

## CURRICULUM VITAE OF ANN MARIE MAJOR

### I. PERSONAL

Office Address: Donald P. Bellisario College of Communications  
The Pennsylvania State University  
105A Carnegie Building  
University Park, Pennsylvania 16802  
Tel. 814-865-3069  
Fax. 814-863-8161

### II. EDUCATION

- 2018 Certificate, JF--Social Justice Study Program, a 24-Week Program Focused on Understanding and Finding Solutions for Poverty, Racial and Ethnic Conflict, Economic Justice, Immigration, and Environmental Protection. Louisville, Kentucky
- 2011 Certificate, Paramedic Program, Mutual Aid Training Institute, Greensburg, Pennsylvania. Completed 2000 hours of Advanced Emergency Life Support Training, Federal Emergency Management Agency National Incident Command Training, and Behavioral Emergency Training at DuBois Regional Medical Center, DuBois, Pennsylvania. Pennsylvania Certification 140975
- 2010 Certificate, Pennsylvania Department of Health, Emergency Medical Technician Basic, Community College of Allegheny County, Pittsburgh, Pennsylvania
- 1988 Ph.D., Journalism, Southern Illinois University at Carbondale
- 1979 M.S., Advertising, University of Illinois at Urbana-Champaign
- 1978 B.S., Journalism, Southern Illinois University at Carbondale

### III. TEACHING EXPERIENCE

#### A. University Appointments

- 2003-2014 The Jimirro Center for the Study of Media Influence, Donald P. Bellisario College of Communications, The Pennsylvania State University, University Park
- 2001-Present Associate Professor, Donald P. Bellisario College of Communications, The Pennsylvania State University, University Park (Tenured July 1, 2001). Courses Taught: Public Relations Principles, Public Relations Writing, and Public Relations Campaigns, Introduction to Advertising, Advertising Creative Strategies, Advertising Campaigns, Research Methods in Advertising and Public Relations, and Portfolio
- 1995-2001 Assistant Professor, Donald P. Bellisario College of Communications, The Pennsylvania State University, University Park

- 1994-1995 Adjunct Professor, School of Journalism  
Southern Illinois University at Carbondale
- 1989-1993 Assistant Professor, Department of Speech Communication  
Southern Illinois University at Carbondale  
Taught Public Relations Principles, Public Relations Writing,  
Public Relations Campaigns, Research Methods, Organizational  
Communication, and Corporate Communication Training
- 1988-1989 Assistant Professor, Department of Advertising  
University of Illinois at Urbana-Champaign  
Taught Introductory and Advanced Advertising Copywriting,  
Advertising Campaigns, and Advertising Research Methods
- 1987-1988 Instructor, School of Journalism  
Southern Illinois University at Carbondale  
Taught Advertising Copywriting, Social Issues and Advertising
- 1986-1987 Lecturer, School of Journalism  
Southern Illinois University at Carbondale  
Taught Advertising Copywriting
- 1985-1986 Graduate Assistant  
School of Journalism  
Southern Illinois University at Carbondale  
Taught Advertising Copywriting, Graphic Communication
- 1980-1982 Instructor (part time)  
College of Arts and Communication  
Rend Lake College, Ina, Illinois  
Taught English Composition and Technical Writing

B. Teaching Interests and Specialties

Public Relations, Advertising, Strategic Communication,  
and Risk Communication

C. Academic Awards and Honors

- 2018 Outstanding Faculty Service Award, Commission on Lesbian, Gay, Bisexual,  
Transgender, and Queer Equity
- 2017 Excellence in Teaching Award, Donald P. Bellisario College of Communications  
Alumni Society Board, October 2, 2017
- 2011 Centre LifeLink EMS Volunteer Emergency Medical Technician of the Year  
Award

- 2010 PRSSA National Award for Ten Years of Service as a PRSSA Chapter Faculty Adviser, The Pennsylvania State University, University Park
- 2007 College Faculty Marshal, December Commencement, The Pennsylvania State University, University Park
- 2006 College Faculty Marshal, Bellisario College of Communications, December Commencement, The Pennsylvania State University, University Park
- 2004 College Faculty Marshal, Bellisario College of Communications Commencement, The Pennsylvania State University at University Park (December)
- 2004 PRSA Educators Academy National Award for Professional Service and Leadership as 2004 Academy Chair
- 2003 College Award for Integrated Teaching, Scholarship, and Service, The Pennsylvania State University, University Park
- 2003 Nominee, President's Award for Engagement with Students, The Pennsylvania State University, University Park
- 2003 Nominee, Undergraduate Student Government 2003 Excellence in Advising Award
- 2003 College Faculty Marshal, College of Communications Commencement, The Pennsylvania State University at University Park
- 2002 Public Relations Student Society of America Teahan National Award for Outstanding Faculty Advisor
- 2002 Nominee, President's Award for Engagement with Students, The Pennsylvania State University at University Park
- 2001 Nominee, President's Award for Engagement with Students, The Pennsylvania State University at University Park
- 2000 Nominee, College of Communications Alumni Society Board's 2000 Excellence in Teaching Award  
The Pennsylvania State University at University Park
- 2000 Co-Nominee, with Les E. Lanyon, 2000 Penn State Faculty Outreach Award, The Pennsylvania State University at University Park
- 1998 College Award for Excellence in Teaching, College of Communications  
The Pennsylvania State University at University Park
- 1998 SOURCE Award of Achievement: A Curriculum of Consequence, Bellisario College of Communications, The Pennsylvania State University at University Park

- 1997 Tenure-Track Faculty Research Award, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1997 Journalism Faculty Marshal, Donald P. Bellisario College of Communications Commencement, The Pennsylvania State University at University Park
- 1996 Faculty Marshal, Donald P. Bellisario College of Communications Commencement, The Pennsylvania State University at University Park
- 1992 Honorary Life Member of the Sphinx Club for Leadership in Student Activities, Southern Illinois University at Carbondale
- 1990 Public Relations Student Society of America (PRSSA) Outstanding Teacher Award, Raymond D. Wiley Chapter of PRSSA, Southern Illinois University at Carbondale
- 1989 American Academy of Advertising Industry Fellowship Retail Advertising Conference, Chicago, Illinois, February 2-5
- 1988 American Association of Advertising Agencies Creative Seminar Educator Scholarship, St. Louis, Missouri, December 7
- 1987 The Honor Society of Phi Kappa Phi
- 1978 University of Illinois at Urbana-Champaign Graduate Fellowship
- 1978 Roscoe Pulliam Scholarship, Southern Illinois University at Carbondale
- 1978 Kappa Tau Alpha National Journalism Honorary Southern Illinois University at Carbondale
- 1978 Graduate Premium for Academic Excellence Award Iowa State University, Ames, Iowa

#### D. Grants and Fellowships Received

- 2009 \$25,000 Sam Houston State University Research Grant for Studying Diabetes, Ethnicity, and Health Communication. Project Co-Principal Investigator with Wanda Reyes, Department of Communication, Sam Houston State University
- 1999 \$79,000 U.S. Department of Agriculture Federal-State Marketing Improvement Grant. Project Associate with Les Lanyon, Department of Agronomy, The Pennsylvania State University at University Park
- 1998 \$60,000 Keystone 21 Grant: The Environmental Quality Initiative: A Collaborative Project of Penn State, Chesapeake Bay Foundation, Rodale Institute, Pennsylvania Association for Sustainable Agriculture, and the U.S.

Environmental Protection Agency. Co-Principal Investigator with Les Lanyon, Department of Agronomy, The Pennsylvania State University; and Lori Sandman, Rodale Institute

- 1997 \$1,000 Tenure-Track Faculty Research Award, College of Communications, The Pennsylvania State University at University Park
- 1997 \$500 Service Learning Course Development Grant, College of Communications, The Pennsylvania State University at University Park
- 1996 \$500 Travel Grant from the Penn State MUCIA Faculty International Travel Fund, The Pennsylvania State University at University Park
- 1992 \$1000 National Engineering Consortium Information Industry Faculty Grant
- 1991 \$1000 National Engineering Consortium Information Industry Faculty Grant
- 1989 \$3,500 Leo Burnett Creative Circle Grant, Leo Burnett USA
- 1989 \$500 American Academy of Advertising Industry Fellowship
- 1988 \$3000 James Webb Young Research Fellowship  
University of Illinois at Urbana-Champaign

#### E. Grant Applications

- 2001 Major, Ann M., and Atwood, L. Erwin. "Earthquake Risk Perception in the New Madrid Seismic Zone." Prepared for the National Science Foundation Division of Social and Economic Sciences, Decision, Risk & Management Sciences Program, pp. 1-20. ID SES-9911407.

#### F. Bachelor of Arts, Master of Arts, and Ph.D. Committees:

	Department Committees		Outside Committees
	Chair	Member	Member
Bachelor of Arts	21	4	1
Master of Arts	5	1	5
Ph.D.	5	12	8

## IV. PROFESSIONAL EXPERIENCE

### A. Professional Employment

- 1993-1995 Vice President of Public Relations and Corporate Communications  
Claremont Group, Inc., St. Louis, Missouri
- 1979-1985 Promotions Coordinator, Claremont Group, Inc., St. Louis, Missouri

## V. UNIVERSITY SERVICE

## A. Department Committees

- 2017 Member, Department of Advertising and Public Relations Tenure-Track Faculty Search Committee, The Pennsylvania State University at University Park (Fall Semester)
- 2017 Chair, Department of Advertising and Public Relations Fixed-Term Faculty Search Committee, The Pennsylvania State University at University Park (Spring Semester)
- 2013-2014 Member, Strategic Planning Committee, Department of Advertising and Public Relations, The Pennsylvania State University at University Park
- 2006-2007 Member, Curriculum Committee, The Pennsylvania State University at University Park
- 2001-2005 Chair, Department of Advertising and Public Relations Faculty Search Committee, The Pennsylvania State University at University Park
- 1995-2001 Member, Department of Advertising and Public Relations Faculty Search Committee, The Pennsylvania State University at University Park
- 1995-1996 Member, Advertising Search Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1990-1993 Personnel Committee, Department of Speech Communication, Southern Illinois University at Carbondale
- 1992-1993 Graduate Committee, Department of Speech Communication, Southern Illinois University at Carbondale
- 1989-1992 Undergraduate Committee, Department of Speech Communication, Southern Illinois University at Carbondale
- 1988-1989 Scholarships Committee, Department of Advertising, University of Illinois at Urbana-Champaign
- 1988-1989 Computer Matters Committee, Department of Advertising, University of Illinois at Urbana-Champaign
- 1988-1989 Chair, Professional Publicity Committee, Department of Advertising, University of Illinois at Urbana-Champaign
- 1985-1986 Advisory Committee, School of Journalism, Southern Illinois University at Carbondale

- 1987-1988 Chair, Scholarships Committee, School of Journalism, Southern Illinois University at Carbondale
- 1987-1988 Undergraduate Admissions Committee, School of Journalism, Southern Illinois University at Carbondale
- 1987-1988 Faculty Search Committee, School of Journalism, Southern Illinois University at Carbondale

#### B. Department Service

- 1992 Presented “Improving Instruction: Crafting a Lecture” at the 1992 Graduate Student Orientation Conference, Department of Speech Communication, Southern Illinois University at Carbondale
- 1992-1993 Faculty Advisor, Alumni Newsletter, Department of Speech Communication, Southern Illinois University at Carbondale
- 1991-1992 Editor, Alumni Newsletter, Department of Speech Communication, Southern Illinois University at Carbondale

#### C. College Committees

- 2017-Present Member, Donald P. Bellisario College of Communications Diversity Committee, The Pennsylvania State University at University Park
- 2018 Member, Dean's Working Committee for Teaching Faculty Promotion Guidelines, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2013-2014 Member and Scribe, Donald P. Bellisario College of Communications, The Green Team, University Sustainability Initiative, The Pennsylvania State University at University Park
- 2009-2010 Scholarships Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2008-2009 Scholarships Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2004-2005 College of Communications Promotion and Tenure Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2004-2005 College of Communications Graduate Admissions Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park

- 2002-2003 College of Communications Promotion and Tenure Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2003-2004 Faculty Convener, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 2000-2001 Chair, College of Communications Good Offices Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1999-2000 Member, College of Communications Good Offices Committee, The Pennsylvania State University at University Park
- 1997-1999 Member, Graduate Admissions Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1997-1998 Member, Search Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1997-1998 Member, Graduate Admissions Committee, Donald P. Bellisario College of Communications College of Communications, The Pennsylvania State University
- 1997-1998 Member, College Search Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1996-1997 Member, Graduate Admissions Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1996-1997 Member, Graduate Admissions Committee (M.A. Media Studies), Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1996-1997 Member, Executive Producer Search Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1996-1997 Member, CLAS Curriculum Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park
- 1995-1997 Member, College Curriculum Committee, Donald P. Bellisario College of Communications, The Pennsylvania State University at University Park



- 1995-1996 Member, Donald P. Bellisario College of Communications Search Advisory Committee, The Pennsylvania State University at University Park
- 1995-1996 Member, College Curriculum Committee, College of Communications, The Pennsylvania State University at University Park
- 1995-1996 Faculty Advisor for Students Participating in SOURCE, Department of Advertising and Public Relations, The Pennsylvania State University at University Park
- 1995-1996 Member, College Search Advisory Committee, College of Communications, The Pennsylvania State University at University Park
- 1995-1996 Faculty Advisor for Students Participating in SOURCE, College of Communications, The Pennsylvania State University at University Park
- 1986-1988 School of Journalism Representative, College of Communications and Fine Arts High Technology Committee, Southern Illinois University at Carbondale
- 1987-1988 Chair, Five-Year Plan Subcommittee, College of Communications & Fine Arts Technology Committee, Southern Illinois University at Carbondale

#### C. College Appointments

- 2003-2015 Director, The Jimirro Center for the Study of Media Influence College of Communications, The Pennsylvania State University at University Park
- 2002 Member, College of Communications Curriculum Task Force
- 1998-Present Faculty Advisor, Lawrence G. Foster Penn State Chapter of the Public Relations Student Society of America (PRSSA)
- 1992 Commencement Reader, College of Communications and Fine Arts, Southern Illinois University at Carbondale, August 8
- 1986-1988 College Coordinator, IBM DisplayWrite/370 Program, College of Communications and Fine Arts, Southern Illinois University at Carbondale

#### D. University Committees

- 2016-2018 Co-Chair, Communications/OUTreach Committee, President's Commission for Lesbian, Gay, Bisexual, Transgender, Queer Equity, The Pennsylvania State University at University Park
- 2012-2013 Search Advisory Committee for Vice President for Marketing and Communications, The Pennsylvania State University at University Park

- 2005-2006 University Faculty Senate Uniform Course Abbreviation Subcommittee,  
The Pennsylvania State University at University Park
- 2003-2005 Member, University Advisory Committee on Academic Computing,  
The Pennsylvania State University at University Park
- 2002-2003 Member, Committee for Evaluating Health Promotion Campaigns in the  
University Environment, Office of Health Promotion and Education,  
The Pennsylvania State University at University Park
- 2001-2002 Faculty Representative, University Teaching and Learning Consortium,  
The Pennsylvania State University at University Park
- 1998-1999 Dean's Search Committee, College of Communications,  
The Pennsylvania State University at University Park
- 1996-1997 Member, Asia-Pacific Task Force, Australia-New Zealand Studies Center,  
The Pennsylvania State University at University Park
- 1992-1993 Member, President's Subcommittee for In-House Training for the  
Americans with Disabilities Act,  
Southern Illinois University at Carbondale
- 1992-1993 Chair, Publicity Subcommittee, President's Subcommittee for  
In-House Training for the Americans with Disabilities Act,  
Southern Illinois University at Carbondale

E. Outreach as a Representative of the University

- 2018 Judge, Central Pennsylvania Chapter of the Public Relations Society  
of America, Annual Public Relations Awards Judging for the Kentucky  
Thoroughbred Chapter, Harrisburg, Pennsylvania
- 2011-2013 Adviser, Traumatic Brain Injury Advisory Board, Pennsylvania  
Department of Health, Harrisburg, Pennsylvania
- 2012-2015 Member, Commonwealth Prevention Alliance, Substance Abuse  
Prevention, Altoona, Pennsylvania
- 2011-2013 Member, Administrative Affairs Committee, LifeLink  
Emergency Medical Services, State College, Pennsylvania
- 2010-2013 Member, Public Affairs Committee, LifeLink Emergency  
Medical Services, State College, Pennsylvania
- 2009 Judge, New Mexico Press Women's Communication Contest
- 2002-2008 Advisory Board Member, Department of Communications,  
St. Vincent College, Latrobe, Pennsylvania

2002 Research Facilitator, Committee on Institutional Cooperation, Summer Research Opportunities Program, The Pennsylvania State University at University Park

#### F. Other Service

2000 Presented "Setting Academic Goals and Objectives," Seminar Pennsylvania State University Residence Halls Program, February 22

1997-2000 Member, Public Relations Committee, Forest Buffer Initiative, Pennsylvania Department of Environmental Protection, Harrisburg

1996-1997 Consultant, The United States Information Agency and Southern Illinois University at Carbondale's South Asian Journalism Education Project

1996-1997 Consultant, Australian Environmental Education Project, Department of Environment, Sport, and Territories, Canberra, Australia

1996 Consultant, Department of Journalism and Science Communication, Madurai Kamaraj University, Tamilnadu, India, 1996

1995 Consultant, Foundation for Public Relations Research and Education, Taipei, Taiwan, Republic of China

1985-1988 Judge, Cub and Feature Stories, Southern Illinois High School Press Association, Southern Illinois University at Carbondale

#### G. University Appointments

1996-1998 Adjunct Research Associate, Australia-New Zealand Studies Center, The Pennsylvania State University at University Park

1992 Faculty Advisor and Editor, *Handbook for Students with Disabilities*, University Office of Affirmative Action, Southern Illinois University at Carbondale

### VI. PROFESSIONAL SERVICE

#### A. Membership in Professional Associations

1985-Present Association for Education in Journalism and Mass Communication

1989-Present Public Relations Society of America (PRSA)

1996-Present Central Pennsylvania Chapter of the Public Relations Society of America

1998-2000 Pittsburgh Chapter of the Public Relations Society of America

1989-1995 St. Louis Chapter of the Public Relations Society of America

#### B. Offices Held in Professional Associations

2006 Immediate Past Chair, Educators Academy, Public Relations Society of America (PRSA). The board voted to maintain the 2005 leadership.

- 2005 Immediate Past Chair, Educators Academy, Public Relations Society of America (PRSA)
- 2005 National PRSA Assembly Delegate, Public Relations Society of America, Central Pennsylvania Chapter, Harrisburg, PA
- 2004 Chair, Educators Academy, Public Relations Society of America (PRSA)
- 2004 National PRSA Assembly Delegate, Public Relations Society of America, Central Pennsylvania Chapter, Harrisburg, PA
- 2003 Chair-Elect, Educators Academy, Public Relation Society of America
- 2003 Member, PRSA National Nominating Committee
- 2002 Executive Committee, Central Pennsylvania Chapter of the Public Relations Society of America, Harrisburg, Pennsylvania
- 2002 Treasurer, Executive Committee, Educators Academy, Public Rela Society of America, New York
- 2001 Secretary, Executive Committee, Educators Academy, Public Relations Society of America
- 2000 Membership Chair, Executive Committee, Educators Academy, Public Relations Society of America
- 1999 Newsletter Editor, Educators Academy, Public Relations Society of America
- 1998 Communications Committee, Central Pennsylvania Chapter of the Public Relations Society of America, Harrisburg, Pennsylvania
- 1985-88 Art Director, *Journalism Monographs*

#### C. Professional Presentations

- 2017 Moderator, "Transgender Issues in the News," LGBTQ Interest Group, Association for Education in Journalism and Mass Communication Conference, Chicago, Illinois, August 3, 2017.
- 2016 Discussant, "News and Message Involvement: Health and Organizational Contexts," Association for Education in Journalism and Mass Communication Conference, Minneapolis, Minnesota, August 4-7, 2016.
- 2003 "Challenges in Measuring Public Response to Terrorist Threats: Risk Perception, Media Performance, and Interpersonal Communication in Disaster Response." RoperASW and The Jimirro Center, New York, New York, July 9

- 2000 Discussant, Minorities and Communication Division Refereed Paper Session, Association for Education in Journalism and Mass Communication Conference, Phoenix, Arizona, August 9-12, 2000,
- 1999 "Public Relations Research," presented at the Public Relations Society of America Central Pennsylvania Chapter Accreditation Review, Harrisburg, Pennsylvania, July 15
- 2000 "Public Relations Research," presented at the Public Relations Society of America Central Pennsylvania Chapter Accreditation Review, Harrisburg, Pennsylvania, August 7
- 1999 "Three Mile Island: 20 Years Later," moderated panel for the Public Relations Society of America's Central Pennsylvania Chapter. Tuesday Club, Harrisburg, Pennsylvania. Televised on Pennsylvania Cable Network (PCN), March 24
- 1999 "Public Relations Research," presented at the Public Relations Society of America, Central Pennsylvania Chapter Accreditation Review, Harrisburg, Pennsylvania, January 23
- 1998 "Campaign 1998: Political Advertising," panelist for WPSX TV 3, Penn State Public Broadcasting, University Park, Pennsylvania, October 16
- 1992 "Public Relations Research and Evaluation," presented at the 1992 Public Relations Student Society of America National Conference, Kansas City, Missouri, October 27
- 1992 Public Relations Society of America Educators Section, Research Poster Session Panelist, 45th National Conference of the Public Relations Society of America, Kansas City, Missouri, October 27
- 1988 "Retail Advertising Copywriting," workshop presented at the National Retail Federation's Retail Advertising Conference, Chicago, Illinois, October 14-16

#### D. Service to Public and Private Organizations

- 2010-2014 Volunteer Crew Chief and Emergency Medical Technician, Centre LifeLink Emergency Medical Services, State College, PA
- 2002-2006 Silver Anvil Judge, Public Relations Society of America Silver Anvil Competition, March 22-23, 2002
- 2001-Present Judge, Lawrence G. Foster Award for Excellence in Public Relations, Public Relations Student Society of America (PRSSA)
- 2000-2003 Judge, Professor Sidney Gross Memorial Award, PRSSA
- 1998-2000 Member, Dairy Network Partnership, an Environmental and Educational Organization Working to Improve the Environmental Management on Pennsylvania Dairy Farms, Kutztown, Pennsylvania

## E. Manuscript Evaluations

Member, Editorial Board, *Journal of Public Relations Research*  
 Manuscript Reviewer, *Journal of Health Communication*  
 Manuscript Reviewer, *Social Science Quarterly*  
 Manuscript Reviewer, *Political Communication*  
 Manuscript Reviewer, *International Journal of Public Opinion Research*  
 Manuscript Reviewer, *Journalism and Mass Communication Quarterly*  
 Manuscript Reviewer, *International Journal of Mass Emergencies and Disasters*  
 Paper Reviewer, Public Relations Society of America  
 Paper Reviewer, Association for Education in Journalism and Mass Communication  
 Paper Reviewer, International Communication Association  
 Book Reviewer, *Public Relations Review*  
 Book Manuscript Reviewer, NTC Publishing Group  
 Book Manuscript Reviewer, Wadsworth Publishing Company

## F. Professional Appointments

1999 Certified in Public Relations Education (CEPR) Program Evaluation  
 University of Maryland at College Park

1988-1989 Coordinator, Leo Burnett Creative Circle, Department of Advertising,  
 University of Illinois at Urbana-Champaign

## G. Professional Development

2016 Maintenance of APR Accreditation. On December 20, the Universal  
 Accreditation Board granted continued maintenance through December 31,  
 2016, Public Relations Society of America

2012 Maintenance of APR Accreditation. On December 20, the Universal  
 Accreditation Board granted continued maintenance through December 31,  
 2015, Public Relations Society of America

2008 Maintenance of APR Accreditation. On December 20, 2008, the Universal  
 Accreditation Board granted continued maintenance through December 31,  
 2012, Public Relations Society of America

2004 Maintenance of APR Accreditation. On April 6, 2004, the Universal  
 Accreditation Board granted continued maintenance through December 31,  
 2007, Public Relations Society of America

2001 Certificate, Digital Photography, Central Pennsylvania Institute of Science  
 and Technology, Pleasant Gap, Pennsylvania

2000 Maintenance of APR Accreditation. On April 6, 2000, the Universal  
 Accreditation Board granted continued maintenance through December 31, 2004  
 Public Relations Society of America

1998 Accredited Public Relations (APR), Accredited Member of the Public Relations  
 Society of America. Officially accredited February 5, 1998

- 1991 National Communication Association Short Course, Integrating Deaf and Hard of Hearing Students into Communication Courses, Atlanta, Georgia, November 2
- 1991 Management Training Curriculum Seminar, Management Education Consulting Company of America, St. Charles, Illinois, October 10
- 1990 Public Relations Society of America Accreditation Seminar, Hill and Knowlton Public Relations, St. Louis, Missouri
- 1990 Public Relations Society of America Continuing Education, "Public Relations Research, Management and Evaluation," St. Louis, Missouri, May 7

## VII. COMMUNITY SERVICE

### A. Community Projects

- 2007-2012 Public Relations Consultant, American Foundation for Suicide Prevention Centre County Out of the Darkness Walk, State College, Pennsylvania
- 2009-2010 Public Relations Consultant, Forest Stewards Project, Pennsylvania State University School of Forestry, University Park, Pennsylvania
- 2000-2003 Consultant, ClearWater Conservancy Environmental Education Outreach Project, State College, Pennsylvania
- 1997 Member, Public Relations Committee, Forest Buffer Initiative, Pennsylvania Department of Environmental Protection, Harrisburg, Pennsylvania
- 1992 "Spokes for Little Folks" Fund Raiser, developed and wrote publicity materials and created computer graphics for Child Development Center Day Care, Carbondale, Illinois

## VIII. RESEARCH AND PUBLICATIONS

### A. Dissertation

"A Triadic Coorientational Analysis of Preferences for Price and Image Content in Retail Newspaper Advertisements." Unpublished doctoral dissertation. Carbondale: Southern Illinois University, August 1988.

### B. Refereed Convention Papers

Major, Ann M. "The US Chemical Industry's Public Relations Campaign to Silence Rachel Carson's *Silent Spring*." Paper presented at the Ninth International Public Relations Research Conference, Miami Florida, March 9, 2006.

Polonec, Lindsey, Major, Ann M., and Atwood, L. Erwin. "Campus Binge Drinking: Is the '0-to-4' Social Norm Believable? Paper to be presented at the 2004 Annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada, August 4-7, 2004.

Major, Ann M. "How Risky Are Environmental Risks? Constructing Environmental Risk in State Agency News Releases and Newspaper Stories." Paper presented at the Sixth International, Interdisciplinary Public Relations Research Conference. South Miami, Florida, March 23, 2003.

Major, Ann M. and Atwood, L. Erwin. "Framing the 'Problematic' of Environmental Problems and Issues in Newspaper Stories and State Environmental Protection Agency News Releases," presented at the Fifth International, Interdisciplinary Public Relations Research Conference. South Miami, Florida, March 8-10, 2002.

Atwood, L. Erwin and Major, Ann M. "Uncovering the Cognitive and Behavioral Factors that Influence the Public's Response to and Preparation for Predicted Disasters," presented at the Fifth International, Interdisciplinary Public Relations Research Conference, South Miami, Florida, March 8-10, 2002.

Major, Ann M., "Exploring News Media Use and Interpersonal Communication as Correlates of Accuracy and Inaccuracy in the Perception of the Climate of Opinion," paper presented to the Communication Theory and Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Phoenix, Arizona, August 9-12, 2000.

Major, Ann M., "Gender Differences in Response to an Earthquake Prediction: Implications for Public Relations Professionals," paper presented to the Public Relations Division at the annual conference of the International Communication Association, San Francisco, California, May 27-29, 1999.

Major, Ann M., and Atwood, L. Erwin, "Illusions of Democracy and Political Transition in Hong Kong: 1997 and Public Opinion Change Over Time," paper presented to the Political Communication Division at the annual conference of the International Communication Association, Chicago, Illinois, May 23-27, 1996.

Major, Ann M., and Atwood, L. Erwin, "Defining the Climate of Opinion: Pluralistic Ignorance, Perceptual Accuracy, and Marginalized Publics," paper accepted by the Communication Theory and Methodology Division at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., August 9-12, 1995.

Major, Ann M., "Understanding the Attitudes and Communication Behavior of Environmental Publics: Implications for Public Relations Strategies," presented at the annual conference of the Speech Communication Association, Atlanta, Georgia, October 31-November 3, 1991.

Major, Ann M., "A Test of Situational Communication Theory: Public Opinion Responses to the Prediction of the December 3, 1990, Earthquake Disaster," presented at "The Public and Media Response to the Iben Browning Earthquake Forecast," Southern Illinois University at Edwardsville, May 16-18, 1991.



Major, Ann M., "Environmental Protection versus Economic Interests: A Test of Situational Communication Theory as a Problem-Solving Approach," presented at the annual conference of the North American Association for Environmental Education, San Antonio, Texas, November 2-7, 1991.

Major, Ann M., and Atwood, L. Erwin, "Some Determinants of Accurate Perception of Public Opinion," presented at the annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota, August 9-12, 1990.

Major, Ann M., and Atwood, L. Erwin, "The U.S. Press Covers Two Presidential Elections," presented at the annual conference of the International Communication Association, Dublin, Ireland, June 24-29, 1990.

Major, Ann M., and Atwood, L. Erwin, "Pluralistic Ignorance and Communication about A Critical Political Issue," presented at the annual conference of the International Communication Association, New Orleans, LA, May 29-June 2, 1988.

Major, Ann M., and Atwood, L. Erwin, "U.S. Press Coverage of the 1988 French Presidential Election," presented at the annual conference of the International Communication Association, San Francisco, California, May 1990.

Major, Ann M., "An Application of Sherif and Sherif's Psychological Patterning Model to Advertising for a Symbolic Product," presented at the annual conference of the American Academy of Advertising, Las Vegas, Nevada, March 21-23, 1987.

Atwood, L. Erwin, and Major, Ann M., "Opinion Publics and Communication about a Critical Political Issue," presented at the annual conference of the International Communication Association, Montreal, Canada, May 21-25, 1987.

### C. Invited Panel Papers

Major, Ann M. "Evaluating the Effectiveness of Peer-to-Peer Message Strategies: What Works and What Doesn't Work," presented to addiction researchers and counselors at the annual conference of the Pennsylvania Liquor Control Board, Harrisburg, Pennsylvania, April 11, 2013.

Major, Ann M. "Risk Factors in Alcohol Emergencies on College Campuses: A Journey into the Dark World of College Student Life," presented to addiction counseling professionals at the 22<sup>nd</sup> annual conference of the Commonwealth Prevention Alliance, State College, Pennsylvania, June 7, 2012.

Reyes, Wanda, and Major, Ann M. "The U.S. Diabetes Epidemic: Understanding Gender, Ethnicity, and Communication in Developing Effective Risk-Reduction Strategies," presented at the annual international conference of the Public Relations Society of America, Orlando, Florida, October 16, 2011.

Major, Ann M. "Understanding Public Perceptions of Risk in Natural Disasters: The Role of Media and Interpersonal Communication," presented at the American Meteorological Society, University Park, Pennsylvania, August 12, 2010.

Major, Ann M. "Strategies in Mass Media Education for Breaking the Cycle of Environmental Racism's Hidden Toll on Minority Health and Prosperity," presented to the Minorities and Communication Division and Communicating Science, Health, Environment and Risk Interest Group, at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, Colorado, August 4, 2010.

Major, Ann M. "The Problem with Communication Theory and Practice in Environmental Disasters and Emergencies," presented to the Public Relations Division and Communicating Science, Health, Environment and Risk Interest Group, at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, Colorado, August 4, 2010.

Major, Ann M. "New Research to Build the Situational Theory of Publics," presented to the Public Relations Division at the annual conference of the International Communication Association, San Diego, California, May 24, 2003.

Major, Ann M. "Media Relations Under Fire" presented at the "Effective Strategies for Communicating Health Messages to the Media" Conference sponsored by the Pennsylvania Office of Rural Health. Harrisburg, Pennsylvania, October 15, 2003.

Major, Ann M. "Empowering the Silenced in the Spiral of Silence: Applications for Public Relations Theory," presented to the Public Relations and Media and Disabilities Divisions at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., August 7, 2001.

Major, Ann M., "Teaching Environmental Community Relations," as part of the ASJMC panel on "Service Learning: The Pennsylvania State Engaged Learning Model," presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Baltimore, Maryland, August 7, 1998.

Ramaprasad, Jyotika, and Major, Ann M., "Structuring the Integrated Marketing Communications Curriculum," presented at the "Strengthening Journalism Education in South Asia" conference, Colombo, Sri Lanka, January 2-5, 1997.

Major, Ann M., "Public Relations Education in the United States," presented at the meeting of the Foundation for Public Relations Research and Education, Taipei, Taiwan, Republic of China, March 23, 1995.

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