Props / Stunt Cast Captain**

August 2018

- Managed creation, delivery, and timing of props for live red carpet television program

Carla White CV

Bell Media – Toronto, ON

Production Coordinator Intern

June – September 2018

- Supported live television production for lifestyle programming
- Prepared content/story packs and assisted with audience coordination and set styling

TECHNICAL SKILLS & TOOLS

- **Proficient in Sprinklr** for social media monitoring, analysis, and insights
- Experience with **statistical analysis and data visualization** (SPSS, SPSS AMOS, Tableau)
- Skilled in **Adobe Creative Suite** (Photoshop, Illustrator, After Effects, Premiere Pro)
- Video production and editing experience with **Final Cut Pro** and **Celtx**

ACADEMIC & PROFESSIONAL CREDENTIALS

- **Member**, Public Relations Society of America (PRSA), Educators Academy
- **Co-Chair**, Patient, Family, Caregiver Council – Nipissing Wellness Ontario Health Teams (OHT)
- **Online Integrated Care Certification**, International Foundation for Integrated Care
- **Member**, Equity Council – Nipissing Wellness Ontario Health Team
- **Member**, Economic Developers Association of Canada (EDAC)