Nicole M. Lee, Ph.D.

October 2026

CONTACT

School of Social & Behavioral Sciences
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EDUCATION

Ph.D., Texas Tech University, College of Media and Communication, 2016

- Dissertation topic: *Testing the impact of dialogic communication on attitudes and behavioral intentions related to contentious and non-contentious scientific issues*
- Committee: Trent Seltzer (Chair), Coy Callison, R. Glenn Cummins, Katharine Hayhoe (Political Science)

M.A., San Diego State University, School of Journalism and Media Studies, 2013

- Thesis title: *The role of new public relations practitioners as social media experts*
- Committee: Bey-Ling Sha (Chair), David Dozier, Paul Sargent (Sociology)

B.A., San Diego State University, School of Journalism and Media Studies, 2010

- Major: Journalism with emphasis in Public Relations
- Graduated Magna Cum Laude

ACADEMIC APPOINTMENTS

Aug. 2023 – Present	**Associate Professor of Communication** School of Social and Behavioral Sciences, New College of Interdisciplinary Arts and Sciences, Arizona State University
Aug. 2020 – July 2023	**Assistant Professor of Communication** School of Social and Behavioral Sciences, New College of Interdisciplinary Arts and Sciences, Arizona State University
Aug. 2016 – June 2020	**Assistant Professor of Communication** Department of Communication, College of Humanities and Social Sciences, North Carolina State University
Aug. 2013 – May 2016	**Instructor and Research Assistant** College of Media & Communication, Texas Tech University

Aug. 2012 – Dec. 2012 **Teaching Assistant**
School of Journalism & Media Studies, San Diego State University

PUBLICATIONS

Refereed Journal Articles *denotes student co-author

1. Ruzi, S., Smith, A., **Lee, N. M.**, Galvez, N.*, & Dinh, T. (2026). Natural history museums are missing an opportunity to present research and collections on YouTube. *Frontiers in Communication, 11*. https://doi.org/10.3389/fcomm.2026.1714538
2. Reed, A.*, Hooyman, A., **Lee, N. M.**, Fauth, E., Love, J., Adamo, D. & Schaefer, S. (2026). Examining the decision to take a dementia risk test: Considerations for privacy in screening at-home. *Dementia and Geriatric Cognitive Disorders*. https://doi.org/10.1159/000552767
3. Abitbol, A., **Lee, N. M.**, & VanDyke, M. (2025). Examining the impact of information sources in building consumer trust in the direct-to-consumer genetic testing industry. *Journal of Communication Management*. https://doi.org/10.1108/JCOM-05-2024-0073
4. **Lee, N. M.**, Speicher, N.*, Adair, R.*, Clower, C.*, & Binder, A. (2025). Public concerns about direct-to-consumer DNA test kits: the evidence from survey and social media data. *New Genetics & Society, 44*(1), e2456259. https://doi.org/10.1080/14636778.2025.2456259
5. **Lee, N. M.**, VanDyke, M. S., Abitbol A, Wallace, K.*, & Meneses C*. (2025). An analysis of direct-to-consumer genetic testing portals and their communication of health risk and test limitations. *Journal of Genetic Counseling, 34*(2). https://doi.org/10.1002/jgc4.1967
6. Ruzi, A., Smith, A., & **Lee, N. M.** (2025). Communicating biodiversity research on YouTube: An experimental comparison of scientists and third-party presenters. *Public Understanding of Science*, 34 (3), 380-398. https://doi.org/10.1177/09636625241300646
7. Abitbol, A., **Lee, N. M.**, VanDyke, M. S., Meneses, C.*, & Wallace, K.* (2025). The role of human voice in direct-to-consumer health communication. *Health Communication*, 40(2), 193-199. https://doi.org/10.1080/10410236.2024.2338669
8. VanDyke, M. S., **Lee, N. M.,** Abitbol, A., & Roush, S.* (2023). How message appeals and prior product use influence information processing, risk perceptions, trust, attitudes, and genetic test purchase intentions. *PLOS ONE,18*(3): e0283102. https://doi.org/10.1371/journal.pone.0283102
9. Abitbol, A., **Lee, N. M.**, & VanDyke, M. (2022). Examining the perceived transparency of DTC genetic testing company communication and its impact on consumer trust, attitude and behavioral intentions. *Journal of Communication Management, 26*(3), pp. 315-330. https://doi.org/10.1108/JCOM-01-2022-0006
10. Ruzi, S. A., **Lee, N. M.,** & Smith, A. (2021). Testing how different narrative perspectives achieve communication objectives and goals in online natural science videos. *PLOS ONE*, *16*(10), e0257866. https://doi.org/10.1371/journal.pone.0257866
11. Adams, M. & **Lee, N. M**. (2021). Analytics in public relations education: Desired skills for digital communicators. *Journal of Public Relations Education, 7*(2), 44-76.

12. Besley, J., **Lee, N. M.,** & Pressgrove, G. (2021). Reassessing the variables used to measure public perceptions of scientists. *Science Communication*, *43*(1), 3-32. https://doi.org/10.1177/1075547020949547
13. Bogomoletc, E.* & **Lee, N. M.** (2021). Frozen meat against COVID-19 misinformation: An analysis of Steak-Umm and positive expectancy violations. *Journal of Business and Technical Communication, 35*(1)*,* 118-125. https://doi.org/10.1177/1050651920959187
14. **Lee, N. M.,** Callison, C., & Seltzer, T. (2020). Sustainable beer: Testing the effects of water conservation messages and brewery type on consumer perceptions. *Journal of Food Products Marketing, 26*(9), 619-638. https://doi.org/10.1080/10454446.2020.1854915
15. VanDyke, M. S. & **Lee, N. M.** (2020). Science public relations: The parallel, interwoven, and contrasting trajectories of public relations and science communication theory and practice. *Public Relations Review, 46*(4), 101953. https://doi.org/10.1016/j.pubrev.2020.101953
16. **Lee, N. M.**, Abitbol, A., & VanDyke, M. S. (2020). Science communication meets consumer relations: An analysis of Twitter use by 23andMe. *Science Communication, 42*, 244-264. https://doi.org/10.1177/1075547020914906
17. **Lee, N. M.** (2018). Fake news, phishing, and fraud: A call for research on digital media literacy education outside the classroom. *Communication Education, 67*, 460-466. https://doi.org/10.1080/03634523.2018.1503313
18. Seltzer, T. & **Lee, N. M.** (2018). The influence of distal antecedents on organization-public relationships, *Journal of Public Relations Research, 30*, 230-250, https://doi.org/10.1080/1062726X.2018.1542598
19. **Lee, N. M.** & Merle, P. (2018). Media relations and universities: An assessment of digital newsrooms. *Journal of Marketing for Higher Education, 28,* 232-246. https://doi.org/10.1080/08841241.2018.1467991
20. Edrington, C.* & **Lee, N. M.** (2018). Tweeting a social movement: Black Lives Matter and its use of Twitter to share information, build community, and promote action. *Journal of Public Interest Communications, 2,* 289-306.
21. **Lee, N. M.** & Seltzer, T. C. (2018). Vicarious interaction: The role of observed online exchanges in fostering organization-public relationships. *Journal of Communication Management, 22*, 262-279. https://doi.org/10.1108/JCOM-11-2017-0129
22. Abitbol, A., **Lee, N. M.,** Lee, S. Y., & Seltzer, T. C. (2018). #RaceTogether: Starbucks' attempt to discuss race in America and its impact on company reputation and employees. *Public Relations Journal, 11*, 1-28.
23. **Lee, N. M.,** VanDyke, M. S., & Cummins, R. G. (2018). A missed opportunity? NOAA's use of social media to communicate climate science. *Environmental Communication*, *12,* 274-283. https://doi.org/10.1080/17524032.2016.1269825
24. **Lee, N. M.**, Seltzer, T., & Callison, C. (2017). Relationship building in the craft beer industry: A study of public relations within the growing artisanal and locavore movements. *Public Relations Journal, 11,* 1-20.
25. Neill, M. & **Lee, N. M.** (2016). Roles in social media: How the practice of public relations is evolving. *Public Relations Journal, 10*, 1-25.
26. **Lee, N. M**. & VanDyke, M. S. (2015). Set it and forget it: The one-way use of social media by government agencies communicating science. *Science Communication, 37*, 533-541. https://doi.org/10.1177/1075547015588600

27. **Lee, N. M.**, Sha, B.-L., Dozier, D. M., & Sargent, P. (2015). The role of new public relations practitioners as social media experts. *Public Relations Review, 41*, 411-413. https://doi.org/10.1016/j.pubrev.2015.05.002

Book Chapters

1. VanDyke, M. S. & **Lee, N. M.** (2022). Issues management in science and technology: Contestable matters of fact, value and policy, and areas for future research. In B. I. Newman & T. P. Newman (Eds.), *A Research Agenda for Political Marketing*. Cheltenham, UK: Edward Elgar.
2. Njathi, A.* & **Lee, N. M.** (2021). Social media influencers in Africa: An analysis of Instagram content and brand endorsements. In B. Watkins (Ed.), *Research Perspectives on Social Media Influencers and Their Followers*. Lanham, MD: Lexington.

Invited Journal Articles

1. Bogomoletc, E.* & **Lee, N. M.** (2021). A reply to Agley on "Expectancy violation and COVID-19 misinformation: A response to Bogomoletc and Lee." *Journal of Business and Technical Communication.* https://doi.org/10.1177/10506519211021615
2. Jameson, J. & **Lee, N. M.** (2020). Introduction to the special issue on Dialogue 2.0: New perspectives, enduring challenges, and promising directions*. Social Media + Society, 6*(4). https://doi.org/10.1177/2056305120984468
3. **Lee, N. M.**, VanDyke, M. S., & Cummins, R. G. (2018). A reply to Lindsey, Herring, and Greenhalgh on "A missed opportunity?: NOAA's use of social media to communicate climate science. *Environmental Communication, 12,* 287-288. https://doi.org/10.1080/17524032.2017.1415422
4. **Lee, N. M.** (2012). The relationship between CEO media coverage and overall organization media coverage. Institute for Public Relations, Gainesville, Florida. Online: http://www.instituteforpr.org/wp-content/uploads/Lee_IPR_CEOs.pdf

RESEARCH FUNDING

Role	Agency	Project Title	Amount	Dates
External Grants, Funded				
PI	Civic Science Funders Collaborative	Civic Science Fellows Host	$184,188	2026-2028
Co-PI	NSF	Testing strategies and impacts of communicating the value of museum biological collections (Award #2219533)	$275,853	2023-2025
PI	NSF	Corporate Science Communication and Its Effect on Scientific Knowledge and Attitudes (Award #2122600)	$210,188	2021-2024

PI	Arthur W. Page Center	The Ethics of Climate Change Communication: Understanding Practitioner and Layperson Perceptions of Message Frames	$10,000	2016-2018

Internal Grants, Funded				
Co-PI	ALRISE Alliance	Integrating Micro(nano) plastics: Connecting Plastic Research with Environmental Justice	$25,000	2026
PI	Faculty Research and Professional Development Grant, NCSU	Exploring Direct-to-Consumer Genetic Testing Companies' Science Communication and Its Effect on Consumers' Scientific Knowledge and Trust	$3,875	2019-2020
Co-PI	Non-laboratory Scholarship/Research Support Program, NCSU	Test Drive of the Crimson Hexagon Social Media Analytics Platform	$15,000	2017-2018
PI	College of Media and Communication Dissertation Award, TTU	Testing the impact of dialogic communication on attitudes and behavioral intentions related to scientific issues	$1,000	2015-2016
PI	Department of Public Relations Parkinson Award, TTU	Testing the impact of dialogic communication on attitudes and behavioral intentions related to scientific issues	$1,000	2015-2016
PI	Ross Graduate Research Award, TTU	Testing the impact of dialogic communication on attitudes and behavioral intentions related to scientific issues	$500	2015-2016
PI	Regents Professors Small Grant, TTU	Testing the impact of dialogic communication on attitudes and behavioral intentions related to scientific issues	$500	2015-2016

PRESENTATIONS AND CONFERENCE PAPERS

Refereed Conference Papers

1. **Lee, N. M.** & Adair, R. (2026, August). *The CSI effect vs. Serial effect: True crime as forensic science communication*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, LA.
2. **Lee, N. M.**, VanDyke, M. S., & Abitbol, A. (2026, March). *From transmission to transformation: Public relations dialogue as a catalyst for scientific change*. Paper presented at the 29th annual International Public Relations Research Conference, Orlando, FL.
3. **Lee, N. M.**, VanDyke, M. S., & Abitbol, A. (2025, August). *Examining the relationship between engagement with direct-to-consumer genetic testing and science knowledge and attitudes*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
4. **Lee, N. M.,** & Merle, P. (2025, March). *Retinol reactions: Testing the effects of attribution of blame and crisis response strategies in the beauty industry.* Paper presented at the 28th annual International Public Relations Research Conference, Orlando, FL.
5. Reed, A. M.*, Hooyman, A., **Lee, N. M.**, Fauth, E. B., Love, J. W., Schaefer, S. Y. (2024). Factors influencing adults' willingness to be screened for dementia risk. *Alzheimer's & Dementia, 20*(S3). https://doi.org/10.1002/alz.091041
6. **Lee, N. M.** & Merle, P. (2024, August). *Belief in scientific claims by beauty and wellness brands: Effects of faith, knowledge, and skepticism*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Philadelphia, Pennsylvania.
7. Merle, P., **Lee, N. M.**, & Croft, A. (2024, March). *Scienceploitation: The influence of organization-public relationships on perceptions of disputed and undisputed scientific claims in the wellness industry*. Paper presented at the 27th annual International Public Relations Research Conference, Orlando, FL.
8. Abitbol, A., **Lee, N. M.**, & VanDyke, M. S. (2024, March*). Trusting science: Examining the importance of public relations in building consumer trust in the direct-to-consumer genetic testing industry.* Paper presented at the 27th annual International Public Relations Research Conference, Orlando, FL.
9. Ruzi, S. A., **Lee, N. M.,** & Smith, A.A. (2023, November). *Sharing insect research via online video: Experimental assessments of scientists as communicators*. Paper presented at the annual meeting of the Entomological Society of America, National Harbor, MD.
10. **Lee, N. M.**, VanDyke, M. S., Abitbol, A., Wallace, K., & Meneses, C. (2023, August). *An analysis of direct-to-consumer genetic testing portals and their communication of health risk and test limitations.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
11. **Lee, N. M.**, Abitbol, A., & VanDyke, M. S. (2022, March). *Information transparency and human presence in direct-to-consumer genetic testing communication*. Paper presented at the 25th annual International Public Relations Research Conference, Orlando, FL.
12. **Lee, N. M.**, Bogomoletc, E., Binder, A., & Clower, C. (2021, May). *Public concerns about direct-to-consumer DNA test kits: the evidence from survey and social media data.* Paper presented at the 71st annual meeting of the International Communication Association (virtual conference).

13. Ruzi, S. A., **Lee, N. M**., & Smith, A. (2020, November). *Does the spokesperson matter in online natural history science communication?* Paper presented at the annual meeting of the Entomological Society of America (virtual conference).
14. VanDyke, M. S. & **Lee, N. M.** (2020, May). *Science PR: Parallel, interwoven, and contrasting trajectories of PR and science communication theory and practice*. Paper presented at the 70th annual meeting of the International Communication Association (virtual conference).
15. Abitbol, A., **Lee, N. M., &** VanDyke, M. S. (2020, March). *Perceived transparency and your DNA: Examining direct-to-consumer genetic testing communication on consumer trust, attitude and behavioral intentions.* Paper presented at Paper presented at the 23nd annual International Public Relations Research Conference, Orlando, FL. *Won IPRRC Research Award
16. **Lee, N. M.**, Besley, J., & Pressgrove, G. (2019, August). *Reassessing the variables used to measure public perceptions of scientists.* Paper presented at the 102nd annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
17. **Lee, N. M.**, Alan, A., & VanDyke, M. S. (2019, March). *Science communication meets consumer relations: An analysis of Twitter use by direct-to-consumer genetic testing brands.* Paper presented at the 22nd annual International Public Relations Research Conference, Orlando, FL.
18. White, S. & **Lee, N. M.** (2018, August). *Reactance to fact checking: Facebook users' evaluations of and intentions to share fake news.* Paper presented at the 101st annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
19. **Lee, N. M.**, Besley, J., & Pressgrove, G. (2018, June). *Trust, credibility, fairness, and deference: Untangling the variables used to measure public perceptions of scientists*. Paper presented at the 6th ISU Summer Symposium on Science Communication, Ames, IA.
20. Callison, C., **Lee, N. M.**, & Seltzer, T. C. (2017, November). *IPAs and H2O: How craft beer brewers can best communicate their water-intensive industry to consumers*. Paper presented at the American Water Resources Association Annual Water Resources Conference, Portland, OR.
21. Seltzer, T. C. & **Lee, N. M** (2017, August). *Distal antecedents of organization-public relationships: The influence of motives and perceived issue and value congruence*. Paper presented at the 100th annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
22. **Lee, N. M.** & VanDyke, M. S. (2017, May). *Ethical and effective climate change communication: Understanding practitioner perceptions of message frames*. Paper presented at the 67th annual meeting of the International Communication Association Environmental Communication Division Preconference, San Diego, CA.
23. **Lee, N. M.** & Seltzer, T. S. (2017, May). *Assessing the influence of perceived direct & indirect symmetrical communication on organization-public relationships.* Paper presented at the 67th annual meeting of the International Communication Association, San Diego, CA.
24. **Lee, N. M.** (2016, August). *Testing the impact of dialogic communication on attitudes and behavioral intentions related to contentious and non-contentious scientific issues*.

Paper presented at the 99th annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. **Won Eason Prize for top student paper*

25. Seltzer, T., **Lee, N. M.,** Lee, S., & Abitbol, A. (2016, March). *#RaceTogether: Cause-brand fit, paracrisis, and Starbucks' attempt to discuss race issues in America.* Paper presented at the 19th annual International Public Relations Research Conference, Miami, FL.
26. Neill, M. & **Lee, N. M.** (2015, November). *Roles in social media: How the practice of public relations is evolving.* Paper presented at the Educators Academy at the International Conference of the Public Relations Society of America, Atlanta, GA.
27. **Lee, N. M.**, VanDyke, M. S., & Cummins, R. G. (2015, August). *A missed opportunity? NOAA's use of social media to communicate climate science.* Paper presented at the 98th annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
28. **Lee, N. M.** & White, S. (2015, August). *Cultivating gender stereotypes: Pinterest and the user-generated housewife?* Paper presented at the 98th annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
29. Merle, P. & **Lee, N. M.** (2014, August). *Filner and Ford, a tale of two mayors: A case study of sex, drugs and scandal*. Paper presented at the 97th annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
30. **Lee, N. M**. & VanDyke, M. S. (2014, August). *Set it and forget it: The one-way use of social media by government agencies communicating science*. Paper presented at the 97th annual meeting of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
31. **Lee, N. M.** & VanDyke, M. S. (2014, June). *Scientist vs. PR practitioner: Perceptual differences of science communicators based on professional background.* Paper presented at the Iowa State University Summer Symposium on Science Communication, Ames, IA.
32. **Lee, N. M.** (2014, March). *Testing the immediate effects of cultivation strategies on OPR outcomes*. Paper presented at the 17th annual International Public Relations Research Conference, Miami, FL.
33. **Lee, N. M.** (2014, March). *Establishing perceived value in public relations education through experiential learning*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK.
34. **Lee, N. M.**, Tisdale, W., & Diddams, J. (2013, November). *Public relations roles and corresponding social media strategies*. Paper presented at the International Research Conference for Graduate Students, San Marcos, TX.
35. **Lee, N. M.**, Sha, B-L., Dozier, D. M., & Sargent, P. (2013, March). *New public relations pros as social media practitioners: Challenge or choice?* Paper presented at the 16th annual International Public Relations Research Conference, Miami, FL.
36. **Lee, N. M.** (2012, March). *The role of new public relations practitioners as social media experts.* Paper presented at the 15th annual International Public Relations Research Conference, Miami, FL.

Invited Presentations

1. **Lee, N. M.** (2026, July). *Communicating ecology in an age of uncertainty: Strategic frameworks, tactics, and training.* Invited Panelist, Ecological Society of America Annual Meeting, Salt Lake City, Utah.
2. **Lee, N. M.** (2026, June). *Communicating epidemiologic science in the MAHA era*.

Invited Panelist, Society for Epidemiologic Research Annual Meeting, Phoenix, AZ.

3. **Lee, N. M.** (2026, March). *Bridging the gap between academia and the public.* Invited Panelist (Virtual), Science Talk 2026.
4. **Lee, N. M.** (2025, August). *Navigating the Minefield: Researching "Controversial" Topics in a Shifting Social Landscape.* Invited Panelist, Association for Education in Journalism and Mass Communication, Public Relations Division, San Francisco, CA.
5. **Lee, N. M.** (2024, August). *Strategic communication for STEM professionals*. Invited Speaker. School of Biological and Health Systems Engineering Seminar Series.
6. **Lee, N. M.** (2024, January). *Online public engagement: Best practices for scientists on social media.* Invited Workshop (Virtual), North Dakota Established Program to Stimulate Competitive Research.
7. **Lee, N. M.** (2023, June). *The interplay of social media, popular cultures, and federal science communication*. Invited Panelist, 2023 Communications Summit: Connecting Basic Science to Popular Culture, Department of Energy.
8. **Lee, N. M.** (2020, December). *Weapons of mass disruption: Defense, democracy and disinformation.* Invited Panelist (Virtual), ASU Innovation Week.
9. **Lee, N. M.** (2020, March). *Thinking about social media for science communication*. Invited Speaker (Virtual), Global Change Fellows, North Carolina State University.
10. **Lee, N. M.** (2020, January). *Incorporating analytics into the PR classroom.* Invited Panelist, Sponsored by the Public Relations Division of the Association for Education in Journalism & Mass Communication, PRD Virtual Conference.
11. **Lee, N. M.** (2019, August). *Strategic use of social media & social media data for science & health communication.* Invited Panelist, Co-Sponsored by the Communication Theory & Methods and the Communicating Science, Health, Environment and Risk (ComSHER) Divisions at the Annual Conference of the Association for Education in Journalism & Mass Communication, Toronto, Canada.
12. **Lee, N. M.** (2019, April). *Using social media to promote science*. Invited Speaker, Global Change Fellows, North Carolina State University.
13. **Lee, N. M.** (2019, February). *Getting started with social media analytics using Crimson Hexagon*. Invited Speaker, North Carolina State Libraries, North Carolina State University.
14. **Lee, N. M.** (2018, June). *Strategic planning and analytics for effective and efficient social media use*. Invited Speaker, N.C. Association of Government Information Officers.
15. **Lee, N. M.** (2018, April). *Science of science communication*. Invited Panelist, ComSciCon –Triangle 2018.
16. **Lee, N. M.** (2018, February). *From scientist to social media influencer*. Invited Speaker, Public Science Cluster, North Carolina State University.
17. Neill, M. & **Lee, N. M.** (2017, October). *Roles in social media: How the practice of public relations is evolving.* Invited Research Presentation, Public Relations Society of America International Conference, Boston, MA.
18. **Lee, N. M.** (2017, June). *Media mindfulness in the digital age*. Invited Speaker, American Public Works Association North Carolina State Chapter Annual Conference, Greenville, NC.
19. **Lee, N. M.** (2017, March). *Science communication and public relations research*. Invited Speaker, Lambda Pi Eta Honor Society, North Carolina State University.
20. **Lee, N. M.** (2017, January). *Science, media, & communication*. Invited Speaker, NC State Nutrition Club, North Carolina State University.

21. **Lee, N. M.** (2017, January). *Making the most of media*. Invited Speaker, North Carolina Association of County Commissioners Legislative Goals Conference, Raleigh, NC.
22. **Lee, N. M.** (2016, August). *Visualizing science: Representing data ethically and effectively*. Invited Panelist, Co-Sponsored by the Public Relations and Visual Communication Divisions at the Annual Conference of the Association for Education in Journalism & Mass Communication, Minneapolis, MN.

TEACHING AND ADVISING

Instructor of Record *denotes graduate courses

Arizona State University

- COM 319: Persuasion and Social Influence (Fall 2020, Spring 2024, Spring 2025, Spring 2026)
- COM 320: Communication and Consumerism (Fall 2022, Fall 2023, Fall 2024, Fall 2025)
- COM 414: Crisis Communication (Fall 2022)
- COM 472/CMN 572: Science Public Relations (Spring 2021, Spring 2022, Spring 2023, Spring 2024, Spring 2025, Spring 2026, Fall 2026)
- CMN 505: Communication Research Methods (Fall 2024, Fall 2025)*
- CMN 520: Communication Campaigns (Fall 2021, Fall 2023)*

North Carolina State University

- COM 226: Introduction to Public Relations (Spring 2019, Fall 2019)
- COM 346: Case Studies in Public Relations (Fall 2018)
- COM 476: Public Relations Campaigns (Spring 2017, Fall 2017, Spring 2018)
- COM 493: Digital Media in Public Relations (Fall 2016, Fall 2017, Fall 2018, Fall 2019)
- COM 529: Communication Campaigns (Spring 2018)*
- COM 563: Public Relations Theory (Spring 2017)*
- COM 598: Science Communication (Spring 2020)*

Texas Tech University

- PR 3315: Digital Public Relations **(**Fall 2014, Spring 2015, Summer 2015)
- MCOM 3310: Professional Communication (Spring 2014, Summer 2014**)**

Lab Instructor

Texas Tech University

- EMC 6315: Audience and Media Analysis (Co-Instructor, Spring 2015 *Online***)**
- MCOM 3310: Professional Communication (Lab Instructor, Fall 2013)

San Diego State University

- JMS 220: Writing for Mass Media (Lab Instructor, Fall 2012)

Dissertation Committees

- Lauren Kittel-Porter, ASU, School of Ocean Futures (in progress)

- Lindsay Maudlin, NC State, Dept. of Marine, Earth, and Atmospheric Sciences (2018)

Ph.D. Exam Committees
- Caitlin Kempski, NC State Dept. of STEM Education (2020)
- Ekaterina Bogomoletc, NC State (2020)
- Evan Johnson, NC State (2019)
- Lindsay Maudlin, NC State Dept. of Marine, Earth, and Atmospheric Sciences (2018)

Master's Thesis Committees
- Kaylynne Wallace (2023)
- Nicholas Eng, NC State (2019)

Master's Comprehensive Exam Committees *denotes chair
- Cheyenne Dalton, NC State (2020)*
- Madison Beecher, NC State (2019)*
- Philip Lane, NC State (2018)
- Grace Oh, NC State (2018)
- Emily Rusk, NC State (2018)
- Brandon Davis, NC State (2017)
- Jessica Carter, NC State (2017)

Undergraduate Honors Thesis Committees *denotes chair
- Patrick Forster, ASU (2024)*
- Rachel Adair, ASU (2024)*
- Elizabeth Ortiz, ASU (2023)*
- Samantha Skelnik, ASU (2022)*

Graduate Independent Studies Supervised
- Christina Meneses, Topic: Genetic Testing and Disability, ASU (Spring 2022)
- Trinity Winton, Topic: School District Communication Evaluation, ASU (Spring 2022)
- Kristin Bradford, Cheyenne Dalton, Tomeeka Spruill, Brittany Young, Topic: Digital Media Analytics – applied research, NC State (Spring 2020)
- Melissa Hannah, Topic: Digital Media in PR and Marketing, NC State (Spring 2019)
- Evan Johnson, Topic: Digital Media in PR and Marketing, NC State (Summer 2018)
- Ekaterina Bogomoletc, Topic: Science Public Relations, NC State (Spring 2018)
- Candice Edrington, Topic: Black Lives Matter - content analysis, NC State (Spring 2018)
- Lindsay Maudlin, Topic: Climate Change Communication, NC State (Fall 2017)

Undergraduate Independent Studies Supervised
- Maddie Donner, Capstone Project on Crisis Communication for IAS 480 (ASU, Fall 2024)
- Catherine Ritchie, Topic: Public Relations and Entrepreneurship (NC State, Spring 2019)

Guest Lectures

- "Public Relations Theory" (COM 561: Human Communication Theory, NC State, Fall 2017, Fall 2020, Fall 2023)
- "Crisis Communication" (COM 259: Communication for Business and the Professions, Fall 2023)
- "Science Communication" (BIO 498/598: The Immunological Origins of Diseases, Fall 2023)
- "Focus Group Research" (COM 542: Qualitative Research Methods, NC State University, Spring 2017, Spring 2019, COM 342: Qualitative Research Methods, NC State, Spring 2021, Fall 2021)
- "Science Communication and Public Relations" (COM 289: Science Communication and Public Engagement, NC State, Summer 2018, Spring 2019, Spring 2020)
- "Public Relations and Communication Consulting" (COM 532: Communication Consulting, NC State, Spring 2018)
- "Public Relations Theory" (COM 230: Introduction to Communication Theory, NC State, Spring 2017)
- "PR Theories Applied to Social Media Practice" (MCOM 3300: Mass Media Theories & Society, Texas Tech University, Fall 2015)
- "Overcoming Fear of Public Speaking" (MCOM 3315: Professional Communication, Texas Tech University, Summer 2015)
- "Survey Research" (PR 4312: Public Relations Campaigns, Texas Tech University, Spring 2015)
- "PR Theory and New Media" (PR 3300: Applied Public Relations Theory, Texas Tech University, Spring 2015)
- "Public Relations Professionals Panel" (PR 3311: Public Relations Strategies, Texas Tech University, Fall 2013, Fall 2014)
- "Using Media Relations Strategically" (PR 3311: Public Relations Strategies, Texas Tech University, Spring 2014)
- "Using Social Media for Theatre" (THEA 345: Theatre Marketing and Public Relations, San Diego State University, Spring 2012, Fall 2012)

ACADEMIC AND PROFESSIONAL SERVICE

Professional Associations

Grant Reviewer

- Arthur W. Page Center Legacy Scholar Grant (2020-Present)

Conference Reviewer

- Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment, and Risk Division (2016 – Present)
- Association for Education in Journalism and Mass Communication, Public Relations Division (2017 – 2022)
- International Communication Association, Health Communication Division (2021)
- International Communication Association, Public Relations Division (2017)

Association Service

- Science Communication Consortium Member, Association for Science Communicators (2026 – Present)
- Inez Kaiser Graduate Student of Color Award Committee, Public Relations Division, Association for Education in Journalism & Mass Communication (2016 – 2020)
- Grad Student Committee Faculty Adviser, Public Relations Division, Association for Education in Journalism & Mass Communication (2017)
- Social Media Team, Public Relations Division, Association for Education in Journalism & Mass Communication (2014 – 2016)
- 50th Anniversary Committee, Public Relations Division, Association for Education in Journalism & Mass Communication (2015)

Academic Journals

Editing

- Co-editor of Corporate Science Communication virtual issue of *Journal of Communication Management* (2024)
- Co-editor of Dialogue 2.0 special issue of *Social Media + Society* (2020)

Ad-Hoc Journal Reviewer

- *Science Communication* (2016 – Present)
- *Public Relations Review* (2017 – Present)
- *PLoS One* (2019 – Present)
- *Mass Communication and Society* (2022 – Present)
- *Journal of Communication Management* (2022 – Present)
- *Health Communication* (2021 – Present)
- *Journal of Public Relations Research* (2016 – Present)
- *European Journal of Human Genetics* (2023)
- *Political Communication* (2023)
- *Risk Analysis* (2018 – 2022)
- *Journal of Public Relations Education* (2020)
- *Environmental Communication* (2019 – 2020)
- *Communication Research* (2017 – 2019)
- *Journal of International Communication* (2017)
- *Communication Education* (2017)
- *Journal of Foodservice Business Research* (2017)

University

Arizona State University – School

- Assessment Delegate, School of Social & Behavioral Sciences (Fall 2020 – Present)
- Faculty Advisor, Science Communication Minor (Spring 2026 – Present)
- Faculty Advisor, Public Relations and Strategic Communication Minor (Fall 2022 – Present)

- Member, Communication Graduate Committee (Spring 2022 – Present)
- Director, Science Communication Initiative (Spring 2023 – Present)
- Chair, Communication Program Events and Promotion Committee (Spring 2023 – Spring 2025)
- Chair, Open-Rank Professor of Communication Search Committee (Fall 2024 – Spring 2025)
- Member, Director of the School of Social & Behavioral Sciences Search Committee (Fall 2023 – 2024)
- Tenure Review Committee – One Case (Fall 2024)
- Third-Year Review Committee – One Case (Fall 2023)
- Chair, Assistant or Associate Teaching Professor of Communication Search Committee (Fall 2022 – Spring 2023)
- Individual Project, Science and Risk Communication Development Project (Spring 2022)
- Member, New Communication Programs Ad-Hoc Committee (Fall 2020 – Fall 2021)

Arizona State University – College

- Member, New College Undergraduate Inquiry and Research Experiences Committee (Fall 2025 – Present)

Arizona State University – University

- Member, Governance and Grievance Committee (Fall 2024 – Present)
- Limited Submission Internal Reviewer (Spring 2024 – Present)
- Member, University Task Force on Media Literacy (Fall 2023 – Fall 2024)
- Member, Interdisciplinary Science Communication Program Committee (Fall 2020 – Fall 2021)

North Carolina State University

- Executive Committee, Department of Communication (Fall 2018 – Spring 2020)
- Strategic Planning Committee, Department of Communication (Spring 2017 – Spring 2020)
- PRSSA Faculty Advisor, Department of Communication (Fall 2016 – Spring 2020)
- Department Head Nomination Committee (Spring 2019)
- CRDM Symposium Committee (Spring 2019)
- Acting Concentration Coordinator (Spring 2018)

Texas Tech University

- Student of the Year Award Committee, Department of Public Relations (Fall 2015)
- PR Showdown Student Competition Judge, Department of Public Relations (Spring 2015, Spring 2017)
- Recruitment and Retention Committee, Department of Public Relations (Fall 2013-Spring 2015)
- Assistant/Associate Professor Search Committee, Graduate Student Representative, Department of Public Relations (Spring 2015)
- Professor of Practice Search Committee, Graduate Student Representative, Department of Public Relations (Fall 2014)

- Ph.D. Curriculum Committee, College of Media and Communication (Fall 2014)

HONORS AND AWARDS

1. New College Outstanding Service Award for Interdisciplinary Practice (2026)
2. International Public Relations Research Conference Research Award (2020)
3. Association for Education in Journalism & Mass Communication, Communicating Science Health Environment and Risk Division, Eason Prize for Top Student Paper (2016)
4. Horn Professors Graduate Achievement Award, Texas Tech University (2016)
5. Doctoral Dissertation Completion Fellowship, Texas Tech University (2015-2016)
6. Hutcheson Graduate Fellowship Endowment Scholarship, Texas Tech University (2015-2016)
7. AT&T Chancellor's Fellowship, Texas Tech University (2013-2016)
8. Helen DeVitt Jones Graduate Fellowship, Texas Tech University (2013-2016)
9. College of Media and Communication Tuition Scholarship, Texas Tech University (2013-2016)
10. Parkinson Public Relations Scholarship, Texas Tech University (2013-2016)
11. California Sea Grant Communications Fellowship (2013)
12. Grunig PRIME Research Fellowship, Institute for Public Relations (2012)
13. John F. Reeves Memorial Scholarship, San Diego State University (2011)

PROFESSIONAL PR AND MEDIA EXPERIENCE

May 2018 – June 2020	**Communication Research Consultant,** Bootstrap Strategy
Jan. 2013 – July 2013	**Communications Fellow,** California Sea Grant
Sept. 2011 – Dec. 2012	**Public Relations Assistant,** San Diego State University
Sept. 2010 – Sept. 2011	**Public Relations Account Coordinator,** Cook + Schmid, LLC
Jan. 2011 – May 2011	**Web Editing Assistant,** KPBS
June 2010 – Aug. 2010	**Public Relations Intern,** Formula Public Relations
Jan. 2010 – May 2010	**Public Relations Intern,** Reuben H. Fleet Science Center

PROFESSIONAL AND ACADEMIC ASSOCIATIONS

Association for Education in Journalism and Mass Communication (2012-Present)
International Communication Association (2015-Present)
Kappa Tau Alpha Honor Society (2008-Present)
Golden Key International Honour Society (2008-Present)
Public Relations Society of America (2010-2020)