

# Dr. Colleen Connolly-Ahern

## Curriculum Vitae

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The Pennsylvania State University  
CM - Advertising/Public Relations  
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### Education

Ph D, University of Florida, College of Journalism and Communications, Gainesville, FL, 2004.  
Major: Communications  
Supporting Areas of Emphasis: Social Psychology/Anthropology  
Dissertation Title: Media, excuses and culture: A cross-cultural impression management experiment

MA, High Distinction, University of Florida, College of Journalism and Communications, Gainesville, FL, 2002.  
Major: Mass Communications  
Dissertation Title: Hyperlink proximity: An assessment of pharmaceutical Web site advertising in the absence of FDA regulation

BA, Georgetown University, College of Arts and Sciences, Washington, DC, 1987.  
Major: History

### Professional Positions

#### Academic

Associate Professor, Penn State University. (July 1, 2010 - Present).

Assistant Professor, Penn State University. (August 1, 2004 - June 30, 2010).

#### Professional

President, Abbey Lane Marketing. (December 1, 1994 - July 31, 2004).  
Owned and operated a marketing communications firm serving clients from the banking, publishing and education business areas.

Promotion Manager, USA Today. (September 1, 1992 - November 30, 1994).  
[?] 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.

Managing Editor, Marine Log Magazine. (March 1, 1990 - August 31, 1992).  
[?] 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.

### Professional Memberships

Head, Public Relations Division, Association for Education in Journalism and Mass Communication. (January 1, 2000 - Present).

Leading organization for scholars in applied communications fields.  
International Communications Association.

## **Awards and Honors**

Senior Research Fellow, Arthur W. Page Center for Integrity in Public Communication.  
(September 2015 - Present).

Science Communication Paper of the Year, AEJMC CommSHER Division. (August 2017).

Top Paper Session, Public Relations Division, ICA. (May 2014).

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 420, Research in Ad/Pr, 22 courses  
COMM 422, Advtg Media Plng, 2 courses  
COMM 424, Advts Campaigns, 2 courses  
COMM 426, International and Intercultural Strategic Communication, 2 courses  
COMM 428C, Global Strat Comm, 4 courses  
COMM 494, Research Project Courses, 2 courses  
COMM 496H, Thesis Research, 7 courses  
COMM 511, Mass Communications Research Methods II, 4 courses  
COMM 594, Research Topics, 1 course  
COMM 596, Individual Studies, 1 course  
PSU 9, First-Year Seminar Communications, 1 course

### **Directed Student Learning**

Jenna Grzelo, Ph.D. Committee Member (March 2015-May 2018)

Steve Bien-Aime, Ph.D. Committee Member (March 24, 2012 – March 2016).

Elizabeth Brennan, Master's Committee Member (January 2014 - March 2015).

Nadia Carrillo-Martinez, Ph.D. Committee Chair (September 1, 2009 - May 2013).

Enica Castaneda, Ph.D. Committee Chair (October 2013 - Present).

Stef Davis, Ph.D. Committee Chair (August 2016 - Present).

Julieta Fernandez, Ph.D. Committee Member (January 1, 2011 - August 2013).

Melanie Fomentin, Ph.D. Committee Member (September 2012 - March 2014).

Julia Fraustino, Master's Committee Chair (November 1, 2010 - December 2013).

Lian Ma, Ph.D. Committee Chair (September 2012 - May 2015).

Rebekah Martin, Ph.D. Committee Member (March 2014 - March 2016).

Cassandra Nissi, Honors Thesis Advisor (June 2013 - December 2014).

Akshaya Sreenivasan, Ph.D. Committee Chair (August 2015 – August 2017).

Kristin Winiarski, Master's Committee Chair (March 1, 2012 - May 2013).

## Research

### Intellectual Contributions

#### Articles Published in Refereed Journals

Dimitrova, D., Ozdora-Aksak, E., & Connolly-Ahern, C. (Co-Author) (2018). On the border of the Syrian Refugee Crisis: Views from two different cultural perspectives. *American Behavioral Scientist*, 62(4).

Sreenivasan, A., Bien-Amie, S., & Connolly-Ahern, C. (Co-Author) (2017). Connecting homeland and borders using mobile telephony: Exploring the state of Tamil refugees in Indian camps. *Journal of Information Policy*, 7.

Ahern, L., Connolly-Ahern, C. (Co-Author), & Hoewe, J. (2016). Worldviews, issue knowledge, and the pollution of a local science information environment. *Science Communication*.

Fraustino, J. D. & Connolly-Ahern, C (Co-author). (2015). Corporate associations written on the wall: Publics' responses to Fortune 500 ability and social responsibility Facebook posts. *Journal of Public Relations Research*.

Connolly-Ahern, C. (Co-Author), & Ahern, L. (2015). Agenda-tapping: Conceptualizing the relationship between news coverage and fund raising. *Journal of Nonprofit & Public Sector Marketing*, 27, 22.

Connolly-Ahern, C. (Primary Author), 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.

#### Invited Commentary

Connolly-Ahern, C. (Author) (2018). Refugee Communications: Defining the Discipline. *American Behavioral Scientist*, 62(4).

#### Parts of Books

Connolly-Ahern, C. (Primary Author), & 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 PR and Public Diplomacy* New York: Peter Lang. Invited.

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

#### Other Works

*Technical Report, Nonrefereed*

Brennan, M. A., Dolan, P., Rafiq, H., Connolly-Ahern, C. (Co-Author), Jolly, R., & Eisslwer, S. Youth Led Pathways from Extremism: A White Paper for UNESCO and the United Nations Community. (pp. 3+). United Nations Educational, Scientific, and Cultural Organization (UNESCO). <http://https://www.quilliamfoundation.org/wp/wp-content/uploads/publications/free/white-paper-youth-led-pathways-from-extremism.pdf>.

## **Editorial and Advisory Boards**

*American Behavioral Scientist Special Issue: Refugee Communications in the Digital Age*, Co-Editor. (September 2016 - March 2018).  
Based on the Arthur Page Refugee Communications Project, the special issue seeks to bring together the latest research in the emerging area of refugee communications. Manuscripts are available online.

## **Peer Reviewer of Grant Proposals, Manuscripts, Etc.**

*Journal of Public Relations Research*, Editorial Board Member. (2010 - Present). 3 review(s).  
I have been renamed a member of the Editorial Board for 2017.

## **Presentations Given**

Connolly-Ahern, C., Ahern, L., Davis, S., López-Urbe, M., & Patch, H. M., (June 2018). "Buzz Words: Beekeeper Communication Habits and Implications for Hive Health," International Association for Media and Communication Research, Eugene, Oregon, peer-reviewed/refereed, Accepted. International.

Connolly-Ahern, C., Coman, I. (UW-Green Bay), Ahern, L., Molina Davila, M., & Davis, S., (June 2018). "The weight of the veil: Quantifying the impact of the hijab on news judgments," International Association for Media and Communication Research, Eugene, Oregon, peer-reviewed/refereed, Accepted. International.

Connolly-Ahern, C., Ahern, L., Brennan, R. A., Diddi, P., Davis, S., Shea, M. E., & Bingaman, R. B., (May 2018). "Pond to table: Gauging consumer acceptance of wastewater-derived protein through psychological distance and framing," International Communication Association, Prague, Czech Republic, peer-reviewed/refereed, Accepted. International.

Connolly-Ahern, C., (November 17, 2017). "Beekeeper Communication Project," Beekeeper Stakeholder Meeting, Penn State Outreach, State College, PA, Invited. State.

Connolly-Ahern, C. (Presenter & Author), & Ahern, L., (July 30, 2016). "Same Script, Different Reading: Activist vs. Non-activist Audience Attention to an Environmental Documentary," International Association for Media and Communication Research, Leicester, England, peer-reviewed/refereed, Accepted. International.

Connolly-Ahern, C. (Presenter & Author), Ozdora, E. (Bilkent University), & Dimitrova, D. V. (Iowa State University), (July 28, 2016). "Framing a Humanitarian Crisis: Content Analysis of Refugee Coverage from Five European Nations," International Association for Media and Communication Research, Leicester, England, Accepted. International.

Ahern, L., Connolly-Ahern, C. (Author Only), & Hoewe, J., (May 2015). "Worldviews, issue knowledge and the pollution of a local science information environment," International Communications Association, ICA Environmental Communication Division, San Juan, Puerto Rico, peer-reviewed/refereed.

Connolly-Ahern, C. (Presenter & Author), & Ahern, L., (May 2015). "Philadelphia Story: Documentary film, community connections and green public policy support", International Communications Association, ICA Environmental Communication Division post-conference, San Juan, Puerto Rico, peer-reviewed/refereed, Accepted.

Davis, S., & Connolly-Ahern, C. (Author Only), (May 2015). "Pretty and Plastic: The Real Life Pressures to be News Anchor Barbie," International Communications Association, ICA Journalism Studies Division, San Juan, Puerto Rico, peer-reviewed/refereed.

Connolly-Ahern, C. (Author Only), & Fraustino, J. D. (University of Maryland), (May 2014). "Writing's On the Wall: Public Response to Corporate Facebook Ability and Responsibility Posts," ICA 2014, International Communication Association, Seattle, Washington, peer-reviewed/refereed, Accepted. International.

## **Contracts, Grants, and Sponsored Research**

### **Other**

Connolly-Ahern, C. (Co-Principal Investigator). % Credit = 15%, "Understanding Nutrient Recovery and Protein Synthesis by Lemnoideae and Developing Science Communication Strategies for Public Acceptance of Waste-to-Food Systems," National Science Foundation, Federal Agencies. Total requested: \$300,000.00. (Submitted: October 20, 2017).

## **Service**

### **Service to the University**

#### **College**

##### **Committee Work**

College of Communications Curriculum Committee, Chairperson. (September 2015 - Present).

P&T Committee, Department Level P&T Committee, Member, Elected. (September 2017 - March 2018).

College Level Promotion and Tenure Committee, Committee Member. (September 2016 - May 2017).

Department Level Promotion & Tenure Committee, Chairperson. (September 2015 - May 2016).

Sabbatical Committee, Member. (September 1, 2013 - October 15, 2013).

#### **Department**

##### **Administrative Support Work**

Coordinator COMM 420, Coordinator. (August 1, 2008 - Present).  
Mentor graduate student teachers of 420

##### **Committee Work**

Faculty Search Committee, Advertising Tenure Track Faculty Search Committee, Chairperson. (August 2017 - December 2017).  
Hired full-time faculty member to join faculty in August 2018

## **University**

### **Assistance to Student Organizations**

Knitivism, Advisor. (January 2017 - Present).  
Advise student group devoted to social justice through public needlework.  
Work of group currently emphasizes projects for Hershey Children's Hospital

### **Committee Work**

Ad Hoc Committee on First Year Wellness and Safety, Committee Member. (September 2016 - May 2017).

Faculty Senate, Global Programs Committee, Chairperson, Elected. (September 2014 - August 2015).

University Office of Global Programs, Strategic Planning Exploratory Committee, Member. (September 1, 2013 - August 2014).

### **Participation in Governance Bodies and Related Activities**

UFS, Bachelor of Arts Subcommittee, Member. (September 2016 - Present).

UFS, Subcommittee on General Education. (September 2016 - Present).

UFS, Subcommittee on Integrated Studies, Member. (September 2016 - Present).

Senator, Senate Committee on Curricular Affairs, Member, Elected. (September 2015 - Present).

University Faculty Senate Curriculum Committee, Member. (September 2015 - Present).

Faculty Senate, Global Programs Committee, Vice Chair, Elected. (September 1, 2013 - August 2014).

Take minutes, attend meetings

Faculty Senate, Global Programs, Member, Elected. (August 1, 2011 - August 2014).

## **Service to the Disciplines and to the Profession**

### **Organizing Conferences and Service on Conference Committees**

Journal of Public Relations Research, Board Member, International. (September 1, 2010 - Present).

Review at least 6 manuscripts per year

### **Participation in or Service to Professional and Learned Societies**

UADE Public Relations Program Accreditation, PRSA, Reviewer, International. Buenos Aires Argentina. (September 10, 2017 - December 14, 2017).

Gerard Corbett (California), APR, Fellow PRSA, and Colleen Connolly-Ahern (Pennsylvania), Ph.D., conducted the September 10-14, 2017, site visit review at la Universidad Argentina de la Empresa.

