

## RENEA D. NICHOLS

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### SUMMARY OF QUALIFICATIONS

- 15 years teaching public relations at Research 1 universities
- Former newspaper reporter
- Author of four books
- Expert in multicultural marketing
- Experience in social media campaigns
- Proficient in research and research analysis
- Experience in media relations, internal communications, special events
- Experience in corporate, nonprofit, government public relations
- Developed/supervised award-winning PR campaigns

### TEACHING EXPERIENCE

**Senior Lecturer**, The Pennsylvania State University, College of Communications, Advertising & Public Relations Department (August 2004 to present) Teach undergraduate senior-level courses in public relations writing, public relations problems and public relations campaigns. Oversee student-run PR agencies that develop and implement award-winning communication plans for local and statewide organizations. Additional teaching load include teaching freshmen courses on developing communication strategies to racial and ethnic audiences, race & the media and sex, love and romance in the media.

**Courses taught:** Public Relations Writing (471), Public Relations Campaign (473), Diverse Communications (497C), PR Competition (497B), Introduction to Communications (100S), Communicating to Diverse Audiences (FYS), Sex, Love and Romance in the Mass Media (FYS),

**Lecturer**, Arizona State University, Walter Cronkite School of Journalism and Mass Communication, Strategic Media & Public Relations (August 1995 to August 2004) Teach undergraduate courses in public relations writing and advanced principles/techniques used in public relations. Oversee student-run PR agencies that develop and implement communication plans for Valley organizations as part of course requirement. Perform other customary duties such as advising and service. Special teaching assignment due to instructor sabbatical: Sex, Love and Romance in the Mass Media, fall 2003 and spring 2004.)

**Internship Coordinator**, Public Relations sequence, Walter Cronkite School of Journalism, ASU (January 2000 to July 2004) Oversee 30 student interns each semester employed with Valley PR agencies and within PR departments in Valley companies and/or organizations. Responsible for recruiting employers and running internship fairs each semester.

**Faculty Adviser**, Public Relations Student Society of America, Arizona State University Chapter (1997 to 2005)

- Organ Donor Awareness Competition, Rowan University, Honorable Mention (2003), Honorable Mention (2001), Second Place (2000), First Place (1999)
- Rolling Stone Ultimate Milk Mustache Competition, First Place (1999)
- Organizers, Cronkite Games, annual alumni event
- 1998 Organization of the Year, College of Public Programs

### **RELATED PROFESSIONAL EXPERIENCE**

**Public Information Officer**, City of Phoenix, Arizona  
(January 1994 to July 1995)

Advise various government department leaders on effective communication strategies needed to maintain relationships with their external and internal publics; coordinate, write and produce newsletters, brochures, audio/visual presentations and reports; coordinate and oversee production of various publications; work with local and national news media organizations to promote programs, plan and execute special events, and assist with crisis communications.

**Permanent Substitute Teacher**, Phoenix Elementary School District No. 1 (January 1991 - August 1993)

Appointed classroom teacher for fourth-grade students on permanent basis after working as classroom teacher for seventh-eighth grade students in the English department.

**Manager of Communications**, Arizona Special Olympics (September 1993 to January 1994)

Plan and prepare media and public relations materials; organize and manage special events and fund-raisers; recruit and coordinate volunteers; oversee production of publications.

**Freelance Writer/Consultant**, State College Area School District School Board (2005-2006) Assist board members with media and community relations strategies and message development; Arizona State Research Magazine (1991-1993) Contracted under the pen name of Bronte James to write articles highlighting research conducted by ASU professors; National Kidney Foundation, Media Training Workshop, Cadillac Invitational (October, 2001); C-K Advertising and Marketing Firm, Phoenix (July 2001). Conducted research and developed communication strategies to decrease smoking in African American audiences that were included in the firm's proposal to the Arizona Department of Health Services; Maricopa Association of Governments, Phoenix (December 2000-December 2001). Developed and implemented communication strategies for African American audience to increase participation in Valley transportation issues; Grand

Canyon Cooperative Electric Association (July 1997) Sole presenter of media and public relations training workshop for eight-member staff.

**Communication Specialist**, Arizona State University, Alumni Association (October 1989 to September 1990)

Wrote features highlighting the achievements of ASU graduates and news articles on campus activities for a quarterly magazine; assisted in all phases of magazine production; wrote news releases and promotional materials for support staff.

**News Publication Specialist**, U-Haul International, Phoenix (March 1988 to October 1989)

Responsible for writing and layout of two monthly in-house newspapers distributed to dealers and employees throughout the United States and Canada; wrote and produced quarterly four-color government relations newsletter.

**Reporter**, *Sandusky (Ohio) Register* (February 1987 to March 1988)

Articles included health, automotive, and small business industries for a daily newspaper with a 26,000 circulation. *The St. Mary's Enterprise*, Lexington Park, MD (August 1986 to February 1987) Collected news items for community section of semiweekly newspaper with a 16,000 circulation; responsible for developing news stories and features from information submitted; covered special investigations with police reporter.

### SELECTED PUBLICATIONS & MEDIA INTERVIEWS

Coping with Interracial Dating. 2nd ed. New York: Rosen Publishing Group, 1996

Everything You Need to Know About Growing Up Biracial. New York: Rosen Publishing Group, 1995

Coping As a Biracial/Biethnic Teen. New York: Rosen Publishing Group, 1994

Coping with Interracial Dating. New York: Rosen Publishing Group, 1993. Listed on the "1994 Books for the Teen Age" by the New York Public Library.

#### **Media Interviews:**

Arizona Republic, Rush Limbaugh comments on McNabb, interview (October 2003)

Portland Oregonian, Police Use of Force Review Board, interview (August 2003)

Tampa Tribune, Biracial Couples' Image Evolving, interview (November 29, 2002)

The Big Phat Morning Show, WERQ 92.3 FM, Baltimore, interview (September 12, 2002)

JET magazine, Why Black Women Date White Men, interview (August 26, 2002)

Seventeen Magazine, Hard Questions column, expert contributor (August 2002)

## UNIVERSITY SERVICE

**Communications Marketing Committee**, College of Communications (March 2012 to present)

**Faculty Adviser**, Students for Organ Donation, The Pennsylvania State University Chapter (2009 to present)

**Student Learning Assessment Review**, College of Communications, Advertising & Public Relations Department, PSU. (2010 to 2012)

**Panel Member**, Penn State Undergraduate Admissions and the Student Minority Advisory and Recruitment Team Achiever's Weekend. High achieving, academically eligible, students with offers of admission are invited to participate in a purposeful weekend in which students can meet current students, faculty, staff and alumni. (2006, 2007, 2008, 2009, 2010, 2012)

**Interviewer**, Penn State University Eberly College of Science scholarship panel. Conducted interviews of junior and senior high school students involved in The Pennsylvania Junior Academy of Science competition to determine scholarship offers to the College. (Summer 2010, Summer 2011)

**Co-principal investigator**, Pennsylvania Department of Health Fetal Alcohol Spectrum Disorders Public Awareness Campaign. (January 2006 to 2008). Part of College of Communications faculty/student team awarded \$200,000 grant to design and implement FASD awareness campaign. Managed all public relations aspects of the campaign including street team, media, guerilla marketing strategies, Web site and marketing and communication materials.

**Panel Member**, College of Communications Multicultural Summer Journalism Workshop (2008, 2009, 2010)

**Public Relations and Media Committee Chairperson**, The New Faces of An Ancient People: Annual Traditional American Indian Powwow, State College, Pa. (2005, 2006, 2007)

## SELECTED COMMUNITY INVOLVEMENT

**Communication Team**, Trinity Lutheran Church, State College, Pa. (February 2012 – present). Develop and manage external and internal communication strategies for church.

**Advisory Board**, Centre County Office of Children & Youth Services, Advise and raise money for CCCYS programs that furnish social services to children and youth and their families throughout Centre County. Raised more than \$5000 in donations and in-kind services. (August 2005 to April 2012)

**Fitness Instructor**, Certified Les Mills Body Pump and Body Combat instructor, North Club, YMCA, State College, Pa. (2009 to present)

**ESL Instructor**, Mid-State Literacy Council, State College, Pa. Facilitate conversations in English on “American Mass Media and Culture” to Chinese and Korean residents to help develop their English speaking and reading skills. (2005-2007)

**Vice President and Charter Member**, State College/ Bellefonte Alumnae Chapter, Delta Sigma Theta Sorority, Inc. (2006), a public service sorority.

### HONORS & CONFERENCE PRESENTATIONS

**PR Week Student of the Year 2010** – Amber Fadok, finalist (Student entered as part of Comm 473, course requirement) **PR Week Student of the Year 2008** - PSU student Robby Corrado awarded “PR student of the Year” (Student entered as part of Comm 471 course requirement; two others finalists)

**First Place**, National Organ Donor Awareness 2011, 2009 Competitions, Rowan University, Public Relations Student Society of America (Students enrolled in Spring 2009, 2010 Comm 473 PR Campaigns course) **Second Place**, National Organ Donor Awareness 2007 Competition, Rowan University PRSSA. (Students enrolled in Spring 2007 Comm 473 PR campaigns course)

**First Place**, International Association of Business Communicators Gold Quill Award. (2006) (Students enrolled in Comm 473 Spring 2006 campaigns course)

**Merit Award**, Public Relations Society of America Silver Anvil Merit Award (2004) Diversity. Arizona State University

**Panelist**, 2006 Public Relations Society of America International Conference, Diversity in Public Relations, Salt Lake City, Utah.

### EDUCATION

**Doctorate of Philosophy**, ABD, Arizona State University, Department of Sociology, Research interests: multiracial families and communication strategies toward minority audiences (1996-2004)

**Master’s of Mass Communication**, Arizona State University, Walter Cronkite School of Journalism and Telecommunication (May 1993)

**Bachelor of Applied Arts**, Central Michigan University (August 1986)