

COLLEEN CONNOLLY - AHERN, P.H.D.

CURRICULUM VITAE

735 GLENN ROAD, STATE COLLEGE, PA 16803

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ACADEMIC POSITIONS

2010 - Present The Pennsylvania State University State College, PA
Associate Professor of Communication, Advertising and Public Relations
Senior Research Fellow, Arthur W. Page Center for Ethics in Public
Communication
Member, Latin American Studies Faculty, Penn State University
Course Coordinator, COMM 420, Research Methods

2004 - 2010 The Pennsylvania State University State College, PA
Assistant Professor of Communication, Advertising and Public Relations

May 2012 Shanghai International Studies University China
Visiting Professor of Communications

May 2014 Hochschule Pforzheim Germany
Visiting Professor, International Marketing Baccalaureate Program

Courses Taught:

- Research Methods in Advertising and Public Relations (COMM 420)
- Media Planning (COMM 422)
- Advertising Campaigns (COMM 424)
- Strategic Communication and Society (COMM 522)
- Content Analysis Methodology (COMM 597)
- International and Intercultural Strategic Communications (COMM 426)
- Strategic Communication in a Global Environment (COMM 428c)
- Qualitative Research Methods (COMM 511)

EDUCATION

2002 - 2004 University of Florida Gainesville, FL
Doctor of Philosophy
University of Florida Alumni Fellow

- Dissertation: Media, excuses and culture: A cross-cultural impression management experiment
- Chair: Lynda Lee Kaid, Ph.D.

1999 - 2002 University of Florida Gainesville, FL
Master of Arts in Mass Communication, With Distinction
Marion Brechner Freedom of Information Fellow

- Thesis: Hyperlink proximity: An assessment of pharmaceutical Web site advertising in the absence of FDA regulation
- Chair: Sandra F. Chance, J.D.

1981 - 1987 Georgetown University Washington, DC
Bachelor of Arts in History

GRADUATE TEACHING EXPERIENCE

2002 - 2004 University of Florida Gainesville, FL

- Intro to Public Relations (PUR 3000)
- Intro to Public Relations Teaching Assistant (PUR 3000)
- Advertising and Public Relations Campaigns (ADV 4800)
- Advertising Sales (ADV 3502)
- International Advertising (ADV 4400)

RELEVANT PROFESSIONAL EXPERIENCE

1994 - 2004 Abbey Lane Marketing Gainesville, FL
President

- Owned and operated a marketing communications firm serving clients from the banking, publishing and education business areas.

1992 - 1994 *USA Today* New York City, NY
Promotion Manager

- Supervised a staff of three in the production of promotion materials and sales presentations for the advertising sales staff of a national newspaper. Fulfilled advertorial projects, supervised designers and copywriters.
- Completed Gannett's Management Development Program.

1990 - 1992 *Marine Log Magazine* New York City, NY
Managing Editor

- Produced a monthly trade magazine for shipping and cruising industry. Wrote monthly feature articles. Copy edited all staff and freelance articles. Created monthly layout budget.
- Supervised transfer of magazine from paste-up to desktop publishing.

PUBLISHED MANUSCRIPTS

Sreenivasan, A., Bien-Aime, S., & Connolly-Ahern, C. (2017). Connecting homeland and borders using mobile telephony: Exploring the state of Tamil refugees in Indian camps. *Journal of Information Policy* 7, 86-110. doi:10.5325/jinfopoli.7.2017.0086

Ahern, L., Connolly-Ahern, C., & Hoewe, J. (2016). Worldviews, issue knowledge, and the pollution of a local science information environment. *Science Communication* 38(2), 1-23. doi: 10.1177/1075547016636388

Fraustino, J.D. & Connolly-Ahern, C. (2015). Corporate associations written on the wall: Publics' responses to Fortune 500 ability and social responsibility Facebook posts. *Journal of Public Relations Research*, 27(5), 452-474. doi: 10.1080/1062726X.2015.1098543

Connolly-Ahern, C. & Ahern, L. (2015). Agenda-tapping: Conceptualizing the relationship between news coverage and fund raising. *Journal of Nonprofit*

✂ *Public Sector Marketing*, 27, 1-22.

Connolly-Ahern, C., Schejter, A., & Obar, J.A. (2012). The Poor Man's Lamb revisited: Assessing the state of LPFM at its 10th anniversary. *The Communication Review*, 15, 21-44.

Grantham, S., Ahern, L. & Connolly-Ahern, C. (2011). Amplifying risk to activate protection motivation: Merck's Gardasil campaign. *Communication Research Reports*, 28(4), 318-326.

Connolly-Ahern, C. & Castells i Talens, A. (2010). The role of indigenous peoples in Guatemalan political advertisements: An ethnographic content analysis. *Communication, Culture and Critique*, 3(3), 310-333.

Yu, N., Ahern, L.A., Connolly-Ahern, C., & Shen, F. (2010). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. *Health Communication*, 25(8), 692-699.

Connolly-Ahern, C., Grantham, S., & Cabrera-Baukus, M. (2010). The effects of attribution of VNRs and risk on news viewers' assessments of credibility. *Journal of Public Relations Research*, 22(1), 49-64.

Connolly-Ahern, C., Ahern, L., & Bortree, D.S. (2009). The effectiveness of stratified constructed week sampling for content analysis of electronic archives: AP Newswire, Business Wire and PR Newswire. *Journalism & Mass Communication Quarterly*, 86(4), 862-883.

Connolly-Ahern, C. & Broadway, S.C. (2008). "To booze or not to booze?" Newspaper coverage of Fetal Alcohol Spectrum Disorders. *Science Communication*, 29(3), 362-385.

Connolly-Ahern, C., & Broadway, S.C. (2007). The importance of appearing competent: An analysis of corporate impression management strategies on the World Wide Web. *Public Relations Review*, 33(3), 343-345.

Connolly-Ahern, C., & Golan, G. (2007). Press freedom and religion: Measuring an association between press freedom and religious composition. *Journal of Media and Religion*, 6(1), 63-76.

Dimitrova, D., & Connolly-Ahern, C. (2007). A tale of two wars: Framing analysis of online news sites in coalition countries and the Arab world during the Iraq war. *The Howard Journal of Communications*, 18(2), 153-168.

Molleda, J.C., Connolly-Ahern, C., & Quinn, C. (2005). Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis. *Journalism Studies*, 6(1), 87-102.

Herrero, J.C., & Connolly-Ahern, C. (2004). Origen y evolución de la propaganda política en la España democrática (1975-2000): Análisis de las técnicas y de los mensajes en las elecciones generales del año 2000. *Doxa Comunicación*, 2, 151-172.

Dimitrova, D., Connolly-Ahern, C., Williams, A.P., Kaid, L.L., & Reid, A. (2003). Hyperlinking as gatekeeping: Online newspaper coverage of the

execution of an American terrorist. *Journalism Studies*, 4(3), 401-414.

Connolly-Ahern, C., & Kaid, L.L. (2002). Corporate advertising as political advertising: Patriotic messages in the aftermath of 9-11. *Journal of Political Marketing*, 1(4), 95-99.

WHITE PAPERS

Brennan, M., Dolan, P., Rafiq, H., Connolly-Ahern, C., & Jolly, R. (December, 2015). Youth Led Pathways from Extremism: A White Paper for UNESCO and the United Nations Community.

LAW REVIEW ARTICLES

Chance, S.F., & Connolly-Ahern, C. (2001). A vote of confidence? Florida's public records law and the 2000 presidential election recounts: Could it happen in any other state? *Journal of Law and Public Policy*, 13(1), 135-152.

INVITED BOOK CHAPTERS

Connolly-Ahern, C., & Ma, L. (2014). Taking it to the streets: The evolving use of VNRs as a public diplomacy tool in the Digital Age. In G. Golan, S. Yang & Dennis Kinsey (Eds.), *International Public Relations and Public Diplomacy*. New York: Peter Lang.

Connolly-Ahern, C. & Ahern, L. (2013). Behind the green curtain: Constructing the green consumer with contemporary environmental advertising. In M. P. McAllister & E. West (Eds.), *The Routledge Companion to Advertising and Promotional Culture*. New York: Routledge.

Connolly-Ahern, C., & Herrero, J.C. (2008). Politics and impression management in Spanish advertising. In L.L. Kaid (Ed.), *The EU Expansion: Communicating Shared Sovereignty in the Parliamentary Elections*. New York: Peter Lang Publishers.

Connolly-Ahern, C., & Herrero, J.C. (2006). Political advertising in Spain and Portugal. In C. Holtz-Bacha & L.L. Kaid (Eds.), *The Sage Handbook of Political Advertising*. New York: Sage, pp. 97-108.

ENCYCLOPEDIA ENTRIES

Connolly-Ahern, C. (2010). "Alcohol, Risk Communication For." In *The Encyclopedia of Science and Technology Communication*, edited by Susanna Hornig Priest. New York: Sage.

Connolly-Ahern, C. (2008). "Federal Trade Commission." In *The Encyclopedia of Political Communication*, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

Connolly-Ahern, C. (2008). "Impression Management." In *The Encyclopedia*

of Political Communication, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

Connolly-Ahern, C. (2008). "Strategic Communication." In *The Encyclopedia of Political Communication*, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

REPRINTS

Dimitrova, D., Connolly-Ahern, C., Williams, A.P., Kaid, L.L., & Reid, A. (2008). Hyperlinking as gatekeeping: Online newspaper coverage of the execution of an American terrorist. In R. Franzosi (Ed.), *Sage Benchmarks in Social Science Research Methods' Content Analysis*. New York: Sage.

HONORS AND AWARDS

2015	Named Senior Research Fellow Arthur W. Page Center
2014	Top Paper Session Public Relations Division, ICA
2012	Dean's Excellence Award for Service College of Communications, Penn State University
2008	Top Three Faculty Paper Public Relations Division, AEJMC
2007	Top Two Faculty Paper Science Communication Interest Group, AEJMC
2005	Top Paper Session Public Relations Division, ICA
2004	Top Three Student Paper Public Relations Division, AEJMC
2004	Outstanding Graduate Student Teacher College of Journalism and Mass Communication University of Florida
2003	Top Paper PRSA Educators Academy, PRSA
2003	Top Student Paper Law Division, AEJMC
2003	ICA Graduate Teaching Award Advertising—University of Florida
2002	Top Four Faculty/Student Paper Public Relations Division, AEJMC
2001	Elected to Phi Kappa Phi

National Honor Society

FUNDED RESEARCH

Completed

“A Strategy, Acquisition, and Revenue Model of Evangelical Radio Networks” (2008-2009)

- Co-Principal Investigator
- Social Science Research Council
- \$7,500

Completed

Fetal Alcohol Spectrum Disorder Awareness Campaign

- Co-Principal Investigator
- Pennsylvania Department of Health
- \$100,000 (2006-2007); \$100,000 (2007-2008)

“Use of political communications in Guatemalan presidential elections”

- Principal Investigator
- Summer Research Grant 2007, College of Communications, Pennsylvania State University
- \$3,500

“The Effect of Video News Release Attribution on Credibility and Risk Assessment”

- Co-Principal Investigator
- Arthur W. Page Foundation, Page Legacy Scholar 2006/2007
- \$3,000

REFEREED CONFERENCE PAPERS

Connolly-Ahern, C., Ozdora, E., Dimitrova, D., & Mendum, R. (July, 2016). Framing a Humanitarian Crisis: Content Analysis of Refugee Coverage from Five European Nations. Presented to the International Communications Division, IAMCR, Leicester, England.

Connolly-Ahern, C., & Ahern, L.A. (July, 2016). Same Script, Different Reading: Activist vs. Non-activist Audience Attention to an Environmental Documentary. Presented to the Environment, Science, and Risk Communication Interest Group, IAMCR, Leicester, England.

Connolly-Ahern, C., & Ahern, L.A. (May, 2015). Philadelphia Story: Documentary Film, Community Connections and Green Public Policy Support. Presented to the Post Conference on Climate and Sustainability Campaigns, ICA, San Juan, Puerto Rico.

Ahern, L.A., Connolly-Ahern, C., & Hoewe, J. (May, 2015). Worldviews,

Issue Knowledge, and the Pollution of a Local Science Information Environment. Presented to the Environmental Communication Division, ICA, San Juan, Puerto Rico.

Davis, S.E., & Connolly-Ahern, C. (May, 2015). Pretty and plastic: The real life pressures to be News Anchor Barbie. Presented to the Journalism Studies Division, ICA, San Juan, Puerto Rico.

Sreenivasan, A., Bien-Aime, S., & Connolly-Ahern, C. (June, 2014). ICT use in post conflict reconstruction and development: The story of Sri Lankan Tamil refugees. Presented to the Emerging ICT and Citizens' Values Track, STS Italia Conference, Milan, Italy.

Fraustino, J.D., & Connolly-Ahern, C. (May, 2014). Writing's on the wall: Public response to corporate Facebook ability and responsibility posts. Presented to the Public Relations Division, ICA, Seattle, WA.

Worawongs, W., & Connolly-Ahern, C. (August, 2011). Private labeling, crisis communication and media influence: The Menu Food pet food recall. Presented to the Public Relations Division, AEJMC, St. Louis, MO.

Grantham, S., Connolly-Ahern, C., & Ahern, L.A. (December, 2009). One Less: Television advertising and awareness of HPV risk among young women. Presented to the Society for Risk Analysis Annual Meeting, Baltimore, MD.

Connolly-Ahern, C., Schejter, A., Obar, J., & Martinez-Carrillo, N.I. (September, 2009). A slice of the pie: Examining the state of the Low Power FM Radio Service in 2009. Presented to the Research Conference on Communication, Information and Internet Policy (IPIRC), Arlington, VA.

Connolly-Ahern, C., & Castells i Talens, A. (June, 2009). The role of indigenous people in Guatemalan political advertisements: An ethnographic content analysis. Presented to the Mass Media and Popular Culture Track, Latin American Studies Association, Rio de Janeiro, Brazil.

Connolly-Ahern, C., Grantham, S., & Cabrera-Baukus, M. (August, 2008). The effects of attribution of VNRs and risk on news viewers' assessments of credibility. Presented to the Public Relations Division, AEJMC, Chicago, IL.

Yu, N., Ahern, L.A., Connolly-Ahern, C., & Shen, F. (August, 2008). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. Presented to the Science Communication Interest Group, AEJMC, Chicago, IL.

Connolly-Ahern, C. (August, 2007). Agenda-tapping: Conceptualizing the relationship between news coverage, fund raising and the First Amendment. Presented to the Public Relations Division, AEJMC, Washington, DC.

Connolly-Ahern, C., & Broadway, S.C. (August, 2007). "To booze or not to booze?" Newspaper coverage of Fetal Alcohol Spectrum Disorders. Presented to the Science Communication Interest Group, AEJMC,

Washington, DC.

Grantham, S., Connolly-Ahern, C. & Cabrera-Baukus, M. (December, 2006). The effects of attributions of VNRs on new viewers' assessments of credibility and risk. Society for Risk Analysis Annual Meeting, Baltimore, MD.

Connolly-Ahern, C. (August, 2006). Excuse us, please: Examining the effect of excuses on corporate credibility after an adverse incident. Presented to the Public Relations Division, AEJMC, San Francisco, CA.

Broadway, S.C., & Connolly-Ahern, C. (August, 2005). A prescription for self-presentation: An analysis of impression management strategies on health Web sites. Presented to the Science Communication Interest Group, AEJMC, San Antonio, TX.

Dimitrova, D., & Connolly-Ahern, C. (August, 2005). A tale of two wars: Framing analysis of online news sites in coalition countries and the Arab world during the Iraq war. Presented to the International Communication Division, AEJMC, San Antonio, TX.

Connolly-Ahern, C. (May, 2005). Assessing the relative credibility of excuses offered in editorial content and advertising in two cultures. Paper presented to the Public Relations Division, ICA, New York City, NY.

Connolly-Ahern, C., & Broadway, S.C. (July, 2004). The importance of appearing competent: An analysis of corporate impression management strategies on the World Wide Web. Presented to the Public Relations Division, AEJMC, Toronto, ON, Canada.

Connolly-Ahern, C. (November, 2003). Accounting through advertising: A proposal for applying the Triangle Model of Responsibility to corporate advocacy advertising. Presented to the Student Division, NCA, Miami, FL.

Molleda, J.C., Connolly-Ahern, C., & Quinn, C. (October, 2003). Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis. Presented to the PRSA Educators Academy, New Orleans, LA.

Herrero, J.C., & Connolly-Ahern, C. (September, 2003). Learning from mistakes? A comparison of the techniques and messages in the 1996 and 2000 Spanish national elections. Presented to the Sixth Annual Political Marketing Conference, London, England.

Connolly-Ahern, C. (July, 2003). Hyperlink proximity: An operationalization of FDA-mandated fair balance on pharmaceutical Web sites. Presented to the Law Division, AEJMC, Kansas City, MO.

Golan, G., & Connolly-Ahern, C. (July, 2003). Press freedom and religion: Measuring an association between press freedom and religious composition. Presented to the Religion and Media Interest Group, AEJMC, Kansas City, MO.

Dimitrova, D.V., Connolly-Ahern, C., Reid, A., Williams, A. P., & Kaid, L.L. (August, 2002). Hyperlinking as gatekeeping: Online newspaper

coverage of the execution of an American terrorist. Presented to the Newspaper Division, AEJMC, Miami Beach, FL.

Molleda, J.C., & Connolly-Ahern, C. (August, 2002). Cross-national conflict shifting: A conceptualization and expansion in an international public relations context. Presented to the Public Relations Division, AEJMC, Miami Beach, FL.

Connolly-Ahern, C. (March, 2001). Advertising and the challenge to national sovereignty: International implications of direct-to-consumer drug advertising on the Internet. Presented to the Law Division, AEJMC Southeast Regional Colloquium, Columbia, SC.

PEER REVIEWED PANELS

Communicating in the Interest of Human Dignity: The Arthur Page Refugee Communication Project. (November, 2015). Sponsored by the International and Intercultural Communication Division, NCA, Las Vegas, NV.

Colleen Connolly-Ahern, Chair

INVITED PANEL PRESENTATIONS

Connolly-Ahern, C. (August, 2009). Characterizations of family in information subsidies during the 2008 election: A qualitative content analysis. Presented to a Mini-Plenary of the Mass Communication and Society, Communication Technology, Cultural and Critical Studies Divisions and the Commission on the Status of Women, AEJMC, Boston, MA.

Connolly-Ahern, C. & Martinez-Carillo, N.I. (August, 2009). Changing gears: Framing Cristina Fernández de Kirchner's presidential bid. Presented to the Commission on the Status of Women and the International Communication Division, AEJMC, Boston, MA.

Connolly-Ahern, C. (September, 2006). News coverage in the 2003 Gulf War: A view from Latin America. Presented to Global Fusion, Chicago, IL.

Connolly-Ahern, C., & Kaid, L.L. (November, 2003). Branding a crisis: Corporate advertising as political advertising after 9-11. Presented to the Political Communication Division, NCA, Miami, FL.

Connolly-Ahern, C., Williams, A.P., Flowers, K., Floyd, S., Khang, H., & Mills, L. (July, 2002). Look who's talking: The role of media narcissism in the news coverage of the September 11, 2001 terrorist attacks. Presented to the Political Communication Division, ICA, Seoul, South Korea.

Dimitrova, D. V., Connolly-Ahern, C., Williams, A. P., Reid, A., & Kaid, L.L (July, 2002). Online newspaper coverage of the execution of an American terrorist. Presented to the Political Communication Division, ICA, Seoul, South Korea.

SERVICE TO THE PROFESSION

2010-Present	Editorial Board Member <i>Journal of Public Relations Research</i>
2011-2012	Chair, Nominating Committee Public Relations Division, AEJMC
2010-2011	Head Public Relations Division, AEJMC
2009-2010	Vice-Head Public Relations Division, AEJMC
2008-2009	Vice-Head Elect Public Relations Division, AEJMC
2005-2008	Co-Chairwoman, Suzanne A. Roschwalb Award for International Study and Research, Public Relations Division, AEJMC
2003 - 2004	Vice-Head, Graduate Education Interest Group, AEJMC
2002 - 2003	Secretary, Graduate Education Interest Group, AEJMC

SERVICE TO THE UNIVERSITY

2017-Present	Faculty Advisor <i>Penn State Knitivism</i>
2016-2017	Member, Ad Hoc Committee on First Year Wellness <i>Penn State University Faculty Senate</i>
2015-2017	Member, Senate Committee on Curricular Affairs <i>Penn State University Faculty Senate</i>
2014-2015	Chair, Global Programs Committee <i>Penn State University Faculty Senate</i>
2013-2014	Vice Chair, Global Programs Committee <i>Penn State University Faculty Senate</i>
2011-2016	Faculty Senator <i>Penn State University Faculty Senate</i>
2006-2010	Member, Advisory Board <i>La Vie</i> , The Penn State Yearbook

SERVICE TO THE COLLEGE AND DEPARTMENT

2017	Chair, Advertising & Public Relations Search Committee College of Communications, Penn State University
2016-2017	Member, College Promotion & Tenure Committee College of Communications, Penn State University
2015-2017	Chair, College Committee on Curricular Affairs College of Communications, Penn State University
2015-2016	Chair, Department Promotion & Tenure Committee College of Communications, Penn State University
2014-2015	Member, Faculty Search Committee (International Media Studies Position) College of Communications, Penn State University
2014-2015	Member, Dean's Advisory Committee College of Communications, Penn State University
2013-2014	Member, Scholarship Committee College of Communications, Penn State University
2010-2012	Member, Department Promotion & Tenure Committee College of Communications, Penn State University
2011-2012	Member, Graduate Comprehensive Exam Task Force College of Communications, Penn State University
2007-2009	Member, Graduate Committee College of Communications, Penn State University
2005-2007	Member, Scholarship Committee College of Communications, Penn State University
2004-2007	Member, Faculty Search Committees: Advertising; Public Relations; Professional in Advertising College of Communications, Penn State University
2005-2006	Member, SRTE Review Committee College of Communications, Penn State University
2005-2006	Member, Faculty Search Committees: Advertising; Public Relations; Professional in Advertising College of Communications, Penn State University
2004-2005	Member, Advertising/Public Relations Graduate Curriculum Committee College of Communications, Penn State University
2003 - 2004	Graduate Committee, University of Florida College of Journalism and Mass Communication

2001 - 2002 Research Committee, University of Florida College of
Journalism and Mass Communication