

Mildred F. "Mimi" Wiggins Perreault, PhD
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Academic Appointments

East Tennessee State University, Assistant Professor of Media Writing and Brand and Media Strategy (August 2019-current), Department of Media and Communication

Appalachian State University, Department of Communication

- Lecturer (August 2017 to June 2019)
- Instructor (January to August 2017)

Appalachian State University: Research Institute for Environment, Energy and Economics (RIEEE)/ Appalachian Energy Center

- Research Assistant Professor (June 2016 to January 2019)
- Research Associate (February to June 2016)

Education

Ph.D., Journalism, University of Missouri, May 15, 2016

- Dissertation advisor: Dr. Ryan Thomas
- Dissertation: "Local Journalism Beyond the Command Post: Journalists as Strategic Communicators, and Citizen Stakeholders in Natural Disaster Recovery"
- Qualitative Research Certificate from the University of Missouri College of Education

M.A., Communication, Culture and Technology, Georgetown University, December 2010

- Thesis advisor: Dr. Kimberly Meltzer
- Thesis: "Covering the Haiti Earthquake of 2010: How Journalists used Technology to Capture the Conditions of Haiti in the Aftermath"

B.A., Journalism, Public Relations, Minor in Religion and Politics, Baylor University, May 2005

Refereed Research Publications

- **Perreault, M.F.** and Perreault, G.P. (accepted) "I Stand by the Comments I Made," *The 2019 FIFA Women's Soccer Championship: images, commentary and narratives made with Memes* in *Being Better: What We Learned from the 2019 FIFA World Cup* edited Molly Yanity and Danielle Sarver Coombs eds.
- **Perreault, M.F.** and Perreault, G.P. (submitted) "Pepper Potts: Partner, Professional, CEO and Superhero in Performance," in *Gendered Defenders: Female Superheroes in Transmedia Spaces* edited by Bryan J. Carr & Meta G. Carstarphen.
- Richards, M. & **Perreault, M.** (under review). THE MASK MAKERS: How Women in Appalachia were Empowered During the COVID-19 Response through Sewing. Wendy Welch ed. WORKING TITLE. Ohio University Press, Athens, Ohio.
- **Perreault, M.** & Perreault, G. (Accepted for publication, 2020). Responding to Video Game Moral Panic: Persuasive messaging by the video game industry's response to shootings and violence. *Innovations and Implications of Persuasive Narrative*. Schartel Dunn, S. & Nisbett, G. (Ed.) Austin, TX: University of Texas Press.
- **Perreault, M.** & Perreault, G. (2020) Mobile Gaming Strategic Communication and Fear of Missing Out (FoMO) in Fan Culture: A Case Study of *Final Fantasy Brave Exvius*.

Multidisciplinary Perspectives on Media Fandom. Dunn, A. (Ed.) Hershey, PA: IGI Global. DOI: 10.4018/978-1-7998-3323-9.ch014

- **Perreault, M.** & Perreault, G. (2019). Symbolic Convergence in the 2015 Duggar Scandal Crisis Communication. *Journal of Media & Religion*. 18, (3).
<https://doi.org/10.1080/15348423.2019.1678945>
- **Perreault, M.F.**, Perreault, G.P. and McCarty, M.B. (2019). "Marketing Gaming for Girls: Narrative Framing of Princess Zelda in American and Japanese Nintendo Commercials." In *Beyond Princess Culture*. Katie Foss ed. New York, Peter Lang.
- Thomas, R. and **Perreault, M.** (2018). "A Lineage of Leakers? The Contingency of Collective Memory in Coverage of Contemporary Leaking Cases" *Journalism Practice*.
<https://doi.org/10.1080/17512786.2017.1389293>
- **Perreault, M.**, Perreault, G, Jenkins, J. & Morrison, A. (2018). Depictions of Women in 2013 Digital "Game of the Year" Nominees. *Games and Culture*. 13,(8)
<https://doi.org/10.1177/1555412016679584>
- **Perreault, M.** and Xiao, A. (2018). Dealing with subsequent crisis response: An evaluation of transparency in government response to the New Jersey Boardwalk fire. In C. Hickerson & B. Brunner-Johnson (Eds), *Cases in Public Relations: Translating Ethics into Action*.
- Hinnant, A., Subramanian, R., Ashley, R., **Perreault, M.**, Young, R., & Thomas, R. J. (2017). How Journalists Characterize Health Inequalities and Redefine Solutions for Native American Audiences. *Health Communication*, 1-9.
<https://doi.org/10.1080/10410236.2017.1405482>
- Rolbiecki, A. J., Subramanian, R., Crenshaw, B., Albright D. L., & **Perreault, M.** (2017). Coming to terms with chronic pain: Exploring Resilience across a sample of patients living with chronic pain. *Traumatology, Special Issue on Resilience*.
<https://doi.org/10.1037/trm0000095>
- **Jenkins, J.**, & Perreault, M. (2016). Stay Tuned: A case study in educational collaboration. *Journalism Education*, 5(1), 155-169.
<https://doi.org/10.1080/17501229.2019.1628242>
- Houston, J.B., Spialek, M.L., & **Perreault, M.F.** (2016). Coverage of posttraumatic stress disorder (PTSD) in the *New York Times*, 1950-2012. *Journal of Health Communication*.
- **Perreault, M.**, Houston, B. & Wilkins, L. (2014). "Does Scary Matter? Testing the Effectiveness of the new National Weather Service tornado warnings." *Communication Studies*, Vol. 65 (5). 1-16.
- Houston, J.B., Hawthorne, J., **Perreault, M.**, Park, E.H., Goldstein Hode, M., Halliwell, M.R., Turner McGowen, S.E., Davis, R., Vaid, S., McElderry, J.A., & Griffith, S.A. (2015). Social media and disasters: A functional framework for use in disaster planning, response, and research. *Disasters*, 39(1).

Book Reviews

- **Perreault, M. F.** (2017). Book Review: Timothy Recuber, *Consuming catastrophe: Mass culture in America's decade of disaster Journalism*, vol. 18, 9: pp. 1227-1229.
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Encyclopedia Articles

- **Perreault, M.** "WikiLeaks" and "Snapchat" chapters (2020). *Encyclopedia of Journalism*, 2nd edition. Gregory Borchard Ed. SAGE Reference.

Academic Work Under Review

- **Perreault, M.**, Suarez, A. and Perreault, G. (under review) What does it mean to be a woman in “indie” game storytelling? Narrative Framing in Independently-Developed Video Games at *Games & Culture*.

Academic Work in Process

- **Perreault, M.F.** (in revision). "Covering the 2010 Haiti Earthquake: Diffusion Theory in the news work of disaster reporting."
- **Perreault, M.F.** and Richards, M. (writing) MASK MAKERS ON SOCIAL MEDIA. Submitted to Health Communication.
- LaGree, D., Richards, M. Olsen, K. and **Perreault, M.F.** (in process) Media Majors Matters Project: Long-term Study of Media Majors transformations into Media Careers.
- **Perreault, M.F.** and Perreault, G.P. (in process) “Journalistic Role Conception at Christianity Today in the Trump Era: Alternative Contemporary Christian Thought and Politics 2016-2020.”

Teaching Experience

East Tennessee State University

Assistant Professor

MCOM 1030: Media Literacy (F 19, F20)

JOUR 3155: Editing (F 19 with an honors section, F20)

JOUR 3130: In-Depth Reporting (F 19, Course number changed to Capstone F 20)

MCOM 2100: Media Writing (SP 20)

PUBR 4301/5301: Topics in PR: Crisis Communication (SP 20)

JOUR 2130: Reporting (SP 20)

JOUR 4900: Independent Studies of Overlooked in Appalachia (SP 20, 2 students; F 20, 1 student)

JOUR 4900: Independent Study for Reporting (SUM 20)

Internship Supervisor for Gabriel Edmonds, Overlooked in Appalachia, SUM 20

Internship Supervisor, Kirsty Emma McCaughtry, Overlooked in Appalachia, F 20

Appalachian State University

Lecturer

COM 3312: Crisis Communication (F 17, SP 18, SUM 18, SUM 19), developed courses online and seated

COM 3618: Public Relations Writing (two sections-F17, two sections-F18)

COM 3220: PR Ethics (F18)

COM 5312: Advanced Crisis Communication – online course in the graduate certificate program (F17, SP18, SP 19)

COM 4118: Public Relations Capstone (SP 18)

COM 3317: Social Media Strategies (SUM 18, F18, SUM 19)

Instructor

COM 3200: Internet Communication (two sections SP17)

COM 3312: Crisis Communication (SP17)

COM 3317: Social Media Strategies (SUM 17)

Adjunct Instructor

COM 2600: Introduction to Journalism (F16)

COM 3312: Crisis Communication (F15, SP16, SUM16, F16)
COM 3317: Social Media Strategies (F15, SP16)
COM 3318: PR Principles (SUM 16)
COM 4418: Public Relations Seminar (SP 16)

University of Missouri-Columbia

Graduate Instructor

JOURN 2100: News Writing (SUM15)
JOURN 1100: Principles of American Journalism (SP14, SP15)

Adjunct Instructor

JOURN 2100: News Writing (2 sections, SP12)
JOURN 2150: Multimedia Journalism (SP12)

Georgetown University

Teaching Assistant for Dr. Linda Garcia

CCTP 754: Networks and International Development (F09)
CCTP 644: Networks, Technology and Society (SP10)
CCTP 742: The Networked Economy (SP10)

Fellowships, Grants and Awards

- ETSU Faculty Research Cohort Member for 2020-2021.
- ETSU Sustainability Fund, 2020-2021 for the Sustainability Showcase Events to be scheduled in April 2021, \$6,600.
- ETSU Blue Ridge Group Research Proposal, for 2020-2021, \$2,000.
- CONCERT Grant, Summer 2018 (\$5000 total, \$2000 my part) awarded from the *Research Institute for Environment, Energy and Economics (RIEEE), Appalachian Energy Center* to work on Sustainable Discoveries Magazine, Appalachian State University. Supervised two students as part of the project.
- Student Government Faculty and Staff Appreciation Award for 2017-2018 as Outstanding Professor in the College of Fine and Applied Arts, April 23, 2018.
- Recognized as one of the “Most Helpful professors for first year students” at Appalachian State University for 2016-2017.
- Secured \$1,200 in funding for International Communication Association Preconference on Strategic Environmental Communication, May 25, 2017.
- CONCERT Grant, Summer 2017 (\$2000) awarded from the *Research Institute for Environment, Energy and Economics (RIEEE), Appalachian Energy Center*.
- Faculty Fellow at the Disaster and Community Crisis Center at the University of Missouri, 2016 to current. Funding received for conference attendance.
- Lillian Lodge Kopenhagen Fellow for 2016, awarded at the Association for Education in Mass Communication and Journalism conference August 13, 2016 in Minneapolis, MN.
- Grant Research with Agency for Healthcare Research and Quality, 2013-2016, under award number R24HS022140. Project involves communication, education and chronic pain. Three-year collaborative projects approximately \$90,000 per year. Funded.
- Huggins Graduate Fellowship, University of Missouri Graduate School, 2012-2015
- Graduate Research Fellowship, Disaster and Community Crisis Center (DCC) <http://dcc.missouri.edu>, University of Missouri, 2014 to 2016.
- Mizzou Advantage Research Travel Award, University of Missouri, Spring 2014, \$1,200

- Graduate Student Association Research Travel Award, University of Missouri, Fall 2013, \$750.

Refereed Academic Conference Paper Presentations

- **Perreault, M.** "Journalism Beyond the Command Post," Community Journalism Interest, August 9, 2020. Association of Education in Journalism and Mass Communication, in San Francisco, California (virtual).
- **Perreault, M.,** Suarez, A. and Perreault, G. What does it mean to be a woman in "indie" game storytelling? Narrative Framing in Independently-Developed Video Games, accepted for presentation at the AEJMC Entertainment Studies Division, August 2018, in Washington, DC.
- Perreault, G., **Perreault, M.** and VanDyke, M. The Power of Digital Games in Disaster Preparation and Post-Disaster Resilience. Accepted to the ICA Game Studies Division, in May 18-22, 2017, in San Diego, CA.
- Hinnant, A, Subramanian, R., Ashley, R., **Perreault, M.,** Young, R., Thomas, R. How Journalists Characterize Health Inequalities and Redefine Solutions for Native American Audiences. Presented at the Association of Education in Journalism and Mass Communication, August 4-8, 2016 in Minneapolis, MN.
- **Perreault, M.,** Perreault, G, Jenkins, J. & Morrison, A. Femme Fatales: The Sacred Feminine in Depictions of Women in 2013 Digital "Game of the Year" Nominees. Presented at Game Studies division of the International Communication Association (ICA) conference, Fukuoka, Japan, June 2016.
- Subramanian, R., Rolbiecki, A., Crenshaw, B., **Perreault, M.,** Han, K., Vinson, D., Cameron, G. Patients' lived experiences of chronic pain: A qualitative interview-based study. Presented Health Communication division of the International Communication Association (ICA) conference, presented in Fukuoka, Japan, June 2016.
- Jenkins, J., **Perreault, M.** & Perreault, G. (2014, August 7) Magazine Iconography: Portrayals of Religion in Magazine Covers. Paper presented at the Association for Education in Journalism and Mass Communication. Montreal, Canada.
- **Perreault, M.,** Park, E. & Hong, S. (2014, August 8). Motivating Citizens: An Assessment of Individual Motivation to Share Warning Messages through Social Networking Sites. Association for Education in Journalism and Mass Communication, Montreal, Canada.
- **Perreault, M.** (2014, May 26). Reporting Resilience: Narratives of Preparedness and Recovery in the Joplin Globe. International Communication Association, Seattle, WA.
- Perreault, G., Jenkins, J., Swasy, A. & **Perreault, M.** (2014, May 22). "Mrs. Jesus?" A hegemonic press love affair with Jesus the bachelor," International Communication Association, Seattle, WA.
- **Perreault, M.,** Jenkins, J. & Thorson, E. (2014, May 26). Stay Tuned: A case study of trustee networked journalism, International Communication Association, Seattle, WA.
- Houston, J.B., Hawthorne, J., **Perreault, M.,** Park, E.H., Goldstein Hode, M., Halliwell, M.R., Turner McGowen, S.E., Davis, R., Vaid, S., McElderry, J.A., & Griffith, S.A. (2013, August 16). Social media and disasters: A functional framework for use in disaster planning, response, and research. Association for Education in Journalism and Mass Communication in Washington, D.C.

Invited Conference Papers and Presentations

- **Perreault, M.** Discussant. Non-Profits, Public Relations, Religion and Media, scheduled for AEJMC August 6-8, 2020 in San Francisco, California virtual conference.

- **Perreault, M.** Table Discussion Moderator: Love, Babies and Academia. Commission on the Status of Women Preconference. Association of Education in Journalism and Mass Communication, August 6-10, 2019, in Toronto, Canada.
- **Perreault, M.** Preconference on sponsored by the Environmental Communication Division of the International Communication Association Conference, May 25, 2017 in San Diego, California.
- Redmond, T., **Perreault, M.** and Edy, C. *Leading by Loving: The Challenges and Rewards of Academic Motherhood*. Women in Educational Leadership Symposium (WIELS) at Appalachian State University, Boone, N.C. September 30-October 2, 2016.
- Liu, B., Glenn, A. **Perreault, M.** Fowler, B. and Houston, J.B. Panel: Fostering Community Disaster Resilience: The Role of Journalism and Media. Presented at the Association of Education in Journalism and Mass Communication, August 4-8, 2016 in Minneapolis, MN.
- Perreault, G. & **Perreault, M.** Red Alert! Gaming as Disaster Preparedness and Resilience. Mass Communication Division, Southern States Communication Association. Austin, Texas. April 6-10, 2016.
- Perreault, G. & **Perreault, M.** 19 Memes and Counting: Symbolic Convergence in the 2015 Duggar Scandal. Media, Gender and Religion at the University of Colorado, Boulder, Colorado. January 7-11, 2016.
- Aguayo, A.c., Ward, A., Clifton, A., and **Perreault, M.F.** (2015, May 22). Constructing A New Approach to Qualitative Inquiry: Integrating Fiction into Narrative Research. Eleventh Congress of Qualitative Inquiry, University of Illinois, Champaign- Urbana, Illinois. Panel chaired by **M.F. Perreault**. May 20-23.
- Houston, J.B., Spialek, M.L., Czapinski, H., **Perreault, M.**, First, J., & Seboldt, B. (2014, August 8). Community and youth violence: Communication perspectives and intervention. Department of Communication Colloquium, University of Missouri.
- **Perreault, M.** & Xiao, A. (2014, March 6) Dealing with Subsequent Crisis Response: An Evaluation of Transparency in Government Response to the New Jersey Boardwalk Fire. International Public Relations Research Conference, Miami, FL.
- Jenkins, J., **Perreault, M.** & Perreault, G. (2014, January 12). Magazine Iconography: Portrayals of Religion on Magazine Covers. Paper presented at the Center for Media, Religion and Culture at University of Colorado-Boulder's International Conference on the Global View. Boulder, CO.
- Searchlights and Sunglasses: Field Notes from Journalism in the Digital Age, a collaboration between the Knight Foundation and Reynolds Journalism Institute (2013, August 16). Association for Education in Journalism and Mass Communication in Washington, D.C.
- **Perreault, M.**, Houston, J.B. & Seeger, M. (2013, July 14). Media and Disaster Warning Messages as part of a "Media and Disasters" panel at the 38th Annual Natural Hazards Research and Application Workshop. Broomfield, Colorado. July 13-15.
- **Perreault, M.** (2012, January 12). The Sacrifices and Gains of attending Church Online, Paper presented at the Center for Media, Religion and Culture at University of Colorado-Boulder's International Conference on Digital Religion. Boulder, CO.
- **Perreault, M.** (2011, April 15). "Covering the Haiti Earthquake." Eastern Communication Association Convention. Alexandria, VA. <http://cct.georgetown.edu/201205.html>.

Additional Scholarly Work

- Online Publication: Newton, E. (2013) "Searchlights and Sunglasses: Field Notes from Journalism in the Digital Age," A collaboration between the Knight Foundation and

Reynolds Journalism Institute Un-authored content creation, launched online October 2013. Available online at: <http://searchlightsandsunglasses.org/>

Professional Experience

The United States Institute of Peace, Washington, D.C.

Writer and Editor, 2010

Agence France-Presse, Washington, D.C.

Multi-media Producer, 2009

The Shakespeare Association of America, Washington, D.C.

Publications Assistant, 2009

Religion and News Ethics Weekly, Washington, D.C.

Research and Production Intern, 2008- 2009

The Palm Beach Post, West Palm Beach, Florida

News Clerk and Columnist, 2006-2008

Newspaper Publishers, Wellington, Florida

Reporter, 2005-2006

Wellington Christian School, Wellington, Florida

Public Relations Manager, 2005-2006

Additional public relations consulting has been conducted for Zeta Tau Alpha and Young Life.

Pro-Bono PR and Internet/Social Media Communication Consulting, Mediating Mimi

- Elizabeth Shukis for Watauga County Commissioner (NC), Election Spring-Summer 2017
- YoungLife South America, August 2017-current
- Local First Business Marketing workshop, 2018
- Boonetopia, social media and blog, 2017-current
- High Country Calligraphy, 2018-current
- The Children's Playhouse, Boone, NC, 2017-current
- Blue Bird Exchange, Boone, NC, Fall 2019-current

Professional Development

Data Visualization Training, with Observable and Vega, completed June 11 and 12, 2020, online through the Reynolds Journalism Institute at the University of Missouri, led by James Gordon.

Required Diversity Trainings at Appalachian State and ETSU, 2015-2020

Transmedia Storytelling training, Completed Summer 2020.

“What’s Emotion Got to Do with It?” – Emotional Intelligence Training” class with Keith E. Glover through ETSU Human Resources, completed February 18, 2020.

Online Security Training, ETSU completed June 10, 2020

Quality Matters Online Teaching Training, completed Summer 2017

Preparing Future Faculty Program

University of Missouri. 2014-2015

- Program included shadowing faculty at another university and building an academic portfolio.

Mental Health First Aid Training

University of Missouri, September 2013

Online FEMA Communications Training

August 2012 and August 2015

The Apprenticeship in Teaching Program

Georgetown University, 2009-2010

- Received a Certificate in Teaching. Program required learning to build syllabi, attending teaching seminars, and creating a teaching philosophy.

Hootsuite Social Media Management Certification

September 2015

Google Analytics and Google AdWords Training

Completed November 2015

Service

[International/National]

Organizations:

Commission on the Status of Women (AEJMC)

- Secretary 2020-2021
- Mid-Winter Conference Reviewer, Winter 2016-2017
- Poster Session Discussant, AEJMC August 2018

Community Journalism Interest Group (AEJMC)

- Teaching Chairwoman 2020-2021

Environmental Communication Division [ICA]

- *Social Media Liaison, 2016-2017*
- *ICA 2017 Preconference organizer for “Strategic Environmental Communication and Exploration of Research in Crisis, Risk and Disaster,” for ICA’s 67th Annual Conference in San Diego, California*
- *Ad hoc reviewer, 2016-current*

Collegiant Service

Georgetown University, Communication, Culture, Technology Program

Admissions Advisory Board, 2014-2016

Baylor Interdisciplinary Core People Grove Mentorship Program

Mentor for students, Spring 2019-current

Academic Mamas

Online moderator, 2019-current

Reviewing

Swiss National Science Foundation (SNSF)

Grant Reviewer, special call on Coronavirus research, April-May 2020

International Journal of Disaster Risk Reduction

Reviewer, 2017-current

Journal of Information Science

Reviewer, 2018

PLOS Currents Journal

Reviewer, 2017-current

Journal of Public Relations Research

Reviewer, 2018-current

Journal of Public Relations Education

Reviewer, 2020-current

Journalism Practice

Reviewer 2020-current

Mass Communication and Society [ICA]

Reviewer, 2016-current

Public Relations Division [ICA]

Ad hoc reviewer, 2014-current

Journalism Studies Division [ICA]

Ad hoc reviewer, 2014-current

Environmental Communication Division [ECREA]

Ad hoc reviewer, 2016-current

Public Relations Division [AEJMC]

Graduate PR Division Graduate Leadership Council, 2015-2016

Reviewer 2016-current

Religion and Media Interest Group [AEJMC]

Reviewer 2016-current

Entertainment Studies Division [AEJMC]

Reviewer 2018

Communication, Science, Health, Environment and Risk Division [AEJMC]

Poster Judge, 2013 convention

Ad hoc reviewer, 2016-current

Community Journalism Division [AEJMC]

Ad hoc reviewer, 2014-2016

Tankard Book Award

Reviewer 2020

[University]

Blue Ridge Project, faculty climate conversation group, through the Center for Teaching Excellence, East Tennessee State University, 2019-current.

SOTL Writing Group, Summer 2020

Places in Appalachia, external advisor to magazine in the department of Appalachian Studies, with Dr. Ronald Roach, Spring 2020-current.

Qualitative Research Group at ETSU, aka ETSU Qualeneers, 2020

Panel Speaker at “Call Her Ganda” film screening with Film maker PJ Raval, October 2019 at the Tipton Gallery, downtown Johnson City, Tennessee.

ETSU Media Mondays Speaker with the East Tennessean

- March 2020, Local Journalism in Crisis and Disaster
- August xx Covid Resources for Local Reporting

Climate Stories Collaborative Workshop and Project, Fall 2017 to current, College of Fine and Applied Arts, Appalachian State University

Research Institute for Environment, Energy, and Economics (RIEEE), *Appalachian Energy Center*

- *Internal review participant, Spring 2018*
- *Co-Editor of Sustainable Discoveries Magazine, 2018*

Women in Educational Leadership [WIELS], Appalachian State University

- *Panel Moderator, 2016 conference*
- *Social Media Director, 2016-2017 appointment*

Zeta Tau Alpha Women’s Fraternity

Academic Achievement Advisor

- Academic Achievement Advisor, Appalachian State University, 2015-2020
 - National Academic Achievement Recognition Awarded for 2017-2018 Biennium
- Fraternity Education Advisor (PIE), Appalachian State University, 2015-2017
 - Appalachian State Chapter received national recognition for Public Relations for the Biennium in July 2016
- Academic Advisor and Alumni Liaison, University of Missouri ZTA chapter, 2011-2015

[Department]

East Tennessee State University, Department of Media and Communication

Graduate Brand and Media Strategy Program

- Faculty 2019-current

Undergraduate Journalism major advisor, 2019-current

Editor and Chief, Overlooked in Appalachia.org, 2019-current

- Students won third place for reporting at Tennessee Associated Press Association Competition Fall 2019, awards announced Spring 2020.

Media Writing course coordinator, Spring 2020-current

- Worked with the team of instructors to create an online/flex-learning course and record professional videos for future instruction
- Lead portfolio creation sessions for students.

Journalism Scholarship Committee, Spring 2020

Student Advising, Theses and Research

Baylor University, Honors College, David Humphrey student Honors Thesis

External Thesis committee member, Spring 2019

Christian "Eli" Bare "The Undisclosed Dangers of Parental Sharing on Social Media: A Content Analysis of Sharenting Images on Instagram" Master of Arts in Brand and Media Strategy, Committee Member, presented and defended April 2020

Kristen Jones Bare, committee member "When Beauty is More Than Skin Deep: A Content Analysis of Popular Beauty YouTubers' Video Strategies" Master of Arts in Brand and Media Strategy, Committee Member, presented and defended April 2020

Jason Alexander Daughtery, research and teaching assistant August 2019-current

Katherine Trabalka, honors thesis committee member August 2019-current

Appalachian State University Department of Communication

- Social and Intellectual Committee, 2017-2019
- Social Media Committee, 2018-2019
- Spring Forward Committee, Spring 2018
- Communication Department Student Strategic Communication Agency Feasibility Study,

Fall 2017-2019

- Curriculum Committee, Fall 2018-2019

[Community]

- **Children's Playhouse, Boone, NC**
 - Board Member 2016-2018
 - Grown-ups Party Chairperson, Fall 2017, raised more than \$11,000
 - Board Chair (President), 2018, raised more than \$11,000
 - Volunteer for numerous activities including Buildfest, science festival (April 2019) and The Grown-ups Party (September 2019)
 - Social Media/Communications Intern advisor, 2017- 2019
 - Pro-Bono consulting, 2019-current
- **Mountain Pathways Montessori School, Boone, NC**
 - Personnel committee 2016-2017
 - Communications and marketing committee, 2018-2019
 - Development committee, 2018-2019
- **Appalachian State University Women's Club**
 - Member 2016-2020
 - Technology Chairwoman and Communication Intern advisor, Fall 2017- Spring 2020
- **Horn in the West Historical Drama, 2019**
 - Child actor supervisor, back stage crew
- **Two Rivers Community School, 2017-2018**
 - NewsClub Advisor Fall 2017
 - Auction organizer for Fall and Spring fundraisers 2017-2018, raised more than \$9,000
 - Room Parent for Kindergarten, 2017-2018
- **Grace Lutheran Church, Boone**
 - Youth and Family Committee representative, 2017-2019

Memberships

- **Public Relations Society of America Member, 2015-current**
 - Tri-Cities Chapter Member 2015-current
 - Awards reviewer for 2017 PRSA National Conference in Seattle, Washington
 - Part of leadership team for Western North Carolina Expansion of PRSA, summer 2018- fall 2019
- **Association for Education in Journalism and Mass Communication, 2013-current**
 - Public Relations, 2013-current
 - Religion and Media Interest Group, 2013-present
 - Communication, Science, Health, Environment and Risk Division, 2013-current
 - Commission on the Status of Women, 2016-current
 - Participatory/Community Journalism, 2014-2018, 2020
 - Entertainment Studies Division, 2018
- **International Communication Association, 2013-2019**
 - Public Relations, 2014-2019
 - Environmental Communication, 2013-2019
 - Journalism Studies Division, 2013-2019
 - Game Studies, 2013-2019
- **Zeta Tau Alpha Women's Fraternity, Member, 2006-current**
 - Coordinator for High Country/Appalachian Crown Connection, 2017-current

- Member of Tri-Cities (2016-2018) and Charlotte/Lake Norman Alumnae Chapters (2018-2019)
- **National Communication Association, 2014-2020**
 - Environmental Communication, 2014-2019
 - Feminist and Women's Studies division, 2014-2019
 - Women's Caucus, 2014-2019
- **European Communication Research and Education Association, 2014-2016**
 - Sections: Communication and Democracy, Environmental Communication, Journalism Studies, Organizational and Strategic Communication, Women's Network, Digital Games Research, Media and Religion, Crisis Communication, Media and the City, 2014-2016