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

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MimiPerreault.com

Academic Appointments

*Lecturer (August 2017 to current), Department of Communication, College of Fine and Applied Arts, Appalachian State University*

Research Assistant Professor (June 2016 to current), *Appalachian State University,* [*Research Institute for Environment, Energy and Economics (RIEEE)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu)

*Instructor (*January to August 2017*), Department of Communication, College of Fine and Applied Arts, Appalachian State University*

Research Associate (February to June 2016), *Appalachian State University,* [*Research Institute for Environment, Energy and Economics (RIEEE)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu)

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

**Teaching Experience**

**Appalachian State University**

*Lecturer*

COM 3312: Crisis Communication (F17, SP18, SUM18), 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, scheduled SP 19)

COM 4118: Public Relations Capstone (SP18)

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

*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**

## 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. 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.

## **Part of a practical course in a professional development submitted to**National Science Foundation National Research Traineeship Program by the Research Institute for the ­­­­NSF National Research Traineeship Program, submitted in Fall 2016.

## National Science Foundation Advancing Informal Stem Learning Planning Grant. “*my*STEM: Citizen Science in My Own Backyard.” Application # 17-0178. Submitted November 8, 2016. Requested **$150,000. Not funded.**

## Lillian Lodge Kopenhaver Fellow for 2016, awarded at the Association for Education in Mass Communication and Journalism conference August 13, 2016 in Minneapolis, MN.

* Environmental Protection Agency STAR Grant project submitted May 2016: “From Collective Knowledge to Action: Water Resources, Public Health, and Adaptive Planning in a Rural Mountain Environment, listed as associate investigator. Expected $60,000. Not funded.
* National Science Foundation Science Communication Workshop Grant for Education STEM Field Graduate Students on how to communicate and discuss their research and expertise, Investigator, submitted Fall 2016. Expected $60,000.
* 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.

**Grants Applied and Not Received**

## Reynolds Journalism Institute Fellowship Application for 2018-2019. Environmental Journalism Project. Expected $80,000.

## National Science Foundation Advancing Informal Stem Learning Planning Grant. “*my*STEM: Citizen Science in My Own Backyard.” Expected **$300,000.**

* Application Submitted to AEJMC Emerging Scholars Team Awarded.
* Application Submitted for AEJMC Commission on the Status of Women’s Mary Ann Yodelis Smith Award for Feminist Scholarship, June 2017.

## **National Science Foundation**proposal on “WELF (water, energy, land, food)” curriculum submitted in March 2017. Expected $200,000. Role as support personnel for professional writing portion of course.

**Publications and Scholarly Papers**

**Academic Publications**

* **Perreault, M.F.**, Perreault, G.P. and McCarty, M.B. (2018--In press). “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.*
* **Perreault, M.,** Perreault, G, Jenkins, J. & Morrison, A. (2018). Depictions of Women in 2013 Digital “Game of the Year” Nominees. *Games and Culture*.DOI: 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.
* 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.*
* **Jenkins, J.**, & Perreault, M. (2016). Stay Tuned: A case study in educational collaboration. *Journalism Education*, *5*(1), 155-169.
* 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.

**Academic Work Under Review**

* **Perreault, M.F.** and Perreault, G.P.(proposal accepted). Chapter “Persuasive Messages Concerning Video Games and Violence,” in *Innovations and Implications of Persuasive Narrative, Dunn, S. and Nisbett, G. eds.*
* **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.*
* **Perreault, M.F**. (under review). "Covering the 2010 Haiti Earthquake:  
  Diffusion Theory in the news work of disaster reporting," at *Journalism Studies*.

**Refereed Academic Conference Paper Presentations**

* **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**. and Jenkins, J. 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/Contract, 2010*

**Agence France-Presse, Washington, D.C.**

*Multi-media Production Intern, 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 Consultant, 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, Election Spring 2017
* YoungLife South America, August 2017-current
* Local First Business Marketing workshop, 2018
* Boonetopia, social media and blog, 2017-current
* G.P. Perreault, online social media and book marketing, 2017-2018
* High Country Calligraphy, 2018-current

**Professional Development**

**Quality Matters Online Teaching Training**, completed Summer 2017

**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.

**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*

**Hootsuite Social Media Management Certification**

*September 2015*

**Google Analytics and Google AdWords Training**

*Completed November 2015*

**Service**

[International/National]

**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*

**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*

### 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 2016-2018*

***Religion and Media Interest Group [AEJMC]***

*Reviewer 2016-current*

***Entertainment Studies Division [AEJMC]***

*Reviewer 2018*

***Commission on Women in Media [AEJMC]***

Mid-Winter Conference Reviewer, Winter 2016-2017

Poster Session Discussant, AEJMC August 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*

[University]

**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-current
  + 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]

* Social and Intellectual Committee, 2017-current
* Social Media Committee, 2018-current
* Spring Forward Committee, Spring 2018
* Communication Department Student Strategic Communication Agency Feasibility Study, Fall 2017-current
* Curriculum Committee, Fall 2018-current

[Other service]

**Georgetown University, Communication, Culture, Technology Program**

*Admissions Advisory Board, 2014-2016*

**Memberships**

* **Public Relations Society of American 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 and fall 2018
* **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
  + Entertainment Studies Division, 2018
* **National Communication Association**, 2014-current
  + Environmental Communication, 2014-current
  + Feminist and Women’s Studies division, 2014-current
  + Women’s Caucus, 2014-current
* **International Communication Association,** 2013- current
  + Public Relations, 2014-current
  + Environmental Communication, 2013- current
  + Journalism Studies Division, 2013- current
  + Game Studies, 2013-current
* **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-current)
* **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

**Community Engagement**

**Community Leadership and Service**

* **Children’s Playhouse, Boone, NC**
  + Board Member 2016-current
    - Grown-ups Party Chairperson, Fall 2017, raised more than $11,000
    - Board Chair (President), 2018, raised more than $11,000
  + Social Media/Communications Intern advisor, 2017- 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-current
  + Technology Chairwoman and Communication Intern advisor, 2017-current
* **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-current