

# KAREN MILLER RUSSELL

## **ACADEMIC HISTORY**

### Rank

Associate Professor

### Tenure Status

Tenured

### Graduate Faculty Status

Graduate Program Faculty, 1998-present

### Highest Degree

Ph.D., University of Wisconsin-Madison, December 1993

### Academic Positions

University of Georgia College of Journalism and Mass Communication

- Instructor, June 1993-September 1994
- Assistant Professor, September 1994-August 2000
- Associate Professor, August 2000-present
- Jim Kennedy Professor of New Media, August 2011-present
- Josiah Meigs Distinguished Teaching Professor, July 2017-present

## **INSTRUCTION**

### Courses taught, including title, enrollments, and credit hours

ADPR 3530	Online Reputation Management
ADPR 3850	Public Relations
ADPR 3850H	Public Relations Honors
ADPR 5170	Directed Study
ADPR 5910	Public Relations Administration
ADPR 5920	Public Relations Communication
ADPR 5950/7950	Public Relations Campaigns
ADPR 5990	Special Topics: Social Media, Digital Reputation Management
ADPR 5990H	Special Topics: Social Media Honors
ADPR 7760	Digital and Social Communication Strategies
FRES 1010	Walmart Propaganda (team taught with Dr. Audrey Haynes, SPIA)
HONS 4800H	Honors Capstone Internship
HONS 4960H	Honors Research
JRLC 5210	Social Effects of Mass Communication
JRMC 7220	Graduate Internship
JRMC 7940	Public Relations Foundations
JRMC 8000	Proseminar in Mass Communication
JRMC 8050	Directed Study
JRMC 8140	Public Relations Management
JRMC 8130	Special Topics: ADPR Theory
JRMC 8160	Special Topics: Project Capstone Social Media Content Creation Social Media and Diverse Voices Anti-corporate Movement and American Media Propaganda in American Media Propaganda in U.S. History Mass Communication and Social Problems History of Persuasive Communication
JRMC 9040	Historical Research Methods

### New courses developed

ADPR 3530	Online Reputation Management
JRMC 7042	ADPR Insights and Strategy Project
JRMC 8151	Advertising and Public Relations Theory

### Recognition and Outstanding Achievements

- Josiah Meigs Distinguished Teaching Professorship, University of Georgia, 2017.
- Member, University of Georgia Teaching Academy, 2017-present.

- Adviser, Public Relations Student Society of America Bateman Case Study Competition Team. National championship (2007); Honorable Mention (2006, 2008, 2009, 2014, 2015).

#### Academic advising

- Integrated ADPR master's program adviser, January 2017-August 2020: held information sessions and met one-on-one with potential students; organized program dinners; annually advised 5-15 students in accelerated master's program.

#### Professional development

##### *Jim Kennedy Professorship Symposia, Visiting Professionals, and Workshops*

- Panel organizer: "Reading Between the Lines," on public affairs communication featuring Greg Bluestein (*Atlanta Journal-Constitution*) and Prof. Joseph Watson, co-sponsored by three additional endowed professors (2020)
- Symposium co-sponsor: Inclusivity in the Advertising and Technology Worlds, Marnie Schapiro, Quibi (2020)
- Symposium organizer: Lauren Culbertson, "Public Policy @ Twitter" keynote; Twitter Day panel with alumni working at Twitter, Marcus Cassimus, Shelby Clayton, and Cal Knight (2019)
- Symposium co-organizer: Virtual Reality, with Nick Yee, co-founder of Quantic Foundry (2016)
- Symposium co-sponsor: Jason Krehar and Mike Egan of Wieden + Kennedy and freelance writer Tatum Shaw (2016)
- Symposium organizer: Nelson Fernandez, chair, APCO Worldwide North American Division (2015)
- Visiting professional host: Phil Gomes, Edelman Communications, Chicago (2015)
- Panel co-sponsor: Marketing at Coca-Cola, with Annie Hou, Doug Busk, and Tim Goudie (2014)
- Co-organizer: Moxie Interactive Social Media Marketing Strategy Workshops, held twice a year for 20-24 selected graduate and undergraduate students in partnership with Moxie's Atlanta office (spring 2014-spring 2020).
- Organizer: Moxie Interactive Social Media Marketing Strategy Virtual Workshop (spring 2021-present).

##### *Conferences Organized*

- ADPR Global Connections (2011). Presentation by Dr. Dean Kruckeberg and Dr. Ashli Stokes from the University of North Carolina-Charlotte's Center for Global Public Relations, followed by a panel discussion on global advertising and public relations and dinner with faculty.
- UGA Connect (2007-2009). Organized three annual 2-day conferences on social media attended by professionals, students, and educators, co-sponsored by the college and Jackson Spalding or Porter Novelli.

#### *UGA Honors Program Participation*

- Student book discussion moderator, *The Book Thief* by Markus Zusak (2013).
- Mentored four or five students per year (2003-2006).
- Supervised seven honors internships (HONS 4800H).

#### *Training Courses Developed*

- Selected by bid to lead “Fundamentals of Digital and Social Media” and “Beyond the Basics,” CDC University courses offered for employees of the Centers for Disease Control and Prevention (2015-2017).
- Developed and revised module on microblogging, online Social Media Certificate Program, Georgia Center for Continuing Education (2014-2018)

#### *Invited Guest Lecturer*

- Visited Georgia State University (1994), University of West Georgia (1998), University of Kentucky (1999), University of Alabama (2000), and University of Maryland (2002); Pepperdine University via Skype (2008).
- Taught six classes at University of Alabama during visit for SEC Travel Grant (2015).

#### *Invited Panel Presentations on Teaching*

- “Teaching IMC: Student Engagement and Assessment,” Integrated Marketing Communication Conference; Wilmington, NC (2015).
- “The Doctors Are In” (Standing Committee on Teaching annual workshop), Association for Education in Journalism and Mass Communication (2012-2014).
- “Teaching Failures,” Association for Education in Journalism and Mass Communication, Washington, D.C. (2013).
- “Teaching History Throughout the Curriculum,” Association for Education in Journalism and Mass Communication Southeast Colloquium; Lexington, Ky. (1999).
- “Survival in the Curriculum: Broadening the Appeal of Media History,” American Journalism Historians Association; Louisville, Ky. (1998).

#### *Visiting Scholars Grant*

- Center for Humanities and Arts, UGA. \$500 to sponsor a university-wide guest lecture on the black press by Dr. Caryl Cooper, University of Alabama (1999).

## SCHOLARLY ACTIVITIES

Publications (\*Invited; \*\*Peer reviewed)

### *Books\*\**

- Karen Miller Russell, *Promoting Monopoly: AT&T and the Politics of Public Relations, 1876-1941* (New York: Peter Lang, 2020). 233 pages.
- Margot Opdycke Lamme and Karen Miller Russell. *Removing the Spin: Una Nueva Teoria Historica de las Relaciones Publicas* (Barcelona: Universitat Oberta de Catalunya Press, 2016); translation of *Journalism & Communication Monograph*. 166 pages.
- Karen S. Miller, *The Voice of Business: Hill and Knowlton and Postwar Public Relations* (Chapel Hill: University of North Carolina Press, 1999). 280 pages.

### *Chapters in books\**

- Margot Opdycke Lamme, Karen Miller Russell, Denise Hill and Shelley Spector, "United States – Development and Expansion." In *North American Perspectives on the Development of Public Relations*, ed. Tom Watson (New York: Palgrave, 2017): 21-35.
- Karen M. Russell, "Responsible Publicity as a Public Service." In *Mr. Lee's Publicity Book: A Citizen's Guide to Public Relations* (New York: PRMuseum Press, 2017): 376-85.
- Karen Miller Russell, "Arthur Page and the Professionalization of Public Relations." In *Pathways to Public Relations: Histories of Practice and Profession*, ed. Burton St. John, III, Margot Opdycke Lamme, and Jacquie L'Etang (London: Routledge, 2014): 306-320.
- Karen Miller Russell, "Character and the Practice of Public Relations: John W. Hill and Arthur W. Page." In *Rhetorical and Critical Approaches to Public Relations*, 2<sup>nd</sup> ed., ed. Robert Heath, Elizabeth Toth, and Damon Waymer (New York: Routledge, 2009): 315-327.
- Karen S. Miller, "Public Relations, 1900-Present." Textbook chapter in *The Media in America: A History*, ed. Wm. David Sloan and James D. Startt, 3<sup>rd</sup> through 9<sup>th</sup> editions (1996-2014).

### *Monographs\*\**

- Margot Opdycke Lamme and Karen Miller Russell, "Removing the Spin: Toward a New Theory of Public Relations History." *Journalism and Communication Monographs* 11:4 (Winter 2010): 281-362.
- Karen Miller, "Smoking Up a Storm: Public Relations and Advertising in the Construction of the Cigarette Problem, 1953-1954." *Journalism Monographs* 136 (1992, December).

### *Journal articles\*\**

- Karen Miller Russell, "The Power of Women" *Public Relations Review* 46:4 (November 2020): 1-10.
- Karen Miller Russell and Cayce Myers, "The Misunderstood Nineteenth Century Press Agent," *Public Relations Review* 45:2 (June 2019): 246-257.
- Cayce Myers and Karen Miller Russell, "Image Repair in the Aftermath of Inaccurate Polling: How the News Media Responded after Getting It Wrong in 1948 and 2016," *Journal of Political Marketing* 18 (2019): 148-177.

- Karen Miller Russell and Margot Opdycke Lamme, "Theorizing Public Relations History: The Roles of Strategic Intent and Human Agency," *Public Relations Review* 45:5 (December 2016): 741-747.
- Karen Miller Russell and Margot Opdycke Lamme, "Public Relations and Business Responses to the Civil Rights Movement," *Public Relations Review* 39:1 (March 2013): 63-73.
- Karen Miller Russell and Carl O. Bishop, "Understanding Ivy Lee: Newspaper and Magazine Coverage of Publicity and Press Agency, 1865-1904," *Public Relations Review* 35 (2009): 91-101.
- Karen Miller Russell, Janice Hume, and Karen Sichler, "Libbie Custer's 'Last Stand': Image Restoration, the Press, and Public Memory," *Journalism and Mass Communication Quarterly* 84 (2007, Fall): 582-99.
- Karen S. Miller, "Public Relations History: Knowledge and Limitations," *Communication Yearbook* 23 (2000): 381-420.
- Karen S. Miller, "Public Relations in Film and Fiction, 1930-1995," *Journal of Public Relations Research* 11 (1999): 3-28.
- Karen S. Miller, "Woman, Man, Lady, Horse: Jane Stewart, Public Relations Executive," *Public Relations Review* 23 (1997, Fall): 249-269.
- Karen Miller, "'Air Power Is Peace Power': The Aircraft Industry's Campaign for Public and Political Support, 1943-1949," *Business History Review* 70 (1996, Autumn): 297-327.
- Karen S. Miller, "'Typical Slime by Joe McCarthy': Ralph McGill and Anti-McCarthyism in the South," *American Journalism* 13 (1996, Summer): 319-332.
- Karen S. Miller, "National and Local Public Relations Campaigns During the 1946 Steel Strike," *Public Relations Review* 21 (1995, December): 305-323.

#### *Book reviews\**

- Karen Miller Russell, review of Robert N. Proctor, *Golden Holocaust: Origins of the Cigarette Catastrophe and the Case for Abolition* (Berkeley: University of California Press, 2011). *Journal of American History* 99:3 (2012, December): 980.
- Karen Miller Russell, review of Duane C. S. Stoltzfus, *Freedom from Advertising: E.W. Scripps's Chicago Experiment* (Chicago: University of Illinois Press, 2006). *Journal of American History* 94: 2 (2007, September): 601-602.
- Karen Miller Russell, review of "Reel Bad Arabs," 2005 film directed by Sut Jhally. *Journalism History* 33:4 (2008, Winter): 246-247.
- Karen Miller Russell, review of Cynthia Henthorn, *From Submarines to Suburbs: Selling a Better America, 1939-1959* (Athens, Ohio: Ohio University Press, 2006). *Enterprise and Society* 8 (2007, June): 463-465.
- Karen Miller Russell, review of Martin Manning and Herbert Romerstein, *Historical Dictionary of American Propaganda* (Westport, Conn.: Greenwood Press, 2004). *Journalism History* 31 (2005, Spring): 53.
- Karen Miller Russell, review of Timothy deWaal Malefyt and Brian Moeran, *Advertising Cultures* (New York: Palgrave Macmillan, 2003). *Enterprise and Society* 5 (2004): 310-311.

- Karen Miller Russell, review of Mary E. Beadle and Michael D. Murray, eds., *Indelible Images: Women of Local Television* (Ames: Iowa State University Press, 2001). *American Journalism* 20 (2003, Spring): 113-114.
- Karen Miller Russell, review of Lawrence R. Samuel, *Brought to You By* (University of Texas Press, 2002). *Journalism and Mass Communication Quarterly* 79 (2002, Autumn): 752-753.
- Karen S. Miller, review of Cassandra Tate, *Cigarette Wars* (Oxford University Press, 2000). *Journal of American History* (2002, June): 251-252.
- Karen S. Miller, review of Scott M. Cutlip, *Public Relations History* (Routledge, 1995). *Journal of American History* (1996, December): 1002-1003.

#### *Other Creative Contributions\**

- Karen Miller Russell and Margot Opdycke Lamme, "Public Relations History Through Women's Eyes," *Media Report to Women* 45:4 (2017); 5, 23.
- Karen Miller Russell, "Using Weblogs in Public Relations Education," *Teaching Public Relations* (Fall 2007).
- Karen Miller Russell, "Arthur W. Page" and "John W. Hill," *Encyclopedia of Public Relations*, ed. Robert Heath. (Thousand Oaks, Cal.: Sage, 2005): 387-391, 599-603.
- "PR in the Twentieth Century," *PRWeek* (1999); commissioned to write three articles on the historical impact of public relations.
- Karen S. Miller, "P. T. Barnum," "Edward L. Bernays," and "Public Relations," *History of the Mass Media in the United States: An Encyclopedia*, ed. Margaret A. Blanchard (New York: Garland, 1998): 55, 57, 547-550.
- Karen S. Miller, "Tobacco Industry." *Dictionary of American History, Supplement Part II* (New York: Scribner's, 1996).
- Karen S. Miller, "Amplifying the Voice of Business," *Business and Economic History* 24 (Fall 1995): 18-21.

#### Grants Received

- SEC Faculty Travel Grant; \$1,000 to visit the University of Alabama for teaching and research (2015).
- Research Grant, Arthur W. Page Society; \$11,390 (2000).
- Research Grant, University of Georgia Research Foundation; \$2,500 (1998).
- Research Grants, Harry S. Truman Library Institute; \$500 (1998), \$475 (1993).
- Graduate Student Research Grant, Institute for Public Relations Research and Education; \$500 (1993).

#### Recognitions and Outstanding Achievements

- Award for Outstanding Contribution to Historical Research, International History of Public Relations Conference; Bournemouth, UK (2019).
- Darwin-Davis Award, for honoring the spirit of the UGA College of Journalism and Mass Communication (2018).
- College Faculty Fellowship, semester course release for book research (2018).

- AEJMC Scholarsourcing Competition Winner, based on membership vote and committee selection process; contract with Peter Lang (2017).
- Pathfinder Award, Institute for Public Relations; \$2,000 award for best public relations research program (2001).
- PRide Award, National Communication Association Public Relations Division award for top book of the year (1999).
- Outstanding Young Alumna Award, University of West Georgia (1999).
- Nafziger-White Award, Association for Education in Journalism and Mass Communication for best mass communication dissertation of the year, 1995.

### Convention Papers\*\*

- Margot Opdycke Lamme and Karen Miller Russell, "Page, Bernays and Propaganda in Interwar PR," International History of Public Relations Conference; Bournemouth, UK (2019).
- Karen Miller Russell, "William A. Hovey and Corporate Publicity at AT&T, 1885-1900," Joint Journalism and Communication History Conference; New York, NY (2019).
- Margot Opdycke Lamme and Karen Miller Russell, "The Women's Angle: A Herstory of Public Relations," Joint Journalism and Communication History Conference; New York, NY (2017).
- Karen Miller Russell and Margot Opdycke Lamme, "Theorizing Public Relations History: The Role of Strategic Intent," International History of Public Relations History Conference; Bournemouth, UK (2015).
- Karen Miller Russell and Marcus Cayce Myers (2013). "The Misunderstood Nineteenth Century American Press Agent," Association for Education in Journalism and Mass Communication, public relations division; Washington, D.C.
- Karen Miller Russell and Margot Opdycke Lamme, "Business Responses to the Civil Rights Movement: A Public Relations Perspective," Business History Conference; Athens, Ga. (2010).
- Karen Miller Russell and Carl O. Bishop, "Understanding Ivy Lee: Newspaper and Magazine Coverage of Publicity and Press Agency, 1865-1904," Association for Education in Journalism and Mass Communication Public Relations Division; Chicago (2008). **Public Relations Division Top Research Award**
- Karen Miller Russell, "Public Relations and Corporate Policy: Arthur W. Page and AT&T's Financial Policy, 1927-1939," Association for Education in Journalism and Mass Communication History Division; Washington, D.C. (2007). **History Division Top Faculty Paper Award**
- Karen Miller Russell, "Corporate Public Relations and Democracy: Arthur W. Page and the FCC, 1935-1941," Association for Education in Journalism and Mass Communication Public Relations Division; Washington, D.C. (2007).
- Karen Miller Russell, Janice Hume, and Karen Sichler, "Publicity, Public Memory and Libbie Custer's 'Last Stand,'" American Journalism Historians Association; Wichita, Kansas (2006). **Honorable Mention, Best Paper Award**



- Karen Miller Russell, "Shareholders as PR Tools: AT&T and Federal Regulation, 1927-1941," Business History Conference; Toronto, Canada (2006).
- Karen Miller Russell and Matt J. Duffy, "Integration, Public Relations, and Corporate America, 1960-1969," Research-in-Progress, American Journalism Historians Association; San Antonio, Texas (2005).
- Candace White and Karen Miller Russell, "What's So Funny About Public Relations? An Analysis of PR Jokes and Cartoons," International Public Relations Research Conference; Miami, Fl. (2004).
- Karen Miller Russell, "'The Kind of Folks We Are': Arthur Page and Strategic Corporate Communication at AT&T," American Journalism Historians Association; Nashville, Tenn. (2002). **Honorable Mention, Best Paper Award**
- Karen S. Miller, "Employee Relations and Public Relations: AT&T, Welfare Capitalism, and the Challenge of the Depression," Popular Culture Association Business/Corporate Culture Division; Toronto, Canada (2002).
- Hanna Norton and Karen S. Miller, "The Press and the Klan in Atlanta," Association for Education in Journalism and Mass Communication History Division; Phoenix, Arizona (2000).
- Karen S. Miller, "The Public Relations Philosophy of AT&T's Arthur W. Page," Popular Culture Association Business/Corporate Culture Division; New Orleans, La. (2000).
- Bill Anderson and Karen S. Miller, "Suicide in the News: Press Coverage of James Forrestal, 1949," American Journalism Historians Association; Louisville, Ky. (1998).
- Patricia Curtin and Karen S. Miller, "Women in the Public Relations Trade Press: A Content Analysis of Tide and Public Relations Journal (1940s to 1960s)," Association for Education in Journalism and Mass Communication Public Relations Division; Baltimore, Md. (1998).
- Karen S. Miller, "Tobacco Industry Public Relations Strategies, 1954-1963," Business History Conference; Glasgow, Scotland (1997).
- Karen S. Miller, "Woman, Man, Lady, Horse: Jane Stewart, Public Relations Executive," Association for Education in Journalism and Mass Communication Magazine and Scholastic Journalism Divisions; Anaheim, Cal. (1996).
- Karen S. Miller, "Public Relations Practitioners in Film and Fiction, 1930-1995," Association for Education in Journalism and Mass Communication Public Relations Division; Anaheim, Cal. (1996).
- Karen S. Miller, "Public Relations and the People: The Battle for Public Opinion During the 1952 Steel Seizure," American Historical Association Pacific Coast Branch; Maui, Hawaii (1995).
- Karen S. Miller, "Public Relations, the Community, and Newspaper Coverage of a Local Steel Strike, 1946," American Journalism Historians Association; Roanoke, Va. (1994).
- Karen S. Miller, "A Voice of Moderation: The International Expansion of Hill and Knowlton, 1954-1960," Association for Education in Journalism and Mass Communication Public Relations Division; Atlanta, Ga. (1994).

- Karen S. Miller, “‘More Than One Hundred Press Releases’: Public Relations and the Steel Strike of 1952,” Association for Education in Journalism and Mass Communication Southeast Colloquium; Tuscaloosa, Ala. (1993). **Best Student Paper Award**
- Karen S. Miller, “Public Relations and Agenda-Setting in the Great Margarine Controversy of 1948-1950,” Association for Education in Journalism and Mass Communication Midwest Regional Meeting; Madison, Wis. (1992).
- Karen S. Miller, “Public Relations and the Strategic Ritual of Objectivity: The American Press and the Smoking Controversy of 1953-1954,” Association for Education in Journalism and Mass Communication Southeast Colloquium; Stone Mountain, Ga. (1992). **Best Student Paper Award**
- Karen S. Miller, “Advertising as Cultural Artifact: Cigarette Campaigns for Women in India and the United States,” Association for Education in Journalism and Mass Communication International Division, meeting on Women, Minorities and the Mass Media (1992).
- Karen S. Miller, “Marketing Confidence: The Ethics of Tobacco Industry Public Relations and Advertising, 1953-1954,” Association for Education in Journalism and Mass Communication Public Relations Division; Boston, Mass. (1991).
- Karen S. Miller, “‘Typical Slime by Joe McCarthy’: Ralph McGill and Southern Anti-Communism,” Association for Education in Journalism and Mass Communication History Division; Minneapolis, Minn. (1990).

#### Presentations\*

##### *Keynote Speech*

- “Embracing the Embarrassing,” International History of Public Relations Conference; Bournemouth, UK (2010).

##### *Panel Presentations*

- “The Story of IHPRC from 2009 to 2019,” International History of Public Relations Conference; Bournemouth, UK (2019).
- “Inside the Manuscript Reviewing Process,” Association for Education in Journalism and Mass Communication Plenary Session (2018).
- “Public Relations History: Making Time for Meaning Making,” Public Relations and History Divisions, Association for Education in Journalism and Mass Communication; Chicago (2017).
- “Reframing History to Reflect Our Future,” Public Relations Society of America Educators Academy; Boston (2017).
- “Public Relations History, Public Relations Leadership, and the Practice of Public Relations,” PRSA Educators Academy; Atlanta (2015).
- “Scholars’ Roundtable: Creating Spaces in the Discipline for IMC,” Integrated Marketing Communications Conference; Wilmington, NC (2015).
- “Open Access: The Future of Publishing?” Association for Education in Journalism and Mass Communication; Montreal, Canada (2014).
- “Understanding the Reviewing Process,” Plenary Session, Association for Education in Journalism and Mass Communication; Montreal, Canada (2014).

- “Pathways to Public Relations Through History,” Public Relations and History Divisions, Association for Education in Journalism and Mass Communication; Washington, D.C. (2013).
- “We Blog About Journalism History: Why, and Why Bother?” Association for Education in Journalism and Mass Communication History Division and AEJMC Council of Affiliates; St. Louis, Mo. (2011).
- “The Image of the Public Relations Practitioner in Popular Culture,” Association for Education in Journalism and Mass Communication Public Relations and Entertainment Studies Division Pre-Conference Panel; St. Louis, Mo. (2011).
- “Meet the (PR Academic Journal) Editors,” International History of Public Relations Conference; Bournemouth, UK (2010).
- “The Use of Social Networking Tools/The Media by Adolescents,” panel discussion hosted by UGA's Child and Family Policy Initiative (2008).
- “From Practice the Theory: Arthur W. Page and Public Relations Theory Development at AT&T, 1927-1947,” Public Relations and History Divisions, Association for Education in Journalism and Mass Communication; Washington, D.C. (2007).
- “The Woman Behind the Man: Libbie Custer and the Forgotten Female Press Agents,” Public Relations and History Divisions, Association for Education in Journalism and Mass Communication; San Antonio, Texas (2005).
- “Public Relations,” Sandage Symposium on Advertising and Consumer Culture, University of Illinois Department of Advertising; Monticello, Ill. (2000).
- “Embracing the Prodigal Researcher: The Status of Historical and Cultural Studies in Advertising and Public Relations,” Advertising and Public Relations Divisions, Association for Education in Journalism and Mass Communication; Baltimore, Md. (1998).

## **PUBLIC SERVICE**

### International (Livestreamed) Programs

- “The Woman’s Angle: Flanley & Woodward and the Practice of Public Relations in the United States, 1940s-1960s,” Women’s History Month panel, Museum of Public Relations; New York, NY (2020).
- “Five PR Women who Changed Our Profession,” Women’s History Month panel, Museum of Public Relations; New York, NY (2019).
- “Public Relations Women Who Changed History,” Women’s History Month panel, Museum of Public Relations, New York, NY (2017).

### National Programs

- Awards judge, National Public Health Information Coalition Awards of Excellence (2013).
- “Teaching Social Media” panel discussion, PRWeek/Edelman New Media Academic Summit; Washington, D.C. (2009).
- Screening committee, George Foster Peabody Awards (1994, 1998-2004).
- Awards judge, Pathfinder Award, Institute for Public Relations (2002).

### Local Community Services and Relations

- “Engaging Your Audience,” presentation to the Georgia Public Schools Association; Athens, Ga. (2014).
- “Social Media for Libraries,” presentation to the Georgia Libraries Association, Athens, Ga. (2017).
- “Marketing Yourself on Social Media,” Grady career day panel discussion (2012).
- Social media panels for alumni in Atlanta (2008) and Washington, D.C. (2008), sponsored by UGA and Porter Novelli Public Relations.
- “100<sup>th</sup> Anniversary of the News Release,” BusinessWire panel; Atlanta, Ga. (2006).
- Awards judge, Press Club of Houston Excellence in Journalism competition (1999).
- “Crisis Preparation and Response,” moderator, Edelman Public Relations panel; Atlanta, Ga. (1998).
- “Public Relations in Film and Fiction,” speech before the Knoxville, Tenn., chapter of Public Relations Society of America (1997).

### Service to Governmental and Non-governmental Agencies

- Advisory Board, Museum of Public Relations, New York City, 2015-present.
- Board of Directors, Morton Theatre Corporation, Athens-Clarke County, Ga., 2015-2018.

## PROFESSIONAL SERVICE

### Societies, governmental orgs or nongovernmental agencies

- Association for Education in Journalism and Mass Communication
  - Publications Committee (elected to two terms, 2014-2020)
  - Standing Committee on Teaching (elected, 2011-2014)
  - Membership Committee (appointed, 2005-2008; chair, 2006-2007)
  - Graduate Student Committee (chair, 1991-1992)
  - Conference moderator or discussant, national and regional meetings (1997-present)
- American Journalism Historians Association
  - Research Committee (1994-2008)
  - Awards Committee (2003-2005)
  - Membership Committee (1997)
  - Dissertation Award Committee (1995)
  - Professional Outreach Committee (chair, 1994-1995)
- International History of Public Relations Conference
  - Advisory Committee (2010-present)

### Editorships

- Editor, *Journal of Public Relations Research*, elected to two terms: January 2010-December 2015.
- Book Review Editor, *Journalism History*, Fall 2006-Fall 2008.
- Special Issue Guest Editor, *American Journalism* 21 (Fall 2004).

### Editorial board memberships

- *Journal of Twentieth-Century Media History* (founding board member, 2020)
- *Journal of Public Relations Education* (2019-present)
- *Asia Pacific Public Relations Journal* (2016-present)
- *Journal of Public Relations Education* (2018-present)
- *Journal of Public Relations Research* (2000-2008; past editor, 2016-present)
- *Image of the Journalist in Popular Culture* (2009-present)

### Ad hoc manuscript reviewer

#### *Journals*

American Journalism, Business History Review, Journal of American History, Journal of Applied Communication Research, Journalism and Communication Monographs, Journalism and Mass Communication Educator, Journalism and Mass Communication Quarterly, Journalism History, Media History, Prism, Public Relations Review

#### *Conferences*

American Journalism Historians Association; national and regional meetings of the Association for Education in Journalism and Mass Communication, History Division, Public Relations

Division, PR Division History Award Competition; International History of Public Relations Conference

External evaluator of promotion/tenure dossier

Arizona State University, Florida Institute of Technology, Kent State University, Pennsylvania State University, Purdue University (2), Syracuse University, University of Alabama (2), University of Kentucky, University of Minnesota, University of Newcastle (Australia), University of New Mexico, University of North Carolina at Chapel Hill, University of South Carolina, Virginia Commonwealth University, West Virginia University

Committee Work

*University*

- UGA SEC Faculty Travel Grant Selection Committee (2015)
- UGA Learning Management System Executive Committee (2010-2011)
- UGA Task Force on Graduate Education, Chair of Inclusiveness Work Group (2006-2007)
- UGA Graduate Faculty Appointments and Reappointments Committee (2004-2007)
- UGA Graduate Council (2003-2006)
  - Faculty Mentoring Award Committee (2006)
  - Admission and Retention Committee (2004-2006)
  - Curriculum Committee (2003-2004)
- UGA Graduate School Minority Recruitment and Retention Committee (2000-2003)
- Office of the Vice President of Academic Affairs, Academic Honesty Panel (1994-1999)

*College*

- Promotion and Tenure Committee (2019)
- Admissions Committee (2010-2013; 2018-present)
- Undergraduate Curriculum Committee (2013-2015)
  - Chair (2013-2015)
- Executive Committee (2005-2006; 2017-2018)
- Drewry Room Committee (1995-2001)
- Diversity Committee (1997-2003)
- Ad hoc committees: Entertainment and Media Studies Faculty Search Committee (2015-2016), New Media Institute Director Search Committee (2014-2015), Undergraduate Student Services Director Search Committee (2014-2015), chaired the ADPR Department Head review (2014), Journalism Department (Sports) Faculty Search Committee (2011-2012), Promotion and Tenure Policy Review Committee (2001-2003), Strategic Planning Committee (1994, 1999),

*Department*

- ADPR MMC Comprehensive Examination Committee (2002-2004, 2010-2012); chair (2005, 2012-2013).
- ADPR Faculty Search Committees (1997, 1998, 2000, 2003); chair (2005, 2011-2012, 2017, 2018).

- Post-promotion and Post-tenure Review Committees (2010, 2015, 2018, 2020)
- Third-year Review Committee (2014, 2015)

### Service to Student Groups and Organizations

#### *Presentations*

- “Social Media and Social Change,” UGA School of Social Work (2017).
- “Managing Your Online Reputation,” UGA Ad Club (2014).
- “Marketing Your Brand,” VolunteerUGA Leadership Conference (2014).

#### *Advising*

- Chi Omega: Marketing Adviser, Scholarship Adviser to Mu Beta Chapter (2016-2020).
- Public Relations Student Society of America: John Drewry Chapter (1999-2001).