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EDUCATION

Ph.D., The University of Alabama (2013)

Mass Communication

Dissertation: *Social Media & Sports: An Evaluation of the Influence of Twitter and Mobile Apps on Brand-Related Consequences*

Dissertation Committee: Andrew Billings, Ph.D.; Regina Lewis, Ph.D.; Yorgo Pasadeos, Ph.D.; Eyun-Jung Ki, Ph.D.; Arthur Allaway, Ph.D.

M.A., The University of Alabama (2008)

Communication

Thesis: *Purity Balls: Protecting a Daughter's Innocence While Controlling Her Sexuality*

Thesis Committee: Jason Black, Ph.D.; Shuhua Zhou, Ph.D.; and Johnny Sparks, Ph.D.

B.A., Mississippi University for Women (2006)

Communication Major and English Minor

Cum Laude

RESEARCH

Publications (Refereed)

Lee, J. E., Hur, S., **Watkins, B.** (2018). Visual communication of luxury brands on social media: Visual simplicity vs. complexity. *Journal of Brand Management*. Doi: 10.1057/s41262-018-0092-6

Smith, S. A., & **Watkins, B.** (2018). Score! How collegiate athletic departments are training student-athletes about effective social media use. *Journal of Public Relations Education*, 4(1), 49-79.

Watkins, B. (2017). Experimenting with dialogue on Twitter: An examination of the influence of the dialogic principles on engagement, interaction, and attitude. *Public Relations Review*, 43(1), 163-171. <https://doi.org/10.1016/j.pubrev.2016.07.002>

- Watkins, B., & Lee, J. W.** (2016). Communicating brand identity on social media: A case study of the use of Instagram and Twitter for collegiate athletic branding. *International Journal of Sport Communication*, 9(4), 476-498. <https://doi.org/10.1123/IJSC.2016-0073>
- Lee, J. E., & **Watkins, B.** (2016). Examining the influence of vloggers on luxury brand management. *Journal of Business Research*, 69(12), 5753-5760. <https://doi.org/10.1016/j.jbusres.2016.04.171>
- Watkins, B., & Lewis, R.** (2016). I am woman, but not roaring: An examination of similarities and differences in how male and female athletes are using Twitter. *Journal of Social Media in Society*, 5(3), 5-36. <http://thejsms.org/index.php/TSMRI/article/view/184>
- Haugh, B., & **Watkins, B.** (2016). Tag me, tweet me if you want to reach me: An investigation into how sports fans use social media. *International Journal of Sport Communication*, 9(3), 278-293. <http://doi.org/10.1123/ijsc.2016-0044>
- Watkins, B.** (2014b). An integrated approach to sports branding: Examining the influence of social media on brand outcomes. *The International Journal of Integrated Marketing Communication* (6)2, 20-30.
- Watkins, B., & Lewis, R.** (2014b). Winning with apps: A case study of the current branding strategies employed on professional sport team mobile apps. *International Journal of Sport Communication* 7, 399-416. <http://dx.doi.org/10.1123/IJSC.2014-0009>
- Watkins, B., & Lewis, R.** (2014a). Initiating dialogue on social media: An investigation of athletes' use of dialogic principles and structural features of Twitter. *Public Relations Review* 40, 853-855. <https://doi.org/10.1016/j.pubrev.2014.08.001>
- Watkins, B.** (2014a). Revisiting the social identity – brand equity model: An application to professional sports. *Journal of Sport Management*, 28, 471-480. <https://doi.org/10.1123/jsm.2013-0253>
- Watkins, B., & Gonzenbach, W. J.** (2013). Assessing university brand personality through logos: An analysis of the use of academics and athletics in university branding. *Journal of Marketing for Higher Education* 23(1), 15-33. <https://doi.org/10.1080/08841241.2013.805709>
- Watkins, B., & Lewis, R.** (2013). Building marketing relationships on Twitter: A content analysis of university Twitter accounts. *International Journal of Interactive Communication Systems and Technologies* 3(1), 32-46. doi: 10.4018/978-1-4666-6114-1.ch054

Scholarly Books

Watkins, B. (2019). *Sport Teams, Fans, and Twitter: The Influence of Social Media on Relationships and Branding*. Lanham, MD: Lexington Books.

Edited Books

Watkins, B. (under contract). *Social Media Influencers and the Changing Landscape of Brand Communication*. Lanham, MD: Lexington Books.

Watkins, B. (under contract). *Research Perspectives on Social Media Influencers and Their Followers*. Lanham, MD: Lexington Books.

Book Chapters

Watkins, B., & Smith, S. A. (2019). Best Practices for Communicating Workplace Culture on Social Media. In Stephanie A. Smith (Ed.) *Recruitment, Retention and Engagement of a Millennial Workforce* (pgs. 37-48). Lanham, MD: Lexington Books

Watkins, B. (2018). Expressing Brand Personality Through Social Media: Strategies for Sports Brands. In Jason W. Lee (Ed.) *Branded: Branding in Sport Business* (2nd Edition, pgs. 29-45). Durham NC: Carolina Academic Press.

Lewis, R., & **Watkins, B.** (2016). Connectivism in the Classroom: Translating Theory into Teaching. In Hana S. Noor Al-Deen (Eds.), *Social Media in the Classroom* (pgs. 19-35). New York, NY: Peter Lang Publishing.

Watkins, B. (2016). Extending the conversation: Audience Reactions to Dialogic Activity on Twitter. In Amber L. Hutchins and Natalie Tindall (Eds.), *Public Relations and Participatory Culture: Fandom, Social Media, and Community Engagement* (pgs. 33-44). New York, NY: Routledge.

Watkins, B. (2014). Social Identification and Social Media in Sports. In A. C. Billings & M. Hardin (Eds.), *Routledge Handbook of Sport and New Media* (pgs. 200-210). New York, NY: Routledge.

Watkins, B. & Lewis, R. (2013). Twitter as Gateway to Relationship Building. In Hana S. Noor Al-Deen & John Allen Hendricks (Eds.), *Social Media and Strategic Communication* (pgs. 25-44). London: Palgrave Macmillan.

Digital Scholarship and Professional Publications

Watkins, B. (2017). Article published in the PRSA Entertainment & Sports Section Newsletter: For the Love of the Fans: Connecting Research and Practice in Sport PR. (June 2017)

Watkins, B., & Lewis, R. (2016). Winning with apps: A case study of the current branding strategies employed on professional sport team mobile apps. In P. M. Pedersen (Eds.), *Case Studies in International Journal of Sport Communication*. eBook

Watkins, B., & Lewis, R. (2015). Article featured as part of the *Institute for Public Relations* research database: Initiating dialogue on social media: An investigation of athletes' use of dialogic principles and structural features of Twitter:
<http://www.instituteforpr.org/initiating-dialogue-on-social-media-an-investigation-of-athletes-use-of-dialogic-principles-and-structural-features-of-twitter/>

Journal Articles Under Review

Watkins, B., & Smith, S. A. (n.d.). It's going to be our year! Examining Online Engagement Behaviors Among Sport Fans.

Watkins, B., & Smith, S.A. (n.d.). That Looks Like a Fun Place to Work: Examining How PR Agencies Recruit Top Talent Using Instagram.

Smith, S.A., & **Watkins, B.** (n.d.). LinkedIn for Millennials: A Uses and Gratifications Application.

Research Presentations (Refereed)

Woods, C., & **Watkins, B.** (2019). Breaking up is hard to do(?): Exploring the impact of organizational crisis communication on employee identification and retention. 6th *International Crisis Communication Conference*, Oct. 3-5. Leeds, United Kingdom.

Smith, S. A., & **Watkins, B.** (2018). LinkedIn for Millennials: A uses and gratifications application. *National Communication Association Annual Conference*, Nov. 8-11. Salt Lake City, UT.

Watkins, B., & Smith, S. (2017). It's going to be our year! Examining online engagement behaviors among sport fans. *Association for Education in Journalism and Mass Communication Annual Conference*. Aug. 9-13, Chicago, IL.

Watkins, B., & Fink, A. (2017). Relationship marketing gone mobile: Analyzing utilitarian, social, and emotional values on mobile branded retail apps. *International Communication Association Annual Conference*, May 25-29, San Diego, CA.

Watkins, B., & Smith, S. (2017). Score! How collegiate athletic departments are training student-athletes for effective social media use. *International Communication Association Annual Conference*, May 25-29, San Diego, CA.

Watkins, B. (2016). Understanding the value of social media for sports: Examining the brand outcomes of social media use among sports fans. *Sports Marketing Association Annual Conference*, Nov. 2-4, Indianapolis, IN.

Watkins, B., & Lee, J. W. (2015). Mississippi State needs more cowbell: Brand personality, social media, and trying to keep up with the Joneses. *Sports Marketing Association Annual Conference*, Oct. 28-30, Atlanta, GA.

Lee, J.W., & **Watkins, B.** (2015). Blazing a trail: Stakeholder reaction and crisis communication in the aftermath of UAB Blazers eliminating football. *Sports Marketing Association Annual Conference*, Oct. 28-30, Atlanta, GA.

Watkins, B. (2015). #ClipperNation: A case study of the functional uses of social media for sport public relations. *Association for Education in Journalism and Mass Communication Annual Conference*, Aug. 6-9, San Francisco, CA.

Watkins, B. (2015). Experimenting with dialogue: An examination of the influence of dialogic principles on engagement, interaction, and attitude. *Association for Education in Journalism and Mass Communication Annual Conference*, Aug. 6-9, San Francisco, CA.

Lee, J. E., & **Watkins, B.** (2015). Examining the influence of the YouTube celebrity and luxury brand management. *Global Fashion Management Conference*. June 25-28, Florence, Italy.

Watkins, B. (2015). #ThisIsOurMoment: An examination of the use of Twitter hashtags to reinforce organizational identity and fan identification. *IACS Summit on Sport and Communication*. Mar. 6-8, Charlotte, NC.

Watkins, B., & Lewis, R. (2014). Assessing brand personality on social media: An analysis of external perceptions of university Twitter activity. *Association for Education in Journalism and Mass Communication Annual Conference*, Aug. 6-9, Montreal, Canada.

Lewis, R., & **Watkins, B.** (2014). Digital women around the world: An exploration of their attitudes toward mobile life. *Association for Education in Journalism and Mass Communication Annual Conference*, Aug. 6-9, Montreal, Canada.

Watkins, B., & Lewis, R. (2014). Relationship building on social media: Investigating dialogic principles and the structural features of Twitter. *International Communication Association Annual Conference*, May 22-26, Seattle, WA.

Watkins, B. (2014). Building brand relationships online and offline: A comparison of social media and marketplace characteristics. *American Academy of Advertising Annual Conference*, Mar. 27-30, Atlanta, GA.

Lewis, R., Brown, K., & **Watkins, B.** (2014). Identifying gratifications sought that drive positive attitudes toward mobile apps and intent to download mobile apps, using gender as a moderating variable. *American Academy of Advertising Annual Conference*, Mar. 27-30, Atlanta, GA.

Watkins, B., Lewis, R., & Roessler, T. (2014). Examination of tweets from the star players: Does gender play a role in relationship-building strategies used by athletes on Twitter? *UAPSC Sports Symposium*, Feb. 28, Tuscaloosa, AL.

Watkins, B., & Gonzenbach, W.J. (2013). Assessing the Brand Personality of University Academic and Athletic Logos. *American Academy of Advertising Annual Conference*, April 4-7, Albuquerque, NM.

Watkins, B., & Lewis, R. (2013). Download Our App! A Content Analysis of Sports Branding on Mobile Apps. *UAPSC Sports Symposium*, Mar. 20, Tuscaloosa, AL.

Watkins, B., & Lewis, R. (2012). Building relationships on Twitter: A content analysis of university Twitter accounts. *Association for Education in Journalism and Mass Communication Annual Conference*, August 9-12, Chicago, IL.

Nekmat, E., **Watkins, B.,** & Zhou, S. (2012). "I'm not commenting on the news you posted on my Facebook wall": Examining the reasons for individuals' reluctance to post comments on news issues in social media. *Broadcast Education Association Annual Conference*, April 15-18, Las Vegas, NV. **Top paper award** in Proposals in Progress competition.

Watkins, B. (2012). Online weight loss community development: A qualitative analysis of the weight watchers Facebook group. *Southern States Communication Association Annual Conference*, April 11-15, San Antonio, TX.

Johnston, L., & **Watkins, B.** (2012). Communicating diversity on corporate websites: A comparative textual and prominence analysis. *Southern States Communication Association Annual Conference*, April 11-15, San Antonio, TX. Presented during the **top student papers** panel for the Intercultural Division.

Brown, N., **Watkins, B.,** & McCracken, L. (2012). Tweeting from the endzone: Examining how athletic organizations utilize social media. *Fifth Summit on Communication and Sport*, Mar. 29-31, Peoria, IL.

Watkins, B. (2008). Purity balls: Protecting a daughter's innocence while controlling her sexuality. *Southern States Communication Association Annual Conference*, April 2-6, Savannah, GA.

Research in Progress

Watkins, B. (n.d.). Examining the Relationship between Instagram Influencers and Followers.

Watkins, B., & Mackay, J. B. (n.d.). The Ethics of Social Media Influencers on Instagram.

Woods, C. L., & Watkins, B. (n.d.). Effects of organizational crisis on employees (message source).

TEACHING EXPERIENCE

COMM 4264: Social Media Theory & Practice*

Instructor of Record

Virginia Tech

This course is designed to introduce students to the strategic uses of social media. Social media as a tool for building relationships between an organization and its public is the central thesis of this class. Students learn strategies for using different social media platforms to reach relationships building goals. Students are required to conduct a case study analysis of an organization's social media presence and create an in-depth social media plan for a client.

Taught: Fall 2014 (24 students)
Spring 2015 (24 students)
Fall 2015 (30 students)
Fall 2016 (39 students)
Summer 2018 (11 students)
Fall 2018 (43 students)
Summer 2019 (11 students)

COMM 3304: Topics in Sports Communication*

Instructor of Record

Virginia Tech

Taught from a public relations perspective, this course provides students with an overview of sports public relations with special emphasis on sports media, the sports organization, and sports fans. Special topics related to sports communication are also discussed including the impact of sports on issues including by not limited to gender, race, nationality, and globalization. Students complete various assignments throughout the semester and end the course with a scholarly in-depth analysis of a sports communication topic covered in the class.

Taught: Spring 2015 (30 students)
Spring 2016 (35 students)
Spring 2017 (39 students)
Summer 2018 (10 students)
Summer 2019 (13 students)

COMM 3014: Public Relations Case Studies (formerly COMM 4054)

Instructor of Record

Virginia Tech

This course considers public relations in a real-world application. Students systematically evaluate examples of how public relations practitioners have tried to enhance interactions with key publics to achieve organizational objectives. The goal of this class is to illustrate

effective principles of strategic public relations and promote ethical approaches to reputation management.

Taught: Summer 2015 (8 students; online)
Winter 2015/16 (7 students; online)
Winter 2016/17 (10 students; online)
Summer 2017 (7 students; online)
Winter 2017/18 (5 students; online)

COMM 3144: Writing and Editing for Public Relations

Instructor of Record

Virginia Tech

This course introduces public relations students to various writing tactics used in public relations writing. Students write, peer review, and revise weekly assignments including press releases, fact sheets, backgrounders, public services announcements, and others.

The class culminates with the completion of a media kit for a client.

Taught: Fall 2014 (20 students)
Spring 2016 (21 students)
Fall 2016 (24 students)
Spring 2018 (20 students)
Fall 2018 (20 students)
Spring 2019 (9 students)

COMM 4304: Public Relations Campaigns

Instructor of Record

Virginia Tech

This experiential service-learning course *requires students to demonstrate their competence* in public relations practice. Student account teams develop and execute a public relations campaign for a client. Students draw upon knowledge, skills and abilities gained in *Principles of Public Relations, Communication Research, Media Writing, Visual Media, Writing and Editing for Public Relations, and Public Relations Cases*. This course approximates the demands of an entry-level position in a public relations agency or corporate communication department. Public Relations Campaigns is designed to be a bridge from the classroom to the work world.

Taught: Fall 2017 (26 students)
Spring 2018 (20 students)
Spring 2019 (14 students)

COMM 5814: Social Media Research*

Instructor of Record

Virginia Tech

This course is a graduate level course designed to introduce master's students to academic research related to public relations. This class is designed to provide students with a foundation for continued research focused on social media and communication. Throughout the semester, students examine various theoretical and methodological approaches to social media research. Upon completion of the course, students will complete a paper ready for submission to a regional or national conference.

Taught: Fall 2015 (9 students)
Fall 2017 (6 students)

COMM 4244: Topics in Public Communication – Olympic Studies*

Instructor of Record
Virginia Tech

During this class students learned about the Olympic Games as an international media spectacle. Topics included history and development of the Olympic Movement and the role that traditional and digital media have played in the development of the modern Games. The course included a visit to the International Olympic Committee Headquarters and The Olympic Museum located in Lausanne, Switzerland. This course was taught as part of the Department of Communication's Study Abroad Program.

Taught: Summer 2016 (14 students)

MC 495: Writing for Digital and Social Media*

Instructor of Record
The University of Alabama

This course is designed to provide students with an in-depth understanding of the creation of content for digital and social media that allows an organization to fulfill its strategic goals. Students are required to conduct a case study analysis of an organization's current social media practices as well as develop a social media strategic communication plan and execute key pieces of the plan. In addition, individual writing assignments will aid students in mastery of content creation for social media.

Taught: Spring 2014 (20 students)

APR 332: Public Relations Writing

Instructor of Record
The University of Alabama

Emphasize the development and execution of strategic communication plan for a client. Students are required to work with a team to complete a situation analysis, strategic communication plan and media kit for a client as well as complete individual writing assignments designed to hone public relations writing skills.

Taught: Summer 2014 (14 students)

Spring 2014 (15 students)

Fall 2013 (3 sections – 20 students per section)

Summer 2013 (15 students)

Spring 2013 (16 students)

APR 260: Design Applications

Instructor of Record
The University of Alabama

Course designed to introduce advertising and public relations students to the use of the Adobe Creative Suite (Photoshop, Illustrator, and InDesign). Students were required to complete written tests and timed skills test for each program as well as complete outside assignments to aid in mastery of programs.

Taught: Summer 2014 (18 students)

Spring 2014 (160 students)
Fall 2012 (140 students)
Summer 2011 (average 16 students)

MC 101: Introduction to Mass Communication

Instructor of Record

The University of Alabama

Introductory course to the study of mass communication required for communication majors in advertising, public relations, journalism, and telecommunication and film. Units taught include history of print and electronic mass media, media effects research, and working in the mass media. Students participated in class discussions by “live tweeting” using the social networking site Twitter during class.

Taught: Spring 2012 (170 students)

Fall 2011 (125 students)

BCE 101: Freshman Compass: UA

Instructor of Record

The University of Alabama

Course for incoming freshman that aids in the transition from high school to college with an emphasis on developing student and life skills integral to college success. Introduced new students to various services on campus including career center, library services, and counseling center.

Taught: Fall 2007 (30 students)

COMM 2124: Introduction to Communication Research

Guest Lecture

Dr. Adrienne Ivory, Virginia Tech

Presented lecture titled “*Research in Sports & Social Media*”

HD 6004: Professional Development Seminar (Child & Adolescent Development in Marriage and Family Therapy)

Guest Lecture

Dr. Pamela Teaster, Virginia Tech

Presented lecture titled “*Ethical Uses of Social Media*”

MC 495: Social Psychology of New Media

Guest Lecture

Dr. Elmie Nekmat, The University of Alabama

Presented lecture titled “*New Media: An Overview of Trends in Mobile Media*”

COM 220: Interpersonal Communication

Guest Lecture

Dr. Leigh Ann Johnston, The University of Alabama

Presented lecture titled “*The Interview Survival Guide*”

*created and/or developed the course

PROFESSIONAL EXPERIENCE

Assistant Professor – Public Relations

Virginia Tech (Aug. 2014 – present)

Tenure-track faculty. Maintain active research agenda and teach classes within the public relations curriculum at the undergraduate and graduate level. Serve on departmental and college committees. Provide academic advising for undergraduate students as well as mentoring for graduate students.

Visiting Assistant Professor – Advertising & Public Relations Department

The University of Alabama (Aug. 2013 – July 2014)

Visiting assistant professor in the Department of Advertising and Public Relations. Taught the following courses: Public Relations Writing, Writing for Social Media, and Design Applications. Provided academic advising for advertising and public relations students. Continued to maintain an active research agenda.

Graduate Teaching Assistant – College of Communication & Information Sciences

The University of Alabama (Aug. 2011 – May 2013)

Instructor of record for the following courses: Introduction to Mass Communication, Design Applications, and Public Relations Writing.

Communications Graduate Assistant – The Division of Student Affairs

The University of Alabama (Aug. 2010 – July 2011)

Coordinated internal communication within the Division of Student Affairs including serving on the internal communication team, managing social networking sites for the division, and writing for the weekly e-newsletter. Wrote articles and designed layout for the monthly SA Partners Newsletter and other publications for the division.

Coordinator for Community College Recruitment

Mississippi University for Women (Jan. 2008 – July 2010)

Managed community college recruitment for the university. Assisted community college students with the admission process from initial contact through registration. Developed a communication plan that included interpersonal communication with prospective students to aid them in the transfer process. Implemented new strategies for recruiting transfer students including using community college newspapers and hosting on-campus luncheons for students. Updated recruitment material (print and online), developed an online view book for the university, and implemented social media recruitment strategies.

Public Relations Graduate Assistant – Health Promotion & Wellness

The University of Alabama (Aug. 2006 – Dec. 2007)

Worked with the Director of Health Promotion and Wellness to promote health awareness events on campus. Designed a series of posters to remind students of positive health habits. Developed a strategic communication plan to encourage completion of the AlcoholEDU program.

**Communication Intern – New Hope New York
New York, New York (summer 2006)**

Worked as a staff writer for the communication office of a local non-profit organization in New York City. Wrote articles for *Chronycled*, a magazine that highlighted the work of the organization for donors and supporters. Wrote feature stories for the organization's monthly newsletter *The Inside Track*.

**Marketing & Promotion Intern – WCBI-TV, LLC
Columbus, MS (summer 2005)**

Assisted the director of marketing and promotions with planning events for a local television station. Other responsibilities included writing community events announcements for the website, press releases for upcoming events, and scripts promoting the station.

SERVICE

Service to the Discipline

Newsletter Editor, AEJMC Public Relations Division (2018 – present)
Associate Newsletter Editor, AEJMC Public Relations Division (2016 – 2018)
Newsletter Editor, AEJMC Sport Communication Interest Group (2016-2017)

Journal Editorial Review Board

- The Journal of Social Media in Society (2018)

Peer Review for the following conferences and journals:

- Mass Communication & Society
- International Journal of Sports Communication
- Journal of Interactive Advertising
- Journal of Marketing Communication
- Journal of Sport Management
- Sport Management Review
- New Media & Society Journal
- Association for Education in Journalism & Mass Communication Conference

Service to the Virginia Tech

Member, Academic Support Committee representing the College of Liberal Arts & Human Sciences (2018-19)

Service to the College of Liberal Arts & Human Sciences at Virginia Tech

Review Education Abroad Scholarship Applications (2018)

Service to the Department of Communication at Virginia Tech

Departmental Committees:

- Administrative Review Committee (Fall 2017)
- Personnel Committee (2016 – 2018)
- Curriculum Committee (2014-2015; 2015-2016)
- PR Faculty Search Committee (Fall 2014; Fall 2016)

Graduate Student Committees:

- Betsy Haugh (2015-2016, committee chair)
- Dawn Corwin (2014-2015)
- Cecelia Lopez (2014-2015)
- Guolan Yang (2014-2015)

Independent Study Supervisor:

- Nicole Orsosa (Summer 2016)
- Kayleigh Burke (Spring 2016)
- Max Luong (Spring 2016)
- Katharina Elbereti (Fall 2015)
- Jade Campbell (Summer 2015)

PROFESSIONAL ACTIVITIES

Organization Affiliations

Member Public Relations Society of America

Member of Association for Education in Journalism & Mass Communication

Member of the National Communication Association

Professional Skills

SPSS Research Software

AMOS Research Software

Adobe Creative Suite: Photoshop, Illustrator, and InDesign

Professional Activities

Hearin High School Conference Scholarship Interview Committee – 2006, 2009, and 2010 (Mississippi University for Women)

First round judge for USA Today All-State/All-Academic team – 2009, 2010

Address delegates at the International Phi Theta Kappa Conference – 2008, 2009, and 2010

HONORS AND AWARDS

\$5,000 Niles Research Grant – 2019

Sponsored by the College of Liberal Arts and Human Sciences at Virginia Tech, this award will fund research related to the ethical decision making of social media influencers.

\$8,000 Design and Development Award – 2018

Sponsored by the Virginia Tech Learning Experience Design (LED) department and the Technology-enhanced Learning and Online Strategies (TLOS), this award is designed to help faculty develop innovative and interactive online learning experiences for students. In the fall of 2018, I will develop Sport Public Relations into an online course.

Plank Center Educator Fellow - 2017

Selected as one of 10 educators to participate in the Plank Center Educator Fellowship. This program provides public relations educators with a two-week summer fellowship designed to enhance professional development, leadership skills, and industry networking. Host organization for the fellowship was Ketchum in Chicago, Illinois.

Kopenhaver Fellow - 2016

Selected as a participant in the 2016 AEJMC pre-conference workshop, “Empowering Junior Faculty: Pathways to Success in the Academy”

Sponsored by AEJMC Commission on the Status of Women, the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University, and the AEJMC Council of Affiliates

Study Abroad - 2016

Taught a two-week summer term in Riva San Vitale, Switzerland for the Department of Communication at Virginia Tech, summer 2016; developed new course on Olympic Studies and arranged excursion to the International Olympic Committee Headquarters and Museum in Lausanne, Switzerland

Graduate Teaching Assistantship

College of Communication & Information Sciences at the University of Alabama 2011-2013

Travel Fund (\$300)

Graduate School at the University of Alabama, 2013

Top Paper Award

BEA Proposals in Progress Competition, April 2012

Top Student Paper Panelist

SSCA Intercultural Communication Division, April 2012

Travel Fund (\$600)

Graduate School at the University of Alabama, 2012

Graduate Student Travel Fund (\$500)

College of Communication & Information Sciences at the University of Alabama, 2012