

# JANELLE APPLEQUIST

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University of South Florida  
The Zimmerman School of Advertising &  
Mass Communications  
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Tampa, FL 33620

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(724) 816-8840

## EDUCATION

- Ph.D.** The Pennsylvania State University (main campus), 2015  
College of Communications  
Ph.D., Mass Communications  
Dissertation title: A mixed-methods approach toward primetime television direct-to-consumer advertising: Pharmaceutical fetishism and critical analyses of the commercial discourse of healthcare  
Co-Chairs: Dr. Matthew P. McAllister & Dr. C. Michael Elavsky
- M.A.** The Pennsylvania State University (main campus), 2011  
College of Communications  
M.A., Media Studies
- B.A.** The Pennsylvania State University (main campus), 2009  
College of Communications  
B.A., Broadcast Journalism  
Minor, Psychology

## ACADEMIC APPOINTMENTS

Associate Professor with Tenure. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida. Tenured and promoted August 2020.

- Undergraduate courses developed and taught: Introduction to Advertising, Principles of Public Relations, Health Communication and the Mass Media, Mass Communications Internships Integrated Public Relations and Advertising
- Graduate courses developed and taught: Qualitative Research Methods, M.S. Advertising Proseminar, Advertising Planning

Affiliate faculty member. Department of Communication. University of South Florida. 2019-present.

Affiliate faculty member  
South Florida. 2020-present.

Assistant Professor, Tenure-Track. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida, August 2015 – June 2020.

- Undergraduate courses developed and taught: Introduction to Advertising, Principles of Public Relations, Health Communication and the Media, Media and the 2016 Election
- Graduate courses developed and taught: Qualitative Research Methods, Health Communication and the Mass Media, Advertising Proseminar

Graduate Instructor. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Summer 2012-Spring 2015. Courses taught: International Mass Communications, Media and Democracy.

Graduate Teaching Assistant. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Spring 2011-Fall 2012. Courses taught: World Media Systems, Media and Democracy.

## **ADMINISTRATIVE APPOINTMENTS**

Associate Director, Center for Sustainable Democracy. College of Arts and Sciences. University of South Florida. Appointed by Founding Director Dr. Josh Scacco November 2023. Responsibilities:

Engage with the non-partisan, multi-disciplinary research of the Center to provide:

- Leadership
- Public communication
- Education, workshops, and events on civic foundations
- Best practices for social/digital media management
- Executive communication training
- Partnerships with organizations and communities dedicated to strengthening institutions of democracy, including pluralistic governance (e.g., public policy attitudes and opinions)

Director of Internships. Integrated Public Relations and Advertising (IPRA) major/concentration. Appointed by Director and Associate Director for three-year renewal term beginning August 2023. Responsibilities and accomplishments include:

Supervision of all for-credit internships in the major/concentration with opportunity to supervise all Zimmerman School internships every third year  
In collaboration with two other Internship Directors, development of a named Internship Program with identification of potential internship partners/sponsors  
Work with Director of Undergraduate Programs and other concentration heads to identify career preparedness activities (e.g., career fairs, alumni workshops)

Each semester, regularly engage with advertising and public relations

## **AUTHORED BOOKS**

Bell, T. R., **Applequist, J.**, & Dotson Pierson, C. (2019). *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. Part of the special series titled *Lexington Studies in Health Communication*. Lanham, MD: Lexington Books. ISBN: 978-1498570565.

**\*Outstanding Book Award Winner. National Communication Association (NCA), Communication and Sport Division. Award recognizes the most outstanding book in the field of sport and communication for the 2019 calendar year. (2020).**

**Applequist, J.** (2016). *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*. Lanham, MD: Lexington Books. Hardback and paperback editions. ISBN: 9781498539531.

## **PUBLISHED REVIEWS OF AUTHORED AND CO-AUTHORED BOOKS**

Cossmann, H. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *Journalism & Mass Communication Quarterly*, 97(4), 1180-1182. doi: 10.1177/1077699020952085

Heo, Y. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *International Journal of Sport Communication*, 13(1), 137-139. doi: 10.1123/ijsc.2019-0128

Lembcke, J. (2019). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *CHOICE: Current Reviews for Academic Libraries*, 57(4), 452.

Attarabeen, O., & Alkhateeb, F. (2019). [Review of the book *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*, by Janelle Applequist]. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(4), 541-543. doi: 10.1108/IJPHM-11-2019-075

## **JOURNAL ARTICLES**

Cronholm, P.F., **Applequist, J.**, Krischer, J., Easley, E., Davis, T., Burroughs, C., McAlear, C.A., Borchin, R., Kullman, J., Carette, S., Khalidi, N., Koenig, C., Langford, C.A., Monach, P., Moreland, L., Pagnoux, C., Specks, U., Sreih, A.G., Ytterberg, S.R., & Merkel, P.A. (accepted and forthcoming). A study of implementation factors for a novel approach to clinical trials: Constructs for consideration in the coordination of direct-to-patient online-based medical research. *BMC Medical Research Methodology*.

Hintz, E. A., & **Applequist, J.**

Ideology and communicative (dis)enfranchisement in misapplications of the 2016 CDC opioid prescribing guidelines. *Health Communication*.

doi: 10.1080/10410236.2024.2363674

Louis-Jacques, A., **Applequist, J.**, Perkins, M., Williams, C., Joglekar, R., Powis, R., Daniel, A., & Wilson, R. (2024).

maternal morbidity and health disparities.

, 34(4): 417-428. doi:

10.1016/j.whi.2024.01.003

**Applequist, J.**, Burroughs, C., Merkel, P., Rothenberg, M.E., Trapnell, B., Desnick, R.J.,

**Applequist, J.**, Burroughs, C., Ramirez, A., Merkel, P. A., Rothenberg, M. E., Trapnell, B., Desnick, R. J., Sahin, M., & Krischer, J. P. (2020). A novel approach to conducting clinical trials in the community setting: Utilizing patient-driven platforms and social media to drive web-based patient recruitment. *BMC Medical Research Methodology*, 20(58), 1-14. doi: 10.1186/s12874-020-00926-y

Hayes, J., Golan, G., Britt, B., & **Applequist, J.** (2020). How advertising relevance and consumer-brand relationship strength limit disclosure effects of native ads on Twitter. *International Journal of Advertising* [Special issue Native and Covert Advertising formats], 39(1), 131-165. doi: 10.1080/02650487.2019.1596446

Hayes, J., Britt, B., **Applequist, J.**, Hill, J., & Ramirez, A. (2020). Leveraging textual paralanguage and consumer-brand relationships for more relatable online brand communication: A social presence approach. *Journal of Interactive Advertising*, 20(1), 17-30. doi: 10.1080/15252019.2019.1691093

Gerard Ball, J., & **Applequist, J.** (2019). The use of narratives to deliver information in direct-to-consumer prescription drug commercials: A content analysis. *Journal of Health Communication*, 24(5), 512-524. doi: 10.1080/10810730.2019.1631915

**Applequist, J.** (2018). The introduction of the medicinal partner in direct-to-consumer -as-consumer discourse in healthcare. *Qualitative Research in Medicine & Healthcare*, 2, 65-76. doi:



**Applequist, J., & Ball, J.G.** (2022, March).

in broadcast hybrid prescription drug ads. Presented at the American Academy of Advertising (AAA) annual conference. St. Petersburg, FL.  
[https://aaasite.memberclicks.net/assets/Proceedings/2022/AAA\\_2022\\_Proceedings.pdf](https://aaasite.memberclicks.net/assets/Proceedings/2022/AAA_2022_Proceedings.pdf)

Park, H., Hayes, J., Golan, G., & **Applequist, J.** (2021). The role of Twitter usage motivations in influencing brand, influencer, and peer user impacts on native ad brand outcomes. Presented at the American Academy of Advertising (AAA) annual conference. Virtual due to COVID-19.  
<https://www.proquest.com/openview/c037a7dcf06919d6f9a6b81258b25aaf/1?pq-origsite=gscholar&cbl=40231>

Ball, J.G., & **Applequist, J.** (2018). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials*. Presented at the American Academy of Advertising annual conference. New York, NY:  
<https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf>

Hayes, J., Shan, Y., & **Applequist, J.** (2016). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Presented at the American Academy of Advertising annual conference. Seattle, WA.  
[http://www.aaasite.org/resources/Documents/AAA\\_2016FINA.pdf](http://www.aaasite.org/resources/Documents/AAA_2016FINA.pdf)

## **BOOK CHAPTERS**

**Applequist, J., & Abrahamsen, J.** (2024). Advertising as a form of public health

vaccination awareness campaign. In M. Perreault & S. Smith-Frigerio (Eds.), *Crisis Communication and Covid-19: Multidimensional Perspectives and Applications*. Part of Association for Education in Journalism and Mass Communication (AEJMC) Peter Lang Scholarsourcing series. New York, NY: Peter Lang.

Abrahamsen, J., **Applequist, J.**, & Maduneme, E. (2023). Forged In fire: A case study of how the class of COVID-19 empowered unheard communities in the fight for social justice. In B. Hokanson, M. Exter, M.M. Schmidt, & A.A. Tawfik (Eds.), *Toward Inclusive Learning Design: Social Justice, Equity, and Community*. (pp. 233-241). Part of the *Educational Communications and Technology: Issues and Innovations* book series. New York, NY: Springer.

**Applequist, J.**

commercialism and spending as a public service amid COVID-19 related advertisements. In M. P. McAllister & E. West (Eds.), *The Routledge Companion to Advertising and Promotional Culture* (2<sup>nd</sup> ed.). (pp. 234-247). New York, NY: Routledge.



Andrews, J.E., Eldredge, C., **Applequist, J.** & Johnson, J.D. (2023). Evolving opportunities and challenges for patients in clinical research. In R.L. Richesson, J.E. Andrews, & K. Fultz Hollis (Eds.), *Clinical Research Informatics*. (3<sup>rd</sup> ed.). Springer. Part of the *Health Informatics* book series. New York, NY: Springer.

Bell, T.R., & **Applequist, J.** (2022). Media framing, sport, and public health. In J. Sanders & M. Weathers (Eds.), *Health Communication and Sport: Connections, Applications, and Opportunities*. (pp. 15-30). Lanham, MD: Lexington.

Bell, T.R., Dotson-Pierson, C., & **Applequist, J.**

Framing the NWSL Challenge Cup amid a pandemic. In A. C. Billings, L. A. Wenner, & M. Hardin (Eds.), *American Sport in the Shadow of a Pandemic*. Communication & Sport Studies Series, 4(1). Lanham, MD: Lexington.

## **ENCYCLOPEDIA ENTRIES**

**Applequist, J.** (2022). Pharmaceutical industry. (2,000 words). In L. A. Schintler & C. L. McNeely (Eds.), *The encyclopedia of big data*. New York, NY: Springer.

**Applequist, J.**

## **AWARDED GRANTS**

Co-Investigator (Co-I). (2024-2025). Grant title: *Cognitive Training to Reduce Incidence of Cognitive Impairment in Older Adults*. Funder:

**Certified Non-Employee Research Personnel Training – BayCare Health System**

Classified as supervised non-employee under BayCare Health System. Completed BayCare training (two curricula *Contracted Non-Clinical: Protected Health Information* and *Vendor Representatives: Access to Protected Health Information*) to be incorporated into iMedris system. Training included IRB protocol, biomedical research ethics, ethics and organizational responsibilities, codes of conduct, handling of protected health information for research purposes, etc. (December 2023).

Co-Investigator. (2022, September). University of South Florida. College of Public Health. Funding mechanism created to stimulate research collaboration and the exploration of innovative research, with the goal of laying the foundation for future external grant applications. Project Title: *A community-engaged solution to address disparities in maternal deaths*. Submitted with PI Ronee Wilson, Ph.D. (University of South Florida College of Public Health), Co-I Adetola Lo3u/F1 12 Tf1 0 0 1 0 1 108.02 525.55 Tm0 G[(



Full Grant Recipient. (2013). The Arthur W. Page Center for Integrity in Public Communications, project titled

Co-Investigator. (submitted April 2024, August 2023, April 2022, and May 2021). National Institutes of Health (NIH), Office of Strategic Coordination (U01 May 2021; R01 with Clinical Trial Required July 2024, August 2023, and April 2022). Grant title: *Deconstructing Maternal Burdens: Doula and the Community Unite for Health*. The proposed community-informed study proposed to test the utility of a doula team-based model among low-income communities of color and provide data to inform an advertising/mass communications campaign with policies to prevent maternal mortality.

- Led qualitative research phase of systematic review related to grant re-submission
- Led focus group moderation research phase for grant re-submission. Led qualitative interview phase to discover challenges of doula work related to Medicaid reimbursement structure in Florida.
- Received NIH request for one-page response to application in August 2023 (received high scores on application)
- Funding amounts requested: **\$3.84 million** (April 2024), **\$3.82 million** (August 2023), **\$5.19 million** (April 2022) and **\$3.87 million** (May 2021)

Principal Investigator. Andrew Carnegie Fellows Program Nominee. November 2023. Sole junior University system-wide nominee put forth by President Rhea Law for the prestigious Andrew Carnegie Fellows Program. Proposed a health equity education messaging framework aimed at bridging political divides to be created for public information specialists and journalists for mass distribution through national partnerships with the Listen First Project and Duke-Margolis Center for Health Policy.

- Funding amount requested: **\$200,000**

Co-Principal Investigator. (submitted August 2023). March of Dimes. Grant title: *From Policy to Practice: Identifying and Addressing Facilitators and Barriers of the Medicaid Doula Benefit*. Proposed to inform the creation of targeted educational materials to support health equity and optimized processes for Medicaid doula benefits that can positively impact doulas, and their Medicaid clients, many of which represent women and families from minoritized communities.

- Funding amount requested: **\$200,000**

Co-Investigator. (submitted December 2023). Grant title: *Institute for Advancing Research Translation (STARR)*. Funder/Funding Opportunity: USF CREATE (Collaborative Research Excellence and Translational Efforts) Award. USF Provost research initiative. Proposed the development of a translational research center at USF focused on Nano-Med-Engineering, an interdisciplinary STEM field that combines nanobiotechnology, medicine,







prescription drug promotion and digital marketing which helped

in cognitively different ways, asking the FDA to consider specific concrete guidelines for the conveyance of specific drug information in television ads.

Importantly, on November 20, 2023, the U.S. Food and Drug Administration issued a final rule to amend its prescription drug advertising regulations, entitled [Direct-to-Consumer Prescription Drug Advertisements: Presentation of the Major Statement in a Clear, Conspicuous, and Neutral Manner in Advertisements in Television and Radio Format](#) (CCN Final Rule). The rulemaking implements a requirement of the Food, Drug, and Cosmetic Act (the FD&C Act), added by the Food and Drug Administration Amendments Act of 2007 (FDAAA, P.L. 110-85), that in human prescription drug ads presented directly to consumers in television or radio format stating ~~guidelines~~ ~~of the drug~~ and its conditions of use,

## **AWARDS AND DISTINCTIONS**

Outstanding Scholarship Award, Sexual Orientation & Gender Identity Caucus, Central States Communication Association. (2024). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and the case of the Essure coil: Power, representation, and voice in *Journal of Applied Communication Research*.

Nominee (under review), Distinguished Publication Award, National Communication Association (NCA), Communication and Law Division. (2024). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and the case of the Essure coil: Power, representation, and accounts to the FDA of medical device adverse events.

Andrew Carnegie Fellows Program Nominee. November 2023. Sole junior University system-wide nominee put forth by President Rhea Law. Proposed a health equity education messaging framework aimed at bridging political divides to be created for public information specialists and journalists for mass distribution through national partnerships with the Listen First Project and Duke-Margolis Center for Health Policy. Amount requested: \$200,000.

Bill Eadie Distinguished Award for a Scholarly Article, National Communication Association (NCA). (2023). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and accounts to the FDA of medical device adverse events. *Journal of Applied Communication Research*. This award

*Management* for the year 2017. Publication: Miller-Day, M., Applequist, J., Zabokrtsky, K., Dalton, A., Kellom, K., Gabbay, R., & Cronholm, P. F. (2017). A tale of four practices: A comparative analysis of high and low performing patient-centered medical homes. *Journal of Health Organization and Management*, 31(6), 630-646.

Faculty Outstanding Research Achievement Award Nominee. (2018). University of recognition of their research with preeminent awards, grants, or publications in top journals during Graduate Director/Associate Director, and endorsed by the Dean of the College of Arts and Sciences.

Favorite Penn State Professor Award. (2014, November). Nominated and voted by all Penn State students. *The Daily Collegian*. The Pennsylvania State University.

Recipient, The Harold F. Martin Graduate Assistant Outstanding Teaching Award. (2014-2015). The Pennsylvania State University. University-Wide teaching award.

Nominee, The Organization for the Study of Communication, Language & Gender (OSCLG) Feminist Teacher-Mentor Award. (2014). Northern Illinois University, Department of Communication.

Nominee, The Stephen E. Lucas Debut Publication Award. (2014). The National Communication Association (NCA).

Phi Beta Kappa Honor Society. (Inducted 2010).

Kappa Tau Alpha. The national honor society in Journalism and Mass Communication. The Pennsylvania State University chapter. (Inducted 2008).

*The New York Times* Public Speaking Contest Top-Ten Finalist. (2006). The Pennsylvania State University.

## **RESEARCH-BASED EXPERT TESTIMONY**

(November 2023-present). Contracted with Motley Rice, Attorneys at Law to provide professional expert services related to issues arising in litigation, as mutually agreed by Expert and Counsep3912 pm0 g0 G[( )] TJETQ EMC /Span ked byv75(risingN)5Uu ,ep39170 1 47/F1 1



**Applequist, J.** (2024, January). Three-hour Workshop Titled: *Political Polarization and Health: Bridging Divides Through Media*. Invited by The Center for Sustainable Democracy at the University of South Florida through a grant from the U.S. Department





**Applequist, J.,**

ideologies inherent in consumer perceptions of a broadcast advertisement for Viagra. Presented at the National Communication Association (NCA) annual conference. Health Communication division. New Orleans, LA.

Hintz, E. A., & **Applequist, J.** (2022, November). E-Sisters and the Essure coil: Power, device adverse events. Presented at the National Communication Association (NCA) annual conference. Health Communication division. New Orleans, LA.

**Applequist, J.**, Burroughs, C., Merkel, P.A., Rothenberg, M.E., Trapnell, B., Desnick, R.J., Sahin, M., & Krischer, J. (2022, May). Direct-to-consumer recruitment methods for clinical trials for rare diseases: A novel approach for testing the application of targeted social media messaging to aid in research study accrual. Presented at the International Communication Association (ICA) annual conference. Health Communication Division. Paris, France.

**Applequist, J.**

in broadcast hybrid prescription drug ads. Presented at the American Academy of Advertising (AAA) annual conference. St. Petersburg, FL.

**Applequist, J.** & Hintz, E. A. (2021, November). *Educational, relational, and identity cues in broadcast direct-to-*



Bell, T., & **Applequist, J.** (2017, August). *Veiled hyper-sexualization: How the* . Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising division, Chicago, IL.

Bell, T., & **Applequist, J.** (2017, April). *of hyper-* Presented at the International Association of Communication in Sport (IACS) 10<sup>th</sup> annual summit. Arizona State University. Phoenix, AZ.

**Applequist, J.** (2016, December). *Disease branding in Western medicine: Advertising discourse alongside the promotion of pharmaceutical fetishism.* Presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

**Applequist, J.,** & Miller- *In principle we have agreement, -in to patient-centered medical home transformation.* Presented at the National Communication Association (NCA) annual conference. Health Communication Division. Philadelphia, PA.

Bell, T., & **Applequist, J.** (2016, November). *quantitative analysis of a media template.* Presented at the National Communication Association (NCA) annual conference. Mass Communication Division, Philadelphia, PA.

Hayes, J., Shan, Y., & **Applequist, J.** (2016, March). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance.* Presented at the American Academy of Advertising (AAA) annual conference. Seattle, WA.

**Applequist, J.** (2015, November). *TEDx Talks: Embracing opportunities for outreach.* Presented at the National Communication Association (NCA) annual conference. Las Vegas, NV.

**Applequist, J.** (2015, November).

Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Las Vegas, NV.

**Applequist, J.** (2015, November). *How the pharmaceutical industry portrays advertising.* Presented at the National Communication Association (NCA) annual conference. Communication and Aging Division. Las Vegas, NV.



Elavsky, M., **Applequist, J.**, & Morar, D. (2012, March). *Global communication pedagogy as hybridized collaborative engagements*. Presented at the Penn State Symposium for Teaching and Learning with Technology. University Park, PA.

**Applequist, J.** (2010, October). *Direct-to-consumer advertising and health communication research*. Presented at the Union for Democratic Communications annual conference. University Park, PA.

**PEER-REVIEWED RESEARCH POSTERS PRESENTED AT ACADEMIC and/or INDUSTRY CONFERENCES**

Heuberger, A. J., Weerasuriya, W. L., Tomlinson, S., Perkins, M., **Applequist, J.**, & Louis-Jacques, A. (2024, November). Doula intervention on breastfeeding outcomes: A systematic review. Presented at the 2024 Academy of Breastfeeding Medicine (ABM) 29<sup>th</sup> Annual International Meeting. Research division. Chicago, IL.

**Applequist, J.**, Wilson, R., Perkins, M., Powis, R., Williams, C., Joglekar, R., & Louis-Jacques, A. (2023, May). Perceptions of maternal health disparities and Medicaid reimbursement. Presented at the Society for Maternal-Fetal Medicine (SMFM) Annual International Pregnancy Meeting. Public health/global health, health disparities/vulnerable populations division. San Francisco, CA.

Joglekar, R., **Applequist, J.**, Perkins, M., Wilson, R., Powis, R., Richardson Cayama, M., Williams, C., & Louis-Jacques, A. (2023, May). Understanding the role of race in



## **SERVICE TO THE UNIVERSITY**

### **University-Level Service**

Member, University System Faculty Senate. Council on Faculty Issues. (2020-2023).  
University of South Florida

The Council on Faculty Issues advises the Provost and the Senior Vice President for USF Health or their designees on matters that influence the personal and professional welfare of the faculty, to include evaluation of the performance of faculty and administrators.

The Council is responsible for the following:

- Examining and/or initiating policies and procedures of the University that influence the professional and personal welfare of all faculty of the University. These include, but are not limited to faculty personnel policies, including such matters as: tenure





acquisitions for the University, committee then discusses and recommends based on proposed pieces. (2) two-year terms.

Faculty Preceptor for USF College of Public Health graduate student Courtney Henderson. (2018, Fall Semester). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research projects with incorporated interviews and focus groups.

Faculty Preceptor for USF College of Public Health graduate student Cristina Burroughs. (2018, Summer). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research project which incorporated interviews and focus groups.

Appointed Campaign Liaison, Faculty & Staff Campaign for Development. University of South Florida. (2015-2016).

-raised \$1,034.00 among faculty to cap off 9 scholarships in Mass Communications, for a total of \$7,000.00 to be awarded to students

(2016-2018).

Worked with Pharmacy Manager Mariam Gendi and Pharmacogenics Leader Teresa Vo as clients for my graduate-level health communication seminar during the spring 2017 semester. Developed SWOT analysis for Pharmacy Plus and began an internship program for students of the Zimmerman School to work with the College of Pharmacy at USF Health for semester-long internships for credit. Designed and launched survey for patient perceptions of pharmacists to provide feedback for Pharmacy Plus.

Leadership coach to undergraduate student Savannah Westmoreland. (2017). University

-present).

University of South Florida.

Appointed Member, College of Arts and Sciences at the University of South Florida, Faculty Development Committee. (Fall 2016-Spring 2019). Working as a member of various sub-committees aimed at addressing faculty needs, reviewed and provided feedback for internal grant awards for the overall University (*New Research Grant, International Faculty Travel Grant, The Outstanding Undergraduate Teaching & Advising Awards, and the Outstanding Community-Engaged Teaching Award*).

Nominated my former student and current Undergraduate Research Team member (Sara (2016, October). Student awarded position November 2016.

Czech-Mates. (2012-2015). Embedded program with undergraduate students. Advised and accompanied 10 undergraduate students to the Czech Republic for meetings and interviews with: Google, Ogilvy, international broadcast journalism stations, print journalism agencies, and advertising agencies. The Pennsylvania State University.

Research Report Author for the Don Davis Program in Ethical Leadership. (2013, August). Titled *representations of culture: Germany as portrayed commodified ethnocentrism*, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Study Examines How Health Care Practices Communicate with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=423>, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Health Care Pros Assess Their Effectiveness in Communicating with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=427>, Penn State University.

Graduate Student Representative for the Faculty Senate. (2013, February). College Meeting with the Pennsylvania State University Faculty Senate.

Graduate Student Representative for College of Communications Department Enrichment Committee. (2011). The Pennsylvania State University.

Lead Student Representative, Harmony Symposium. (2011). Coordinated and executed an Oscar-nominated film with presentations by the Director. In association with the Don Davis Ethical Leadership Program. The Pennsylvania State University.

Graduate Exhibition Judge. (2010, March). The Pennsylvania State University Graduate School Exhibition.

### **Departmental-Level Service**

Chair, Faculty Evaluation Committee. (2024-2025). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Mid-Tenure Committee (two tenure-track faculty members). (2024). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Co-Chair, Tenure Committee. (2024). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Internship Information Sessions. Event Co-Creator and Facilitator with Director of Internship Ferdinand Zogbaum. Provided information sessions to MMC 2100 and AAF at USF on how to seek internship

Facilitated reinvigoration of the student chapter and leadership of transition of the student Advertising Club to establish a student AAF chapter in 2024 for alignment with professional organizations to integrate with networking activities, greater access to resources, and the National Student Advertising Competition (NSAC)

Adviser, Student Advertising Club, University of South Florida. (2019-2024). Advising undergraduate students on industry standards, local advertising agency events, and coordinating with local and national agencies to facilitate student tours and internship calls. Oversaw re-naming and restructuring of Student Advertising Club to American Advertising Federation (AAF) USF in 2024.

Member, Assessment Committee. (2022-2023). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Coordinated Ad2 Tampa Bay guest lectures for Introduction to Advertising students (2022). Allowed for the integration of Ad2 Tampa Bay with Ad Club and cross-promotion of events.

Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Executive Committee for Faculty Needs. (2019-2020). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Website and Social Media Content Manager. (2019-2021). One of two faculty members accounts. Managed content, engagement, and postings via self-designed work order system and HootSuite platform. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for Visiting Instructor of Advertising. Zimmerman School of Advertising & Mass Communications. (2020). University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2019, December). Provided assessment for undergraduate and graduate levels. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Final Project Creator, M.S. degree in Advertising Analytics. (2019, November). Initiated and developed final applied project assignment and all criteria for the graduate degree. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Invited guest faculty speaker, *Ad Club* at USF. (2019, February). Student organization focused on connecting students (of all majors) with peers, professors, and professionals in advertising to gain experience and advice through creative and strategic approaches. Guest lecture on personal branding via social media/opportunities for advancing your career in advertising. University of South Florida.

Invited guest faculty speaker, *Her Campus* at USF. (2019, February). Online magazine all majors on campus. Guest lecture on my research and career trajectory/opportunities for young women in advertising. University of South Florida.

Member, Search Committee for Assistant Professor and Visiting Assistant Professor of Advertising Analytics Zimmerman School of Advertising & Mass Communications. (2019). University of South Florida.

Instructor Promotion committee member. (2019, February). Served as primary reviewer to give recommendation to interim director and College of Arts and Sciences.

Graduate Committee Member. (2019-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for the Director of the Zimmerman School of Advertising & Mass Communications. (2018). University of South Florida.

Executive Committee for Faculty Needs. (2015-2018). Zimmerman School of Advertising & Mass Communications, University of South Florida.

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Departmental IRB Approver/Research Compliance Committee Member. (2017-2018). Zimmerman School of Advertising & Mass Communications.

Governance Review team member. (2017-2018). Updated faculty governance documents to reflect program goals and vision.

team. (2018, January). Reviewed survey to be used for national competition and made suggestions based on improved workflow and audience segmentation strategies.

Judge. (2017, September). Zimmerman School of Advertising & Mass Communications National Bateman Competition Team.

Instructor Promotion committee member. (2017, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed a total of three Instructor promotion binders to give recommendation to interim director and College of Arts and Sciences.

Zimmerman Advertising Agency site visit to aide in the development of the Advertising Research and Advertising Analytics courses for proposed M.S. degree in Advertising. Fort Lauderdale, FL. (2016).

Creator and Facilitator, Undergraduate Research Team. (2016, June-present). The Zimmerman School of Advertising & Mass Communications, University of South Florida. I established a research group for undergraduate students interested in learning more about research. Through this group, I have brought undergraduate students on to my research projects and trained them personally on: research ethics, research structure, media coding, data collection, data analysis, and the peer-review publication process. Ten undergraduate students total.

Member, Graduate Assessment Committee. (2016-present). Created instruments to evaluate graduate student theses. The Zimmerman School of Advertising and Mass Communications, University of South Florida. (June 2016-present).

Member, Advertising Analytics M.S. Degree Committee. (2016-present). Co-created curriculum (including program outline and complete course syllabus creation) for the degree, assisted in pre- and post-proposal phases. The Zimmerman School of





Relay for Life Team Captain. (2012, March). Graduate Students in Communication Team. The Pennsylvania State University.

## **SERVICE TO THE PROFESSION**

### **Service to the American Academy of Advertising (AAA)**

Invited panel speaker, American Academy of Advertising (AAA). (September 2022).

current and potential advertising doctoral students on the academic job market attempting to gain an understanding of the application process and the life of a doctoral student at a top advertising Ph.D. program.

Invited panel speaker, American Academy of Advertising (AAA). (September 2021).

current and potential advertising doctoral students on the academic job market attempting to gain an understanding of the application process and the life of a doctoral student at a top advertising Ph.D. program. Virtual event due to Covid-19.

### **Offices Held in Leading Academic Associations**

Member, Research Council. National Communication Association (NCA). 2025-2028.

Chair, Elections Committee. Health Communication Division. International Communication Association (ICA). 2024-2025.

Preconference Major Planning Committee Member, the National Communication Association (NCA) Health Communication Division. (January-November 2016). Preconference held in Philadelphia, Pennsylvania (2016).

Committee Member of the National Communication Association (NCA) Academics and Instruction Committee. (2016-2017). Task force designed 08.02 54i2.29 278.93 Tm0 G[( Ta)5(s016)n-

Cultural Studies Association of Australasia (2012-2015).

**Manuscript Reviewer for the Following Peer-Reviewed Journals:**

*International Journal of Advertising*

- *Special Issue: Increasing the Effectiveness of Health Communication Advertising*

*Journal of Advertising*

*Health Communication*

*Journal of Health Communication*

*Health Affairs*

*Communication & Sport*

*New Media Studies*

*New Media & Society*

*Journal of Medical Internet Research*

**Annual Manuscript Reviewer for the Following Peer-Reviewed Academic Conferences:**

International Communication Association (2021-present).

National Communication Association (NCA) (2014-present).

American Academy of Advertising (AAA) (2015-present).

**EXTERNAL TENURE AND PROMOTION REVIEW**

Boston University. (2023, July). College of Communication. Department of Mass Communication, Advertising, and Public Relations. External reviewer for application to appointment as Associate Professor of the Practice of Advertising.

**CERTIFICATIONS**

**Association of National Advertisers (ANA) Marketing Student (CAMS) Certificate Program.** (Summer 2024). Provided by ANA (the largest marketing trade association) and the ANA Educational Foundation. 17-hour, 10-course, on-demand program. The CAMS certificate program provides real-world practitioner-led training by ANA faculty, covering the marketing process from understanding the consumer, brand-building, brand activation, creative briefing and evaluation, and marketing implementation across digital and analytic applications. Completed course as faculty member/concentration head to begin networking for consideration of implementation across our curriculum and/or reinvigoration of current course content. Received overall course certificate, in addition to certificates for each course completed:

Agency Management

Insights to Great Messaging

Fundamental Email Marketing

Inspiring Great Creative  
Integrated Marketing Planning and Execution  
Marketing Measuring and Analytics  
Mobile Marketing  
Social Media Marketing  
The Art and Science of Brand Building

**UX Deep Dive: Foundational Research Certification.** Evaluative versus foundational (generative) research in user experience research and design. LinkedIn Learning. (2022).

**UX Foundations: Research Certification.** Fundamentals of user experience research (UXR); benefits of integrating research into everyday design and development process. Research techniques, testing methods, methodologies, and behavioral versus attitudinal goals based on customer needs. LinkedIn Learning. (2022).

**Metaverse and NFTs for Marketing Certification.** Key aspects of the metaverse for marketing. Metaverse ecosystem and Web 3.0, as well as the increasing importance of emerging technologies like blockchain and non-fungible tokens (NFTs). Key strategies to drive virtual brand development by minting NFTs, how to tap into the power of augmented reality, and how to leverage avatars to reach a wider audience. LinkedIn Learning. (2022.)

**Augmented Reality Marketing Certification.** Foundational knowledge for incorporating this immersive technology into marketing strategy. Using AR as a marketing tool, identifying how to add it to your mix, defining brand identity with AR, building a campaign for implementation, and measuring the effectiveness of a campaign. LinkedIn Learning. (2022).

**Understanding Augmented and Virtual Reality Certification.** How to differentiate  
Learning. (2022).

**Adobe Creative Cloud Certification.** Complete Adobe toolset training. Spotlight on the apps for design and illustration, photography, video, 3D, animation, web design, and user experience. LinkedIn Learning. (2022).

**Adobe Creative Cloud Express Certification.** Adobe Creative Cloud Express formerly Spark, the easy-to-use graphic design software from Adobe empowers users to create stunning, effective social media posts. Graphic design templates and how to use visuals that resonate with your target audience and work with your content; how to use your brand's colors in a way that creates an emotional connection; how to create branded

**Hootsuite Academy Certification.** Training and industry-recognized certification in social marketing and leading media management platform. Listed in Hootsuite certified

**NVivo Certification.** Qualitative data analysis computer software for the import, organization, coding, analysis, and insight of large amounts of qualitative data for research. (2018).

**Google News Lab Training Certification.** Sponsored by Google. Dataset visualization to be used in the dissemination of research. (2017).

## **PROFESSIONAL DEVELOPMENT AND ENGAGEMENT**

Attended Computational Methods for Social Sciences & Humanities Scholars Workshop. Hosted by the College of Arts and Sciences, School of Information, and the Center for Sustainable Democracy. Introduced diverse computational methods for social sciences and humanities research. (May, 2024). University of South Florida.

Classified as supervised non-employee under BayCare Health System. Completed BayCare IRB training (two curricula *Contracted Non-Clinical: Protected Health Information* and *Vendor Representatives: Access to Protected Health Information*). Training included IRB protocol, ethics and organizational responsibilities, codes of conduct, handing of protected health information for research purposes, etc. (December 2023).

Visiting Professor Program, Wunderman Thompson (Global Advertising Agency) Immersion Session Attendee. (March, 2022). Focus on Pfizer case study related to my research in pharmaceutical advertising. Hosted by the Association of National Advertisers (ANA) Educational Foundation.

Attended online event hosted by the Florida Scholars Strategy Network titled *Conducting Research to Impact Policy Making*. (November, 2021). Sought information on how to use my research and collaborations with the FDA to inform policy on drug promotion.

Attended 3-day global summit on Virtual Reality/Augmented Reality (September-October, 2021). Hosted by Global VR/AR Association. Global industry association for Virtual Reality and Augmented Reality designed to foster collaboration between solution providers, schools, and brands. Presented as European edition. Attended to inform my continuing teaching and research on advertising and how the industry is quickly evolving.

Designing Your Online Course (DYOC) for ADV 3008 (Introduction to Advertising). Summer 2020. Guides faculty through the process of developing a student-centered online course, with strategies for both synchronous and asynchronous delivery. It includes customizable templates, best practices for quality design, active learning strategies, tips for content development, faculty examples, and technology considerations.



- course teaching buyout in conjunction with grant for the spring semester of the 2017-2018 academic year. \$17.5 million in grant funding initiatives.
- Protocol title: *Protocol for increasing accrual using social media (PRISM): The utilization and evaluation of methods of direct participant recruitment and engagement for clinical research trials for rare diseases.*
  - Funding sources:
    - o R01HL115041, Krischer/Merkel (Co-PIs), 09/01/12–05/31/18, Sponsor: National Heart, Lung and Blood Institute, University of Pennsylvania, Project Title: *Novel Methods for the Conduct of Clinical Trials*
    - o Grant number: 9U01TR001263-11, Krischer (PI), 09/01/09–06/30/19, FAIN: U01TR001263, University of South Florida, Project Title: *Rare Diseases Data Management and Coordinating Center*, Sponsors: National Institutes of Health, National Center for Advancing Translational Sciences.

Report Co-Creator and Researcher. For Presentation to the Pennsylvania Association of Family Physicians (PAFP). (2013-2015). Conducted focus groups with patients and medical residents across the state of Pennsylvania during 2012 to assess effectiveness of PCMH transitioning in medical practices.

- Collaborated on report to share with state physicians in an effort to advance furW\* nW\* n2s in an 7v.

Vazquez, Sofia. Graduated Fall 2024. (Co-Chair)  
Metayer, Ceara. Graduated Summer 2022.  
Perez, Shannon. Graduated Summer 2021.  
Dwy, Hayley. Graduated Summer 2020.  
Rodhouse, Sarah. Graduated Summer 2020.

Chair, M.S. in Advertising





## UNDERGRADUATE ADVISING AND COMMITTEES, University of South Florida

### Chair, Undergraduate Honors Thesis Committees

Kelley, Gillian. Graduated Spring 2019.

White, Ashleigh. Graduated Spring 2018.

- Ashleigh earned her masters degree at the University of Florida and served as President of the national Public Relations Student Society of America (PRSSA) in 2018.

Martin, Hannah. Graduated Fall 2016.

### Member, Undergraduate Honors Thesis Committees

Smith, Dana. \*Department of Psychology. Anticipated graduation date Spring

**\*Press resulting from *CTE, Media, and the NFL: Framing a Public Health Crisis as a Football Epidemic* book (2019):**

January 2). *Bloomberg*. <https://www.bloomberg.com/news/articles/2023-01-03/nfl-postpones-bills-bengals-game-after-player-collapses>

*American Medicine Today*. (2022, January). Re-air of 2019 broadcast.

\*Featured interview. (2021, February). On *Florida Focus* and PBS WEDQ [Television and digital broadcast]. Retrieved from <https://www.youtube.com/watch?v=HlyRG4D-wVU>

\*Featured podcast interview. Rathbone, K. (Host). (2020, March 16). CTE, media, and the NFL: Framing a public health crisis as a football epidemic [Audio podcast]. In *New Books Network*. Retrieved from <https://newbooksnetwork.com/travis-bell-et-al-cte-media-and-the-nfl-framing-a-public-health-crisis-as-a-football-epidemic-lexington-2019/>

\*Featured broadcast news story. Youker, E. (Producer). (2020, February 22). *American Medicine Today* [Television broadcast]. Retrieved from [https://www.youtube.com/watch?v=hXAnkTl5m\\_E](https://www.youtube.com/watch?v=hXAnkTl5m_E)

\* *American Medicine Today*. (2019, November). Retrieved from <https://www.iheart.com/podcast/139-american-medicine-today-27091412/episode/american-medicine-today-11-2-19-52095767/>

\*Featured broadcast news story on ABC Action News 8 Tampa Bay. USF educators study portrayal of CTE in media. (2019, September 8). Video available online at <https://www.abcactionnews.com/news/region-hillsborough/usf-educators-study-portrayal-of-cte-in-media>

**\*Press resulting from *Annals of Family Medicine* research article (2018):**

