

LAURIE P. HONDA, PHD

(MAIDEN NAME: LAURIE M. PHILLIPS)

ASSISTANT PROFESSOR

UNIVERSITY OF OREGON, SCHOOL OF JOURNALISM AND COMMUNICATION
1275 UNIVERSITY OF OREGON, ALLEN HALL 219, EUGENE, OR 97403

[SOJC FACULTY BIO](#) | [LINKEDIN PROFILE](#)

LAURIEP@UOREGON.EDU | (541) 604-8330 | @LAURIEPHONDA

SOJC MENTOR: [DR. CAROL STABILE](#)

EDUCATION

PH.D. IN MASS COMMUNICATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL (2013)

- FOCUS: STRATEGIC COMMUNICATION
- [DISSERTATION](#): A MULTI-METHOD EXAMINATION OF RACE, CLASS, GENDER, SEXUAL ORIENTATION, AND MOTIVATIONS FOR PARTICIPATION IN THE YOUTUBE-BASED “IT GETS BETTER PROJECT”
- [ADVISOR](#): DR. DANIEL RIFFE, RICHARD COLE EMINENT PROFESSOR

M.A. IN ADVERTISING

UNIVERSITY OF TEXAS AT AUSTIN (2005)

- FOCUS: DIVERSITY IN ADVERTISING
- [PROFESSIONAL REPORT](#): LESBIANS: THE NEGLECTED NICHE (AVAILABLE ON THE AD RESPECT WEBSITE)
- [ADVISOR](#): DR. JEROME WILLIAMS, DISTINGUISHED PROFESSOR AND PRUDENTIAL CHAIR IN BUSINESS

B.S. IN BUSINESS ADMINISTRATION

UNIVERSITY OF MARY WASHINGTON (2004)

- FOCI: MARKETING AND PSYCHOLOGY

PEER-REVIEWED WORK

- HONDA, L.P. (2016). "IT WAS A MATTER OF LIFE AND DEATH": A YOUTUBE ENGINEER'S DECISION TO ALTER DATA IN THE 'IT GETS BETTER PROJECT'." *COUNCIL FOR BIG DATA, ETHICS, AND SOCIETY*. AVAILABLE AT BIT.LY/2ODHX50
- HONDA, L. P. (2016). MOTIVATIONS FOR ACTIVISTS' PARTICIPATION IN THE "IT GETS BETTER PROJECT." *PR INQUIRY*, 5(2).
- HONDA, L. P. (2016). "IT GETS BETTER PROJECT." IN E. GORDON AND P. MIHAILIDIS (EDS.), *CIVIC MEDIA: TECHNOLOGY, DESIGN, PRACTICE*. CAMBRIDGE, MA: MIT PRESS.
- ELIAS, T., HONDA, L. P., KIMMEL, M., & CHUN, J. (2016). A MIXED METHODS EXAMINATION OF 21ST CENTURY HIRING PROCESSES, SOCIAL NETWORKING SITES, AND IMPLICIT BIAS. *THE JOURNAL OF SOCIAL MEDIA IN SOCIETY*.
- HONDA, L. P. (2015). "IT GETS BETTER PROJECT." IN E. GORDON AND P. MIHAILIDIS (EDS.), *CIVIC MEDIA PROJECT*. CAMBRIDGE, MA: MIT PRESS. AVAILABLE AT BIT.LY/1WIIWAI
- HONDA, L. P. (2014). A MULTIMODAL CRITICAL DISCOURSE ANALYSIS (MCDA) OF RACE, CLASS, GENDER, AND SEXUAL ORIENTATION WITHIN THE YOUTUBE-BASED "IT GETS BETTER PROJECT." IN S. C. HOWARD (ED.), *CRITICAL ARTICULATIONS OF RACE, GENDER, AND SEXUAL ORIENTATION* (PP. 215-236). LANHAM, MD: LEXINGTON BOOKS. AVAILABLE AT: AMZN.TO/1POKBMP
- PHILLIPS, L., RIFFE, D., & MCKEEVER, R. (2014). ONLINE ENVIRONMENTAL RISK INFORMATION SEEKING VIA NORTH CAROLINA'S URBAN-RURAL DIVIDE. *WEB JOURNAL OF MASS COMMUNICATION RESEARCH*. AVAILABLE AT: WJMCR.ORG/VOL47
- PHILLIPS, L. (2013). OFFERING HOPE AND MAKING ATTRIBUTIONS THROUGH YOUTUBE: AN EXPLORATORY ETHNOGRAPHIC CONTENT ANALYSIS OF THE "IT GETS BETTER PROJECT." *THE JOURNAL OF SOCIAL MEDIA IN SOCIETY*. AVAILABLE AT: BIT.LY/1B4LDCI
- PHILLIPS, L. & BRABHAM, D. C. (2012). HOW TODAY'S DIGITAL LANDSCAPE REDEFINES THE NOTION OF POWER IN PUBLIC RELATIONS. *PRISM*. AVAILABLE AT: BIT.LY/1QD7ZY4
- ERBA, J., PHILLIPS, L., & GEANA, M. AM I IN? (2012). INFLUENCE OF VIEWERS' RACE AND SEX ON IMAGE APPEAL FOR HIGHER EDUCATION ADVERTISING. *ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES*, II, (4). AVAILABLE AT: BIT.LY/1SBEJHC
- PHILLIPS, L. (2012). MOVING BEYOND VODKA, VACATIONS, AND VIATICALS: HOW *THE ADVOCATE'S* 1992 REDESIGN CONTRIBUTED TO THE SOLIDIFICATION OF A NEW LGBT MARKETING SEGMENT. *ADVERTISING & SOCIETY REVIEW*, 13, (2). AVAILABLE AT: BIT.LY/11FUU1T

PHILLIPS, L. (2012). LIBELOUS LANGUAGE POST-LAWRENCE: ACCUSATIONS OF HOMOSEXUALITY AS DEFAMATION. *FREE SPEECH YEARBOOK, VOLUME 46*. AVAILABLE HERE: BIT.LY/1XK2PY9

INVITED PIECES

BOOK CHAPTERS:

HONDA, L.P. (2014). "INTERVIEWING IN THE TWENTY-FIRST CENTURY: USING VOIP-BASED VIDEO PROGRAMS." IN PETER LAUFER'S (ED.), *INTERVIEW: THE OREGON METHOD* (PP. 195-208). CORVALLIS, OR: OREGON STATE UNIVERSITY PRESS. (AVAILABLE AT: BIT.LY/1NACN3U)

PHILLIPS, L. (2013). FROM UNSPEAKABLE TO HOMOSEXUAL TO GAY TO LGBT: THE EVOLUTION OF RESEARCH ON MARKETING'S MOST CONTROVERSIAL MARKET SEGMENT. IN R. WATERS & N. TINDALL (EDS.), *COMING OUT OF THE CLOSET: EXPLORING LGBT ISSUES IN STRATEGIC COMMUNICATION WITH THEORY AND RESEARCH*. NEW YORK: PETER LANG. (AVAILABLE AT: AMZN.TO/1ZKQLRK)

PRSA'S *PUBLIC RELATIONS TACTICS*:

- **FEBRUARY 2014:**
 - TIPS FOR REACHING DIVERSE COMMUNITIES: BE ETHICAL, STRATEGIC, AND AUTHENTIC (AVAILABLE AT: BIT.LY/1OWPYXN)
 - **OCTOBER 2013:**
 - DIVERSITY TODAY: FOSTERING AN INCLUSIVE COMMUNICATIONS CULTURE (AVAILABLE AT: BIT.LY/1U2JENL)
 - **JULY 2013:**
 - LOOKING FOR UNDERSTANDING WITH LGBTQ STORIES (AVAILABLE AT: BIT.LY/1SEQMCX)
 - **JULY 2012:**
 - STEPS FOR REACHING AN LGBTQ AUDIENCE (AVAILABLE AT: BIT.LY/1OMB17W)

NATIONAL COMMUNICATION ASSOCIATION'S *COMMUNICATION CURRENTS*:

- **OCTOBER 2013:**
 - ARE ACCUSATIONS OF HOMOSEXUALITY DEFAMATORY, AND WHY DOES IT MATTER? (AVAILABLE AT: BIT.LY/1XXYSVK)

THE AMERICAN ACADEMY OF ADVERTISING (AAA):

- **DECEMBER 2013:**
 - FEATURED RESEARCH: IT GETS BETTER (AVAILABLE AT: BIT.LY/1KA5GQX)

- **OCTOBER 2011:**
 - PHILLIPS, L. REPRESENTING THE RAINBOW, OR MORE OF THE SAME?: A CONTENT ANALYSIS OF ADS FEATURED ON LOGO. *PROCEEDINGS OF THE 2011 ANNUAL CONFERENCE OF THE AMERICAN ACADEMY OF ADVERTISING.*
- **JUNE 2011:**
 - THE ADVANTAGES OF BEING METHODICAL (AVAILABLE AT: [BIT.LY/1ZMVs3P](http://bit.ly/1zMVs3P))

CONFERENCE PRESENTATIONS

JANUARY 2016:

- TECHNOLOGY IN THE DIGITAL NATIVES' UNIVERSITY CLASSROOM: WHEN *NOT* TO USE IT. PRESENTED AT THE INTERNATIONAL ACADEMIC FORUM'S (IAFOR) INTERNATIONAL CONFERENCE ON TECHNOLOGY IN THE CLASSROOM: HONOLULU, HI.

OCTOBER 2015:

- HACKING INTO YOUTUBE'S MAINFRAME TO SAVE LIVES. PRESENTED AT THE NORTH AMERICAN CASE RESEARCH ASSOCIATION'S (NACRA) ANNUAL CONFERENCE: ORLANDO, FL.

JANUARY 2015:

- MOTIVATIONS FOR PARTICIPATION IN THE YOUTUBE-BASED "IT GETS BETTER PROJECT." PRESENTED AT THE HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES (HICSS) ANNUAL CONFERENCE: KAUAI, HI.

MAY 2014:

- "IT'S A MATTER OF LIFE AND DEATH": INVESTIGATING INDIVIDUAL AND ORGANIZATIONAL MOTIVATIONS FOR CORPORATE SOCIAL RESPONSIBILITY IN THE IT GETS BETTER PROJECT/GOOGLE PARTNERSHIP. PRESENTED AT THE INTERNATIONAL COMMUNICATION ASSOCIATION'S (ICA) ANNUAL CONFERENCE: SEATTLE, WA.

NOVEMBER 2013:

- USING SOCIAL MEDIA CREATIVELY, STRATEGICALLY, AND ETHICALLY TO RECRUIT RESEARCH PARTICIPANTS FROM HARD-TO-REACH POPULATIONS. PRESENTED TO THE TEXAS SOCIAL MEDIA RESEARCH INSTITUTE: FORT WORTH, TX.

OCTOBER 2013:

- A MULTIMODAL CRITICAL DISCOURSE ANALYSIS OF RACE, CLASS, GENDER, AND SEXUAL ORIENTATION IN THE "IT GETS BETTER PROJECT." PRESENTED AT THE ASSOCIATION FOR INTERNET RESEARCHERS' (AOIR) INTERNATIONAL CONFERENCE: DENVER, CO.

AUGUST 2013:

- NAVIGATING THE SOCIAL MEDIA LANDSCAPE: LGBT MARKETING EFFORTS AND BRANDING IMPLICATIONS. JOINT PANEL: GLBT DIVISION AND COMMISSION ON THE STATUS OF WOMEN. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: WASHINGTON, D.C.

MARCH 2012:

- PHILLIPS, L. EXAMINING THE MATRIX OF DOMINATION WITHIN THE "IT GETS BETTER PROJECT." PRESENTED AT THE LOCAL AND MOBILE: LINKING MOBILITIES, MOBILE COMMUNICATION, AND LOCATIVE MEDIA CONFERENCE: RALEIGH, NORTH CAROLINA.

AUGUST 2011:

- PHILLIPS, L. MOVING BEYOND VODKA, VACATIONS, AND VIATICALS: HOW *THE ADVOCATE'S* 1992 REDESIGN SOLIDIFIED A NEW LGBT MARKETING SEGMENT. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: ST. LOUIS, MISSOURI.
- PHILLIPS, L. IS DIVERSITY "NON-EXISTENT" OR A "NON-ISSUE?": PRELIMINARY RESULTS FROM A THEMATIC ANALYSIS ASCERTAINING HOW EDUCATORS DEFINE DIVERSITY IN ADVERTISING. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: ST. LOUIS, MISSOURI.
- PHILLIPS, L. FROM UNSPEAKABLE TO HOMOSEXUAL TO GAY TO LGBT: THE EVOLUTION OF RESEARCH ON MARKETING'S MOST CONTROVERSIAL MARKET SEGMENT. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: ST. LOUIS, MISSOURI.
- PHILLIPS, L., MCKEEVER, R., RIFFE, D., & DAVIS, K. SEEKING ENVIRONMENTAL RISK INFORMATION ONLINE: EXAMINING NORTH CAROLINA'S URBAN-RURAL DIVIDE. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: ST. LOUIS, MISSOURI.

MAY 2011:

- ERBA, J., PHILLIPS, L., & GEANA, M. AM I IN? INFLUENCE OF RACE AND GENDER ON SHORT-EXPOSURE HIGHER EDUCATION ADVERTISING IMAGE APPEAL. PRESENTED AT THE INTERNATIONAL COMMUNICATION ASSOCIATION'S (ICA) ANNUAL CONFERENCE: BOSTON, MASSACHUSETTS.

APRIL 2011:

- PHILLIPS, L. REPRESENTING THE RAINBOW, OR MORE OF THE SAME?: A CONTENT ANALYSIS OF ADS FEATURED ON LOGO. PRESENTED AT THE AMERICAN ACADEMY OF ADVERTISING'S ANNUAL CONFERENCE: MESA, ARIZONA.

MARCH 2011:

- PHILLIPS, L. & BRABHAM, D. C. HOW TODAY'S DIGITAL LANDSCAPE REDEFINES THE NOTION OF CONTROL IN PUBLIC RELATIONS. PRESENTED AT THE ANNUAL INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE (IPRRC): MIAMI, FLORIDA.

AUGUST 2010:

- PHILLIPS, L. LIBELOUS LANGUAGE POST-LAWRENCE: ACCUSATIONS OF HOMOSEXUALITY AS DEFAMATION. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) NATIONAL CONFERENCE: DENVER, COLORADO.
 - RECEIVED MUNDT AWARD FOR TOP STUDENT PAPER IN THE LAW DIVISION

MARCH 2010:

- LIBELOUS LANGUAGE POST-LAWRENCE: ACCUSATIONS OF HOMOSEXUALITY AS DEFAMATION. PRESENTED AT THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION'S (AEJMC) SOUTHEAST COLLOQUIUM: CHAPEL HILL, NORTH CAROLINA.

MEDIA COVERAGE OF MY RESEARCH

BEEM, E. A. (2013, JANUARY). "THE SUBARU: A MAINE LOVE STORY." *DOWN EAST: THE MAGAZINE OF MAINE*. (AVAILABLE HERE: [SUBARU-MAINE-LOVE-STORY](#))

RESEARCH ASSISTANCE

FOLKERTS, J. (2014, WINTER). HISTORY OF JOURNALISM EDUCATION. *JOURNALISM & COMMUNICATION MONOGRAPHS*, 16(4), 227-299.

- PROVIDED ANNOTATED BIBLIOGRAPHY FOR HISTORY OF PUBLIC RELATIONS EDUCATION SECTION

TEACHING EXPERIENCE

INSTRUCTOR OF RECORD:

- **UNIVERSITY OF OREGON: SCHOOL OF JOURNALISM AND COMMUNICATION**
 - J453: CASE STUDY COMPETITION
 - FALL 2015: 11 STUDENTS
 - J412: LGBTQ ISSUES AND THE MEDIA
 - SPRING 2016: 33 STUDENTS
 - SPRING 2015: 15 STUDENTS
 - J480/580: STRATEGIC SOCIAL MEDIA FOR PUBLIC RELATIONS
 - WINTER 2014: 23 STUDENTS (INCLUDING 12 MASTER'S STUDENTS)
 - J453/553: STRATEGIC PLANNING AND CASES
 - SPRING 2016: 22 STUDENTS
 - FALL 2015: 19 STUDENTS
 - WINTER 2015: 30 STUDENTS (TWO SECTIONS)
 - WINTER 2014: 41 STUDENTS (INCLUDING 1 MASTER'S STUDENT)
 - FALL 2013: 33 STUDENTS (INCLUDING 2 MASTER'S STUDENTS)

- **UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL: SCHOOL OF JOURNALISM AND MASS COMMUNICATION**
 - JOMC 431: CASE STUDIES IN PUBLIC RELATIONS
 - SUMMER I 2013: 8 STUDENTS
 - FALL 2011: 18 STUDENTS
 - JOMC 137: PRINCIPLES OF ADVERTISING AND PUBLIC RELATIONS
 - SPRING 2011: 150 STUDENTS
 - JOMC 475: CONCEPTS OF MARKETING
 - FALL 2010: 23 STUDENTS

- **HIGH POINT UNIVERSITY: NIDO R. QUBEIN SCHOOL OF COMMUNICATION**
 - COM5450: TOPICS IN PUBLIC RELATIONS – SOCIAL MEDIA (GRADUATE COURSE)
 - FALL 2012: 11 STUDENTS

TEACHING ASSISTANT:

- **UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL: SCHOOL OF JOURNALISM AND MASS COMMUNICATION**
 - JOMC 232: PUBLIC RELATIONS WRITING (SPRING 2012)
 - JOMC 434: PUBLIC RELATIONS CAMPAIGNS (SPRING 2012)

- **UNIVERSITY OF TEXAS AT AUSTIN: COLLEGE OF COMMUNICATION**
 - PR 333: PRINCIPLES OF PUBLIC RELATIONS (FALL 2005)
 - ADV 370J: INTEGRATED COMMUNICATIONS MANAGEMENT (SUMMER 2005)

INVITED LECTURER

UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATION

- J617: NONPROFIT PUBLIC RELATIONS THEORY (SPRING 2015)
 - *TOPIC: QUALITATIVE RESEARCH*
- J494: STRATEGIC COMMUNICATION RESEARCH METHODS (SPRING 2015)
 - *TOPIC: SOCIAL MEDIA RESEARCH*
- J453: STRATEGIC PLANNING AND CASES (FALL 2014)
 - *TOPIC: STAKEHOLDER ANALYSIS AND SEGMENTATION*
- J350: PRINCIPLES OF PUBLIC RELATIONS (WINTER 2014, FALL 2014)
 - *TOPIC: REACHING DIVERSE AUDIENCES WITH STRATEGIC COMMUNICATION EFFORTS*
- J205: GATEWAY TO MEDIA (WINTER 2014)
 - *TOPIC: INTRODUCTION TO PR AND PR ETHICS*

UNIVERSITY OF MINNESOTA (TWIN CITIES) SCHOOL OF JOURNALISM AND MASS COMMUNICATION

- JOUR 8651: MASS MEDIA & SOCIAL CHANGE (GRADUATE COURSE) (FALL 2013)
 - *TOPIC: QUALITATIVE RESEARCH AND SOCIAL CHANGE*

UNC SCHOOL OF JOURNALISM AND MASS COMMUNICATION

- **JOMC 431: CASE STUDIES IN PUBLIC RELATIONS (SPRING 2013, FALL 2011, 2012)**
 - *TOPIC: SUBARU'S HISTORY OF INTEGRATED MARKETING COMMUNICATIONS TARGETED AT GAY AND LESBIAN CONSUMERS*
- **JOMC 442: WOMEN & MASS COMMUNICATION (SPRING 2012)**
 - *TOPIC: HISTORY OF LESBIAN MAGAZINE PUBLISHING*
- **JOMC 137: PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS (SPRING 2012)**
 - *TOPIC: CREATIVITY*
- **JOMC 101: WORLD OF MASS COMMUNICATION (FALL 2011)**
 - *TOPIC: THE ADVERTISING INDUSTRY*
- **JOMC 441: DIVERSITY AND COMMUNICATION (SPRING 2011, 2012; FALL 2011)**
 - *TOPIC: ADVERTISING AND THE LGBT COMMUNITIES*
- **JOMC 431: CASE STUDIES IN PUBLIC RELATIONS (SPRING 2011)**
 - *TOPIC: THE IT GETS BETTER PROJECT*
- **JOMC 061: SEX, DRUGS, AND ROCK N' ROLL (SPRING 2011)**
 - *TOPIC: SEXUALITY AND MEDIA IDENTITY*
- **JOMC 475: CONCEPTS OF MARKETING (SUMMER 2010)**
 - *TOPIC: MARKETING INTELLIGENCE: SOCIAL MEDIA*
- **JOMC 434: PUBLIC RELATIONS CAMPAIGNS (SPRING 2010, FALL 2010)**
 - *TOPIC: USING SOCIAL MEDIA IN PR CAMPAIGNS*

HONORS & AWARDS

2016:

- **COUNCIL FOR BIG DATA, ETHICS, AND SOCIETY: ORIGINAL CASE STUDY (\$250)**

2014:

- **UNIVERSITY OF OREGON'S TEACHING EFFECTIVENESS PROGRAM'S "WORKING GROUP ON ACTIVE TEACHING AND LEARNING" (\$1,200)**
- **ASSOCIATION OF INTERNET RESEARCHERS' (AOIR) 2014 DISSERTATION AWARD: SECOND PLACE**

2013:

- **FELLOW, LILLIAN LODGE KOPENHAVER CENTER FOR THE ADVANCEMENT OF WOMEN IN COMMUNICATION**
- **FELLOW, TEXAS SOCIAL MEDIA RESEARCH INSTITUTE (TSMRI)**

2012:

- **UNC GRADUATE SCHOOL DISSERTATION COMPLETION FELLOWSHIP (\$16,000)**
- **UNC JIM D'ALEO AWARD (\$1,000)**
- **ARTHUR W. PAGE LEGACY SCHOLAR GRANT (\$2,000)**
- **AMERICAN ACADEMY OF ADVERTISING DISSERTATION PROPOSAL AWARD (\$1,500)**

2011:

- UNC WILLIAM FRANCIS CLINGMAN, JR. ETHICS AWARD (\$2,000)
- AEJMC DOCTORAL TRAVEL GRANT (\$650)
- ICA ETHNICITY & RACE IN COMMUNICATION TRAVEL GRANT (\$50)

2010:

- UNC CENTER FOR FACULTY EXCELLENCE: FUTURE FACULTY FELLOWSHIP (\$450)
- ARTHUR W. PAGE PUBLIC RELATIONS CASE STUDY COMPETITION: SECOND PLACE - COMMUNICATION SCHOOLS (\$1,500)
- INDUCTED INTO KAPPA TAU ALPHA NATIONAL HONOR SOCIETY

2009:

- ROY H. PARK FELLOWSHIP AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
 - FUNDING PROVIDED FOR THREE YEARS FOR A TOTAL OF MORE THAN \$100,000

2004:

- DIRECT MARKETING ASSOCIATION OF WASHINGTON, DC: JOHN SWAIN MEMORIAL SCHOLARSHIP (\$3,000)

2000:

- FORT EUSTIS, VA OFFICERS' WIVES' CLUB SCHOLARSHIP (\$1,000)

SERVICE

THE ACADEMY:

- AEJMC:
 - GLBT INTEREST GROUP OFFICER:
 - RESEARCH CHAIR (2014-2015)
 - PROFESSIONAL FREEDOM & RESPONSIBILITY CHAIR (2013-2014)
- UNIVERSITY OF MARY WASHINGTON, COLLEGE OF BUSINESS:
 - MENTOR FOR UNDERGRADUATE STUDENTS (2013-PRESENT)
- EDITORIAL REVIEW BOARD:
 - *CASE STUDIES IN STRATEGIC COMMUNICATION* (2013-PRESENT)
- AD HOC JOURNAL REVIEWER:
 - *JOURNALISM AND MASS COMMUNICATION QUARTERLY* (2014-PRESENT)
 - *BUSINESS AND PROFESSIONAL COMMUNICATION QUARTERLY* (2014-PRESENT)
 - *QUALITATIVE RESEARCH IN PSYCHOLOGY* (2014)
 - *INMEDIA* (FRENCH JOURNAL OF MEDIA/REPRESENTATIONS) (2013)

- **CONFERENCE REVIEWER:**
 - **AEJMC (2011-PRESENT)**
 - **GLBT INTEREST GROUP**
 - **PUBLIC RELATIONS DIVISION**
 - **ICA INTERNATIONAL CONFERENCE (2011-PRESENT)**
 - **LGBTQ INTEREST GROUP**
 - **NORTH AMERICAN CASE RESEARCH ASSOCIATION (2015)**
 - **HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES (2013-PRESENT)**
 - **AEJMC NATIONAL AND MIDWINTER CONFERENCES (2013)**
 - **PUBLIC RELATIONS DIVISION**
 - **ADVERTISING DIVISION**
 - **COMMISSION ON THE STATUS OF WOMEN**
 - **ASSOCIATION OF INTERNET RESEARCHERS NATIONAL CONFERENCE (2013)**

UNIVERSITY OF OREGON:

- **NORTHWEST SCHOLASTIC PRESS' 2014 FALL PRESS DAY PANELIST: "PR & SOCIAL MEDIA: ONE & THE SAME?" (FALL 2014)**
- **UNIVERSITY OF OREGON GRADUATE STUDENT CENTER PANELIST: "HOW TO LAND YOUR FIRST ACADEMIC JOB" (FALL 2013)**

UO SCHOOL OF JOURNALISM AND COMMUNICATION:

- **TERMINAL PROJECT & UNDERGRADUATE THESIS ADVISING:**
 - **M.A. IN STRATEGIC COMMUNICATION APPLIED PROJECT CHAIR: GRACE R. MORRISSEY (2013-2015)**
 - **SOLIDARITY IN THE GARDEN: A MEMBERSHIP LOYALTY DEVELOPMENT PLAN FOR THE NORTH AMERICAN JAPANESE GARDEN ASSOCIATION (NAJGA)**
 - **UNDERGRADUATE HONORS THESIS ADVISING:**
 - **CO-CHAIR (WITH LESLIE STEEVES): OLIVIA GUST – THE UNIVERSITY OF OREGON HEALTH PROMOTION DEPARTMENT: A STRATEGIC COMMUNICATIONS PLAN (2013-2014)**
 - **SECOND READER:**
 - **MARITA BARGER – CYBERBULLYING THROUGH SOCIAL MEDIA (2013-2014)**
 - **MEREDITH MORRELL – THE FAMILY CENTER: A PUBLIC RELATIONS PLAN (2013-2014)**
- **ALLEN HALL PUBLIC RELATIONS: FACULTY ADVISOR**
 - **CLIENT: *INTERVIEWING: THE OREGON METHOD* BOOK (2014-2015)**
 - **STUDENT TEAM MEMBERS: KATI VAN LOO (ACCOUNT SUPERVISOR); RIKKI FORD, MACKENZIE SMITH, AND MADELYN ENGEL (ACCOUNT EXECUTIVES)**
 - **CLIENT: FRIENDSHIP FOUNDATION FOR INTERNATIONAL STUDENTS (2013-2014)**
 - **STUDENT TEAM MEMBERS: BROOKE BONIME (ACCOUNT SUPERVISOR); MARITA BARGER AND STEFANIE SCHULTZ (ACCOUNT EXECUTIVES)**
- **UNDERGRADUATE PUBLIC RELATIONS INTERNSHIP ADVISER:**
 - **SUMMER 2015:**
 - **KEVIN LODER – RIO ENCANTOS (RIO DE JANEIRO, BRAZIL)**

- **WINTER 2015:**
 - **RAELYN CICHOSZ – UO CAREER CENTER (EUGENE, OR)**
 - **BRITTNEY FABER – OREGON CASA NETWORK (EUGENE, OR)**
- **SUMMER 2014:**
 - **OLIVIA COLVIN – LEWIS PR (SAN FRANCISCO, CA)**
 - **ERIN NOBACH – PEPSICO (PORTLAND, OR)**
 - **GRANT ANDERSEN – CBS OUTDOOR (EUGENE, OR)**
- **WINTER 2014:**
 - **KELLIE BURCH: BOYS & GIRLS CLUB OF EMERALD VALLEY (EUGENE, OR)**
 - **HEATHER LAWLESS: FOOD FOR LANE COUNTY (EUGENE, OR)**
- **SPRING 2014:**
 - **EMILY BOL: A FAMILY FOR EVERY CHILD (EUGENE, OR)**
 - **EMILY MCDANIEL: UO LAW SCHOOL (EUGENE, OR)**
 - **CHELSEA LAZZARI: SAVE ELEPHANT FOUNDATION (CHAING MAI, THAILAND)**
 - **SHEILA PERALTA: HIV ALLIANCE (EUGENE, OR)**
- **UNDERGRADUATE PUBLIC RELATIONS PORTFOLIO REVIEWER AND J408: PORTFOLIO WEEKEND WORKSHOP REVIEWER (2013-2015)**

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL:

- **EDITORIAL ASSISTANT, *CASE STUDIES IN STRATEGIC COMMUNICATION* (2012-2013)**
- **UNC SAFE ZONE FACILITATOR (2012)**
 - **UNIVERSITY-WIDE PROGRAM FOR FACULTY, STAFF, AND STUDENTS WITH THE INTENT OF MAKING THE UNC COMMUNITY A SAFER PLACE FOR INDIVIDUALS OF ALL SEXUAL ORIENTATIONS, GENDER IDENTITIES, AND EXPRESSIONS**
- **AMERICAN ACADEMY OF ADVERTISING:**
 - **MEMBERSHIP COMMITTEE MEMBER (2013)**
- **DISCUSSION LEADER: CAROLINA SUMMER READING PROGRAM (2011)**
- **COMMITTEE MEMBER FOR UNC’S LGBTIQ ADVOCACY AWARD (2011)**
 - **LED THE SELECTION COMMITTEE FOR UNDERGRADUATE AND GRADUATE-LEVEL AWARDS GIVEN TO UNC COMMUNITY MEMBERS WHO “ELEVATED STATUS AND/OR ENHANCED VISIBILITY AND AWARENESS” OF LGBTIQ COMMUNITIES**
- **PRE-GRADUATE ACADEMIC ADVISOR – UNC’S GRADUATE SCHOOL (2011)**
 - **ADVISED UNDERGRADUATES INTERESTED IN CONTINUING ON TO GRADUATE SCHOOL**
- **CERTIFIED AS A UNC “SAFE ZONE” MEMBER (ALLY FOR LGBTQ STUDENTS/STAFF/FACULTY) (2011)**
- **GRADUATE STUDENT ASSOCIATION PRESIDENT – SCHOOL OF JOURNALISM AND MASS COMMUNICATION (2010-2011)**
- **RESEARCH ROUNDTABLE COMMITTEE MEMBER – SCHOOL OF JOURNALISM AND MASS COMMUNICATION (2010-2011)**
- **VOLUNTEER AND PANELIST, ROY H. PARK FELLOW INTERVIEW WEEKENDS AT UNC VOLUNTEER, AEJMC SOUTHEAST COLLOQUIUM (2010)**

MEMBERSHIPS

- **AMERICAN MARKETING ASSOCIATION (AMA)**
- **PRSA: NATIONAL + GREATER OREGON CHAPTER**
- **ASSOCIATION OF INTEREST RESEARCHERS (AOIR)**