**Marcia W. DiStaso, Ph.D.**

Associate Professor • College of Communications • Pennsylvania State University

200 Carnegie Building • University Park, PA 16802 • (814)863-9874 • mwd10@psu.edu

**EDUCATION**

### Doctor of Philosophy (Ph.D.), Communication, 2007

Specializations: Public Relations & Accounting

University of Miami, Miami, FL

Dissertation Title: *Corporate intermedia agenda-setting power: Impression management use of pro forma earnings and tone.* Chair: Dr. Don W. Stacks

### Master of Arts (M.A.), Mass Communications, 2004

Specializations: Public Relations & Management

University of South Florida, Tampa, FL

Thesis Title: *Organizational uncertainty management: Developing a framework for public relations practitioner involvement.* Chair: Dr. Derina Holtzhausen

\*\* Won Institute for Public Relations and Northwestern Mutual Best Thesis Award

### Bachelor of Arts (B.A.), Economics, 1996

Major: Economics; Minor: Political Science

University of South Florida, Tampa, FL

**AREAS OF SPECIALIZATION**

Public Relations, Social Media, Measurement, Financial Communication, Investor Relations, Health Communication

**TEACHING EXPERIENCE**

*Promoted to Associate Professor with Tenure at Pennsylvania State University, June 2014*

**Pennsylvania State University (2007-present)**

Advertising and Public Relations Research

Public Relations Campaigns

Public Relations Writing

Social Media for Public Relations

Social Media Strategies

**University of Miami (2004-2006)**

Communication Theory

Principles of Public Relations

Public Relations Research

Public Relations Writing

**University of South Florida (2003-2004)**

Principles of Public Relations

Public Relations Writing