

Dr. Denise S. Bortree
Curriculum Vitae

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The Pennsylvania State University
CM - Advertising/Public Relations
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Education

Ph D, High Distinction, University of Florida, College of Journalism and Communication, Gainesville, FL, 2007.
Major: Mass Communication
Dissertation Title: Relationship building with adolescent publics: An exploration of online maintenance strategies for organization-public relationships between nonprofit organizations and adolescents

MED, University of Florida, College of Education, Gainesville, FL, 2006.
Major: Educational Psychology
Dissertation Title: Characteristics of children's websites: the use of hypertext, interactivity and multimedia in nonprofit websites for children

MA, High Distinction, University of Florida, College of Journalism and Communication, Gainesville, FL, 2003.
Major: Mass Communication
Dissertation Title: Effects of format and frame on readers' perceptions of online news

BA, Geneva College, Beaver Falls, PA, 1990.
Major: Writing
Supporting Areas of Emphasis: English

Administrative Assignments

Director, Center, approximately 750 hours spent per year. (August 1, 2014 - Present).
Bortree directs the research and grant initiatives of the Center.

Professional Positions

Professional

PR Manager, Modis Professional Services. (August 1, 2000 - July 1, 2001).
Managed media relations and community relations for \$1 billion information technology division of Fortune 1000 company. Developed public relations strategies for 19 markets and directed three local public relations/marketing specialists.

Ad/PR Management (and various positions), ALLTEL Communications. (December 1, 1995 - August 1, 2000).
Managed community relations, media relations, sports marketing, special events activities, advertising, and promotions. Also managed commissions in financial dept.

Commissions Specialist, Newsletter Editor, ALLTEL Communications/BellSouth Mobility. (August 1, 1992 - December 1, 1995).

Implemented commissions compensation strategy for statewide market. Trained sales employees on compensation plans. Wrote, edited and designed newsletters for markets in South Carolina. Directed team of eight volunteer writers.

Publications Writer/Editor, Columbia International University. (August 1, 1991 - August 1, 1992).
Wrote, edited and designed academic and recruitment brochures for university. Created advertising to promote the university in national publications. Managed printing and distribution of materials.

Assistant Editor, PR Newswire. (August 1, 1990 - August 1, 1991).
Edited, proofread, and typed news releases for national news service. Maintained relationships with local media. Supervised newsroom.

Feature Writer, Beaver County Times. (January 1, 1990 - December 31, 1990).
Edited, proofread, and typed news releases for national news service. Maintained relationships with local media. Supervised newsroom.

Licensures and Certifications

GRI Sustainability Reporting Certification, Global Reporting Initiative, International. (October 20, 2017)

Professional Memberships

Arthur Page Society. (August 31, 2017 - Present).

National Communication Association. (September 1, 2011 - Present).
Academic communication association

Executive committee member, Head of Associations/Nonprofit division, Public Relations Society of America. (January 1, 2011 - Present).
Professional organization for public relations division.

Head, PR Division, Association for Education in Journalism and Mass Communication. (August 1, 2006 - Present).
Academic association

Awards and Honors

Named to Arthur Page Society, Arthur Page Society. (August 31, 2017).

Top paper award - fourth place, AEJMC. (August 8, 2016).

Top Paper award - second place, AEJMC. (August 8, 2016).

Deans' Excellence Award for Integrated Scholarship, Penn State College of Communication. (April 8, 2016).

Top Ethics Paper Award, IPRRC Conference. (November 4, 2015 - March 5, 2016).

Top 5 conference paper, International Public Relations Research Conference. (March 9, 2013 - October 20, 2013).

Scripps Howard Leadership Academy, Scripps Howard. (June 2, 2013 - July 6, 2013).

Teaching

Teaching Experience

Penn State

COMM 428D, Research, 8 courses
COMM 471, Public Relations Media and Methods, 4 courses
COMM 473, Pr Campaigns, 7 courses
COMM 494, Research Project Courses, 4 courses
COMM 496H, Honors Independent Studies, 2 courses
COMM 596, Individual Studies, 5 courses
COMM 597G, Public Relations Theory, 1 course

Directed Student Learning

Jason Bixon, "Sustainability in the media." Independent Studies Supervisor (August 2016 - December 2016).

Jeff Conlin, Ph.D. Committee Member (August 2016 - Present).

Pratiti Diddi, Co-Advisor (August 2017 - Present).

Juan Flores, Master's Committee Chair (October 2015 - May 2017).

Melanie Formentin, Doctoral Candidacy Committee Chair (August 1, 2010 - June 30, 2014).

Julia Fraustino, Master's Committee Member (August 1, 2010 - December 1, 2013).

Jason Freeman, Ph.D. Committee Chair (August 2017 - Present).

Eun Go, Doctoral Candidacy Committee Member (August 1, 2011 - May 2014).

Virginia Harrison, Ph.D. Committee Chair (August 2016 - Present). Master's Committee Chair (August 1, 2011 - May 1, 2014).

Holly Ott, Ph.D. Committee Chair (August 30, 2013 - May 2016).

Colleen Pease, Master's Committee Member (August 2016 - May 2017).

Cheyenne Sexton, "Interactivity on Facebook sites of Automotive Companies." Honors Thesis Advisor (August 30, 2013 - May 1, 2014).

Justin Walden, Doctoral Candidacy Committee Chair (August 1, 2010 - May 1, 2013).

Sika Wheeler, Master's Committee Member (September 2015 - May 2016).

Anli Xiao, Ph.D. Committee Chair (August 22, 2014 - Present).

Guolan Yang, Ph.D. Committee Member (August 2016 - Present).

Research

Intellectual Contributions

Articles Published in Refereed Journals

- Harrison, V., Xiao, A., Ott, H., & Bortree, D. S. (2017). Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships. *Public Relations Review*, 43(3), 872-881.
- Go, E., & Bortree, D. S. (Co-Author) (2017). What and How to Communicate CSR: The Role of CSR fit, Modality Interactivity, and Message Interactivity on Social Networking Sites. *Journal of Promotion Management*, 23(5), 1-21.
- Formentin, M., & Bortree, D. S. (Co-Author) (2017). Navigating Anger in Happy Valley: Analyzing Penn State's Facebook-based crisis responses to the Sandusky scandal. *Public Relations Review*.
- Wu, M., Huang, Y., Li, R., Bortree, D. S. (Co-Author), Xio, A., Yang, F., & Wang, R. (2016). A Tale of Two Sources in Native Advertising: Examining the Effects of Source Credibility and Priming on Content, Organizations, and Media Evaluations. *America Behavioral Scientist*.
- Ott, H., Wang, R., & Bortree, D. S. (Co-Author) (2016). Communicating Sustainability Online: An examination of Corporate, Nonprofit, and University Websites. *Mass Comm & Society*.
- Walden, J., Bortree, D. S. (Co-Author), & Distaso, M. W. (2015). Reconsidering the public relations professional–blogger relationship: A coorientation study. *Public Relations Review*, 41(4), 6.
- Walden, J., Bortree, D. S. (Co-Author), & Distaso, M. W. (2015). This blog brought to you by ... Exploring blogger perceptions of a product endorsement policy. *Journal of Communication Management*.
- Bortree, D. S. (Co-Author), & Anghelcev, G. (2014). Comparing environmental strategies for corporate social responsibility messages vs. product promotions: A study of corporate advertisements. *Transylvanian Review of Administrative Sciences*.
- Bortree, D. S. (Co-Author), & Waters, R. D. (2014). The Impact of Inclusive Behaviors on Diverse Volunteers: An Exploratory Study using Organizational Communication. *Journal of Public Relations Research*, 25(3), 19.
- Waters, R. D., Bortree, D. S. (Author), & Tindall, N. T. (2013). Can public relations improve the workplace? Measuring the impact of stewardship on the employer-employee relationship. *Employee Relations*, 35(6), 613–629.
- Bortree, D. S. (Author), Ahern, L., Smith, A. N., & Dou, X. (2013). Framing environmental responsibility: 30 years of CSR messages in National Geographic Magazine. *Public Relations Review*, 39(5), 491–496.
- Ahern, L., Bortree, D. S. (Author), & Smith, A. N. (2013). Key trends in environmental advertising across 30 years in National Geographic magazine. *Public Understanding of Science*, 22(4), 479–494.
- Smith, A. N., & Bortree, D. S. (Author) (2012). Buying Green or Being Green: Environmental Consciousness Frames in English Language Teen Girl Magazines. *Journal of Children and Media*, 6(4), 520–540.
- Bortree, D. S. (Author), Ahern, L., Dou, X., & Smith, A. N. (2012). Framing environmental advocacy: a study of 30 years of advertising in National Geographic Magazine. *International*

- Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 77–91.
- Waters, R. D., & Bortree, D. S. (Author) (2012). Improving volunteer retention efforts in public library systems: how communication and inclusion impact female and male volunteers differently. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 92–107.
- Distaso, M. W., & Bortree, D. S. (Author) (2012). Multi-method analysis of transparency in social media practices: Survey, interviews and content analysis. *Public Relations Review*, 38(3), 511–514.
- Waters, R. D., & Bortree, D. S. (Author) (2012). “Can We Talk About the Direction of This Church?”: The Impact of Responsiveness and Conflict on Millennials’ Relationship With Religious Institutions. *Journal of Media and Religion*, 11(4), 200–215.
- Waters, R. D., & Bortree, D. S. (Co-Author) (2012). Advancing relationship management theory through relationship comparison: Mapping the continuum of relationship types. *Public Relations Review*, 38(1), 123-127. <http://dx.doi.org/10.1016/j.pubrev.2011.08.018>.
- Ahern, L., Bortree, D. S., & Smith, A. N. (2012). Changing shades of green: 30 years of environmental advertisements in National Geographic Magazine. *Public Understanding of Science*.

Books

- Distaso, M. W., & Bortree, D. S. (2014). *Ethical practice of social media in public relations*.
- Ahern, L., & Bortree, D. S. (Co-Editor) (2012). *Talking Green: Exploring Contemporary Issues in Environmental Communications*. Peter Lang.

Parts of Books

- Bortree, D. S. (2015). Motivations of publics: The power of antecedents in the volunteer-nonprofit organization relationship. *Relationship Management* Peer-reviewed/refereed.
- Bortree, D. S. (Co-Author) (2015). New Dimensions in Relationship Management: Exploring Gender and Inclusion in the Nonprofit Organization-Volunteer Relationship. (pp. 15). Peer-reviewed/refereed.
- Bortree, D. S. (2014). Corporate social responsibility in environmental crisis: A case study of BP’s YouTube response to the Deepwater Horizon Crisis. *Ethical practice of social media in public relations* Peer-reviewed/refereed.

Manuscripts Submitted for Publication

Journal Article, Refereed

- Lemanski, J., Waters, R. D., & Bortree, D. S. (Co-Author) Strengthening Brands Through Consumer Involvement: Exploring Millennial-Corporation Relationships. *Corporate Communications: an International Journal*. [Submitted January 2018].
- Huang, Y., Anli, X., & Bortree, D. S. (Co-Author) Boundaries of message framing in charity advertising Effects of anchor points and need for cognition. *International Journal of Advertising*. [Submitted 2017].
- Huang, Y., Bortree, D. S. (Co-Author), Xiao, A., & Wang, R. Encouraging Volunteering in Nonprofit Organizations: The Role of Organizational Inclusion and Volunteer Need satisfaction. *Public Relations Review*. [Submitted 2017].

Xiao, A., Huang, Y., & Bortree, D. S. (Co-Author) Fundraising on Social Media: How Message Concreteness and Framing Influence Donation Outcomes. *Journal of Public Relations Research*. [Submitted 2016].

Manuscripts in Progress

Journal Article, Refereed

Bortree, D. S. (Co-Author), Xiao, A., Yang, F., Wang, R., Wu, M., Huang, Y., Li, R., & Ott, H. Credibility and deception in native advertising: Examining awareness, persuasion, and source credibility in sponsored content. *Journalism & Mass Communication*.

Go, E., & Bortree, D. S. (Co-Author) Between Ignorance and Engagement: Exploring the Effects of Corporations' Communicatory Engagement With Their Publics on Social Networking Sites. *Journal of Public Relations Research*.

Waters, R., & Bortree, D. S. (Co-Author) Stewardship and Involvement: Comparing the Impact on Nonprofit Organizations' Relationships with Donors and Volunteers. *Nonprofit Management and Leadership*.

Other Works

Blog, Nonrefereed

Bortree, D. S. (2017). "Combating "Post-Truth" with Honesty and Integrity." *Institute for Public Relations*.

Editorial and Advisory Boards

Journal of Public Interest Communication, Editorial Board. (September 2017 - Present).

Journal of Public Relations Research, Editorial Board. (August 1, 2010 - Present).

Public Relations Journal, Subject Matter Editor. (March 2017 - July 2018).
Special issues editor on International CSR

Public Relations Journal, Subject Matter Editor. (January 2014 - October 2014).
Edited special issue of journal

Journal of Public Relations Research, Subject Matter Editor. (January 1, 2012 - July 30, 2013).
Guest editor for special issue of the Journal of Public Relations Research on nonprofit public relations.

Peer Reviewer of Grant Proposals, Manuscripts, Etc.

"Reviews in 2017." *American Behavioral Scientist*, Reviewer. (January 2017 - December 2017). 2 review(s).
Reviewed 2 articles

"Reviews in 2017." *Journal of Promotion Management*, Reviewer. (January 2017 - December 2017). 2 review(s).
Reviewed two articles

"Reviews in 2017." *Journal of Public Relations Research*, Reviewer. (January 2017 - December 2017). 3 review(s).

Reviewed three articles

"Reviews in 2017." *Public Relations Review*, Reviewer. (January 2017 - December 2017). 2 review(s).

Reviewed two articles

"Reviewed article in Sept 2016." *Journalism & Mass Comm Quarterly*, Reviewer. (September 2016). 1 review(s).

"Reviewed article in Sept 2016." *Public Relations Review*, Reviewer. (September 2016).

"Reviewed article in August 2016." *Journal of Public Relations Research*, Reviewer. (August 2016).

"Reviewed article in July 2016." *Journal of Public Relations Education*, Reviewer. (July 2016).

Journal of Public Relations Research, Reviewer. (July 2016).

"Reviewed article in February 2016." *Journalism & Mass Comm Quarterly*, Reviewer. (February 2016). 1 review(s).

"PR Credibility in Real Time: Using Continuous Response Measurement to Complement Self-Report Measures and Elucidate Spokesperson Evaluation Processes." *Journal of Public Relations Research*, Reviewer. (November 2015).

"Corporate Sustainability Communications on Social Media: Fortune 500 Enterprises." *Journal of Public Relations Research*, Reviewer. (October 2015).

"Making social media work: Modeling the antecedents and outcomes of perceived relationship investment of nonprofit organizations." *Journal of Public Relations Research*, Reviewer. (October 2015).

Presentations Given

Bortree, D. S. (Moderator), (October 2017). "Public Relations' Role in Building Integrity in Public Communication," Public Relations Society of America International Conference, PRSA, Boston, Accepted. International.

Bortree, D. S., (September 12, 2017). "That Doesn't Sound Right: Deciphering Real News From Fake," First-Year Lecture, Bellisario College of Communications.

Formentin, M. (Towson University), & Bortree, D. S. (Presenter & Author), (August 2017). "Giving from the heart: Exploring how ethics of care emerges in corporate social responsibility," Association for Education in Journalism & Mass Comm, AEJMC, Chicago, peer-reviewed/refereed, Accepted. International.

Huang, Y. (Southern Methodist University), Bortree, D. S. (Presenter & Author), Yang, F. (SUNY), & Wang, R. (University of Memphis), (May 2017). "Encouraging Volunteer Retention in the Nonprofit Organizations: The Role of Organizational Inclusion and Volunteer Need Satisfaction," International Communication Association, San Diego, peer-reviewed/refereed, Accepted. International.

Harrison, V. (Penn State University), Xiao, A. (Penn State University), Ott, H. (University of South Carolina), & Bortree, D. S. (Author Only), (May 2017). "Calling all volunteers: The role of stewardship and involvement in volunteer-organization relationships," International Communication Association, San Diego, peer-reviewed/refereed, Accepted. International.

- Bortree, D. S., (May 2017). "Legitimacy and Transparency in Sustainability and Environmental Communication," International Communication Association, San Diego, Invited. International.
- Bortree, D. S., (March 2017). "Ethics training at public relations agencies: Identifying current trends and future directions," International Public Relations Research Conference, Orlando, peer-reviewed/refereed, Accepted. International.
- Bortree, D. S. (Presenter & Author), (October 2016). "Ethics Training in Public Relations," PRSA 2016, PRSA, Accepted. International.
- Bortree, D. S. (Presenter & Author), Xiao, A. (Penn State University), Yang, F. (Penn State University), Wang, R. (Penn State University), Wu, M. (California State University, LA), Huang, Y. (Penn State University), & Li, R. (Penn State University), (August 2016). "Credibility and deception in native advertising: Examining awareness, persuasion, and source credibility in sponsored content," AEJMC 2016, AEJMC, peer-reviewed/refereed, Accepted. International.
- Xiao, A. (Penn State University), Huang, Y. (Penn State University), & Bortree, D. S. (Author Only), (August 2016). "Fundraising on Social Media: How Message Concreteness and Framing Influence Donation Outcomes," AEJMC 2016, AEJMC, peer-reviewed/refereed, Accepted. International.
- Wu, M. (California State University, LA), Huang, Y. (Penn State University), Li, R. (Penn State University), Bortree, D. S. (Presenter & Author), Yang, F. (Penn State University), Xiao, A. (Penn State University), & Wang, R. (Penn State University), (March 2016). "A Tale of Two Sources in Native Advertising: Examining the Effects of Source Credibility and Priming on Content, Organizations, and Media Evaluations," IPRRC 2016, IPRRC, Miami, FL, peer-reviewed/refereed, published in proceedings, Accepted. International.
- Bortree, D. S. (Presenter & Author), (March 2016). "Building Legitimacy through Video Sustainability Reports: Trends from 2010 to 2015," IPRRC 2016, IPRRC, Miami, FL, peer-reviewed/refereed, published in proceedings, Accepted. International.
- Go, E. (Western Illinois University), & Bortree, D. S., (August 2015). "Between Ignorance and Engagement: Exploring the Effects of Corporations' Communicatory Engagement With Their Publics on Social Networking Sites," AEJMC, Montreal, Canada, peer-reviewed/refereed, Accepted. International.
- Ott, H. (Penn State University), Wang, R. (Penn State University), & Bortree, D. S. (Author Only), (August 2015). "Communicating Sustainability: An Examination of Corporate, Nonprofit, and University Websites," AEJMC, Montreal, Canada, peer-reviewed/refereed, Accepted. International.
- Waters, R. (University of San Francisco), Appelman, A. (Penn State University), & Bortree, D. S. (Author Only), (May 2015). "Have Newspapers Gone From Rags to Riches?," International Communication Association, San Juan, Puerto Rico, peer-reviewed/refereed, Accepted. International.
- Bortree, D. S. (Presenter & Author), & Ott, H. (Penn State University), (March 2015). "Are organizations talking the talk? A study of sustainability communication practices and practitioner perceptions of organizational transparency," IPRRC, Miami, peer-reviewed/refereed, Accepted. International.
- Bortree, D. S. (Presenter & Author), & Waters, R. (University of San Francisco), (March 2015). "It's not about the Money: Comparing Employees and Volunteers' Relationships with Employers," IPRRC, Miami, peer-reviewed/refereed, Accepted. International.

- Bortree, D. S., (August 2014). "Environmental Sustainability Communication: Corporate Environmental Activities Toward Key Publics.," AEJMC, Montreal, peer-reviewed/refereed, Invited.
- Go, E., & Bortree, D. S. (Presenter & Author), (August 2014). "Perceived sincerity in CSR activities: The contribution of CSR fit, modality interactivity, and message interactivity," AEJMC, Montreal, peer-reviewed/refereed, Accepted.
- Walden, J., Bortree, D. S. (Author Only), & Distaso, M. W., (August 2014). "You Know Me Well: A Coorientation Study of Public Relations Professionals' Relationship with Bloggers," AEJMC, Montreal, peer-reviewed/refereed, Accepted.
- Bortree, D. S., (May 2014). "Current Practices in Environmental Sustainability Communication among Fortune 300 Companies," ICA, Seattle, Invited.
- Bortree, D. S. (Presenter & Author), (March 2014). "Stakeholder Engagement on YouTube: Corporate Use of Video to Introduce and Explain CSR and Sustainability Report," IPORC, Miami, peer-reviewed/refereed, Accepted.
- Bortree, D. S., (November 21, 2013). "Volunteerism and Social Inclusion: How International Development Organizations Recruit and Retain Youth Volunteers," ARNOVA international conference 2013, ARNOVA, Hartford, Conn, peer-reviewed/refereed. International.
- Bortree, D. S. (Moderator), (October 21, 2013). "Social media measurement for nonprofits and associations," PRSA International Conference, PRSA, Philadelphia, PA. International.
- Waters, R. D. (University of San Francisco), & Bortree, D. S. (Presenter & Author), (August 9, 2013). "Stewardship and Involvement: Comparing the Impact on Nonprofit Organizations' Relationships with Donors and Volunteers," AEJMC 2013, AEJMC, Washington, DC, peer-reviewed/refereed. International.
- Bortree, D. S. (Presenter & Author), & Formentin, M. (Penn State), (April 20, 2013). "Inspiring youth toward volunteerism: The role of international public relations in connecting teens and young adults to service opportunities.," Public Relations Global Research conference, Center for Global Public Relations Research, Charlotte, NC, peer-reviewed/refereed. International.
- Bortree, D. S. (Presenter & Author), & Thorpe, B. (Penn State), (March 5, 2013). "Spinning the Green Web: Communicating with Stakeholders about Sustainability," International Public Relations Research Conference, University of Miami, Miami, peer-reviewed/refereed. International.

Contracts, Grants, and Sponsored Research

Grant

- Bortree, D. S. Grant, "CSR communication and sustainability," Arthur W. Page Center, Associations, Institutes, Societies and Voluntary Health Agencies. Total requested: \$7,500.00. Total awarded: \$7,500.00. (Funded: May 1, 2013 - May 1, 2015).
- Bortree, D. S. Grant, "Corporate social responsibility as an image repair strategy: A case study of BP's response to the Deepwater Horizon crisis," Arthur W. Page Center, Nonprofit Foundations. Total requested: \$4,000.00. Total awarded: \$4,000.00. (Submitted: February 1, 2011, Funded: May 1, 2011 - May 1, 2014).
- Bortree, D. S., Ahern, L. (Co-Investigator). Grant, "Sustainability Communication Initiative," Sustainability Institute, Associations, Institutes, Societies and Voluntary Health Agencies.

Total requested: \$75,000.00. Total awarded: \$37,500.00. (Submitted: December 31, 2013, Date Funding Awarded: March 1, 2014, Funded: March 1, 2014 - Present).

Impact in Society of Research Scholarship and Creative Accomplishment

- Article, "Professor cautions journalism students about fake news: 'Your reputation starts now'," Newspaper, Centre Daily Times. (September 12, 2017).
<http://www.centredaily.com/news/local/education/penn-state/article173003926.html>
- Article, "Penn State professor offers guide to deciphering real news from fake," Newspaper, Daily Collegian. (September 12, 2017).
http://www.collegian.psu.edu/news/campus/article_199a914c-9829-11e7-9cd1-7b4053884203.html
- "Bellisario College faculty member selected to join Page Society," Web, Penn State News. (August 31, 2017).
<http://news.psu.edu/story/480327/2017/08/31/academics/bellisario-college-faculty-member-selected-join-page-society>
- Article, "Media literacy is the social issue of our time," Web, PR Week. (March 2017).
<http://www.prweek.com/article/1425376/media-literacy-social-issue-time>
- Article, "CEO Daily: February 23 2016," Web, Fortune Magazine. (February 2017).
<http://fortune.com/2017/02/23/ceo-daily-thursday-23-february/>
- Article, "Dick Martin Calls On Industry To Unite For Media Literacy At Page Dinner," Web, Holmes Report. (February 2017).
- Article, "Page Center Calls for PR/Press Cooperation," Web, O'Dwyer's PR News. (February 2017).
- Article, "Page Center Needs Allies in Fight for Press Freedom," Web, O'Dwyers. (February 2017).
<http://www.odwyerpr.com/story/public/8426/2017-02-27/page-center-needs-allies-fight-for-press-freedom.html>
- Article, "An evening honoring integrity: The 2017 Arthur W. Page Center Awards," Web, Penn State News. (February 2017).
<http://news.psu.edu/story/453045/2017/02/27/society-arts-and-humanities/evening-honoring-integrity-2017-arthur-w-page>
- Article, "The Arthur W. Page Center Announces Winners of Inaugural Communications Awards," Web, Everything PR Public Relations News. (January 2017).
<http://everything-pr.com/arthur-w-page-center-winners/86344/>
- Article, "A Modest Proposal: You Do Not Have to Tell the Truth (?)," Web, Institute for Public Relations. (January 30, 2017).
<https://instituteforpr.org/modest-proposal-not-tell-truth/>
- Article, "Good From Fake News:," Web, PR News Online. (December 2016).
- Article, "Cronkite's mantra has never been more important," Web, PR Week. (December 2016).
<http://www.prweek.com/article/1418756/cronkites-mantra-important>
- Article, "Happenings at Marino, Porter Novelli, PR Agencies for P&G, Penn State PR, MWW PR, and Zimmerman Advertising," Web, Everything PR Public Relations News. (November 2016).
<http://everything-pr.com/pr-news-marino-porter-novelli/85633/>

- Article, "Study: Brands Unscathed by Native Advertising," Journal or Magazine, AAF Smart Brief: News for Marketing Professionals. (May 2016).
- Article, "Public Relations: Bridging the Gap between Professionals and Academics," Web, Everything PR: News for Public Relations Profession. (May 2016).
<http://everything-pr.com/public-relations-professionals-academics/81535/>
- Article, "Research Explores Impact Of Native Advertising On Media Outlets, Ad Companies," Web, Media Post. (May 2016).
<http://www.mediapost.com/publications/article/275624/research-explores-impact-of-native-advertising-on.html>
- Article, "Research Finds Native Advertising Can Damage Media Outlets' Reputations," Web, Media Post. (May 2016).
<http://www.mediapost.com/publications/article/276078/research-finds-native-advertising-can-damage-media.html>
- Article, "Penn State Advanced Vehicle Team powers students on the road to success," Web, PSU News. (May 2016).
<http://news.psu.edu/story/408733/2016/05/18/academics/penn-state-advanced-vehicle-team-powers-students-road-success>
- Article, "Page Center grants connect public relations faculty with industry professionals," Web, Penn State News. (May 2016).
<http://news.psu.edu/story/407612/2016/05/02/academics/page-center-grants-connect-public-relations-faculty-industry>
- Article, "Native advertising may create negative perceptions of media outlets," Web, Psy.org. (May 2016).
<https://phys.org/news/2016-05-native-advertising-negative-perceptions-media.html>
- Article, "Native advertising may create negative perceptions of media outlets," PSU News. (April 2016).
<http://news.psu.edu/story/407532/2016/04/28/research/native-advertising-may-create-negative-perceptions-media-outlets>
- Article, "Arthur W. Page Center elects 3 to advisory board," Web, Penn State News. (March 2016).
<http://news.psu.edu/story/438811/2016/11/22/arthur-w-page-center-elects-3-advisory-board>
- Article, "Heard on Campus: Jennifer Stapper, United Nations Volunteers," Web, Penn State news. (February 2016).
<http://news.psu.edu/story/390852/2016/02/03/campus-life/heard-campus-jennifer-stapper-united-nations-volunteers>
- "Focus on research: Don't be afraid to opt out of work that goes against your morals," Newspaper, Centre Daily Times, State College, PA. (January 2016).
- Article, "Widely-shared responsibility for CSR/Sustainable Development also requires public relations communication stewardship," Web, Business Society, <http://businessinsociety.net/blog/2015/10/29/widely-shared-responsibility-for-csr/sustainable-development-also-requires-public-relations-communication-stewardship/>. (October 2015).
- Article, "Freebies won't bribe most bloggers into positive reviews," Web, Science Daily, http://www.ragan.com/InternalCommunications/Articles/Study_How_to_best_manage_millennials_49679.aspx. (September 2015).

"Page Center 'open call' research proposals have international flavor," Web, Science Wire, myscience.org. (September 2015).

Article, "Video bloggers are becoming increasingly popular, and their opinions can really make or break brands sales," Web, Digital Strategy Consulting, http://www.digitalstrategyconsulting.com/intelligence/2015/09/do_free_products_influence_bloggers_reviews.php. (September 14, 2015).

Article, "Study: How to best manage millennials," Web, Ragan Communications. (May 2015).

"The New Corporate Social Responsibility: Company Stances on Controversial Issues," Web, PRNewser. (November 2014).

Service

Service to the University

College

Administrative Support Work

Director, Arthur W. Page, Director. (August 1, 2014 - Present).

Assistance to Student Organizations

EcoCAR advisor, EcoCAR, Advisor. (August 2014 - Present).

Advisor, EcoCAR, Faculty Advisor. (August 2014 - July 2015).

Committee Work

College Level P&T Committee, Member, Elected. (August 2017 - May 2018).

Dean's Advisory Committee, Member. (August 2017 - May 2018).

Science Communication Faculty Search Committee, Member. (August 2016 - May 2017).

Department Tenure and Promotion Committee, Member. (August 2015 - May 2017).

Manage Grant Call for Proposals

Arthur W. Page Center, Editor. (March 2016 - Present).

Review all submissions and feedback from reviewers and select awardees for grants.

Manage teaching call for grant proposals

Arthur W. Page Center, Editor. (March 2016 - May 2017).

Review all submissions and feedback from reviewers and select awardees for grants.

Participation in Governance Bodies and Related Activities

Chair, Academic Integrity Committee, Chairperson. (August 2016 - May 2018).

Academic Integrity, Member. (August 2015 - May 2016).

Department

Participation in Recruitment and Retention Activities

Chair, Public Relations Tenure Track Job Search Committee. (July 2017 - December 2017).

University

Committee Work

University Ethics Committee, Member. (August 2016 - Present).

Commission for Women, Marketing Committee, Committee Member. (April 1, 2010 - 2014).

Active member of the marketing committee. Work to coordinate student efforts for CFW organization.

Plan annual events for CFW membership.

Committee Member, Graduate Council Curricular Review Committee., Committee Member. (August 30, 2013 - May 1, 2014).

Review course proposals and program proposals from across campus.

Participation in Governance Bodies and Related Activities

Liaison to EECE Committee of Faculty Senate, Executive Committee, Commission for Women, Liaison. (August 2016 - Present).

Service to Society as a Representative of the University

Service to Governmental Agencies

Editor for State of World's Volunteerism Report, United Nations Volunteer, Editor, International. Germany. (September 2015 - November 2015).

Service to the Disciplines and to the Profession

External Evaluator for Promotion and/or Tenure

DePaul University, Reviewer. (September 2017).

University of North Carolina, Charlotte, Reviewer. (September 2017).

Louisiana State University, Reviewer. (September 2016).

University of South Carolina, Reviewer. (September 2016).

Syracuse University, Reviewer. (September 2016).

Tenure reviewer, Louisiana State University, Reviewer. (October 2015 - November 2015).
Reviewed a tenure case for LSU.

External Reviewer for Tenure, University of South Carolina, Reviewer. (July 2015 - September 2015).

Reviewed a tenure case for USC.

Organizing Conferences and Service on Conference Committees

Incoming Head, Professional Freedom & Responsibility, AEJMC, Elected. (October 2017 - Present).

Listserv manager, AEJMC Public Relations Division, Executive Committee, Administrator. (August 2016 - Present).

Member, AEJMC, Professional Freedoms and Responsibilities, Committee Member, Elected. (October 2016 - October 2017).

AEJMC, Public Relations Division, Nominations Committee, Chairperson. (February 2016 - June 2016).

AEJMC, Public Relations Division, Chairperson, Elected, International. (August 1, 2014 - July 31, 2015).

PRSA, Association/Nonprofit section, Chairperson, International. (January 1, 2014 - December 31, 2014).

AEJMC, Public Relation Division, 1st Vice Chair, Elected, International. (August 1, 2013 - July 31, 2014).
Coordinate all programming for division.

Public Relations Society of America, Association/Nonprofit Division, Co-Chairperson, International. (January 1, 2013 - December 31, 2013).
Monthly meetings, provide services to members.

AEJMC, Public Relations Division, Co-Chairperson, Elected, International. (August 1, 2012 - July 31, 2013).
As vice-head elect, I helped coordinate the conference and member services

Public Relations Society of America, Association/Nonprofit, Executive Committee, Secretary, International. (January 1, 2012 - December 31, 2012).

Association for Education in Journalism and Mass Communication, Public Relations Division, Executive Committee, Secretary, International. (August 10, 2011 - August 31, 2012).

Participation in or Service to Professional and Learned Societies

AEJMC, Public Relations Division, Mentorship, Mentor. (August 2016 - Present).

Chair of ethics committee, Commission on Public Relations Education, Ethics chapter committee, Chairperson. (January 2015 - Present).

Preconference for AEJMC PRD, AEJMC, Public Relations Division, Co-Organizer. (August 2016).

Immediate Past Head, AEJMC, Public Relations, Elected. (August 2015 - July 2016).

Immediate Past Chair, PRSA, Association/nonprofit. (January 2015 - December 2015).

Head of Division, AEJMC, Public Relations Division, Chairperson, Elected. (August 2014 - July 2015).

Service to Business and Industry

Museum of Public Relations, Panelist. (November 2016).