MICHEL M. HAIGH

CURRENT POSITION

Full Professor, School of Journalism and Mass Communication, Texas State University – July 1, 2017 –

Graduate Advisor, School of Journalism and Mass Communication, Texas State University – July 1, 2017 – May 31, 2023

Senior Research Fellow, Arthur W. Page Center, The Pennsylvania State University – December 2014 – 2022

PAST POSITIONS

Associate Professor, College of Communications, Department of Advertising and Public Relations, The Pennsylvania State University – July 2011 – June 30, 2017

Assistant Professor, College of Communications, Department of Advertising and Public Relations, The Pennsylvania State University – August 2006 – July 2011 (earned early tenure and promotion)

EDUCATION

Doctor of Philosophy in Communication
University of Oklahoma
May 2006

Dissertation Title: *Organizational Culture, Identity, Commitment, and Citizenship Behaviors: Antecedents, Change Over Time, Interrelationships, and Potential of Inoculation to Bolster Identity, Commitment, and Citizenship Behaviors*
Advisor: Dr. Michael Pfau

Selected Coursework in Content Areas: Advertising and the Consumer, PR Problems and Cases, Seminar in Mass Communication, Mass Communication Perspectives, Media Management, Directed Readings in Public Relations, Organizational Communication, Social Influence, Resistance to Influence

Selected Coursework in Methodology: Communication Statistics I & II, Structural Equation Modeling, Regression, Quantitative Methods, Qualitative Methods, Contemporary Issues in Communication Theory & Research,

Master of Science in Agricultural Education emphasis in Agricultural Communications
Texas Tech University; August 2000
GPA: 4.0/4.0
Thesis Title: *A Study on the Member Education and Communication Programs in Rural Electric Cooperatives*
Advisor: Dr. David Lawver

Bachelor of Science in Communication, College of Arts & Sciences
Bachelor of Science in Agricultural Journalism, College of Agriculture and Biological Sciences
South Dakota State University; May 1999

PUBLICATIONS

Burns, E. & Haigh, M. M. (2025). A longitudinal frame analysis of the Syrian refugee crisis. *Newspaper Research Journal, 46*(3), 392-408.

Dardis, F., Haigh, M. M., Overton, H., & Bailey, E. (2025). Optimizing brand perceptions by aligning corporate communication strategy with message framing strategy in CSR messages. *Journal of Promotion Management, 31*(4), 620-652.

Wang, R., & Haigh, M. M. (2024). News reading on smartphones: how do mood, modality interactivity, and news story length influence news engagement? *Behavior & Information Technology, 43*, 1-16.

Haigh, M. M., & Brubaker, P. (2018). Social media and televangelists: Examining Facebook and Twitter content. *The Journal of Religion, Media, and Digital Culture, 7*(1), 24-49.

Brubaker, P., & Haigh, M. M. (2017). The religious Facebook experience: Uses and gratifications of faith-based content. *Social Media and Society, 3*(2), 1-11.

Haigh, M. M., & Bruce, M. (2017). A comparison of the visual and story frames Al Jazeera English and CNN employed during the 2011 Egyptian Revolution. *International Communication Gazette, 79*(4), 419-433

Wang, R., Yang, F., & Haigh, M. M. (2017). Let me take a selfie: Exploring the psychological effects of posting and viewing selfies and groupies on social media. *Telematics and Informatics, 34*(4), 274-283.

Erzikova, E., Haigh, M. M., & Sampiev, A. (2016). Anti-West frames dominate Afghan war news coverage. *Newspaper Research Journal, 37*(4), 393-404.

Haigh, M. M., & Wigley, S. (2015). Protecting against negative user-generated content. *Corporate Communications: An International Journal, 20*(1), 63-75.

Haigh, M. M. (2014). Comparing how organizations use websites and social media to maintain organization-public relationships. *Pr*ism, *11*(2), 1-13. *Special issue.*

Haigh, M. M. (2014). Afghanistan war coverage more negative over time. *Newspaper Research Journal, 35*(3), 38-51.

Haigh, M. M., Brubaker, P., & Whiteside, E. (2013). Facebook: Examining the information presented and its impact on stakeholders. *Corporate Communications: An International Journal, 18*(1), 52-69.

Haigh, M. M. (2012). Health most common frame for spinach, peanut recalls. *Newspaper Research Journal, 33*(3), 62-75.

Haigh, M. M., & Dardis, F. (2012). Impact of crisis on corporate social responsibility and organization-public relationships. *PR Journal, 6*(1), 1-16.

Haigh, M. M., & Brubaker, P. (2010). Examining how image restoration strategy impacts perceptions of corporate social responsibility, organization-public relationships, and source credibility. *Corporate Communications: An International Journal, 15*(4), 453-468.

Haigh, M. M. (2010). Newspapers use three frames to cover alternative energy. *Newspaper Research*

Journal, *31*(2), 47-63.

Haigh, M. M., & Heresco, A. (2010). Late-night Iraq: Monologue joke content and tone from 2003 – 2007. *Mass Communication & Society*, *13*(2), 157-173.

Haigh, M. M., Brubaker, P., & Heresco, A. (2009). The impact of mood and story frame on information processing of news stories. *American Journal of Media Psychology*, *2*(1/2), 57-75.

Becker, J. A. H., Johnson, A. J., Craig, E. A., Gilchrist, E. S., Haigh, M. M., & Lane, L. T. (2009). Turning points related to changes in the friendship level of geographically close and long-distance friendships. *Journal of Social and Personal Relationships, 26*(4), 347-369.

Dardis, F., & Haigh, M. M. (2009). Prescribing versus describing: Testing image-restoration strategies in a crisis situation. *Corporate Communications: An International Journal, 14*(1), 101-118.

Johnson, A. J., Haigh, M. M., Craig, E. A., & Becker, J. A. H. (2009). Defining and measuring relational closeness: The test case of long-distance friendships. *Personal Relationships*, *16*(4), 631-646.

Johnson, A. J., Becker, J. A. H., Craig, E. A., Gilchrist, E. S., & Haigh, M. M. (2009). Changes in friendship commitment: Comparing geographically close and long-distance young- adult friendships. *Communication Quarterly*, *57*(4), 495-415.

Haigh, M. M. (2008). The cream, the clear, BALCO and baseball: An analysis of image restoration techniques employed during the steroid scandal. *Journal of Sports Media*, *3*(2), 1-24.

Haigh, M. M., Bruce, M., & Craig, E. A. (2008). Mad cow coverage more positive in Midwest papers. *Newspaper Research Journal, 29*(1), 50-62.

Johnson, A. J., Wright, K., Craig, E. A., Gilchrist, E. S., Lane, L. T., & Haigh, M. M. (2008). Factors that predict stress levels for residential and nonresidential stepmothers: The influence of social support, role clarity, and household and childcare responsibilities. *Journal of Social and Personal Relationships, 25*(1), 119-142.

Johnson, A. J., Haigh, M. M., Becker, J. A. H., Craig, E. A., & Wigley, S. (2008). College students use of email to maintain long distance and geographically close relationships: An examination of friend, family, and romantic partner email correspondence. *Journal of Computer-Mediated Communication, 13*(2), 381-404.

Pfau, M., Haigh, M. M., Sims, J., & Wigley, S. (2008). The influence of corporate social responsibility campaigns on public opinion. *Corporate Reputation Review, 11*(2), 145-154.

Pfau, M., Haigh, M. M., Shannon, T., Tones, T., Mercurio, D., Williams, R., Binstok, B., Diaz, C., Dillard, C., Browne, M., Elder, C., Reed, S., Eggers, A., & Melendez, J. (2008). The influence of television depictions of the images of war. *Journal of Broadcasting & Electronic Media, 52*(2), 303-322.

Johnson, A. J., Becker, J. A. H., Wigley, S., Haigh, M. M., & Craig, E. A. (2007). Reported argumentativeness and verbal aggressiveness levels: Type of argument as a situational constraint. *Communication Studies, 58*(2), 189-205.

Pfau, M., Haigh, M. M., Sims, J., & Wigley, S. (2007). The influence of corporate front-group stealth campaigns. *Communication Research, 34*(1), 73-99.

Haigh, M. M., & Pfau, M. (2006). Bolstering organizational identity, commitment, and OCBs through the process of inoculation. *International Journal of Organizational Analysis*, *14*(4), 295-316.

Haigh, M. M., Pfau, M., Danesi, J., Tallmon, R., Bunko, T., Nyberg, S., Thompson, B., Babin, C., Cardella, S., Mink, M., & Temple, B. (2006). A comparison of embedded and non-embedded print coverage of the U.S. invasion and occupation of Iraq. *Harvard International Journal of Press/Politics*, *11*(2), 139-153.

Pfau, M., Haigh, M. M., Fifrick, A., Holl, D., Tedesco, A., Cope, J., Nunnally, D., Schiess, A., Preston, D., Roszkowski, P., & Martin, M. (2006). The effects of print news photographs of the images of war. *Journalism & Mass Communication Quarterly*, *83*(1), 150-168.

Pfau, M., Ivanov, B., Houston, B., Haigh, M. M., Sims, J., Gilchrist, E., Russell, J., Wigley, S., & Eckstein, J. (2005). Inoculation and mental processing: The role of associative networks in the process of resistance. *Communication Monographs*, *72*(4), 414-441.

Pfau, M., Haigh, M. M., Logsdon, L., Perrine, C., Baldwin, J., Breitenfeldt, R., Cesar, J., Dearden, D., Kuntz, G., Montalvo, E., Roberts, D., & Romero, R. (2005). Embedded reporting during the invasion and occupation of Iraq: How embedding journalists affects television news reports. *Journal of Broadcasting & Electronic Media*, *49*(4), 468-487.

Pfau, M., Haigh, M. M., Gettle, M., Donnelly, M., Scott, G., Warr, D., & Wittenberg, E. (2004). Embedding journalists in combat military units: Impact on newspaper story frames and tone. *Journalism & Mass Communication Quarterly*, *81*(1), 74-88.

Johnson, A. J., Wittenberg, E., Haigh, M. M., Wigley, S., Becker, J., Brown, K., & Craig, E. A. (2004). The process of relationship development and deterioration: Turning points in friendships that have terminated. *Communication Quarterly*, *52*(1), 54-67.

DISTINGUISHED ARTICLES

Dardis, F., & Haigh, M. M. (2009). Prescribing versus describing: Testing image-restoration strategies in a crisis situation. *Corporate Communications: An International Journal*, *14*(1), 101-118. Recognize Top Three Articles published during the year.

Pfau, M., Ivanov, B., Houston, B., Haigh, M. M., Sims, J., Gilchrist, E., Russell, J., Wigley, S., & Eckstein, J. (2005). Inoculation and mental processing: The role of associative networks in the process of resistance. *Communication Monographs*, *72*(4), 414-441. Communication and Social Cognition Division of the National Communication Association. Distinguished Article Award.

PARTS OF BOOKS

Wigley, S. & Haigh, M. M. (accepted). Contemporary concepts, individual difference, additional moderators, mediators, and outcomes. In J. Compton, B. Ivonov, & K. Parker (Eds.) *The handbook of inoculation theory and practice.* Wiley. [peer reviewed, invited]

Haigh, M. M., Ferchaud, A., & Costello, L. (accepted). Food labeling delusions: The term natural doesn't mean what one thinks it means. In G. Dixon & J. Hmielowski (Eds.) *Title forthcoming.* Routledge. pp. 151-169. [peer reviewed, competitive selection]

Haigh, M. M., Hester, E., & Kim, Y. (2025). Inoculation: An antidote to protect against the influence of disinformation about organizations. In M. Zimdars (Ed). *Mis/Disinformation and Democratic Society*. Routledge. pp. 151-169. [peer reviewed, competitive selection]

Haigh, M. M. (2025 - 2nd Edition). War, media, and public opinion: A battle for hearts and minds. In A. Schwarz, M. Seeger, & S. Kim (Eds.), *The international handbooks of risk and crisis communication II*. Wiley-Blackwell. (pp. 195-204). [invited, peer reviewed, updated content]

Haigh, M. M. & Ngondo, P.S. (2024). Examining how medium, message, and image restoration strategy used in crisis responses impact stakeholders. T. Coombs (Ed.), *Media and Crisis Communication* (pp. 31-55). Routledge. [peer reviewed, competitive selection].

Haigh, M. M. & Wigley, S. (2024). Doug the Pug, Eggnog, and Boo: The impact of pet influencers on stakeholders' purchase intentions and attitudes toward the brand. In N. Chang Bi & R. Zhang (Eds.), *Global perspectives on social media influencers and strategic business communication* (pp. 162-180). IGI Global [peer reviewed, competitive selection]

Haigh, M. M. (2020). Comparative analysis of theoretical propositions focusing on apologia. H. D. O'Hair & M. J. O'Hair (Eds.) *Handbook of applied communication research* (pp. 63-74). Wiley. [invited, peer reviewed]

Haigh, M. M. (2018). Examining print coverage of the Keystone Pipeline XL using the social amplification of risk framework. H. D. O'Hair (Ed.), *Risk and health communication in an evolving media environment* (pp. 191-206). Routledge. [peer reviewed, competitive selection]

Haigh, M. M. (2016). War, media, and public opinion: A battle for hearts and minds. In A. Schwarz, M. Seeger, & C. Auer (Eds.), *The handbook of international crisis communication* (pp. 191-199). Wiley-Blackwell. [invited, peer reviewed, 2013]

Haigh, M. M., & Major, A. (2016). Rachel Carson's war of words against government and industry: Challenging the objectivity of American scientific discourse. In B. K. Duffy & R. D. Besel (Eds.), *Green voices: Defending nature and the environment in American civic discourse* (pp. 153-173). SUNY Press. [peer reviewed, competitive selection 2013]

Haigh, M. M. (2015). Be Original: Examining comments on A&E's Duck Dynasty Facebook page. In A. F. Slade, A. J. Narro, & D. Givens-Carroll (Eds.), *Television, social media and fan culture* (pp. 147-160). Lexington Books [peer reviewed, competitive selection 2014]

Haigh, M. M., & Alwine, L. (2015). "I'm sorry" is hard to say for Lance Armstrong: Examining how this impacts public perception. In J. Blaney (Ed.), *Putting image repair to the test: Quantitative Applications of Image Restoration* (pp. 99-111). Lexington Books. [competitive selection, 2014]

Haigh, M. M., & Pfau, M. (2015). Examining the content of milblogs and their influence on public support for war. In L. Webb & E. Sahlstein (Eds.), *A communicative perspective on the military: messages, strategies, meanings* (pp. 255-274). Peter Lang. [peer reviewed, competitive selection 2013]

Haigh, M. M., & Wigley, S. (2015). "Butter," Facebook, and Paula Deen: Examining fans' use

of social media in crisis. In A. F. Slade, A. J. Narro, & D. Givens-Carroll (Eds.), *Television, social media and fan culture* (pp. 261-275). Lexington Books. [peer reviewed, competitive selection 2014]

Haigh, M. M. (2013). The relationship between the media, the military, and the public: Examining the stories told and public opinion. In. E. Scharrer (Ed.) *Media effects/media psychology* (pp. 316-332). Blackwell. [edited volume series] [invited and peer reviewed]

Johnson, A. J., Craig, E., Haigh, M. M., Gilchrist, E. S., Lane, L. T., & Welch, N. S. (2009). Stepfamilies interfacing outside the home: Barriers to stepparent/stepchild communication with educational, medical, and legal personnel. In T. J. Socha & G. H. Stamp (Eds.) *Parents, children, and communication II: Interfacing outside of home* (pp. 305-322). Lawrence Erlbaum.

BOOK REVIEWS

Haigh, M. M. (2024). Review of Jeremiah Favara, Tactical inclusion: Difference and vulnerability in U.S. military advertising. *Journal of Military History.*

Haigh, M. M. (2011). Review of Nilanjana Bardhan and C. Kay Weaver (Eds.), Public relations in global cultural contexts: Multi-paradigmatic perspectives. *Journal of Intercultural Communication Research, 40*(3), 259-262.

Haigh, M. M. (2011). Review of Nancy Baron's Escape from the ivory tower: A guide to making your science matter. *Journal of Higher Education Outreach and Engagement, 15*(4), 121-124.

Haigh, M. M. (2010). Review of Sally C. Tannenbaum (Ed.), Research, advocacy, and political engagement: Multidisciplinary perspectives through service learning. *Journal of Higher Education Outreach and Engagement, 14*(2), 97-100.

MANUSCRIPTS UNDER REVIEW

Wigley, S. & Haigh, M. M (under review). *Online games as inoculation interventions: A critique of the Bad News game beginnings of inoculation theory*. *Communication Theory.*

MANUSCRIPTS IN PREPARATION (WORKS IN PROGRESS)

Haigh, M. M. *Comparing the impact of reporter status (embedded no embedded) on attitudes toward war.* [rewrite]

Haigh, M. M. *Afghanistan versus Iraq: Examining differences in newspaper coverage.* [rewrite]

Haigh, M. M. *Emojis and organizations: Examining content posted and their impact on stakeholders.* [rewrite].

Haigh, M. M., & Costello, L. *Examining how image repair strategies and corporate ability frames impact*
stakeholders' during times of crisis. (Data collected by Qualtrics, writing paper).

Haigh, M. M., Dardis, F., Ott, H., & Bailey, E. (Revise and Resubmit). Corporate message strategies: Examining how story frames impact stakeholders' perceptions.

PROJECTS IN PROGRESS (COLLECTING DATA/WAITING ON IRB)

Haigh, M. M., & Oeldorf-Hirsch, A. *Social comparison through social media groups tied to sport: communities of support or communities of condemnation*. (collecting data this fall, literature/methods are complete - received a $1,000 internal grant to help with this project)

Haigh, M. M., Wigley, S., & Hester, E. *Disinformation and memes: Examining disinformation and memes and their impact on stakeholders*. (collecting more data)

CONFERENCE PRESENTATIONS

Haigh, M. M., Ferchaud, A., & Costello, L. (2025). *Examining consumers' perceptions of the term natural on food labels.* Paper accepted for presentation at the Broadcast Education Association annual meeting.

Haigh, M. M., Wigley, S., & Hester, E. (2025). *Memes, misinformation, and organizations.* Paper accepted for presentation at the International Communication Association annual meeting.

Haigh, M. M., Wigley, S., & Hester, E. (2024). *Disinformation and memes: Examining disinformation and memes and their impact on stakeholders.* Paper presented at the Broadcast Education Association annual meeting.

Haigh, M. M., Hester, E., & Kim, Y. (2024). *Inoculation: An antidote to protect against the influence of disinformation about organizations.* Paper presented at the Broadcast Education Association annual meeting.

Wigley, S., & Haigh, M. M. (2024). *Online games as inoculation interventions: A critique of the bad news game.* Paper accepted for presentation at the Southern States Communication Association annual convention. **First place faculty paper for the Communication and Methodology Division.

Cho, Y. & Haigh, M. M (2023). *Pandemic, protests, and journalists' mental health*. Paper presented at the Broadcast Education Association annual meeting. [virtual]

Haigh, M. M., & Oeldorf-Hirsch. (2023). *A social comparison through social media groups tied to sport: communities of support or communities of condemnation*. Paper presented at the Broadcast Education Association annual meeting - Research in Progress Session.

Haigh, M. M. & Ngondo, P.S. (2021). *Examining how medium, message, and image restoration strategy used in crisis responses impact stakeholders*. Paper presented at the Broadcast Education Association annual meeting. [virtual]

Wang, R. & Haigh, M. M. (2020). *Smartphone news reading: How do mood, modality, interactivity, news story length, and news topic influence user engagement*. Paper presented at the International Communication Association Annual meeting [virtual].

Dardis, F. Haigh, M. M. Ott, H., & Bailey, E. (2020). *Communicating CSR fit: How message-framing strategies and specific elements of a company-cause relationship can enhance consumer perceptions of the corporation*. Paper presented at the International Public Relations Research Conference.

Burns, E. & Haigh, M. M. (2019). *Examining the narratives of Syria: A longitudinal frame analysis of Syrian Conflict*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Toronto. [presenter and major writer – Burns was a MA student]

Haigh, M. M. (2018). *Examining eight years of broadcast coverage of the Iraq and Afghanistan Wars*. Paper presented at the Broadcast Education Association annual meeting, Las Vegas, NV. **1st place faculty paper International Division.

Haigh, M. M. & Ngondo, P.S. (2018). *Bad press: How CEOs drive business forward via apology strategies*. International Public Relations Research Conference.

Haigh, M. M. & Brubaker, P. (2017). *Social media and televangelists: Examining Facebook and Twitter content*. Paper presented at the National Communication Association annual meeting, Dallas, TX.

Haigh. M. M., Dardis, F., Ott, H., & Bailey, E. (2017). *CSR, hybrid, or ability frames: Examining how story frames impact stakeholders' perceptions.* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Chicago, IL.

Dardis, F., Haigh, M. M., Ott, H., & Bailey, E. (2016). *Corporate ability or social conscience?:The impact of strategic emphasis and issue-framing type in corporate social responsibility messages.* Paper presented at the Public Relations Society of America annual meeting, Indianapolis, IN.

Brubaker, P., & Haigh, M. M. (2016). *The religious Facebook experience*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Minneapolis, MN.

Haigh, M. M., & Laubscher, K. (2016). *Facebook, Instagram, and message frames*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Minneapolis, MN.

Haigh, M. M. (2016). *Examining print coverage of the Keystone Pipeline XL using the social amplification of risk framework.* Paper presented at the Broadcast Education Association annual meeting, Las Vegas, NV.

Haigh, M. M. (2015). *Comparing newspaper coverage about the wars in Iraq and Afghanistan.* Paper presented at the National Communication Association annual meeting, Las Vegas, NV.

Erzikova, E., Haigh, M. M., & Sampiev, A. (2015). *Covering or covering up? Framing of the Soviet invasion (1979 – 1988) in mainstream newspapers.* Paper presented at the National Communication Association annual meeting, Las Vegas, NV.

Brown, E., Haigh, M. M., & Ewing, J. (2015). *The framing of marcellus shale drilling in Pennsylvania newspapers.* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.

Haigh, M. M. (2015). *Substantive vs hype: Comparing broadcast news and comedy show sound bites, visuals, and audio during the 2012 presidential election.* Paper presented at the Broadcast Education Association annual meeting, Las Vegas, NV.

Haigh, M. M. (2015). *Embedded vs. nonembedded reporters: Impact on public support toward war.* Paper presented to the Broadcast Education Association annual meeting, Las Vegas, NV. ** 2nd Place Faculty Paper.

Haigh, M. M., & Bruce, M. (2014). *A comparison of the visual and story frames Al Jazeera English and CNN employed during the 2011 Egyptian Revolution.* Paper presented to the Broadcast Education Association annual meeting, Las Vegas, NV. ** Top Paper

Haigh, M. M., & Wigley, S. (2013). *Inoculation updated: The role of threat, knowledge, and mood in the process of inoculation.* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Washington, DC.

Haigh, M. M. (2013). *Late-night comedy's impact on attitudes about war.* Paper presented at the Broadcast Education Association annual meeting, Las Vegas, NV. ** Top Paper

Haigh, M. M. (2012). *What happened to Afghanistan? Examining newspaper coverage from 2001 – 2010*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Chicago, IL.

Haigh, M. M., Brubaker, P., & Whiteside, E. (2011). *For-profit organizations and Facebook: What information is available for stakeholders on Facebook and how does this information impact them?* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, St. Louis, MO.

Haigh, M. M., Brubaker, P., & Whiteside, E. (2011). *Examining how organizations' Facebook pages impact perceptions of CSR and organization-public relationships*. Paper presented at the International Communication Association annual meeting, Boston, MA.

Haigh, M. M., & Oliver, M. (2011). *Protecting against racial stereotypes appearing in broadcast news.* Paper presented at the International Communication Association annual meeting, Boston, MA.

Haigh, M. M., & Ladlee, J. (2009). *Lessons learned: Engaging students in community research, a case study*. National Outreach Scholarship Conference. Athens, GA.

Haigh, M. M., & Brubaker, P. (2009*). Image restoration and the impact on source credibility and organization-public relationships*. Paper presented at the International Communication Association annual meeting, Chicago, IL.

Haigh, M. M., Brubaker, P., & Heresco, A. (2009). *Mood, frames, and associative networks: How associative networks are impacted by story frame and mood*. Paper presented at the International Communication Association annual meeting, Chicago, IL.

Bird, B., Baukus, C. M., Elavsky, C. M., Hagopian, K., Haigh, M. M., Parsons, P., & Schejter, A. (2008). *Communicating an integrated future of public engagement*. National Outreach Scholarship Conference. University Park, PA.

Johnson, A. J., Haigh, M. M., Craig, E. A., & Becker, J. A. H. (2008). *Defining and measuring relational closeness: The test case of long-distance friendships*. Paper presented at National Communication Association annual meeting, San Francisco, CA.

Dardis, F., & Haigh, M. M. (2008). *Prescribing versus describing: An original test of all image-restoration strategies within a single crisis situation*. Paper presented at the International Communication Association annual meeting, Montreal, Canada.

Haigh, M. M., & Dardis, F. (2008). *Impact of crisis on corporate social responsibility and organization-public relationships.* Paper presented at the International Communication Association annual meeting, Montreal, Canada.

Haigh, M. M., Compton, J., & Heresco, A. (2008). *Late-night Iraq: Monologue joke content and tone from 2003-2007*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Chicago, IL.

Haigh, M. M., & Pfau, M. (2007). *Don't tread on my blog: A content analysis and experiment of military web logs.* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, Washington, D.C. ** Top Faculty Paper Mass Communication & Society Division.

Haigh, M. M., & Hansen, G. (2007). *Broadcast news depictions of the war in Iraq: Description of story content and effects on public opinion.* Paper presented at the Midwest Association for Public Opinion Research annual meeting, Chicago, IL.

Johnson, A. J., Craig, E. A., Haigh, M. M., Gilchrist, E. S., Lane, L. T., & Welch, N. S. (2007). *Stepfamilies interfacing outside the home: Barriers to stepparent/stepchild communication with educational, medical, and legal personnel*. Paper presented at the National Communication Association annual meeting, Chicago, IL.

Johnson, A. J., Haigh, M. M., Becker, J. A. H., Craig, E. A., & Wigley, S. (2007). *College students' use of email to maintain long distance and geographically close relationships: A content analysis*. Paper presented at the International Communication Association annual meeting, San Francisco, CA.

Pfau, M., & Haigh, M. M. (2007). *The influence of television depictions of the images of war.* Paper presented at the International Communication Association annual meeting, San Francisco, CA. ** Top Paper

Becker, J. A. H., Johnson, A. J., Craig, E. A., Gilchrist, E. S., Haigh, M. M., & Lane, L. T. (2006). *Turning points related to changes in the friendship level of geographically close and long-distance friendships*. Paper presented at the National Communication Association annual meeting, San Antonio, TX.

Haigh, M. M. (2006). *Episodic and thematic frames impact on associative networks.* Paper presented at Association for Education in Journalism and Mass Communication annual meeting, San Francisco, CA.

Haigh, M. M. (2006). *The impact of newspaper frames on cognition*. Paper presented at the Midwest Association for Public Opinion Research annual meeting, Chicago, IL.

Hansen, G., Haigh, M. M., & Pfau, M. (2006). *Examining media coverage and casualty intolerance for post invasion Iraq*. Paper presented at the National Communication Association annual meeting, San Antonio, TX. ** Top Paper

Johnson, A. J., Becker, J. A. H., Craig, E. A., Gilchrist, E. S., & Haigh, M. M. (2006). *Changes in friendship commitment: Comparing geographically close and long- distance friendships*. Paper presented at the International Communication Association annual meeting, Dresden, Germany.

Johnson, A. J., Wright, K., Craig, E. A., Gilchrist, E. S., Lane, L. T., & Haigh, M. M. (2006). *Factors that predict stress levels for residential and nonresidential stepmothers: The influence of social support, role clarity, and household and childcare responsibilities*. Paper presented at the National Communication Association annual meeting, San Antonio, TX.

Pfau, M., & Haigh, M. M. (2006). *The effects of print news photographs of images of war.* Paper presented at the International Communication Association annual meeting, Dresden, Germany.

Haigh, M. M., Bruce, M., & Craig, E. A. (2005). *Have all the cows gone mad? Are they sick down or diseased? A content analysis of newspaper coverage on the first Mad Cow outbreak in the U.S. A.* Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, San Antonio, TX.

Horowitz, E. M., Haigh, M. M., Wanstrom, J., & Parker, K. A. (2005). *Among the youngest and poorest: A real-life civic experiment in Baltimore, MD and the political socialization of 16- and 17-year-olds*. Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, San Antonio, TX. ** Top Paper

Johnson, A. J., Becker, J. A. H., Wigley, S., & Haigh, M. M. (2005). *Reported argumentativeness and verbal aggressiveness levels: Type of argument as a situational constraint*. Paper presented at the National Communication Association annual meeting, Boston, MA.

Johnson, A. J., Haigh, M. M., Craig, E., & Becker, J. (2005). *Defining and measuring relational closeness: The test case of close long-distance friendships*. Paper presented at the National Communication Association annual meeting, Boston, MA.

Pfau, M., Ivanov, B., Houston, B., Haigh, M. M., Sims, J., Gilchrist, E., Russell, J., Wigley, S., & Eckstein, J. (2005). *Inoculation and mental processing: The role of associative networks in the process of resistance.* Paper presented at the International Communication Association annual meeting, New York, NY.

Compton, J., Houston, B., & Haigh, M. M. (2004). *A fine line between amusing and annoying: Sarcasm, irritation, efficacy, source credibility, and persuasive messages*. Paper presented at the National Communication Association annual meeting, Chicago, IL.

Horowitz, E. M., Haigh, M. M., Wanstrom, J., & Parker, K. A. (2004). *Rockin' the teenage vote: A real-life civic 'experiment' in Baltimore, MD and its effects on the political socialization of 16- and 17-year-old voters*. Paper presented at the Midwest Association for Public Opinion Research annual meeting, Chicago, IL.

Johnson, A. J., Haigh, M. M., Becker, J. A. H., Craig, E. A., & Wigley, S. (2004). *College students' use of email to maintain relationships.* Paper presented at the National Communication Association annual meeting, Chicago, IL.

Haigh, M. M. (2003). *MSD and political uses and gratifications*. Paper presented at the Midwest Association for Public Opinion Research annual meeting, Chicago, IL.

Johnson, A. J., Becker, J. A. H., Wigley, S., Wittenberg, E., & Haigh, M. M. (2003). *What geographic distance can illustrate about relational closeness: Close long-distance friendships.* Paper presented at the International Communication Association annual meeting, San Diego, CA.

Johnson, A. J., Wittenberg, E., Haigh, M. M.,Wigley, S., Becker, J. A. H., Brown, K., & Craig, E. A. (2003). *The process of relationship dissolution: Turning points in friendships that have terminated*. Paper presented at the National Communication Association annual meeting, Miami Beach, FL.

Haigh, M. M. (2001). *An assessment of technology use among Oklahoma Cooperative Extension Educators*. A paper presented to the Southern Association of Agricultural Scientists. Fort Worth, TX.

CONFERENCE TOP PAPER AWARDS

Wigley, S., & Haigh, M. M. (2024). *Online games as inoculation interventions: A critique of the bad news game.* Paper accepted for presentation at the Southern States Communication Association annual convention. **First place faculty paper for the Communication and Methodology Division.

Haigh, M. M. (2018). *Examining eight years of broadcast coverage of the Iraq and Afghanistan Wars.* Paper to be presented at the Broadcast Education Association annual meeting, Las Vegas, NV. **1st place faculty paper International Division.

Haigh, M. M. (2015). *Embedded vs. nonembedded reporters: Impact on public support toward war*. Paper presented to the Broadcast Education Association annual meeting, Las Vegas, NV. ** 2nd Place Faculty Paper.

Haigh, M. M., & Bruce, M. (2014). *A comparison of the visual and story frames Al Jazeera English and CNN employed during the 2011 Egyptian Revolution.* Paper to be presented at the Broadcast Education Association annual meeting, Las Vegas, NV. **1st place faculty paper International Division.

Haigh, M. M. (2013). *Late-night comedy's impact on attitudes about war.* Top Debut Paper in the News Division of the Broadcast Education Association annual meeting, Las Vegas, NV.

Haigh, M. M., & Pfau, M. (2007). *Don't tread on my blog: A content analysis and experiment of military web logs.* Top paper in the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication annual meeting, Washington, D.C.

Pfau, M., & Haigh, M. M. (2007). *The influence of television depictions of the images of war.* Top Faculty Paper in the Mass Communication division presented at the International Communication Association annual meeting, San Francisco, CA.

Hansen, G., Haigh, M. M., & Pfau, M. (2006). *Examining media coverage and casualty intolerance for post invasion Iraq*. Top Paper in the Political Communication Division of the National Communication Association annual meeting, San Antonio, TX.

Horowitz, E. M., Haigh, M. M., Wanstrom, J., & Parker, K. A. (2005). *Among the youngest and poorest: A real-life civic 'experiment' in Baltimore, MD and the political socialization of 16- and 17-year-olds*. Top Three Paper in Communication Theory and Methodology division presented at the AEJMC annual meeting, San Antonio, TX.

Pfau, M., Ivanov, B., Houston, B., Haigh, M. M., Sims, J., Gilchrist, E., Russell, J., Wigley, S., & Eckstein, J. (2005). *Inoculation and mental processing: The role of associative networks in the process of resistance.* Top Four Paper in Information Processing division presented at the International Communication Association Annual Meeting, New York, NY.

PANEL SESSIONS

Society of Professional Journalists (2023). To Be or Not to Be Accredited: How ACEJMC can Help or Hurt Your Journalism Program. Bey-Ling Sha, Patricia Thompson, Michel M. Haigh, James Stewart.

BEA On Location - Assessment Bootcamp. (2021). Panelists: Rochelle Ford, Patricia Thompson, Dan Shelley, Bey-Ling Sha, Michel M. Haigh.

FUNDED RESEARCH

2023 - Broadcast Education Association ($2,000) - Co-PI with Shelley Wigley and Erin Hester - Disinformation and Organizations: Protecting Stakeholders' Perceptions Against Disinformation in Memes

2023 - University of Texas at Arlington ($2,300 internal grant) - Co-PI with Shelley Wigley and Erin Hester - Disinformation and Organizations: Protecting Stakeholders' Perceptions Against Disinformation in Memes

2023 - Texas State University ($10,000 internal grant - Translational Health Research grant) - Co-PI with Anne Oeldorf-Hirsch (University of Connecticut)

2012–2013 Page Legacy Scholar grant ($2,000) from The Arthur W. Page Center for Integrity in Public Communication for the project Co-PI with Shelley Wigley of UT-Arlington.

TEACHING EXPERIENCE

Professor – Texas State University (July 2017 – present); I regularly teach the graduate research methods course, the graduate media writing course, and the graduate mass communication theory course. I have also taught a social media campaigns course and the seminar in strategic communication at the graduate level. At the undergraduate level, I have taught the foundations of public relations writing course, the intro to public relations course, the first and second public relations writing class, as well as the undergraduate research method course.

Associate/Assistant Professor – The Pennsylvania State University (July 2006 – June 2017); I taught public relations writing, campaigns, research methods, and a variety of other classes. The public relations writing class is a class designed to teach students writing techniques used in public relations (news releases, media kits, PSAs, brochures, and media alerts). In the campaign class, students work in groups to execute a campaign for a non-profit organization. They complete an extensive background and history on the organization, conduct interviews, and then develop a campaign plan. They also develop an evaluation component to examine if the objectives were met. The research class is an undergraduate methods class. Students must conduct interviews and a survey to gather data and study a communication problem guided by a communication theory. I've also taught a mass media and society course for incoming freshmen, and the introduction to graduate studies for the M.A. students.

Academic Coordinator, Department of Defense Joint Course in Communication – University of Oklahoma (Fall 2004 – Spring 2006); I coordinated the academic schedule for military public affairs officers and enlisted who attended a short, eight-week course. I scheduled faculty to teach courses, graded theory papers and literature reviews, trained students for content analysis, and assisted the Department chair with the final capstone project. There were four courses a year. We completed one or two major research projects with each class. I was in charge of the IRB, developing and implementing the surveys, as well as training for content analysis or telephone surveys.

Graduate Teaching Assistant – University of Oklahoma (Fall 2002 – Spring 2004); I was the primary instructor for COMM 1113 classes. This is the basic communications class that covered topics such as: mass communication, interpersonal communication, and organizational communication. I was in charge of the class structure. I lectured, planned assignments, graded communication theory papers and other

writing assignments. COMM 1113 had standardized exams and used the same book across the course sections.

PRIMARY INSTRUCTOR

MC 5302 – Research Methods in Mass Communication (2017, 2019, 2020, 2021, 2022. 2023) – Texas State University – developed this course to be taught in a hybrid fashion for the graduate program.

MC 5303 – Theories of Mass Communication (2018, 2019, 2021) – Texas State University – helped to redevelop this course to be taught in a hybrid fashion for the graduate program.

MC 5308 – Seminar in Strategic Communication (2022) – Texas State University – redesigned this course to be offered as a hybrid course at the graduate level.

MC 5324 – Media Writing (2018, 2019, 2020, 2021, 2022) – Texas State University – helped to redevelop this course to be taught in a hybrid fashion for the graduate program once it became a core course.

MC 3360– Public Relations Research (2020, 2021, 2022, 2023, 2024, 2025) – Texas State University – taught this course asynchronously during the summer/fall sessions. Have also taught it face-to-face.

MC 3443 – Introduction to Public Relations – Texas State University – (Summer 2018, Summer 2022, Summer 2023, Summer 2024) – Taught this course face-to-face in 2018, and then designed it to be asynchronous for 2022.

COMM 100: Mass Media and Society – The Pennsylvania State University (Summer 2013, Summer 2014); 2 sections. Developed this course for the LEAP program, a transition program for incoming freshmen.

COMM 304: Mass Communication Research Methods – The Pennsylvania State University (Summer 2010, 2011); 2 online sections. Developed this class for online delivery. The research class is an undergraduate methods class. Students must conduct interviews and a survey to gather data and study a communication problem guided by a communication theory.

COMM 370H: Intro to Public Relations – The Pennsylvania State University (Fall 2011, Fall 2013); 2 sections. Developed the honors version of the introductory public relations class.

COMM 420: Research Methods in Advertising and Public Relations – The Pennsylvania State University (Summer 2007, Summer 2008, Summer 2009, Fall 2012); 4 sections. The research class is an undergraduate methods class. Students must conduct interviews and a survey to gather data and study a communication problem guided by a communication theory.

COMM 471: Public Relations Methods – The Pennsylvania State University (Fall 2006 – Fall 2016); 14 sections. This is the public relations writing course. The students complete at least one timed writing a week, as well as 15 homeworks. They work with a non-profit client to produce a media kit.

COMM 473: Public Relations Campaigns – The Pennsylvania State University (Fall 2006 – Spring 2017); 21 sections. The students work on preparing a background analysis, primary research, and a final campaign plan using the ROPE (research, objectives, programming, evaluation) four-step process for a non-profit client.

COMM 515: Master's Pro Sem – The Pennsylvania State University (Fall 2014, Fall 2015); 2 sections. This is an introduction to graduate study course for master's students. The students completed a theory

paper, lit review, and a complete prospectus that could be used for their thesis proposal meeting (if they wished).

COMM 597D – Content Analysis – The Pennsylvania State University (Summer 2015); 1 section. This was a 6-week graduate course. The students broke into groups. As we discussed and read about the steps to content analysis, they were applying them to their own projects. By the end of the session, each group had a completed paper. The content was coded by one of the other groups.

PSU 09: Freshmen Seminar – The Pennsylvania State University (Fall 2009 – Fall 2016); 12 sections. This course is a short course to introduce students to a theory or topic in the field. My section focuses on image restoration theory. We apply the theory to celebrities, organizations, athletes, and politicians.

UCOL 1002: Gateway to the College Learning Experience – University of Oklahoma (Fall 2004); 1 section.

COMM 1113: Principles of Communication – University of Oklahoma (Fall 2002 – Summer 2004); 2 sections each semester. Introduction to communication course.

Athletic Academic Tutor – University of Oklahoma (Fall 2003 – Spring 2006)

Syllabi and Letters of Recommendation from Students Available Upon Reque

PENN STATE PRESIDENT'S FUND – FUNDED UNDERGRADUATE RESEARCH – COMPETITIVE FACULTY GRANTS.

Supervised five undergraduate students as part of a 2015 President's Fund project
Supervised four undergraduate students as part of a 2014 President's Fund project.
Supervised four undergraduate students as part of a 2013 President's Fund project.
Supervised four undergraduate students as part of a 2012 President's Fund project.
Supervised five undergraduate students as part of a 2011 President's Fund project.
Supervised four undergraduate students as part of a 2010 President's Fund project.
Supervised four undergraduate students as part of a 2009 President's Fund project.
Supervised one undergraduate student as part of a 2008 President's Fund project.
Supervised two undergraduate students as part of a 2007 President's Fund project.

SUPERVISION OF RESEARCH

TEXAS STATE - UNDERGRADUATE HONORS THESIS

Travis Murphy, honors thesis supervisor, 2022-2023

PENN STATE - UNDERGRADUATE HONORS THESES

Esther Park, honors thesis supervisor, 2015-2016
Kristen Laubscher, honors thesis supervisor, 2015-2016
Emily Duke, honors thesis supervisor, 2014-2016
Jennifer Weintraub, honors thesis supervisor, 2014-2015
Kari Skitka, honors thesis supervisor, 2011-2012
Kirsten Lewis, honors thesis supervisor, 2009-2010

PENN STATE - SUPERVISED UNDERGRADUATE RESEARCH

They were hired to work on my research projects. Some were funded, others took course credit.

Supervised three undergraduate students in spring of 2017
Supervised eight undergraduate students in fall of 2016
Supervised three undergraduate students in spring 2016
Supervised five undergraduate students in fall of 2015
Supervised five undergraduate students in spring 2015
Supervised four undergraduate students in fall 2014
Supervised two undergraduate students in summer 2014
Supervised six undergraduate students in spring 2014
Supervised three undergraduate students in fall 2013
Supervised four undergraduate students spring 2013
Supervised eight undergraduate students spring 2012
Supervised four undergraduate students fall 2011
Supervised eight undergraduate students spring 2011
Supervised four undergraduate students fall 2010
Supervised three undergraduate students fall 2009

PENN STATE/TEXAS STATE SUPERVISED GRADUATE RESEARCH

Martha Hendler, professional project chair (graduated May 2022)
Yoojin Cho, professional project chair (graduated May 2022)
Zach Keel, professional project chair (graduated May 2021)
Kathryn Arnold, professional project chair (graduated May 2021)
Emily Burns master's thesis advisor (graduated May 2018)
Paloma Gray, master's thesis advisor (graduated December 2018)
Ruoxu Wang Ph.D. dissertation advisor (graduated May 2017)
Donghee Lee master's thesis advisor (graduated August 2015)
Kathleen Moore (IST, outside committee member, Ph.D., graduated 2014)
Lauren Alwine master's thesis advisor (graduated May 2014)
Elise Brown master's thesis co-advisor (graduated August 2013)
Pamela Brubaker's Ph.D. dissertation co-chair and advisor (graduated May 2012)
Anamarcia Lacayo Ph.D. dissertation chair (graduated May 2012)
Sharde Hardy's master's advisor and thesis chair (graduated May 2011)
Jennifer Fyock master's committee (graduated August 2011)
Sonya Miller's Ph.D. comprehensive exam committee and directed reading supervisor (spring 2008)

INVITED PRESENTATIONS

Presenter, Farm Bureau COMMS Con, 2025. "The Role of Artificial Intelligence in Publications and Consumer Trust." May 6, 2025. Kansas City.

Keynote, U.S. Army Corps of Engineers. 2024. Worldwide Public Affairs Workshop. "Inoculation as a tool in the Fight Against Misinformation." March 19, 2024.

Keynote, U.S. Army Corps of Engineers 2022 Worldwide Public Affairs Workshop. "Misinformation in the World of Information Overload: How Organizations Can Refute Misinformation and be Credible." March 16, 2022.

Keynote, U.S. Army Corps of Engineers 2018 Worldwide Public Affairs Workshop. "The Art of Apology." March 6, 2018.

Breakout Session, U.S. Army Corps of Engineers 2018 Worldwide Public Affairs Workshop. "Applying Theory to Practice." March 6, 2018.

Keynote, U.S. Army Corps of Engineers 2016 Worldwide Public Affairs Workshop. "Intersection of Messaging and Persuasion: Getting it Right." March 8, 2016.

Breakout Session, U.S. Army Corps of Engineers 2016 Worldwide Public Affairs Workshop. "The Ins and Outs of Applying Research." March 9, 2016.

Presenter, EPISCenter Strengthening Families Program In-Service. June 19, 2015.

Keynote, Joint County Extension Professionals workshop. "Understanding Media Relations: How to Work with the Media." November 5, 2014.

Presenter, PSU Cooperative Extension Service PROSPER program. "In Order to PROSPER, You Need a Good ROPE." May 6, 2014.

Presenter, PSU Cooperative Extension In-Service. "Keys to Media Relations." April 17, 2013 (2 sessions).

Presenter, PSU Cooperative Extension In-Service. "Creating Success Stories." April 17, 2013.

Presenter, Nutrition Links, PSU Cooperative Extension In-Service. "How to Communicate with Target Audiences." September 28, 2010.

Presenter, Central Region PSU Cooperative Extension In-Service. "Successful Community Relations Requires a Good ROPE." March 31, 2010.

College of Communications Alumni Society Board and Board of Visitors. "Facebook and Organizations: It Matters." April 16, 2010.

Presenter, Extension In-Service. "Using Mass Media for Successful Community Relations." March 3, 2009.

Presenter, Public Scholarship Graduate Student Brown Bag. "The Scholarship of Public Scholarship." November 7, 2008.

PROFESSIONAL DEVELOPMENT

Spring 2021 – Edelman Educators' Summit: Igniting Careers in Communications for Hispanic Students.

Summer 2021 – Profcon – Stukent Educators Summit

Summer 2021 – Teachapalooza – virtual teaching seminar sponsored by Poynter.

Fall 2020 – LGBTQiA Allies Training, Texas State University

Fall 2020 – DesignPLUS Core Training Part 1, Cidilabs [canvas]

Summer 2020 – Teachapalooza – virtual teaching seminar sponsored by Poynter.

Summer 2016 – Teachapalooza/Hands-on-Digital Tools and Data Workshop

Spring 2013 – Completed the Penn State Online Teaching Certificate – The Certificate for Online Teaching is a professional development program to prepare for online teaching. This five-course series includes self-directed and instructor led online courses. *OL 1000* – An overview of World Campus and teaching online; *OL 1800* – Examined six common scenarios to become familiar with University resources and policies to effectively meet the needs of students with disabilities; *OL 1900* – Assesses readiness and comfort to teach online using tools and functions of the online course management system; *OL 2000* – reviewed the essential skills for teaching online; *OL 2700* – Focuses on enhancing one's ability to establish and maintain presence in the online environment to engage students.

Summer 2012 – Plank Fellow – competitive selection process. Selected as a 2012 Plank Fellow through the Plank Center for Leadership in Public Relations at the University of Alabama. Selected to spend two weeks at Ketchum Midwest. Attended client meetings, management meetings, and met one-on-one with agency personnel to learn about the agency process and industry trends and issues. Prepared a report on the Ketchum culture.

Summer 2011 – LSU Scripps Howard Leadership Academy – competitive selection process. Selected to participate in a five-day course discussing all aspects of leadership in the areas of journalism and mass communication. Topics discussed included: budgeting, working with donors, having difficult conversations, diversity, what to expect as an administrator, and an in-depth personality profile of how one may interact with others based on his/her personality traits.

Fall 2010 – Accrediting Council on Education in Journalism and Mass Communications accreditation workshop – learned about the ACEJMC process and procedures to be part of a future site team.

Spring 2010 – OL 2000 – Participated in a four-week course sponsored by Penn State Outreach to help instructors learn to teach online.

SERVICE

UNIVERSITY LEVEL SERVICE – TEXAS STATE

Faculty Senate Handbook Committee Chair – Fall 2020 -- Spring 2023

UNIVERSITY LEVEL SERVICE - PENN STATE

Faculty Senate –Fall 2008, Fall 2009 – June 2017

Faculty Senate Admissions, Records, Scheduling and Student Aid Committee **Chair** – Fall 2015 – June 2017. Currently chair this committee. Helped prepare almost a dozen reports for the senate to vote on last academic year, developed the five-year review process to update more than 90 articulation agreements the University has (first time this has been done, though policy has been on the books). Will continue to chair this committee during the 2016-2017 year.

Member, Faculty Senate Curriculum Committee (SCCA) – Fall 2008, Fall 2009–2015. Represented the College of Communications on this committee. Reviewed more than 100 curriculum proposals for each meeting. This committee reviews all program paperwork and course paperwork (new, changing, or phasing out) for all Penn State campuses.

Vice Chair, Faculty Senate Curriculum Committee– Fall 2014–Spring 2015

Faculty Senate United States and International Cultures **subcommittee** – Fall 2008, 2009–2010

Reviewed course proposals seeking this designation before the proposals were sent to the full SCCA.

Member, Faculty Senate Bachelor of Arts **subcommittee** – 2011–2015. Reviewed course proposals seeking this designation before the proposals were sent to the full SCCA.

Chair, Faculty Senate Retention and Transfer subcommittee – 2010–2011; 2012–2015, 2016-2017. Reviewed proposals seeking R&T requirements or entrance to major requirements.

Member, committee on Starfish implementation – 2015-2017. Part of a joint taskforce (administrative and senate) to implement the new advising platform called Starfish. Attend a meeting every Monday to discuss the implementation process for PSU advisors and faculty.

Member, Faculty Senate special committee on LionPATH implementation – 2015–2016. Part of a joint taskforce (administrative and senate) to examine policies and update them in order for the new student enrollment/management system to be implemented.

Member, Faculty Senate taskforce on certificates – 2014–2015. Part of a joint taskforce (administrative and senate) to examine the number of certificates granted, type of certificates granted, and helped develop a senate policy on certificates.

Chair, Faculty Senate taskforce for "embedded courses" – 2010–2011. Led a University-wide taskforce to examine policies and procedures in place for courses that travel in the U.S. and abroad.

Chair, Faculty Senate taskforce for "duplicate minors" – 2011–2012. Led a taskforce to examine how to better serve students so there would not be duplicate minors listed in the eLion system.

University Representative, National Committee – 2008 & 2009 Higher Education Network for Community Engagement, "The Emerging Engagement Scholars Workshop" – (2007 – 2009) – National workshops took place during the 2008 and 2009 Outreach Scholarship Conferences. Represented PSU on the national planning committees to ensure the goals of this workshop reflect what is happening at the Outreach Scholarship Conference.

COLLEGE LEVEL SERVICE – TEXAS STATE

Chair, College of Fine Arts and Communication Graduate Student Scholarship Committee – 2022, 2023

Chair, College of Fine Arts and Communication Top Graduate Student Committee – 2019, 2020, 2021,

Member, College of Fine Arts and Communication Graduate Student Scholarship Committee – 2018

Member, College of Fine Arts and Communication President's Award Committee for Scholarship/Creative Activity 2023

COLLEGE LEVEL SERVICE – PENN STATE

Advisor, KTA chapter, 2014–2017

Chair, College of Communications Curriculum Committee: 2008–2015

Member, Journalism Search Committee, October – December, 2015

Dean's Search Committee Member, College of Communications: December 2013–May 2014

Chair, Department Promotion and Tenure Committee, October 2013–May 2014

Member, College of Communications Sabbatical Committee, August 2013–May 2014

Chair, College Promotion and Tenure Committee, October 2012–May 2013

Member, College Promotion and Tenure Committee, October 2011–May 2012

Member, College of Communications Public Scholarship Committee: 2007–2009

Advertising/Public Relations **faculty representative** at Spend a Summer Day recruitment for high school seniors: Six sessions 2011; Six sessions 2009; Four sessions 2008; six sessions 2007; three sessions 2015
Discussant, College of Communications Advanced Resume Workshop: 2008, 2009, 2011, 2012, 2014

Chaperon/Registration Assistance, College of Communications "Success in the City" career fair: 2008 – 2012, 2014–2016 - Assist with the internship office's trip to New York City. More than 300 kids take the trip to meet with recruiters for the College career fair at the Time Warner Center.

Arthur W. Page Center **Grant application reviewer**: 2007–2011

Judge, Student Film Organization (SFO) Film Festival: 2008, 2010, 2012

SCHOOL LEVEL - TEXAS STATE
Program lead, School of Journalism and Mass Communication Graduate Program

Chair, Public Relations faculty member search committee, 2022-2023

Chair, Public Relations faculty member search committee, 2019-2020

Chair, Electronic Media faculty member search committee, 2020-2021

Member, School of Journalism and Mass Communication Curriculum Committee, 2017 – 2023

Member, School of Journalism and Mass Communication Personnel Committee, 2017 –

Member, School of Journalism and Mass Communication Scholarship Committee, 2017 – 2023

DEPARTMENT LEVEL - PENN STATE
Course Coordinator, COMM 471 Course Coordinator – developed standardized syllabus and oversee course instruction.

Faculty Coordinator, PR Curriculum Committee – conducted background research of PR programs and coordinated meetings with PR faculty to develop a strategic plan for the PR major at Penn State

SERVICE TO THE FIELD

Accrediting Council on Education in Journalism and Mass Communications (**ACEJMC**) ***Council Member*** – represent BEA – Fall 2019 –

Accrediting Council on Education in Journalism and Mass Communications (**ACEJMC**) ***site team Member***: Spring 2012, Fall 2013, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2018, Spring 2019, Spring 2020, Fall 2021, Fall, 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Fall 2024

External Promotion and Tenure Reviewer: 2 instances Fall 2013, 4 instances Fall 2017, 1 instance Fall 2018, 4 instances Fall 2022, 2 instances Fall 2023, 1 instance Fall 2024

External Program Reviewer (2018). M.S. in Media and Communication, Middle Tennessee State. Only reviewer/wrote a 24-page report.

External Program Reviewer (2016). Bloomsburg University. Only reviewer and wrote the entire report.

BROADCAST EDUCATION ASSOCIATION
Chair, BEA Research Committee – 2022 –

Member, BEA Research Committee, 2018 – Each spring work on selecting the Harwood Dissertation Award and the Lifetime Achievement in Scholarship Award. Ran a special research call in 2021, 2022, 2023.

BOOK REVIEWER
Reviewer, for the book proposal Public Relations Writing: A Direct Approach to Reach Your Audience. Sage Publishers. Provided comments on the direction of the proposed text. June 2015.

Reviewer, for the new edition Media Today. Routledge publishers. Provided comments on the direction of the new edition of the text. June 2015.

Reviewer, for the book proposal Strategic Environmental Communication: How to get it right. Sage publishers. November 2012.

Reviewer, for the third edition of Cox's Environmental Communication and the Public Sphere. Provided comments on the direction of the third edition of the book to Sage publishers. September 2010.

Reviewer, manuscript/book proposal for a book about the Iraq war. Provided a detailed critique of the proposal and the first several chapters of the book for an editor at Routledge. February 2010.

Reviewer, for the fourth edition of Rice and Atkin Public Communication Campaigns. Provided comments on the direction of the fourth edition of the book to Sage publishers due to using the third edition in classes taught. February 2010.

JOURNAL EDITORIAL BOARDS
Journal of Public Relations Research, appointed to board 2016 --
Newspaper Research Journal - appointed to board 2023
Western Journal of Communication - appointed to the board in 2022

JOURNAL REVIEWS –DO NOT SERVE ON THE EDITORIAL BOARDS, BUT REGULARLY REVIEW FOR THE FOLLOWING-
Argumentation and Advocacy
Corporate Communications: An International Journal
*Pr*ism
Journal of Communication
Journal of Leadership and Organizational Studies
Journal of Higher Education Outreach and Engagement
Journal of Computer-Mediated Communication
Journal of Broadcasting & Electronic Media
Journal of Intercultural Communication Research
Journalism & Mass Communication Quarterly
Group and Organization Management
International Journal of Press/Politics
International Journal of Organizational Analysis
International Journal of Public Opinion Research
Electronic Journal of Communication
Mass Communication & Society
Management Communication Quarterly
New Media & Society
Public Opinion Quarterly

CONFERENCE REVIEWS
Paper **reviewer** for the Broadcast Education Association, 2014, 2016, 2017, 2021, 2022, 2023, 2024

Paper **reviewer** for the Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment Interest Group, 2010, 2011, 2014

Paper **reviewer** for the Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, 2007-2015

Paper **reviewer** for the International Communication Association, Public Relations Division, 2009-2011 conventions

Paper **reviewer** for the International Communication Association, Mass Communication Division, 2008, 2010, 2011, 2012 conventions

Abstract **reviewer** for the Outreach Scholarship Conference, 2008, 2010

SERVICE FOR THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION
Chair, awards committee, Association for Education in Journalism and Mass Communication, Mass Communication & Society Division, 2015-2016

Chair and member of the Executive board, Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division 2011-2012

Vice Chair, program planner, and member of the Executive board, Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division 2010-2011

Paper **discussant** for the Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, 2010-2012

Research Chair and member of the Executive board, Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division 2009-2010

Judge, Promising Professors Competition, Association for Education in Journalism and Mass Communication, Mass Communication & Society Division: 2008, 2009, 2010

Paper **discussant** for the Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, Mid-winter Meeting, March 2009

Midwinter Research Chair and member of the Executive board, Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, 2008-2009

Panel **moderator** for the Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, 2008

Paper **discussant** for the Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division, Mid-winter Meeting, March 1, 2008

Paper **discussant** for the Association for Education in Journalism and Mass Communication, Mass Communication & Society Division, 2007

Teaching Standards Chair and member of the Executive board, Association for Education in Journalism and Mass Communication, Communication Theory & Methodology Division 2007-2008

SERVICE TO HAYS COUNTY TEXAS

Volunteer, For the Love of Go. – Regularly help set up, tear down 5k/10k racecourse cones and markers For the Love of Go directs for various schools and nonprofits in Hays County. Usually help at 20 races a year. Also help stuff race packets or put together safety pins.

SERVICE TO SOUTH DAKOTA STATE UNIVERSITY

Member, South Dakota State University's Department of Journalism Advisory Board – Since roughly 2008 - as a member of the advisory board, I provide feedback and advice for the department and now the school. I have served as an external reviewer for capstone projects, provided advice on their new public relations curriculum, and assisted in other areas where they have asked for help.

SERVICE TO STATE COLLEGE, PA COMMUNITY

Member, Staff-Parish Relations Committee, St. Paul's United Methodist Church, 2012-2014. This committee made hiring and firing decisions for the church and daycare, performed three pastors' annual reviews, and discussed the budget issues facing the church.

Member, Communications Committee, St. Paul's United Methodist Church, 2012-2014. Prepared Public Service Announcements, press releases, and other materials to promote the church and its special events.

AWARDS & HONORS

2018 Alpha Chi Favorite Professors, Texas State University
2018 Distinguished Alumna Award, South Dakota State University Department of Journalism and Mass Communication

2016 (spring) College of Communications Faculty Marshal, escorted Kristen Laubscher
2015 (summer) College of Communications Faculty Marshal, escorted Donghee Lee
2015 National Society of Leadership and Success PSU honor society – Excellence in Teaching Award
2014 College of Communications Alumni Society Excellence in Teaching Award
2014 40 Under 40 – Nerdscholar, "Professors Who Inspire"
2011 (fall) College of Communications Faculty Marshal, escorted Cathy Vancura
2009 – 2010 Deans' Excellence Award for Service, College of Communications, Penn State
2007 – 2008 Deans' Excellence Award for Research, College of Communications, Penn State
2008 (spring) Department of Advertising/Public Relations Faculty Marshal, escorted Elena Douvanis
2008 Homecoming Faculty Court, one of eight faculty members from across Penn State. Students nominate and vote faculty for this honor.
2007 Promising Professor, Association for Education in Journalism and Mass Communication
2006 Outstanding Graduate Student (university wide), University of Oklahoma
2006 H. Wayland Cummings Dissertation Proposal Award (quantitative dissertation) University of Oklahoma
2004 Outstanding Graduate Student Award, Department of Communication, University of Oklahoma
2002 Oklahoma School and Public Relations Association Award of Merit for external newsletter
2002 Oklahoma School and Public Relations Association Award of Merit for one time publication (black and white)
2002 Oklahoma School and Public Relations Association Award of Merit for one-time publication (four color)
2001 Oklahoma School and Public Relations Association Award of Merit for external newsletter
2000 Outstanding Graduate Student Award, Texas Tech University Dept. of Agricultural Education and Communications
1999 Cooperative Communicators Association Scholarship Winner

*Kappa Tau Alpha member *Mortar Board member *Alpha Zeta member

PROFESSIONAL ASSOCIATIONS

Broadcast Education Association (BEA)
The Association for Education in Journalism and Mass Communication (AEJMC)
The International Communication Association (ICA)

WORK EXPERIENCE

Newsletter Editor (August 2002 - August 2006), Served as writer, editor, and designer of the Department of Communication's yearly alumni magazine. (Norman, OK)

Interim Undergraduate Advisor (August 2003 - November 2003), Assisted undergraduates in their selection of courses and advised them of degree requirements and academic deadlines throughout the semester. Also assisted in advising for the spring semester. (Norman, OK)

Communications Specialist, OSU Ag Communications Services (August 2000 - August 2003), Served as an editor and writer for publications, brochures, and research reports completed through the College of Agricultural Sciences and Natural Resources and the Oklahoma Extension Service. Worked on developing and implementing campaigns for 4-H and the College. I served as managing editor, designer, and contributor for the Ag Alum News. (Stillwater, OK)

Assistant Writer, East River Electric Power Cooperative (Summer 1999), Wrote, edited, and published feature stories for the "Guardian" magazine that was mailed to over 60,000 cooperatives members. Wrote and edited stories for the employee newsletter as well as serving as staff photographer. (Madison, SD)

Freelance Writer, Farm Forum (Spring 1999), Wrote and edited articles for "the Green Sheet" a Midwest farm publication on topics such as the Asian Flu, South Dakota Wheat Growers, Y2K, and other issues. (Brookings, SD)

Assistant Editor, Midwest Meetings Magazine (January 1999 - May 1999), Researched, wrote, and edited articles on meeting destinations. (Brookings, SD)

Extension Assistant, SDSU Extension Service (October 1998 – May 1999), Wrote Extension fact sheets and publications about risk management and farm planning for an agricultural economics extension specialist. (Brookings, SD)

Assistant Writer, Daktronics, Inc., (May 1997 – October 1998), Wrote, edited, and designed two monthly newsletters as well as additional promotional materials promoting scoreboards and electronic message displays. The materials were distributed internationally. (Brookings, SD)