**Mildred F. “Mimi” Wiggins Perreault, PhD**

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MimiPerreault.com

Academic Appointments

**East Tennessee State University**

* *Assistant Professor of Media and Communication, 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)**](http://rieee.appstate.edu)**/ 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.**& Perreault, G. (in press*). “*Journalists on COVID Journalism: Communication Media Ecology of Pandemic Reporting.” *American Behavioral Scientist.*

[*https://journals.sagepub.com/doi/10.1177/0002764221992813*](https://journals.sagepub.com/doi/10.1177/0002764221992813)

* **Perreault, M.F.** and Perreault, G.P. (In Press) "“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. (In Press) “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.** (In Press). 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. (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 newNational 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.

**Encyclopedia Articles**

* **Perreault, M.** “Snapchat” entry (2020). Encyclopedia of Journalism, 2nd edition. Gregory Borchard Ed. SAGE Reference.

**Academic Work Under Review**

* **Perreault, M.,** Suarez, A. & Perreault, G. (in revision) What does it mean to be a woman in “indie” game storytelling? Narrative Framing in Independently-Developed Video Games at *Games & Culture.*
* **Perreault, M.F**. (under review). "Covering the Haiti Earthquake: Diffusion Theory in the news work of disaster reporting.” *Journalism Practice*.
* **Perreault, M.***(*under review). “Journalism Beyond the Command Post," *Journalism Studies.*
* Richards. M **& Perreault, M.** (under review). **“**Sewing Self-Efficacy: Images of Women’s Mask-Making in Appalachia during the COVID-19 Pandemic.” Survive and Thrive: A Journal for Medical Humanities and Narrative as Medicine Special Edition: “‘I Think You’re Muted’: Voices from the Coronavirus Pandemic.

**Academic Work in Process**

* Perreault, G.P. and **Perreault, M.F.** (proposal accepted) “Metajournalistic discourse and field theory on journalistic practice in the COVID-19 pandemic.” *Journalism Practice.*
* **Perreault, M.** & Richards, M. (in revision). *“Mask Making on Social Media: Women’s Mask Making Practices and Advocacy During the Covid-19 Pandemic.”*
* **Perreault, M.** *& Perreault, G. (proposal accepted). “*The News Coverage of eSports as Business or Sports News? The Wall Street Journal, The New York Times, Forbes and Business Insider’s take on a new sport.*” In* “Pathways and Opportunities into the Business of eSports," Andrews, S. & Crawford, C. eds, IGI Global.
* Mushayamunda, T. & **Perreault, M.** (proposal accepted). **“**Black NBA Athletes Social Media Engagement Around Racial Injustice Concerns during the #BlackLivesMatter Movement” submitted to “Shut up and dribble.” Everbach, T., Colombo-Dougovito, A.M. and Weiller-Abels, K.
* Parsons, R. & **Perreault, M**. (proposal accepted). “Queer Marketing, Who Is It Really For? Identifying a Strategy for Authentic Approaches to LGBTQ+ Branded Messages and Corporate Social Responsibility.” In To be Titled Text. Paromita Pain ed.
* Grubb, K. & **Perreault, M.** (proposal accepted). ““Should your boyfriend play it?” Reframing Watcher Culture with Video Game Reviews by Girl Friend Reviews” Accepted for the Spring 2020 Pop Culture Association (Virtual) Conference, Boston, MA, March 31-April 3, 2021.
* **Perreault, M. &** Smith-Frigerio, S. eds **“**Crisis Communication and Covid-19: 2020 Case Studies” Peter Lang Scholar Sourced book proposal for AEJMC 2020-2021.
* **Perreault, M**.F. Wehde, W. and Daughtery, J.A. (editing). “Tweet to locate, confirm, and share: A meta-analysis of articles on Twitter and Disaster Research.”
* 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.
* Wehde, W. & **Perreault, M.** and (in process). Analysis of Twitter Data on Appalachian Earthquake of 2020. From a grant with the ETSU 2020-2021 Sustainability Fund.
* **Perreault, M.** and Wehde, W. (in process). A Survey of Climate Change Knowledge in Appalachia. From a grant with the ETSU 2020-2021 Sustainability Fund.
* **Perreault, M.** Perreault, G. and Wehde, W. (in revision). Video Games and Crisis Preparation. For submission at Games and Culture.
* **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 3130/4130: In-Depth Reporting/Capstone in Journalism (F 19, Course number changed to Capstone F 20)

MCOM 2100: Media Writing (SP 20)

MCOM 4957/5957: Topics in Mass Communication: Media and Arts Criticism in the Mountains (SP 20)

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

JOUR 2130: Reporting (SP 20, SP 21)

JOUR4220: Magazine Editing and Production (SP 21)

JOUR 4900: Independent Studies for Overlooked in Appalachia (SP 20, 2 students;)- Paige Hill and Carly Trible, F 20, 1 student- Michaela Platt

JOUR 4900: Independent Study for Reporting (SUM 20)- Atlantis Warren, Ben Gilliam (SP 21)

*Overlooked in Appalachia*

Internship Supervisor for Gabriel Edmonds, SUM 20

Internship Supervisor, Kirsty Emma McCaughtry, F 20

Internship Supervisor, Laura Chrisman, F20

Internship Supervisor, Kayla Hackney, SP 21

Internship Supervisor, Casey Keeley, SP 21

Internship Supervisor, Alison Winters, SP 21

Internship Supervisor, Sarah Connolly, SP 21

Write your Story in Gold + Blue = Green Event

Internship Supervisor, Alisha Lakhani, SP 21

**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.

## Worked with graduate assistant in Sociology Lilly Martin

## ETSU Sustainability Fund, 2020-2021 for the Sustainability Showcase (Focus on Climate Change in Appalachia). Events to be scheduled in April 2021, $6,600.

## Supervised research and promotion assistant Derrick Vaz

## 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)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu) 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)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu)*.*

## Faculty Fellow at the Disaster and Community Crisis Center at the University of Missouri, 2016 to current. Funding received for conference attendance.

## Lillian Lodge Kopenhaver 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).
* Wehde, W., **Perreault, M.F**. and Martin, L. “Individual Differences in Climate Change Narratives in Appalachia.” *Midwest Political Science Association virtual conference,*April xx2021.
* Fargen-Walsh, J & **Perreault, M.F.** “Nitrate in Nebraska: A Thematic Analysis of Coverage of Water Issues and Agriculture.” AEJMC Midwinter Conference, March xx 2021.
* **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**

* Freeman, J., **Perreault, M.**, Smith-Frigerio, S., Reif-Stice, C., Jerome, A., Ward, J.A. “When Crisis Communication Becomes Real: At the Crossroads of Crisis Education and the COVID-19 Pandemic” National Communication Association, Virtual Conference, Steven J. Venette, Moderator, Public Relations Division and Scholarship of Teaching and Learning, Virtual Conference.
* **Perreault, M.** Discussant. Non-Profits, Public Relations, Religion and Media, 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., Czlapinski, 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

**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-December 2020
* 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**

**Four Teaching Essentials Workshops 2020**, Center for Teaching Excellence, East Tennessee State University, <https://www.etsu.edu/teaching/events/workshops.php>

**MicroChips Conference: Learning Sciences as a Catalyst for Change**, January 2021, Center for Teaching Excellence, East Tennessee State University

**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, 2015-2021

**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
	+ Organized new email account and Google drive
* Mid-Winter Conference Reviewer, Winter 2016-2017
* Poster Session Discussant, AEJMC August 2018

**Community Journalism Interest Group (AEJMC)**

* Teaching Chairperson 2020-2021
	+ Organized a series of teaching-oriented Brown Bags
		- "News Deserts and the Role of Local Media" COMJIG Brown Bag, Friday 11/6/2020 12:30 PM - 1:30 PM EST

**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*

*Collegiate Service*

***Associated College Press Conference***

*Magazine and digital publication reviewer, October 20-23, 2020*

**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***

*Text Books*

Review of “Writing and Reporting for the Media,” (12th edition). Writen by John Bender; Lucinda Davenport; Michael Drager; Fred Fedler. Oxford University Press. (Fall 2020)

*Grants*

**Swiss National Science Foundation (SNSF)**

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

*Journals*

**Journal of Loss and Trauma**

*Reviewer 2020*

**International Journal of Disaster Risk Reduction**

*Reviewer, 2017-current*

**Journal of Information Science**

*Reviewer, 2018*

***PLOS Currents Journal***

*Reviewer, 2017-current*

*Conferences*

**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]

***East Tennessee State University***

**Write Your Story in (Blue + Gold = Green) Sustainable Appalachia,** Workshops, Sustainability Showcase, and Climate Stories Project, 2020-2019

Hosted three workshops with external guest speakers for university faculty, students and community members:

* Sept. 11: What’s the Story and How Do I Write It? - Orienting Oneself Around Climate Change in 2020
* Oct. 16: Climate Change is here in Appalachia, Why Does that Matter? - Thinking about Place and Purpose and How they Relate to Climate Science.
* Nov. 6: Now what do we do with this? - Real Applications for Climate Storytelling in Our Community, Classroom and Collaborations
* Janurary 15: Community Engagement

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

**SOTL Writing Group,** 2020-2021

**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- current

**Panel Speaker** at “Call Her Ganda” film screening with Film maker PJ Raval, October 17, 2019 at the Tipton Gallery, downtown Johnson City, Tennessee.

**ETSU Media Mondays Speaker with the East Tennessean**

* March 23, 2020, Local Journalism in Crisis and Disaster
* August 31, 2020 Covid Resources for Local Reporting

*Previous Work*

**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*

**Phi Delta Theta, East Tennessee State University**

* *Faculty Academic Advisor May 2020-current*

**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
* Organized Spring and Fall information sessions 2020

Undergraduate Journalism major advisor, 2019-current

Editor and Chief, OverlookedinAppalachia.org, 2019-current

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

Media Writing course/professional coordinator, Spring 2020-current

* Worked with the team of instructors to create an online/flex-learning course and record professional videos for future instruction Fall 2019 and 2020.
* Lead three portfolio creation sessions for students Spring 2020, and Spring 2021

Journalism Scholarship Committee, Spring 2020

**Student Advising, Theses and Research**

**ETSU**

*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, “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

Ernest Eshun, “The Defeathered Bird: A Case Study of the Boeing 737 Max Crisis,” Master of Arts in Brand and Media Strategy, Committee Member, presented and defended October 2020

Jason Alexander Daughtery, “Morally Ambiguous Characters,” Master of Arts in Brand and Media Strategy, Thesis Advisor, presented and defended March 2021

Katherine Trabalka, honors thesis committee member August 2019-current

**Other Universities**

David Humphrey student Honors Thesis,Baylor University, Honors College,External Thesis committee member*, Spring 2019*

Bipulendra Adhikari, “Trustworthiness of tweets in post disaster events: A case study of Nepal Earthquake 2015,” Doctor of Philosophy in Media and Communication, University of Canterbury, Te Whare Wanga o Waitaha, Christchurch, NZ

**Research Assistants**

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

Teveraishe Mushayamunda, research and teaching assistant August 2020-current

Bailey Carnes, undergraduate Creative Arts Student, Biology Major, August-December 2020

**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]

* **National Motorsports Press Association Contest**
	+ Judge, January 2020, competition
* **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
* **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-current
	+ 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-current
* **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, 2017-2020
	+ Member of Tri-Cities (2016-2018) and Charlotte/Lake Norman Alumnae Chapters (2018-2019)
	+ Certificate of Merit for 9 years of service, awarded Spring 2020
* **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

**External Speaking Engagements**

“Climate Change and Misinformation”, Claremont McKenna College, honors colloquium on Human Behavior and Climate Change, October 2, 2020