

Carol J. Pardun
14 Ocean Marsh Lane
St. Helena Island, SC 29920
803.917.8930 (cell)
pardunc@mailbox.sc.edu

Education

Ph.D., mass communication, 1992, University of Georgia.

M.A., communications, 1988, Wheaton College Graduate School.

B.A., English literature, 1977, Wheaton College. Summer term at St. Anne's College, Oxford University, Oxford, England.

Academic Experience

Professor, School of Journalism and Mass Communications, University of South Carolina, August, 2008-current. Courses taught: Pedagogy (doctoral seminar); Research Methods (doctoral seminar); Qualitative Research Methods (doctoral seminar); Writing for the Mass Media (freshman-level writing course); Survey of Mass Communications (freshmen-level large lecture course); Historical Milestones in American Advertising (one-hour elective advertising course); Children and Advertising (one-hour elective advertising course); Tobacco Advertising (one-hour elective course); The Ethics of Food Advertising (one-hour elective advertising course); Political Advertising (one-hour elective advertising course); Account Planning.

Director, School of Journalism and Mass Communications, University of South Carolina, 2008-2014. Chief Academic Officer of four sequences (journalism, advertising, public relations, and visual communications) with \$5.8 million yearly budget, 38 full-time faculty and 1,500 students, including 100 graduate students (MA, MMC, PhD). Associate Dean, College of Mass Communications and Information Studies, January 2010-2014.

Professor and Director, School of Journalism, Middle Tennessee State University, 2005-2008. Oversaw four sequences (newspaper/magazine, advertising, public relations, and media design) with 20+ faculty and 750 students. Courses taught: Mass Media Ethics; Advertising Copywriting.

Associate professor, University of North Carolina, 2000-2005. Assistant professor, 1997-2000. Courses taught: Principles of Public Relations; Principles of Advertising; Public Relations Campaigns; Public Relations Case Studies; Advertising Media Planning; Advertising and Society; Graduate Seminar in Social and Economic Effects of Advertising; Graduate Seminar in Content Analysis. Adviser for Public Relations Student Society of America, 1999-2001.

Assistant professor, Kansas State University, 1992-1997. Courses taught: Mass Communication & Society (200+ students); Principles of Advertising (200+ students); Advertising Writing (lab course); Advertising Techniques (lab course); Advertising Campaigns; Advertising and

Social Responsibility (created course); Graduate Seminar in Mass Communication Theory; Graduate Seminar in Children and Television (created course). Adviser for Advertising Club, 1992-1995.

Teaching assistant, University of Georgia, College of Journalism and Mass Communication, 1990-1992. Course taught (7 quarters): Advertising Copywriting.

Instructor of English, Mercer University Atlanta, 1987-1989. Courses taught: English 101; English 102; English 102 for Internationals; English 204: Business Communications.

Book

Pardun, C.J. (Ed.) (2014). Advertising & Society: An Introduction, (2nd ed.). West Sussex, UK: John Wiley and Sons, Inc.

Refereed Journal Articles

Pardun, C.J., McKeever, R., & Bedingfield, S. (2017). Smoke gets in their eyes? Third-person effects of electronic cigarette advertising. Journal of Promotion Management. DOI: 10.1080/10496491.2017.1297980

Pressgrove, G., & Pardun, C.J. (2016). Relationship between personal technology use and the donor/volunteer: A parasocial approach, Journal of Promotion Management, 221(1), 137-150, DOI: 10.1080/10496491.2015.1107012

Pardun, C. J., McKeever, R., Pressgrove, G. N., & McKeever, B. W. (2015). Colleagues in Training. Journalism & Mass Communication Educator, 70(4), 354-366. doi:10.1177/1077695815599471

Richardson, K. B., & Pardun, C. J. (2015). The new scroll digital devices, Bible study and worship. Journal of Media and Religion, 14(1), 16-28. DOI: [10.1080/15348423.2015.1011984](https://doi.org/10.1080/15348423.2015.1011984)

Jackson, C., Brown, J.D., & Pardun, C.J. (2008). A TV in the bedroom: Implications for viewing habits and risk behaviors during early adolescence. Journal of Broadcasting & Electronic Media, (52)3, 349-367.

Brown, J.D., L'Engle, K.L., Pardun, C.J., Guo, G., Kenneavy, K. & Jackson, C. (2006). Sexy media matter: Exposure to sexual content in music, movies, television and magazines predicts black and white adolescents' sexual behavior. Pediatrics, 1018-1027.

Pardun, C.J., L'Engle, K.L., & Brown, J.D. (2005). Linking exposure to outcomes: Early adolescents' consumption of sexual content in six media. Mass Communication & Society, (8)2, 75-91.

Pardun, C.J., & Scott, G. W. (2004). Reading newspapers ranked lowest versus other media for early teens. Newspaper Research Journal, (25)3, 77-82.

Brown, J.D., & Pardun, C.J. (2004). Little in common: Racial and gender differences in adolescents' television diets. Journal of Broadcasting & Electronic Media, (48)2, 266-278.

- L'Engle, K.L., Pardun, C.J. & Brown, J.D. (2004). Accessing adolescents: A school-recruited, home-based approach to conducting media and health research. Journal of Early Adolescent Research, 24(2), 144-158.
- Karrh, J.A., McKee, K.B., & Pardun, C.J. (2003). Practitioners' Evolving Views on Product Placement Effectiveness. Journal of Advertising Research, 43(2), 138-149.
- Pardun, C.J. (2000). An analysis of qualitative research in the Journal of Broadcasting & Electronic Media, 1978-1998, Journal of Broadcasting & Electronic Media, 44(3), 529-534.
- Pardun, C.J., & McKee, K.B. (1999). Product placements as public relations: An exploratory study of the role of the public relations firm. Public Relations Review, 25(4), 481-493.
- Pardun, C.J., & Lamb, L. (1999). Corporate web sites in traditional print advertisements, Internet Research: Electronic Networking Applications and Policy, 9(2), 93-99.
- McKee, K.B., & Pardun, C.J. (1999). Reading the video: A qualitative study of religious images in music videos. Journal of Broadcasting & Electronic Media, 43(1), 110-122.
- McKee, K.B., & Pardun, C.J. (1996). Mixed messages: The relationship between sexual and religious imagery on rock, country, and Christian videos. Communication Reports, 9(2), 163-171.
- Pardun, C.J., & McKee, K.B. (1995). Strange bedfellows: Symbols of religion and sexuality on MTV. Youth and Society, 26(4), 438-449.
- Pardun, C.J., & Krugman, D.M. (1994). How the architectural style of the home relates to family television viewing. Journal of Broadcasting & Electronic Media, 38(2), 145-162.

Book Chapters

- Pardun, C.J., & Forde, K.R. (2006). Sexual content of television commercials watched by early adolescents. In Sex in Promotional Culture: The Erotic Content of Media and Marketing (pp. 125-139). (T. Reichert & J. Lambiase, Eds). Lawrence Erlbaum Associates.
- Pardun, C.J., Brown, J.D., & Kachgal, T. (2006). How big is their world? U.S. Adolescents' New Media Consumption. In Changing Media Markets in Europe and Abroad: New Ways of Handling Information and Entertainment Content. (A. Schorr & S. Seltmann, Eds). Pabst Science Publishers.
- Pardun, C.J., & McKee, K. B. (2002). Religious and sexual images in rock videos: A second-by-second analysis. In Sex, Religion, & the Mass Media (pp. 33-42). (D. Claussen, Ed.). Roman & Littlefield.
- Pardun, C.J. (2002). Romancing the script: Identifying the romantic agenda in top-grossing movies. In Sexual Teens, Sexual Media (pp. 211-226). (J. Brown, J. Steele, & K. Walsh-Childers, Eds.). Lawrence Erlbaum Associates.
- McKee, K.B., & Pardun, C.J. (1999). Faceism re-considered: Facial prominence and body emphasis of males and females in magazine advertising. In Sexual Rhetoric: Media

Perspectives on Sexuality, Gender and Identity (pp. 109-121). (M. Carstarphen & S. Zavoina, Eds). Greenwood Press.

Refereed Conference Proceedings

- Pardun, C.J. & Shaver, M.A. (2000). Consumers' perception of the relationship among grocery loyalty cards, database collection and privacy. [Summary]. Proceedings of the 2000 Direct Marketing Educators' Conference, New Orleans, 31-32.
- McKee, K.B., & Pardun, C.J. (1998). Product as hero: Product placements as advertising. [Summary]. Proceedings of the 1998 Conference of The American Academy of Advertising, 307.
- Pardun, C.J. (1997). Teaching social responsibility through the issues course [Summary]. Proceedings of the 1997 Conference of The American Academy of Advertising, 260.
- Pardun, C.J. (1994). Interviewing families together [Summary]. Proceedings of the 1994 Conference of The American Academy of Advertising, 228-232.

Invited Publications (Selected)

- Pardun, C.J. (2015). Why do so many college students major in public relations? Professional Insight. In K.B Richardson & M. Hinton. Applied public relations: Cases in stakeholder management, 3rd ed. (pp. 8-10). New York: Routledge.
- Pardun, C.J. (2013, October 1). Why I am dropping out of administration. Chronicle of Higher Education [On-line]. Available: <http://chronicle.com/article/Why-I-Am-Dropping-Out-Of/142027/>.
- Pardun, C.J. (2005). When disciplinary associations move beyond the status quo. Journalism & Mass Communication Educator, 60(1), 23-26.
- Pardun, C.J. (2005). Review of Media Sex: What Are the Issues? By Barrie Gunter (Lawrence Erlbaum Associates: Mahwah, NJ) and Sex in Advertising: Perspectives on the Erotic Appeal by T. Reichert and J. Lambiase, eds. (Lawrence Erlbaum Associates: Mahwah, NJ), Journalism and Mass Communication Educator, 60(1), 92-94.
- Pardun, C.J. (2004). Changing Attitudes Changing the World: Media's Portrayal of People with Intellectual Disabilities. Special Olympics. Research supported by cooperative agreement #U59/CCU3211826-03 from the U.S. Centers for Disease Control and Prevention.
- Pardun, C.J. (December 2003). Where does funded research fit into an advertising professor's agenda? Guest Column, AAA Newsletter.
- Pardun, C.J. & Forde, K.R. (December 2002/January 2003). Sex in the media: Do condom ads have a chance? Siecus Report, 31(2), 22-23.
- Pardun, C.J. (2003). General Electric Company. In Encyclopedia of Advertising (pp. 636-642). (J. McDonough, Ed.). Fitzroy Dearborn Publishers.

Pardun, C.J. (1999). Social responsibility and the advertising curriculum, invited commentary. Journal of Advertising Education, 3(1), 45-47.

Pardun, C.J. (1996). The celebration of teaching, invited commentary. Journal of Advertising Education, 1(1), 59-60.

Pardun, C.J. (1994). Review of Still life in real time: Theory after television by Richard Dienst (Duke University Press: Durham and London), Journalism Quarterly, 71(4), 1018-1019.

International Conference Presentations

Pardun, C.J. (2005, February). How people with intellectual disabilities are characterized in the media. Presented at the Educational Forum sponsored by the Special Olympics in conjunction with the World Games, Tokyo, Japan.

Pardun, C.J. (2004, May). When parents and God collide: Who controls the remote in early adolescents' media use? Paper presented at the meeting of the International Conference on Communication and Mass Media, Athens, Greece.

Pardun, C.J., Brown, J.D., & Kachgal, T. (2003, March). How big is their world? U.S. Adolescents' use of newspapers. Paper presented at the meeting of the European Communication Association Congress, Munich, Germany.

Refereed National Conference Paper Presentations

Kim, J., Pardun, C.J. & Ott, H. (2017, August). To vape or not to vape? How e-cigarette companies advertising via Twitter. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Pardun, C.J., Wan, A. & Hinton, M. (2016, August.) The message of meals: What YouTube commercials tell us about our lives. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Pressgrove, G., & Pardun, C.J. (2014, August). The relationship between personal technology use and the donor/volunteer: A parasocial approach. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Montreal, Quebec.

Richardson, K.B. & Pardun, C.J. (2014, August). The new scroll: Digital devices in Bible study and worship. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Montreal, Quebec.

Richardson, K.B., & Pardun, C.J. (2012, August). The greatest entertainment ever sold: Branded entertainment and public relations agencies' role in product placement across media. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Pardun, C.J., L'Engle, K., & Brown, J.D. (2007, August). A common media culture? Patterns of magazines, movies, and music consumption among early adolescents. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

- Pardun, C.J. (2006, November). Misinformed at the movies: How people with intellectual disabilities are (mis)represented in the movies. Paper presented at the meeting of the American Public Health Association, Boston, MA.
- Pardun, C.J., Brown, J.D., & L'Engle, K. (2006, March). It's getting hot in here! Adolescents' music use and sexual behavior. Paper presented at the meeting of the Society for Research on Adolescence, San Francisco, CA.
- Hust, S.J.T., Brown, J.D., & Pardun, C.J. (2003, July). Media tools in adolescents' bedrooms. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Kansas City, MO.
- Brown, J.D., & Pardun, C.J. (2003, May). Black and white, male and female: Racial and gender differences in adolescents' TV diets. Paper presented at the meeting of the International Communication Association, San Diego, CA.
- Pardun, C.J., L'Engle, K.L. & Brown, J.D. (2002, August). Accessing adolescents: An effective approach to conducting a media-use survey in a school-based environment. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Miami Beach, FL.
- Shaver, M.A., & Pardun, C.J. (2000, August). The role of advertising, special promotions, and loyalty programs on grocery shopping in the new millennium. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.
- Shaver, M.A., Jin, H.S., & Pardun, C.J. (1999, August). An exploratory study of the synergy among ad attention, promotional offers and the use of grocery buyer cards in building customer loyalty. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, New Orleans.
- Pardun, C.J. & Lamb, F. (1998, June). The presence of the corporate web site in traditional print advertisements. Paper presented at the Public Relations Society of America Educators Academy. Awarded top paper, Business Sciences Division.
- Pardun, C.J. (1997, August). Where we live and how we view: The impact of housing preferences on family television viewing. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Pardun, C.J., & McKee, K.B. (1996, August). What advertising agency media directors have to say about placing clients' products in motion pictures. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Anaheim, CA.
- McKee, K.B., & Pardun, C.J. (1996, August). Face-ism reconsidered: Facial prominence and body emphasis of males and females in magazine advertising. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Anaheim, CA.
- Pardun, C.J., & McKee, K.B. (1994, August). Strange bedfellows: Symbols of religion and sexuality on MTV. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

External Research Grants

Peabody/Lambdin Kay Visiting Scholar Research Award, "Fit/Fat: What the media say about children, exercise and nutrition," University of Georgia Walter J. Brown Media Archives and Peabody Collection, Summer, 2008, \$1,488.

Mass Media and Adolescents' Sexual Health, Department of Health and Human Services, PA 98-079, 2000-2005, \$2.6 million, (co-principal investigator with J. D. Brown). Investigating the impact of the media on adolescents' sexual attitudes and behavior. Developed media measures, content analysis protocol, in-home media use questionnaire; worked with team to find innovative ways to enhance the understanding of the media in relation to adolescent sexuality.

Content analysis of people with intellectual disabilities in the media, Special Olympics International, \$28,500, 2004-2005. Analyzed movies, television shows and newspaper articles from 1960-present to better understand how the media portray intellectual disabilities in comparison to physical disabilities and mental illnesses.

American Academy of Advertising Research Fellowship, "Building grocery retailer power through advertising, promotions and loyalty cards: An assessment of customer response," 1999, \$2,000 (with M.A. Shaver).

American Academy of Advertising Research Fellowship, "Using focus groups to develop a media strategy for placing products in motion pictures," 1997, \$1,500. (Matched with \$460 from Berry College, GA, for grant written by K.B. McKee).

Internal Grants

Center for Physical Activity and Health in Youth, Middle Tennessee State University, "Fit/Fat: Investigating the Top Television and Videos Watched by Elementary-Aged School Children," 2007-2008, \$6,415 (with K. L. L'Engle, Family Health Institute).

Robertson Scholars Collaboration Fund, University of North Carolina, "Advertising's Past, Present, and Future: Collaborative Use and Development of Unique Library Resources," 2001, \$2,000 (with E. Gatrell, Duke University).

University Research Council Grant, University of North Carolina, "Mass Media and Adolescents' Sexual Health," 1999, \$3,342.

Center for Teaching and Learning Grant, University of North Carolina, for new course development, 1998, \$750 (with M.A. Shaver).

Junior Faculty Development Award, University of North Carolina, for studying product placement in film and television, 1998, \$5,000.

University Small Research Grant (USRG), Kansas State University, "A national survey of advertising decision makers' strategy for using product placements in films," 1995, \$600. (Matched with \$370 from Berry College, GA, for grant written by K.B. McKee.)

Institute for Social and Behavioral Research Matching Grant for survey research, 1993, \$500.
(Matched with \$500 by A.Q. Miller School of Journalism and Mass Communication,
Kansas State University.)

Institute for Social and Behavioral Research Fellow, Kansas State University, 1993, \$4,000.

Dowden Center Doctoral Dissertation Grant, University of Georgia, 1991, \$500.

Funding Enhancement Award for Excellence in Teaching, University of Georgia, 1991-1992, \$1,000.

National Service (Selected)

Accrediting Council Member, 2012-2015; re-elected 2015-2018. Nationally elected member representing the Association for Education in Journalism and Mass Communication. The council sets policy for accredited programs through the Accrediting Council on Education in Journalism and Mass Communications. Council members also provide the final vote on units being considered for reaccreditation.

Past President, Association for Education in Journalism and Mass Communication, 2010-present; President, 2009-2010; President Elect, 2008-2009; Vice President, 2007-2008; Board of Directors member, 2007-2011; 2001-2005. As president, set policy and budget for 3,700-member organization. *Finance Committee member, 2007-2011. Executive Committee member, Association of Schools of Journalism and Mass Communications, 2009-2010. Assessment Committee member, 2004-2005.* Evaluated each division and interest group in five-year rotation. Served on team to develop new assessment process.

AEJMC Centennial Fund-Raising Committee member, 2011-2012. Committee oversaw the "\$100 for 100 Years" fund-raising campaign through 2013.

Associated Schools of Journalism and Mass Communication, ASJMC Contemporary Leadership Committee member, 2010-2011. Responsible for "Leadership and Loyalty" section of development. *ASJMC Nominations Committee member, 2012.* Three-member committee selects the slate of candidates for all ASJMC leadership positions.

Teacher of the Year and Administrator of the Year judge, Scripps Howard Foundation, 2010; headed committee, which reviewed all finalists for \$10,000 awards, and made final selection of winners.

Publications Committee member, Association for Education in Journalism and Mass Communication, 2005-2008. Oversaw *Journalism & Mass Communication Quarterly, Journalism & Mass Communication Educator* and *Journalism & Communication Monographs.*

Publications Committee member, Association for Schools of Journalism and Mass Communication, 2005-2008.

Council of Divisions chair, Association for Education in Journalism and Mass Communication, 2003-2005. Managed scheduling of national conference, gave oversight to the then 30 divisions, interest groups, and affiliates of AEJMC; *Vice Chair, 2001-2003.* *Mass Communication & Society (600 members) Division Head, 1999-2000; Vice head, 1998-*

1999; Teaching Standards Chair, 1995-1998. Created the Promising Professors competition, 1997.

Editor, Mass Communication & Society, 2000-2004. Provided leadership to the quarterly journal. Solicited manuscripts (acceptance rate under 15%), reviewers, set editorial direction of the journal, worked with publisher, Lawrence Erlbaum Associates, in all matters relating to the journal. Began editorship with less than \$9,000 in profits; ended 2004 fiscal year with over \$65,000 in profits.

Editorial Board member, Journal of Broadcasting & Electronic Media, 2000-present; The Journal of Media and Religion, 2001-present; Mass Communication & Society, 2005-present; Journal of Advertising, 2007-present; Journalism and Communication Monographs, 2008-present; Simile: Studies in Media & Information Literacy Education (online journal), 2004-2009; Journal of Advertising Education, 2000-2003.

Accrediting Council on Education in Journalism and Mass Communications Site Visit Team member. St. Bonaventure University, February 2017; University of Missouri, October 2016; Syracuse University, October 2015; Kent State University, January 2015; Brigham Young University, October 2014; Temple University, October 2013, University of Illinois, November 2012; University of Colorado, February 2011; Texas Christian University, February 2010; University of Oklahoma, February 2009; University of Southern Indiana, October 2008; Nicholls State University, Thibodaux, LA, January 2006; University of Louisiana at Lafayette, November 2005; University of Kansas, February 2005; Marquette University, February 2004; Syracuse University, October 2003; University of Kentucky, February 2003; Florida International University, October 2002. Evaluated schools of journalism and mass communication for curriculum standards, faculty effectiveness, research productivity, etc. Additional non-accrediting reviews for Wheaton College (formal review of college newspaper), 2017. Murray State University (accreditation preview prep), 2015; University of Arkansas (masters program), 2011; Emerson College, 2010; Utah State University, 2009; Butler University, 2008; University of Oshkosh, WI (curriculum overview), 2004; communications department audit, Berry College, 2000; new program review for media studies department, University of Southern Maine, 1999.

National Children's Study Workshop participant, Media Effects on Child Health and Development, January, 2004. One of 20 academics chosen to develop hypotheses for the media effects section of the National Children's Study, a multi-million dollar federally funded study designed to examine the effects of environmental influences on more than 100,000 children from birth to 21 years of age.

University of South Carolina Service (Recent Activity)

Chair, Public Relations Assistant Professor Search Committee, 2015-2016. Oversaw communications with all candidates, led committee meetings, set up campus interviews, recommended selection for tenure track position. Committee member, Advertising Assistant Professor, 2016.

Chair, School of Journalism and Mass Communications Select Tenure and Promotion Committee, 2015-current. Oversees committee, which reviews tenure-track and tenured faculty; works as liaison for faculty standing for promotion and/or tenure.

Member, Student Publications Board, 2013-2015. Oversaw policies for student-run media including *The Daily Gamecock*, SGTV, *Garnet & Black* and WUSC-FM.

Interviewer, 2016, McNair and Carolina Scholars Applicants. Interviewed finalists for scholarship consideration. *Reviewer*, 2013-2014 McNair and Carolina Scholars Applicants. Reviewed applicants to Honors College for suitability for McNair and Carolina Scholarships. Graded essays for sub-set of applicants.

Moderator, Vice Presidents' Plenary Panel, "Reinventing Higher Education: Impact on USC," January 2013. Structured the panel, gave opening remarks, led question and answer time.

Member, Associate Deans Council on Research, a group that advises the Vice President of Research on research initiatives within the university, 2012-2014.

Duke Energy Executives-in-Residence Program committee member, 2011-2012. Worked with administrators across campus to develop and promote the program. Responsible for hosting the College of Mass Communications and Information Studies guest executive event.

Middle Tennessee State University Service (Selected)

Academic Master Plan Committee Member, 2006-2007. Appointed by President to committee to revamp the Academic Master Plan. Member of the sub-committee on Student-Centered Learning. Member of three-person team, which edited all sub-committee reports to create comprehensive university document.

Institutional Effectiveness Committee Member, 2006-2007. Appointed by president. Committee oversaw all Institutional Effectiveness plans of over 130 units on campus. Advised president on ways to improve institutional effectiveness.

General Education Committee, ex-officio member, 2006-2007. Representative for all heads of academic units on campus (Chairs Council). Committee reviewed and approved all requests for courses to be included in the General Education curriculum. Worked to develop assessment measures for General Education courses. Reviewed all course proposals for study abroad classes requesting General Education credit.

University of North Carolina Service (Selected)

Faculty Assembly Member, 2003-2005; alternate, 2001-2002. One of 5-member faculty team (elected by university faculty at large) to represent university among assembly of each 16-member unit of the University of North Carolina system. Assembly acted as the liaison between the legislature, the administration, and the university. Academic Freedom and Tenure Committee member, 2003-2005. *Faculty Council Member, 2003-2005*. (All Faculty Assembly members serve on the Faculty Council.) Represented the Assembly to the Council as well as participated as a regular Council member.

Task Force on the Safety of the Campus Community Committee member, appointed by former UNC President Molly Broad, 2005. (Committee chaired by former Associate Vice President Robert Kanoy.) Admissions subcommittee member. Examined crime rates

among 16-member campuses, developed strategy for safety awareness; developed recommendations in a report presented to President Broad and the press.

Enrollment Policy Advisory Committee member, appointed by former UNC Provost Robert Shelton, 2005. (Committee chaired by Jerry Lucido, former Vice Provost of Enrollment Management.) Examined enrollment issues on the Chapel Hill campus and advised the provost on 10-year enrollment predictions.

General College Adviser, 2000-2004. Advised freshmen and sophomore students in General College (College of Arts and Sciences), four hours per week. Recommended courses, checked student progress, approved adding or dropping of courses, point of contact for study abroad students, served as liaison with the School of Journalism and Mass Communication.

Graduate Admissions Committee member, 2000-2005. Reviewed applications to the School of Journalism and Mass Communication Graduate School. Worked with committee to choose finalists and incoming class after conducting face-to-face interviews with finalists.

School-level Internal Institutional Review Board member, 2000-2005. Reviewed research proposals from graduate students and faculty for first round approval before proposals were sent to Social and Behavioral Sciences IRB.

Advertising Hall of Fame Selection Committee member, 2002-2005. Recruited potential candidates for Advertising Hall of Fame; worked with committee to make final recommendations.

Honors

Distinguished Educator Award, 2015, for “significant contribution to mass communication pedagogy,” presented by Mass Communication and Society Division, Association for Education in Journalism and Mass Communication.

Southern Interscholastic Press Association Elizabeth B. Dickey Distinguished Service Award, 2014, for commitment to scholastic journalism.

Distinguished Alumni Scholar Award, University of Georgia, 2010, for “excellence and sustained contributions to scholarship in journalism and mass communication education.”

Trayes Award, 2007, for “outstanding service to the division and AEJMC,” presented by Mass Communication and Society Division, Association for Education in Journalism and Mass Communication.

Journalism Mass Communication Leadership Institute, 2005-2007. ASJMC Inaugural program for 12 new directors and deans of journalism schools.

Regents Academic Leadership Institute Fellow, 2006-2007. One of 30 faculty members from all Tennessee Board of Regents Schools selected to attend year-long leadership training.

International Radio and Television Society’s Seminar for Faculty, 2001, 1996. 2nd place in case competition (2001).

Bridges, semester-long academic leadership program for women, University of North Carolina, 2000. One of 35 faculty selected from across multi-campus university system to study leadership issues impacting the university.

Favorite Faculty Award, University of North Carolina, 2000. Approximately 20 university faculty selected each year from students' votes.

William L. Stamey Teaching Award, 1996, 1995, Kansas State University (teaching award given to fewer than 10% of the university-wide faculty); first journalism faculty member to win award in consecutive years.

Freedom Forum Seminar for Advertising Teachers, University of North Carolina, 1994.

Outstanding Graduate Teaching Assistant Award, University of Georgia, 1990-1991.

Professional Experience

Freelance copywriter and graphic designer, 1983-1991. Accounts included: Walk Thru the Bible Ministries; PCA Insurance, Annuities and Relief; Financial Software, Inc.; Freedom Commerce Center; Atlanta Lawn Tennis Association; Exploration Resources, Inc.; other major accounts.

Editor, Christian Financial Concepts, a financial counseling service, 1981-1982. Edited and produced monthly newsletter with circulation over 20,000; developed and designed high school money management curriculum; managed print shop; handled all advertising for organization.

Copywriter, Kent Puckett Associates, a full-service advertising agency, 1979-1981. Specialized in direct mail and print advertising.

Current Memberships

American Academy of Advertising, 1993-present.

Association for Education in Journalism and Mass Communication, 1992-present.

Broadcast Education Association, 1993-present.

Personal

Rower, Columbia Rowing Club, member, 2008-present; Vice president, 2011-2012; Treasurer, 2008-2011; Member, Beaufort Rowing Club, 2010-present; Founder and Head, Nashville Area Rowing Club, 2006-2008; Member, Carolina Masters Rowing, 2001-2005.

Sailor, ASA 101, 103, 104, 105, 106 certifications.