

CURRICULUM VITAE

KELLY PAGE WERDER, PH.D.

Associate Professor
Zimmerman School of Advertising and Mass Communications
University of South Florida
4202 E. Fowler Ave., CIS 1040
Tampa, FL 33620

Tillierstrasse 56 • 3005 Bern, Switzerland • +41 78 686 68 59 • (813) 334-6802 • kgpage@usf.edu

- EDUCATION**
- Doctor of Philosophy, Mass Communication**, December 2002
Specialization: Public Relations
University of Florida, Gainesville, Fla.
- Master of Science, Corporate and Professional Communication**, December 1998
Specialization: Public Relations
Radford University, Radford, Va.
- Bachelor of Arts, Communication Studies**, June 1991
Major: Public Relations; Minor: Marketing
Virginia Polytechnic Institute and State University, Blacksburg, Va.
- LEADERSHIP EXPERIENCE**
- Editor**, *International Journal of Strategic Communication*, Routledge/Taylor & Francis.
January 2012—present
- Provide editorial vision for the development of the strategic communication discipline;
 - Ensure editorial standards and methodological rigor of scholarship are met;
 - Manage ScholarOne submission and CAT publication systems;
 - Assign reviewers for submitted manuscripts;
 - Review and provide critical feedback to authors regarding manuscript revisions.
- Director of Graduate Studies**, Zimmerman School of Advertising and Mass Communications, University of South Florida August 2013—August 2014;
January 2010—May 2011
- Direct graduate curriculum in two Masters of Arts in Mass Communications program tracks: Strategic Communication Management and Media Studies;
 - Maintain standards of graduate education and provide a vision for future growth of graduate studies in the School of Mass Communications;
 - Provide administrative support to School Director including scheduling of graduate courses, recommending graduate faculty assignments, and recruiting appropriate graduate faculty;
 - Oversee administrative requirements for all M.A. degrees conferred by the School;
 - Communicate USF Graduate School policies and procedures to faculty and students;
 - Recruit applicants for graduate study in mass communications and maintain enrollment;
 - Advise current M.A. students on degree requirements and curriculum options;
 - Develop and administer instruments to assess M.A. student learning outcomes;
 - Host annual orientation workshop for newly admitted graduate students;
 - Assign Teaching, Instructional, and Research Assistantships to qualified graduate students;
 - Supervise training workshops for all Teaching, Instructional, and Research Assistants;
 - Develop communication and promotional materials for graduate program.

Public Relations Sequence Head, Zimmerman School of Advertising and Mass Communications, University of South Florida; Fall 2005—Fall 2009

- Acted as sequence advisor to 200 undergraduate public relations majors per semester;
- Served as Coordinator for the Public Relations Internship and Practicum Program;
- Managed curriculum development and hiring of tenure-track and adjunct professors;
- Certified undergraduate graduation requirements for all public relations majors;
- Served as Faculty Advisor for the USF PRSSA Bateman Competition Team.

Faculty Advisor, Public Relations Student Society of America, Fall 2001—Spring 2005

ACADEMIC EXPERIENCE

Associate Professor, Zimmerman School of Advertising and Mass Communications, University of South Florida; June 2009—present; tenured June 2009

- Assistant Professor, January 2003—May 2009
- Instructor, August 2001—December 2002
- Teach undergraduate and graduate courses
- Conduct scholarly research for peer review
- Serve on departmental committees
- Advise undergraduate and graduate students
- Professional leave 2016-2019; Sabbatical leave Spring 2012; FMLA leave Fall 2004

Graduate Teaching Assistant, College of Journalism and Communications, University of Florida, Gainesville, Fla.; January 1999—May 2001

- Taught undergraduate courses including Public Relations Cases, Public Relations Writing, and Visual Communication
- Served as Graduate Advisor for the Public Relations Student Society of America

Graduate Teaching Assistant, Department of Speech Communication, Radford University, Radford, Va.; January 1997—May 1998

- Taught undergraduate Public Speaking and Introduction to Writing for the Mass Media
- Developed Graduate Teaching Assistant handbook for Dept. of Speech Communication

TEACHING EXPERIENCE

International University of Languages and Media, Milan, Italy (Oct. 2018—Dec. 2018)
International Visiting Scholar

Communication Measurement and Data Analysis (Graduate) * This course provides experience in collecting, interpreting, evaluating, and reporting social science research. The focus is on using qualitative and quantitative research methods for strategic communication program management—planning, monitoring and evaluating. Emphasis is placed on the research process, sampling techniques, data collection methods, evaluation of data and report writing. Students gain understanding of the application of research in strategic communication. Course Web Site: stratcommresearch.wordpress.com

University of Fribourg, Fribourg, Switzerland (Sept. 2016—June 2017)
International Visiting Scholar

Strategic Communication Campaigns in a Global Society * This course examines strategic communication campaigns in a contemporary, digital, and global society. Students gain understanding of theory and research for strategic planning, best practices in global communication management, and the growing influence of consumers and employees empowered by social media. Multinational cases are examined. Topics include activism, crisis management, corporate social responsibility, health promotion, environmental sustainability, public diplomacy and nation building, product promotion and branding, community engagement, entertainment, sports, and popular culture. Students learn of the importance of ethics and the power of strategic communication to influence society and motivate change. Course Web Site: stratcommcampaigns.wordpress.com

Scientific Public Relations * Scientists and innovators are increasingly accountable to society at large; therefore, they must know how to communicate scientific advancements successfully to people from a variety of backgrounds. This course explores the relationship between science communication and public relations. It investigates the changing relationship between science and social institutions and the need for effective communication of science to diverse stakeholder groups. Models for theoretical analysis, and practical means to popularize science are examined. Emphasis is on best practices in translation of science innovation, perception of science, the role of science in society, and science in public policy. Course Web Site: scientificpr.wordpress.com

University of South Florida, Tampa, Fla. (2001—present)

MMC 2100: Writing for the Mass Media Introduction to basic skills of writing for mass media with practice in library research, persuasive communication, and informational writing. Development of professional standards, and Associated Press style.

MMC 4420: Research Methods in Mass Communication An introduction to the theory and practice of quantitative and historical research methods as applicable to the study of media and mass communications. Emphasis on survey research, evaluation of data, and report writing.

PUR 3000: Principle of Public Relations The underlying theory and professional practice of public relations within corporate and institutional structures and its role in society; ethical standards of practice, and relationship of the practice to the public; public relations problem-solving process.

PUR 3500: Public Relations Research The theory and practice of quantitative and qualitative research methods as applied to public relations and campaigns. Emphasis is on the scope of research methods available to public relations practitioners, evaluation of data and report writing.

PUR 4100: Public Relations Writing Techniques for creating effective written public relations materials and work products to achieve organizational goals; news releases, proposal letters, and broadcast scripts.

PUR 4101: Public Relations Design and Production Theoretical and practical applications of design for public relations publications. Use of page layout and design software. Study of visual design, page architecture, typography, color and illustrations. Integration of design elements in the design of different types of public relations publications.

PUR 4401: Public Relations Issues, Practices and Problems The theory of public relations practice and application. The role of the public relations practitioner in business, government, and social institutions, and the nature of specialized areas of the practice. Identification of public issues, analysis of potential impact on organizations and development of strategies to deal with them successfully and responsibly.

PUR 4801: Advanced Public Relations * Capstone course in Public Relations sequence; Involves intensive study of counseling and problem-solving techniques used in professional practice. Agency format in which students work in team to conduct primary research and develop a strategic communications program for implementation by non-profit and corporate clients. **service-learning course

MMC 6401: Mass Communication Theory (Graduate) This seminar focuses on the study of mass communication theories, structures, influences, and their relationship to institutions in society. The aim is to develop depth and breadth of understanding of relevant theoretical foundations and the application of theory to practice.

PUR 6603: Strategic Communication Campaigns (Graduate) * This seminar examines the environmental context of strategic communication management in organizational settings. Topics include the relationship of the strategic communication counselor to the client or employer; counseling in corporate, non-profit, and governmental organizations; writing and presenting strategic communication programs; and management and operation of counseling firms. **service-learning course

PUR 6607: Strategic Communication Management (Graduate) * This seminar examines the integration of theories from public relations, marketing, organizational management, and social psychology to explore the communication management function in organizations. Topics include leadership, decision-making, understanding stakeholders, relationship management, risk and crisis management, social media and technology, and applied research methods. (service-learning course)

MMC 6936: Strategic Communication Message Design (Graduate) * This seminar examines theoretical and applied foundations of developing and delivering strategic messages for a variety of audiences in a variety of contexts. Seminar topics include persuasion, attitude change, cognitive processing, message effects, message analysis, measurement, and experimental design and instrumentation.

University of Florida, Gainesville, Fla. (1999 – 2001)

PUR 4100: Public Relations Writing Writing for public relations, copy dissemination, media use and media network design. Includes internal and external print and electronic media. Emphasis on research, fact-finding, audience analysis, message design, copy tests, selection of communication channels.

PUR 4103: Visual Communication Utilization of the elements of print communication as components for overall public relations strategy; with special attention given to style, form and production techniques of magazine format publications; some exposure to video news magazines.

PUR 4801: Public Relations Cases, Strategies and Tactics Development of skills in strategic public relations management based on analysis of current and historical case studies. Application of theoretical concepts to public relations practice.

Radford University, Radford, Va. (1997 – 1998)

SPCH 114: Public Speaking Techniques and fundamentals of public speaking; methods for improving confidence, delivery, construction of speeches and critical evaluation of speeches and speakers. Improve students' ability to communicate in public. (3 sections)

MSTD 206: Introduction to Writing for Media Instruction and practice in basic news, entertainment, and persuasive formats for print, electronic, and digital media. Review of writing fundamentals. (2 sections)

PROFESSIONAL EXPERIENCE

Research Associate, Department of Speech Communication, Radford University, Radford, Va.; January 1998 – August 1998

- Assistant Coordinator of federal Highway Safety Project grant from Virginia DMV;
- Identified variables associated with teenage traffic fatalities via quantitative research;
- Developed, wrote and produced *Teaching Your Teen to Drive: A Handbook for Parents* for statewide distribution (100,000 circulation).

Marketing & Public Relations Director, Internet Business Technologies, Inc., Blacksburg, Va.; January 1996 – November 1996

- Planned and implemented communication campaigns for new products and services.

Owner, Page One Media Services, Blacksburg, Va.

February 1992 – February 1997

- Provided advertising, marketing, public relations and creative design services;
- Conducted strategic market research, planning and promotion; developed campaigns.

Publisher/Owner, *ArtBeat Magazine*, Blacksburg, Va.

February 1992 – February 1995

- Managed all creative and editorial aspects of *ArtBeat Magazine*;
- Trained and supervised staff of writers, copyeditors, photographers and designers;
- Provided editorial leadership to freelance writers and production staff.

Account Manager, AdVantage Advertising, Marketing, and Design, Inc., Blacksburg, Va.

September 1991 – February 1992

- Researched, prepared and presented marketing proposals to prospective clients;
- Assisted clients with strategic market planning and promotion;
- Managed client relations, production work and profitability analysis for all accounts;
- Trained and supervised account executive staff.

REFEREED JOURNAL ARTICLES

Werder, K. P., Nothhaft, H., Verčič, D., & Zerfass, A. (2018). Strategic communication as an emerging interdisciplinary paradigm. *International Journal of Strategic Communication*, 12(4).

Nothhaft, H., Werder, K. P., Verčič, D., & Zerfass, A. (2018). Strategic communication: Reflections on an elusive concept. *International Journal of Strategic Communication*, 12(4).

Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. P. (2018). Strategic communication: Defining the Field and its Contribution to Research and Practice. *International Journal of Strategic Communication*, 12(4).

Werder, K. P. (2015). The integration of domains: Multidisciplinary approaches to strategic communication campaigns. *International Journal of Strategic Communication*, 9(2), 79-86.

Werder, K. P., & Strand, K. (2011). Measuring student outcomes: An assessment of service-learning in the public relations capstone course. *Public Relations Review*, 37(5), 478-484.

Werder, K. P., & Holtzhausen, D. (2011). Organizational structures and their relationship with public relations management practices. *International Journal of Strategic Communication*, 5(2), 118-142.

Werder, K. P., & Holtzhausen, D. (2009). An analysis of the influence of public relations leadership style on public relations strategy use and effectiveness. *Journal of Public Relations Research*, 21(4), 1-24.

Werder, K. P. (2008). The effect of doing good: An experimental analysis of the influence of corporate social responsibility initiatives on beliefs, attitudes, and behavioral intention. *International Journal of Strategic Communication*, 2(2), 115-135.

Werder, K. P. (2006). Responding to activism: An experimental analysis of public relations strategy influence on attributes of publics. *Journal of Public Relations Research*, 18(4), 335-356.

Werder, K. P. (2005). An empirical analysis of the influence of perceived attributes of publics on public relations strategy use and effectiveness. *Journal of Public Relations Research*, 17(3), 217-266.

- BOOKS** Nothhaft, H., Werder, K. P., Verčič, D., & Zerfass, A. (Eds.). (2019, in press). *Future Directions of Strategic Communication*. New York, NY: Routledge/Taylor & Francis. ISBN: 978-0-367-27230-2.
- BOOK CHAPTERS** Werder, K. P. (2019, in press). Public sector communication and strategic communication campaigns. In V. Luoma-aho, & M. Canel (Eds.), *Handbook of Public Sector Communication*. Hoboken, NJ: John Wiley & Sons, Inc.
- Werder, K. P. (2015). A theoretical framework for strategic communication messaging. In D. Holtzhausen, & A. Zerfass (Eds.), *The Routledge Handbook of Strategic Communication*. New York, NY: Routledge/Taylor & Francis.
- Förster, K., & Werder, K. P. (2012). Does message matter? Der Einfluss von Involvement und Werten auf die Wirksamkeit von Werbebotschaften. In H. Haas, & K. Lobinger (Eds.), *Qualitäten der Werbung - Qualitäten der Werbeforschung [Qualities of Advertising—Qualities of Advertising research]*. Cologne: Halem.
- REFEREED PROCEEDINGS** Werder, K. P. & Förster, K. (2010). *An experimental analysis of message strategy effect on consumer cognition in the U.S. and Austria*. In P. Tirkkonen, A. Koski, M. Vos, & K. Tampere, (2010). *Communication in a Changing Society, Dynamics, Risks and Uncertainty. Proceedings of the 12th Euprera Congress*.
- Holtzhausen, D., & Werder, K. P. (2008). The emergence of new organizational structures and their relationship with public relations practice. In E. Invernizzi, T. M. Falconi, & S. Romenti (Eds.), *Institutionalising PR and Corporate Communication: Proceedings of the Euprera 2008 Milan Congress* (pp. 56-83). Upper Saddle River, N.J.: Pearson Prentice Hall.
- Werder, K. P. (2006). Exploring the link between strategy and tactic: An analysis of strategic message content in news releases. *Conference Proceedings of the Ninth Annual International Public Relations Research Conference*. Institute for Public Relations.
- EDITED PUBLICATIONS** Nothhaft, H., Werder, K. P., Verčič, D., & Zerfass, A. (Eds.). (2018). Future Directions in Strategic Communication. *International Journal of Strategic Communication [Special Issue]*, 12(4). New York, NY: Routledge/Taylor & Francis.
- Werder, K. P. (Ed.). (2015). Strategic communication campaigns in a contemporary, networked, and digital society. *International Journal of Strategic Communication [Special Issue]*, 9(2). New York, NY: Routledge/Taylor & Francis.
- OTHER PUBLICATIONS** Nothhaft, H., Werder, K. P., Verčič, D., & Zerfass, A. (2018). Editors' Introduction to Special Issue. *International Journal of Strategic Communication*, 12(4).
- Zerfass, A., Werder, K. P., & Holtzhausen, D. (2012). Editors' Introduction: Strategic Directions Revisited. *International Journal of Strategic Communication*, 6(3), 197-198.
- Werder, K. P. (2012). *Strategic Communication for School Leaders*. Gulf Coast Partnership for a Job-Embedded Principal Preparation Program. USF College of Education: Tampa, FL.

REFEREED
PAPERS

- Werder, K. P., & Zerfass, A. (2019, May.). *Exploring Conceptualizations of Integration Within Communication Disciplines: A Strategic Communication Perspective*. Paper presented at the 69th Annual Conference of the International Communication Association. Preconference: Are We Moving Towards Convergence? Revisiting communication disciplines, theories, models and concepts. Washington, D.C.
- Murtarelli, G., Valentini, C., Romenti, S., & Werder, K. P. (2019, May.). *Engaging Online Users Through Visual Content: An Exploratory Analysis*. Paper presented at the 69th Annual Conference of the International Communication Association. Washington, D.C.
- Werder, K. P. (2018, May). *The interdisciplinary dilemma of public relations theory*. Paper presented at the 68th Annual Conference of the International Communication Association; Theories in Public Relations: Reflections and Future Directions Preconference. Prague, Czech Republic.
- Werder, K. P. (2017, Sept). *An analysis of Political CSR influence on stakeholder activism*. Paper presented at the International CSR Communication Conference, sponsored by Austrian Academy of Sciences. Vienna, Austria. * Best Presentation Award
- Werder, K. P. (2017, May). *Strategic Communication: Defining a contested field*. Paper presented at the 67th Annual Conference of the International Communication Association, Future Directions in Strategic Communication Preconference. San Diego, CA.
- Werder, K. P. (2017, May). *Issue advocacy and the corporation: A multicultural analysis of CSR message effects on the communication behavior of publics*. Paper presented at the 67th Annual Conference of the International Communication Association. San Diego, CA.
- Werder, K. P., Ingenhoff, D., & Bachmann, P. (2016, Sept.). *From social responsibility to social advocacy: An analysis of the effects of issue advocacy in corporate and non-profit CSR messaging*. Paper presented to the European Public Relations Education and Research Association 18th Annual Congress. Groningen & Amsterdam, The Netherlands.
- Ingenhoff, D., Werder, K. P., & Bachmann, P. (2016, Nov.). *CSR and issue advocacy: How issue topic influences credibility and legitimacy*. Research presented to the European Communication Research and Education Association 6th European Communication Conference. Prague, Czech Republic.
- Werder, K. P. (2015, May). *An analysis of the effects of strategic messaging on the perceptual, cognitive, and motivational antecedents to climate activism in youth*. Paper presented at the 65th Annual Conference of the International Communication Association. San Juan, Puerto Rico.
- Schweickart, T., & Werder, K. P. (2015, April). *Strategic messaging in a political crisis: Testing the Integrated Model for Explaining the Communication Behavior of Publics*. Paper presented to the Public Relations Division of the 85th Annual Convention of the Southern States Communication Association. Tampa, FL. * Top Paper Award (first place)
- Werder, K. P. (2015, March). *Strategic organizational activism: Using the Integrated Model of Strategic Messaging to inform social advocacy [by corporate and non-profit organizations]*. Paper presented at the 18th Annual International Public Relations Research Conference. Miami, FL.
- Schweickart, T., & Werder, K. P. (2014, October). *Cross-national conflict shifting: Examining corporate performance and responses in media attribution of responsibility*. Paper presented at the European Public Relations Education and Research Association Annual Congress; Brussels, Belgium.

- Werder, K. P., & Schweickart, T. (2014, May). *Using the Integrated Model of Strategic Messaging to inform campaign formation and evaluation*. Paper presented at the 64th Annual Conference of the International Communication Association. Seattle, WA.
- Werder, K. P. (2014, March). *Exploring faculty perceptions of service-learning at a Research I university*. Paper presented at the 25th International Conference on College Teaching and Learning. Ponte Vedra Beach, FL.
- Werder, K. P. & Schweickart, T. (2013, October). *The importance of goal compatibility in predicting the attitudes, behavioral intention, and communicative action of publics*. Paper presented at the European Public Relations Education and Research Association Congress; Barcelona, Spain.
- Werder, K. P. & Schweickart, T. (2013, March). *An experimental analysis of message strategy influence on receiver variables: Advancing an integrated model for explaining the communication behavior of publics*. Paper presented at the 16th Annual International Public Relations Research Conference. Miami, FL.
- Werder, K. P. & Mitrook, M. (2012, March). *An analysis of the influence of goal compatibility on relational outcomes*. Paper presented at the 15th Annual International Public Relations Research Conference. Miami, FL.
- Werder, K. P. (2011, September). *Determining message objectives: A longitudinal analysis of strategic message content in online news releases*. Paper presented at the European Public Relations Education and Research Association 2011 Congress. Leeds, U.K.
- Werder, K. P., & Mitrook, M. A. (2011, August). *Motivating publics to act: An analysis of the influence of message strategy and involvement on relational outcomes and communication behavior*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. St. Louis, MO.
- Werder, K. P. (2011, May). *Strategic communication messaging: A review of a program of research*. Paper presented at the Strategic Communication Preconference of the International Communication Association. Boston, MA.
- Förster, K., & Werder, K. P. (2011, May). *The persuasive power of messages: An interdisciplinary analysis of product involvement and values as moderators of public relations message strategy effects*. Paper presented to the Public Relations Division of the International Communication Association. Boston, MA.
- Förster, K., & Werder, K. P. (2010, October). *PR-Strategien und markenföhrung: Eine experimentelle analyse des einflusses verschiedener Bot-schaftsstrategien auf markenassoziationen und verhaltensintentionen in den USA und Österreich*. Presented at Qualitäten der Werbung—Qualitäten der Werbeforschung. University of Vienna; Vienna, Austria.
- Werder, K. P. & Förster, K. (2010, September). *An experimental analysis of message strategy effect on consumer cognition in the U.S. and Austria*. Presented at the European Public Relations Education and Research Association 2010 Congress. Jyväskylä, Finland.
- Werder, K. P. & Mitrook, M. (2010, March). *Ask me if I care: An analysis of the influence of issue involvement on public relations strategy effectiveness in managing relationships*. Research in progress presented at the 13th Annual International Public Relations Research Conference. Miami, FL.

Hazleton, V. & Werder, K. P. (2010, March). *Toward a cocreational theory of public relations: Reconsidering concepts of organization and public*. Presented at the 13th Annual International Public Relations Research Conference. Miami, FL.

Werder, K. P., & Strand, K. (2009, August). *Measuring learning outcomes: Assessment of service-learning in the public relations capstone course*. Presented to the Public Relations Division, Association for Education in Journalism and Mass Communication. Boston, MA.
* First Place Teaching Paper

Hudak, A., & Werder, K. P. (2009, May). *An analysis of the influence of corporate social responsibility initiatives on corporate credibility and social responsibility beliefs*. Presented at the 2009 Conference of the International Communication Association; Chicago, IL.

Werder, K. P. (2009, March). *An analysis of the influence of organizational structure and practitioner decision-making behavior on public relations strategy use and effectiveness*. Presented at the Twelfth Annual International Public Relations Research Conference. Miami, FL.

Holtzhausen, D., & Werder, K. P. (2008, October). *The emergence of new organizational structures and their relationship with public relations practice*. Paper presented to the European Public Relations Education and Research Association Annual Congress; Milano, Italy.

Werder, K. P., & Holtzhausen, D. (2008, August). *The emergence of the communication strategist: An examination of practitioner roles, department leadership style, and message strategy use in organizations*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Chicago, IL.

Werder, K. P., & Schuch, A. (2008, May). *Communicating for social change: An experimental analysis of activist message strategy effect on receiver variables*. Paper presented to the Public Relations Division of the International Communication Association. Montreal, Canada.

Werder, K. P., & Holtzhausen, D. (2008, March). *An analysis of the influence of public relations leadership style on public relations strategy use and effectiveness*. Paper presented at the Eleventh Annual International Public Relations Research Conference. Miami, FL.
** Top Paper Award

Werder, K. P. (2007, October). *Measuring learning outcomes: Application and assessment of service-learning in the public relations capstone course*. Research presented at the Seventh International Research Conference on Service-Learning and Community Engagement. Tampa, FL.

Werder, K. P. (2007, August). *The effect of doing good: An experimental analysis of the influence of corporate social responsibility initiatives on beliefs, attitudes, and behavioral intention*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Washington, D.C.

Werder, K. P. (2006, March). *Exploring the link between strategy and tactic: An analysis of strategic message content in news releases*. Paper presented at the Ninth Annual International Public Relations Research Conference. Miami, FL.

Werder, K. P. (2004, August). *Responding to activism: An experimental analysis of public relations strategy influence on attributes of publics*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Toronto, Canada. ** Top Faculty Paper (Second Place Award)

Werder, K. P. (2003, August). *An empirical analysis of the influence of perceived attributes of publics on public relations strategy use and effectiveness*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Kansas City, MO. ** Top Faculty Paper (First Place Award)

Page, K. G. (2003, May). *Responding to activism: An experimental analysis of public relations strategy influence on beliefs, attitudes, and behavioral intentions*. Paper presented to the Public Relations Division of the International Communication Association. San Diego, CA. ** Top Faculty Paper

Page, K. G. (2000, August). *Determining message objectives: An analysis of public relations strategy use in press releases*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication. Phoenix, AZ.

Page, K. G. (2000, June). *Prioritizing relations: Exploring goal compatibility between organizations and publics*. Paper presented to the Public Relations Division of the International Communication Association. Acapulco, Mexico. **Top Student Paper

Page, K. G. (2000, March). *An exploratory analysis of goal compatibility between organizations and publics*. Paper presented to Public Relations Division of the Southern State Communication Association. New Orleans, LA. **Top Student Paper, Barbara Shoemaker Award

Page, K. G. & Hazleton, V. (1999, May). *An empirical analysis of factors influencing public relations strategy use and effectiveness*. Paper presented to the Public Relations Division of the International Communication Association. San Francisco, CA.

INVITED PRESENTATIONS

The Rise of Corporate Activism: How Communication Experts Can Help Leaders Take a Stand. (2017, March 15). Invited presentation to Center for Corporate Communication, BI Norwegian Business School; Oslo, Norway. (Host: Dr. Peggy Simcic Brønn)

A Community Engaged Teaching Model for Public Relations Campaigns. (2017, March 14). Invited presentation to faculty of the Department of Communication and Culture, BI Norwegian Business School; Oslo, Norway. (Host: Dr. Alexander Buhmann)

Research and Theory-Building in Strategic Communication. (2018, January 24). Invited lecture to faculty of the Department of Strategic Communication, Faculty of Social Sciences, Lund University, Helsingborg, Sweden. (Host: Dr. Mats Heide)

Crisis Communication Campaigns. (2018, January 23). Invited lecture to students in Master's Programme in Strategic Communication, Department of Strategic Communication, Faculty of Social Sciences, Lund University, Helsingborg, Sweden. (Host: Dr. Mats Heide)

Strategic Communication Messaging. (2017, November 13). Invited lecture to graduate students in Master's Degree in Strategic Communication, International University of Languages and Media, Milan, Italy. (Host: Dr. Stefania Romenti)

Strategic Communication: Defining an Emerging Discipline. (2017, August 18). Invited presentation to faculty of the Department of Management, School of Business and Social Sciences, Aarhus University, Denmark. (Host: Dr. Heidi Houlberg Salomonsen)

Public Sector Communication and Strategic Communication Campaigns. (2017, August 17). Network for Research in Public Sector Communication. Department of Management, School of Business and Social Sciences, Aarhus University, Denmark. (Host: Dr. Heidi Houlberg Salomonsen)

Strategic Communication: Defining a Contested Domain. (2017, June 22). Invited presentation to Faculty of Communication, Public Relations, and Advertising, International University of Languages and Media, Milan, Italy. (Host: Dr. Stefania Romenti)

Future Directions of Strategic Communication: Towards the Second Decade of an Emerging Field. (2017, May 25). Organizer and Reviewer; Peer-reviewed Preconference of the International Communication Association. San Diego, CA. * Sponsored by Routledge.

The integrated model of strategic communication messaging. (2016, November 24). Invited guest lecture. Institute of Mass Communication and Media Research, University of Zurich; Switzerland. (Host: Dr. Philipp Bachmann)

Public sector communication and public information campaigns. (2016, October 26). Network for Research in Public Sector Communication. Department of Journalism, Media, and Communication, University of Gothenburg, Sweden. (Host: Dr. Magnus Fredriksson)

Where are the women? Why is female leadership lacking at the top of communications fields? (April, 2016). Panelist. Equity and Equality of the Sexes in Communication: Are Women Getting There? Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication; Florida International University; North Miami, FL.

Turning your community engaged teaching into a meaningful research agenda. (2016, February). USF Office of Community Engagement and Partnerships Service-Learning Day. Tampa, FL.

Turning your community engaged teaching into a meaningful research agenda: Recommendations for new faculty. (2015, September). USF Office of Community Engagement & Partnerships New Faculty Welcome & Orientation. Tampa, FL.

Exploring faculty perceptions of service-learning at a Research I university. (2014, April). USF Office of Community Engagement & Partnerships Service-Learning Day. Tampa, FL.

Strategic communication campaigns in a contemporary, digital, and networked society. (2014, May). Organizer and Reviewer; Peer-reviewed Preconference of the International Communication Association. Seattle, WA. * Sponsored by Routledge.

Teaching IMC within a mass communication curriculum: Faculty challenges and rewards. (2013, August). Peer-reviewed panel of the Advertising and Public Relations Division of the Association for Education in Journalism and Mass Communication: Boston, MA.

Strategic communication for school leaders. (2012, October/November). Graduate seminar presented to students in the USF College of Education Gulf Coast Partnership for a Job-Embedded Principal Preparation Program. University of South Florida: Tampa, FL.

PR-Strategien und Markenführung: Eine experimentelle Analyse des Einflusses verschiedener Bot-schaftsstrategien auf Markenassoziationen und Verhaltensintentionen in den USA und Österreich. (2010, October). Kati Förster und Kelly P. Werder; Presentation for Qualitäten der Werbung – Qualitäten der Werbeforschung. University of Vienna: Vienna, Austria.

Public relations practice in the U.S. (2010, June). Invited lecture (15 units) to undergraduate students in Media Management graduate program. St. Pölten University of Applied Sciences: St. Pölten, Austria.

Trends in U.S. public relations practice. (2009, June). Invited lecture (9 units) to graduate students in Media Management program. St. Pölten University of Applied Sciences: St. Pölten, Austria.

Leadership in journalism and mass communication: Are we teaching our students what they need to know? (2009, August). Panelist; Peer-reviewed panel Public Relations Division of the Association for Education in Journalism and Mass Communication: Boston, MA.

Focus groups: Organized conversations that uncover attitudes and beliefs. (2008, November). Presentation for the Southwest Florida Water Management District Partners in Watershed Education Training Conference: Tampa, FL.

Focusing your program with GOST: Goals, objectives, strategies and tactics. (2008, November). Presentation to the Southwest Florida Water Management District Partners in Watershed Education Training Conference: Tampa, FL.

How to conduct a public relations audit and write a strategic plan. (2004, June). Presentation to the Florida Public Relations Association: Tampa, FL.

The impact of convergence on public relations education. (2004, April). Co-chair, peer-reviewed panel. Public Relations Division, Southern States Communication Association: Tampa, FL.

Strategic plan for the Public Relations Division of the International Communication Association. (2001, May). Co-author. Presented at the 51st Annual International Communication Association Conference: Washington, D.C.

HONORS

2015/16 Page Legacy Scholar. (2015, July). Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University.

Top Paper Award. (2015, April). Public Relations Division, Southern States Communication Association.

2013/14 Faculty Champion. (2013, August). Service-Learning Faculty Learning Community; USF Academy for Teaching and Learning Excellence.

2012 PRIDE Award for Outstanding Contribution to Public Relations Education. (2012, November). National Communication Association.

2010/11 Engaged Scholarship Fellow Award. (2010, August). Florida Campus Compact.

Top Paper Award. (2008, March). International Public Relations Research Conference.

Apple Polishing Honoree. (2006, April). University of South Florida Ambassadors; Award for outstanding undergraduate teaching and mentoring.

Second Place, Faculty Paper Competition. (2004, August). Public Relations Division, Association for Education in Journalism and Mass Communication.

First Place, Faculty Paper Competition. (2003, August). Public Relations Division, Association for Education in Journalism and Mass Communication.

Barbara Shoemake Award for Top Student Paper. (2000, March). Public Relations Division, Southern States Communication Association.

Graduate Teaching Assistant Award Nominee. (1998, April). Instructional Development Division, Southern States Communication Association.

**GRANTS
AWARDED**

2015/16 Page Legacy Scholar Grant, Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University. Project title: *From Social Responsibility to Social Advocacy: A Multicultural Analysis of the Effects of CSR Communication on the Perceptual, Cognitive, and Motivational Antecedents to Communication Behavior in Publics*. Principal Investigator. Co-authored with Dr. Diana Ingenhoff, University of Fribourg, Switzerland. Awarded June 2015; \$8,000.

University of South Florida College of Arts & Sciences Faculty International Travel Grant; Spring 2014, \$2,500; Fall 2013, \$2,500; Spring 2011, \$2,376.

University of South Florida College of Arts & Sciences Internal Grant; Fall 2013, \$1,500.

University of South Florida Office of Community Engagement Day Institute Grant; *Service-Learning in Public Relations*; October 2009; \$700.

University of South Florida Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Video Streaming and Production for Public Relations*; Principal Investigator; co-authored with Dr. Marie Curkan-Flanagan; March 2007; \$7,998.

University of South Florida Multi-disciplinary Graduate Education and Research Grant; *Towards sustainable healthy communities: Communicating science and risks of emerging micropollutants in reclaimed water*; Interdisciplinary program to integrate science and technology with strategic communication; Co-Principal Investigator; Spring 2007; \$392,400.

Plank Center for Leadership in Public Relations Grant; *An Analysis of the Relationship Between Leadership Style, Practitioner Roles, and Public Relations Strategy Use*; Principal Investigator; co-authored with Dr. Derina Holtzhausen; August 2006; \$2,825.

**GRANTS
SUBMITTED**

Senior Personnel, Polar (NSF 15-114) Collaborative Research: *Linking Greenland's Mass Loss and Florida's Rising Sea Level for Advanced STEM and Informal Learning*, Proposal No. 1612753; National Science Foundation, Advancing Informal STEM Learning – Innovations in Development; PI: Jennifer Collins, Associate Professor, School of Geosciences, USF; submitted Nov. 5, 2015.

Co-Principal Investigator, *Systematic characterization and mitigation of the emerging multi-resistant, Enterococcus faecium in food chain and surrounding environment in the U.S.*; National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture; Agriculture and Food Research Initiative; \$1,550,075; submitted May 2014.

Fulbright Traditional Scholar Award Program; 2012/13 lecturing and research award. Invitation from the University of Vienna, Austria. Resubmission of 2011/12 proposal.

Fulbright Traditional Scholar Award Program; 2011/12 lecturing and research award. Invitation from the University of Vienna, Vienna, Austria.
Lecturing: *Teaching U.S. public relations and strategic communication management in Austria* Research: *A comparative approach to the study of public relations and strategic communication management in the U.S. and Austria*

Fulbright Traditional Scholar Award Program; 2010/11 lecturing and research award. Invitation from St. Pölten University of Applied Sciences, St. Pölten, Austria.
Grant application submitted August 2009.
Lecturing: *Teaching U.S. public relations and strategic communication management in Austria* Research: *An experimental analysis of message effect on consumer cognition in the U.S. and Austria*

WaterReuse Foundation Solicited Research Program; *Talking about water: Vocabulary and images that support informed decisions about water recycling and desalination*; Principal Investigator; co-authored with Drs. Jeffrey Cunningham (Engineering), Foday Jaward (Public Health), and Daniel Yeh (Engineering); submitted June 2008; \$231,837

Faculty International Travel Grant; submitted spring 2010, \$2,300

Faculty International Travel Grant; submitted spring 2008; \$1,460

USF New Researcher Grant; *An analysis of the influence of goal compatibility on public relations strategy use in organizations*; Principal Investigator; submitted Fall 2005; \$7,517.57

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Spring 2005; \$9,855.23

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Fall 2004; \$9,883.65

USF New Researcher Grant; *An empirical analysis of the influence of goal compatibility on public relations strategy use*; Principal Investigator; submitted Spring 2004; \$9,883.65

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Innovative Approaches to Teaching Public Relations Writing: Developing a PUR 4100 Virtual Classroom*; Principal Investigator; co-authored with Professor Robert Batchelor; Spring 2006; \$4,000

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *Innovative Approaches to Teaching Public Relations: Developing a PUR 3000 Virtual Classroom*; Principal Investigator; co-authored with Dr. Derina Holtzhausen; Spring 2005; \$7,000

USF Center for 21st Century Teaching Excellence Innovative Teaching Grant; *A Triangulated Assessment of Experiential Learning in Public Relations Education in the USF School of Mass Communications*; Principal Investigator; co-author Dr. Derina Holtzhausen; Spring 2003; \$12,000

ACADEMIC AFFILIATIONS

European Public Relations Education and Research Association, 2010—present.
International Communication Association, Public Relations Division, 1999—present.
Association for Education in Journalism and Mass Communication, 2000—2012.
Public Relations Society of America, Associate Member, 2000—2005.
Southern States Communication Association, Public Relations Division, 2000, 2004.

OTHER EDUCATION

Increments and Transformations: Using Technology to Enhance Teaching and Learning; Workshop sponsored by the Center for 21st Century Teaching Excellence; July 19-23, 2004.

Certificate of Achievement; Twenty Hours of the Center for 21st Century Teaching Excellence's Instructional Workshop Series. April 27, 2004, University of South Florida.

Human Participants Protection Education for Research Teams; NIH; April 15, 2002.

ACADEMIC SERVICE

ZIMMERMAN SCHOOL OF ADVERTISING AND MASS COMMUNICATIONS
Chair, Executive Committee; August 2012—May 2013; Member, January 2010—August 2012
Chair, Graduate Committee; August 2013—August 2014; January 2010—May 2011;
Member, 2008/09

Department Research Approver, USF Institutional Review Board; August 2009—2018.
Chair, Research Compliance Committee; January 2005—present
Chair, Advertising Faculty Search Committee; 2012/13
Member, ACEJMC Reaccreditation Self-Study Committee, August 2012—January 2013
Member, Ad Hoc Governance Committee; May 2012—May 2013
Member, Faculty Evaluation Committee (formerly STP); 2005/06, 2010/11, 2012/13
Chair, Public Relations Faculty Search Committee; 2005/06, 2006/07, 2009/10;
Member, 2011/12, 2012/13
Member, SMC Director Search Committee; 2009/10
Member, Doctoral Programming Committee; 2006—2008
Member, Curriculum Committee, 2005—2008
Member, Ad Hoc Convergence Committee, 2003—2006
Member, Undergraduate Committee, 2001—2006

USF COLLEGE OF ARTS & SCIENCES

Member, College of Arts & Science Faculty Council; August 2010—May 2013.

UNIVERSITY OF SOUTH FLORIDA

Faculty Advisory Council, USF Office of Community Engagement and Partnerships;
August 2014—present.

Member, USF Provost's Task Force on Community Engagement; August 2008—May 2009.

Member, USF Media Relations Director Search Committee; Spring 2007.

M.A./PH.D.

SUPERVISION

University of Fribourg, Fribourg, Switzerland

Charriere, Lea. (2018, June). *News Bias of U.S. Print Media in the Trump Era*. (Chair)
van der Tas, Mariele. (2018, June). *Shock Messaging: Do the Ends Justify the Means?* (Chair)
Honegger, Céline. (2017, February). Political CSR, Stakeholders' Perception and their
Activism: An empirical analysis of PCSR effectiveness in a social media context. (Chair)

University of South Florida, Tampa, FL, USA

Cheng, Nianyuan. (2016, December). Corporate Social Responsibility Communication:
Beliefs in Motives, First- and Third-person Effects and Behavioral Consequences.
(Chair)

Gadiraju, Tejaswini. (2016, May). Investigating the determinants of recycling behavior in
youth by using theory of planned behavior. (Chair)

Pleasant, Rachel. (2016, May). Cultivating Philanthropy in Community Colleges: A Dual-
Model Approach. (Chair)

Stimus, Mirela. (2016, May). How Presidents Can Become "Hip" by Using High Definition
Metaphors. Strategic Communication of Leadership in a Digital Age. (Ph.D., Chair)

West, Jonathan. (2016, May). The Effects of Mission Statement Design on Behavioral
Intention. (Chair).

Fred, Stephanie. (2015, August). Examining Endorsement and Viewership Effects on the
Source Credibility of YouTubers. (Member)

L'herrou, Bradley. (2015, August). Experimental Reporting and Networks of Political
Information: Lorenzo Magalotti's Framing of Courts and Nature. (History, Member)

- Brueklander, Bo. (2015, May). Responding to a Rumor: How Crisis Response Strategies Influence Relationship Outcomes. (Chair)
- Fancera, Nicholas. (2015, May). Direct-to-Consumer Messaging: A Phenomenological Examination of DTC Best Practices. (Chair)
- Burch, Michael. (2014, December). Climate Change, Situational Theory of Problem Solving and issue framing effects. (Chair)
- Kneifer, Christopher. (2014, August). A Comparison Study on Violent Video Games: Explained by the Gamers Themselves. (Member)
- Winsler, Robert. (2014, August). The Accidental Motivator: Florida's Medicinal Marijuana Ballot Initiative's Impact on the Youth Vote. (Chair)
- Gallant, Ashleigh. (2014, May). Communication Behavior Study of Support in the Arts Using the Situational Theory of Publics and the Theory of Reasoned Action. (Chair)
- Strand, Karen. (2014, May). Applying Public Relations Theory to the Assessment of Service-Learning Relationships. (Chair)
- Gao, Yuze. (2013, December) Chinese Consumers' Evaluation of Domestic and Foreign Products: The Roles of Country of Origin and Product Usage Experience. (Member)
- Sinai, Mina. (2013, December). Butterfly Effects. (APR, Member)
- Georgieva, Fany. (2013, August). The Effect of Stealth Advertising in Newscasts on Viewers' Recall. (Chair)
- Schweickart, Tiffany. (2013, August). Strategic Messaging in a Political Crisis: Testing the Integrated Model for Explaining the Communication Behavior of Publics. (Chair)
- Al-Ameri, Mamdoh. (2013, May). Media and USF Students' Perception of Terrorism. (Chair)
- Frieden, Laura. (2013, May). The Role of Consumer Gender Identity and Brand Concept Consistency in Evaluating Cross-Gender Brand Extensions. (Member)
- Gonzalez, Rodobaldo. (2013, May). Organization Public Relationships on Social Media: The Experience of Those Who "Like" Oreo on Facebook. (Member)
- Massa, Roland. (2013, May). Hispanic Acculturation and Social Media Engagement: A Uses and Gratifications Perspective. (Chair)
- Oldenbanning, Roelof. (2013, May). Excellent leadership in Public Relations: A question of experience and the PR practitioner. (Member)
- Abitbol, Alan. (2012, August). Effects of Task Evaluation Knowledge and Leadership Style on Employee Attitude Toward a Task.(Chair)
- Beaulieu, Daniel. (2012, August). A Framing Analysis: The NBA's "One-And-Done"Rule. (Member)
- Brightman, Jessica. (2012, December). Strategizing Relationships 2.0: An Analysis of International Companies' Use of Social Media.(Chair)
- Mayor, Anna. (2012, May). (AP Chair).
- Odom, Natalie. (2012, May). (AP Chair).
- Norton, Janel. (2012, August). Global CSR And Photographic Credibility: Exploring How International Companies Portray Efforts Through Photographs in CSR Reports. (Chair)
- Novak, Christopher. (2012, August). Live Versus Recorded: Exploring Television Sales Presentations. (Member)
- Calandro, Allyson. (2011). A Focus Group Study of Baby Boomers' Processing and Interpretations of Fear Appeals in Health Care Reform Political Advertising. (Chair)
- Fonseca-Rivera, Cherrise. (2011). Public Perceptions of Organizational Culture and Organization-Public Relationships. (Chair)

- Gaggioli, Sabina. (2011). Mentoring Experiences Among Female Public Relations Entrepreneurs: A Qualitative Investigation. (Member)
- Gugerty, Catherine. (2011). Internships in Public Relations and Advertising: The Nature of the Experience From the Student's Perspective. (Member)
- Hickman, James. (2011). Framing and the End of Operation Iraqi Freedom. (Member)
- Klinger, Lauren. (2011). Goal Compatibility and Emotional Intensity: An Experimental Study of Graphic Images in Strategic Communication. (Chair)
- Kuhn, Kamden. (2011). Talking with ALS Patients: An Exploratory Study of Patient Attitudes toward Mass Messages about ALS. (Member)
- Lypka, Andrea. (2011). Framing 10/12 and 3/11 in American and European News. (Chair)
- Sitten, Rebecca. (2011). Framing Christianity: A frame analysis of Fundamentalist Christianity from 2000-2009. (Member)
- Formentin, Melanie. (2010). Extending situational crisis communication theory: Attitude and reputation following the 2004-05 NHL lockout. (Chair)
- Guilfoil, Emily. (2010). Nautical Knowledge: An Experimental Analysis of the Influence of Public Relations Strategies in Safe Boating Communication. (Chair)
- Huebert, Robert. (2010). Sports fans' media usage at a Kansas City Chiefs' fan club. (Chair)
- Selius, Claire. (2010). The effect of color congruency and involvement on non-profit organizational messaging. (Member)
- Chaisurivirat, Duangkaew. (2009). The effect of corporate social responsibility: Exploring the relationship among CSR, attitude toward the brand, purchase intention, and persuasion knowledge. (Chair)
- Gallo, Andrew. (2009). Risk communication: An analysis of message source and function in hurricane mitigation/preparedness communication. (Chair)
- Sing, Rianna. (2009). Social network web sites and intra-organizational relationships: Using Facebook to build employee relationships at Serena Software, (Member)
- Roberts, Camille. (2009). An experimental investigation into the impact of crisis response strategies and relationship history on relationship quality and corporate credibility. (Chair)
- Voss, Jessica. (2009). An empirical analysis of public perception of reclaimed water applying the situational theory of publics. (Chair)
- Wright, Courtney. (2009). Responding to crises: A test of the situational crisis communication theory. (Chair).

PROFESSIONAL SERVICE

- Screener, Romanian - U.S. Fulbright Commission, November 2016.
- Reviewer, *Journal of Public Relations Research*, July 2015.
- Reviewer, *Communication Research*, February 2015.
- Reviewer, *Journal of Public Relations Research*, September 2012.
- Reviewer; Public Relations Division, Association for Education in Journalism and Mass Communications, April 2012.
- Reviewer, *Journalism and Mass Communication Quarterly*, February 2012.
- Editorial Review Board, *International Journal of Strategic Communication*, 2008— 2011.
- Reviewer, *PRPrism*, October 2009.
- Reviewer, *Journal of Public Relations Research*, October 2009; October 2012.
- Reviewer; Public Relations Division, International Communication Association, November 2007.
- Reviewer; Newspaper Division, Association for Education in Journalism and Mass Communications, April 2003.
- Chair, Communication Academy Committee; Public Relations Society of America,

Tampa Bay Chapter; October 2002—October 2004.
Member, Student Liaison Committee; Public Relations Society of America, Tampa Bay Chapter; October 2002—October 2004.

COMMUNITY SERVICE

Member, Crisis Center of Tampa Bay Community Awareness Task Force, Fall 2012.
Member, Lake Magdalene Elementary Parent Teacher Association; August 2009—present.
President, Lake Magdalene Estates Special Dependent Tax District Board of Trustees; January 2005—December 2010; Member-at-Large, January 2003—December 2004.

SERVICE-LEARNING

PROJECTS

Davin's Dream Team Foundation; Research and strategic communication campaign developed by students in PUR 4801; Spring 2016.
Hillsborough County Anti-Drug Alliance; Research and strategic communication campaign developed by students in PUR 4801; Spring 2016.
Lake Magdalene Elementary Recycling Program; Research and strategic communication campaign developed by students in PUR 4801; Spring 2016.
USF Office of Community Engagement & Partnerships; Research and strategic communication campaign developed by students in PUR 4801; Spring 2016.
Arts For Health Florida; Research and strategic communication campaign developed by students in PUR 4801; Fall 2015.
Dress For Success Tampa Bay; Research and strategic communication campaign developed by students in PUR 4801; Fall 2015.
Suncoast Animal League; Research and strategic communication campaign developed by students in PUR 4801; Fall 2015.
Veteran's Alternative Therapy Center; Strategic plan developed by graduate students in PUR 6607: Strategic Communication Management; Spring 2015.
Brandon Outreach Clinic; Strategic plan developed by graduate students in PUR 6607: Strategic Communication Management; Spring 2014.
Learning Gate Community School; Research and strategic communication campaign developed by students in PUR 4801; Fall 2013.
USF Department of Sociology; Research and strategic communication campaign developed by students in PUR 4801; Fall 2013.
USF Food Sciences Lab; Research and strategic communication campaign developed by students in PUR 4801; Fall 2013.
USF Zimmerman Advertising Program; Research and strategic communication campaign developed by students in PUR 4801; Fall 2013.
USF School of Mass Communications; Research and strategic communication campaign developed by students in PUR 4801; Fall 2013.
City of Tampa Courtney Campbell Trail Project; Strategic plan developed by graduate students in PUR 6607: Strategic Communication Management; Spring 2013.
Crisis Center of Tampa Bay; Research and strategic communication campaign developed by students in PUR 4801; Fall 2012.
Lake Magdalene Elementary PTA; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.
Hillsborough County Public School STEM Program; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.
Hillsborough County Public School Career Centers; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.
Sulphur Springs Museum and Heritage Center; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.
Second Chance 4 Boyz; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Wellness USF; Research and strategic communication campaign developed by students in PUR 4801; Fall 2011.

Gulf of Mexico Fisheries Management Council; Communication audit conducted by graduate students in PUR 6607: Strategic Communication Management; Spring 2011.

Early Childhood Council of Hillsborough County; Strategic planning project conducted by graduate students in PUR 6603: Strategic Communication Campaigns; Spring 2010.

Women’s Resource Center of Tampa; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Boley Centers, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

USF School of Mass Communications Graduate Program; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Drug Abuse Comprehensive Coordinating Office, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Tampa T-Shirts; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2010.

Tampa Area Safety Council; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Tampa Alcohol Coalition; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Faces of Courage Foundation; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

USF College of Nursing; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Crime Stopper of Pinellas County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2009.

Homeless Coalition of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

East Tampa Community Revitalization Partnership; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

City of Tampa Enterprise Zone Development Agency; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

USF College of Visual and Performing Arts; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

LiveFree! Substance Abuse Prevention Coalition of Pinellas County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009.

College Hunks Hauling Junk; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2009, Spring 2010.

Benedict Haven; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

MacDonald Training Center; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

Sarasota Partnership for Children’s Mental Health; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

USF Collaborative for Children, Families, and Communities; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2008.

Children's Future Hillsborough; Research and strategic planning project conducted by graduate students in PUR 6603: Strategic Communication Campaigns; Spring 2008.

Carl Sagan Academy; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Environmental Protection Commission of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Grants Collaborative of Tampa Bay; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Neighborhood Lending Partners; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Polk County Safe and Drug Free Schools; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

The Little Clinic; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

USF Department of Urban and Regional Planning; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2008.

Prosperity Campaign of Hillsborough County; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Southwest Florida Water Management District; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Tampa Marine Institute; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF Industrial and Management Systems Engineering; Research and communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF Osher Lifelong Learning Institute; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

USF School Garden Research Group; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2007.

Alpha Kappa Alpha Sorority; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

City of Madeira Beach; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

Hillsborough County 4-H Clubs; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

'R Club Child Care, Inc.; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Spring 2007.

City of Tampa Clean City Division; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

City of Clearwater; Research and strategic Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

USF Partnership; Research and strategic communication campaign developed by students in PUR 4801: Advanced Public Relations; Fall 2006.

Payroll Consultants Group, Inc.; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2006.

Materniteam's First & Nine; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2006.

Suncoast Earthforce; Research and strategic planning project conducted by graduate students in PUR 6603: Public Relations Counseling; Spring 2006.

Naviga Services, Inc.; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

USF Creative Writing Graduate Program; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

Pebble Creek Golf Club; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2006.

Howard F Curren Advanced Wastewater Treatment Plant; Strategic plan developed by students in PUR 4401: Public Relations Issues, Practices, Problems; Spring 2006.

Girl Scout of Suncoast Council; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

Homeless Emergency Project; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

Tampa Alcohol Coalition; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

University of South Florida Alumni Association; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

VSA Arts of Florida; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Fall 2005.

University of South Florida School of Mass Communications Graduate Program; Research and strategic planning project conducted by graduate students in PUR 6603: Public Relations Counseling; Spring 2005.

University of South Florida College of Medicine; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Spring 2005.

USF College of Public Health; Research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Spring 2005.

Florida Strawberry Growers Association, Florida Strawberry Festival; Event planning project conducted by students in PUR 3000: Principles of Public Relations; Spring 2005.

USF School of Architecture and Community Design; Research and strategic planning project conducted by students in PUR 6603: Public Relations Counseling; Spring 2004.

Big Brothers Big Sisters; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Kids and Canines; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Meals On Wheels; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Spring 2004.

Angels Unaware; Strategic planning project conducted by students in PUR 4401: Public Relations Issues, Practices, and Problems; Fall 2003.

Ybor City Chamber of Commerce; Primary research project conducted by students in PUR 3500: Public Relations Research; Fall 2003.

Florida Strawberry Growers Association, Florida Strawberry Festival; Event planning project conducted by students in PUR 3000: Principles of Public Relations; Spring 2003.

Leadership Hillsborough; Member involvement research and strategic planning project conducted by students in PUR 4801: Advanced Public Relations; Summer 2002.