

Curriculum Vitae
Angela M. Jerome, Ph.D.

EDUCATION

- August 1999-
August 2002** ***Ph.D., Communication Studies***
University of Kansas, Department of Communication
Dissertation Director: Dr. Robert C. Rowland
Dissertation Title: An argument field theory of organizational apologia: The case of Firestone and Ford
- August 1997-
May 1999** ***M.A., Communication***
Western Kentucky University, Department of Communication
Advisor: Dr. Carl Kell
- August 1993-
May 1997** ***B.A., Corporate and Organizational Communication***
Western Kentucky University, Department of Communication
Advisor: Dr. Carl Kell

TEACHING AND RESEARCH APPOINTMENTS

- July 2017-
Present** ***Professor***, Western Kentucky University, Department of Communication
- August 2010-
June 2017** ***Associate Professor***, Western Kentucky University, Department of Communication
- August 2006-
August 2010** ***Assistant Professor***, Western Kentucky University, Department of Communication

Courses Taught at WKU:**Undergraduate**

- Business and Professional Speaking (COMM 161/161H)
- Communication Foundations (COMM 200/200H), piloted large lecture section Spring 2012; developed online Spring 2021
- Sport Communication (COMM 315), developed online Spring 2021
- Theories of Communication (COMM 341)
- Advanced Public Speaking (COMM 345)
- Persuasion (COMM 346), developed online Fall 2020
- Crisis Communication (COMM 364), developed online Fall 2020
- Organizational Communication (COMM 461, now COMM 362)
- Advanced Organizational Communication (COMM 462), taught initial section of this course in Fall 2011
- Internship Co-Director (COMM 489)

Graduate

- Foundations of Communication (COMM 503)
- Persuasive Communication (COMM 544)
- Issues Management (COMM 563)
- Crisis Communication (COMM 564), developed online Fall 2016
- Corporate and Organizational Advocacy (COMM 566)

- Seminar in Image Repair (COMM 570) and a one-time only course on Organizational Rhetoric (COMM 573); integrated the material from these courses into COMM 564 and COMM 566 when I took over the courses

**August 2002-
May 2006**

Assistant Professor, Illinois State University, School of Communication

Courses Taught:

- Introduction to Communication Theories (COM 111)
- Campaign Communication and Message Design (COM 321)
- Crisis Communication (COM 358)
- Public Relations Management (COM 378)
- Graduate Seminar in Public Relations Theory: Organizational Rhetoric (COM 475)

**August 1999-
May 2002**

Graduate Teaching Assistant, University of Kansas, Department of Communication

Courses Taught:

- Speaker-Audience Communication (COMS 130)
- Effective Business Communication (COMS 330)
- Assisted Dr. Tracy Callaway Russo in teaching Introduction to Organizational Communication (COMS 310)
- Assisted Dr. Mary Lee Hummert in teaching Introduction to Behavioral Research Methods in Communication (COMS 356)

**August 1998-
May 1999**

Graduate Teaching Assistant, Western Kentucky University, Department of Communication

Courses Taught:

- Fundamentals of Public Speaking (COMM 145)
- Business and Professional Speaking (COMM 161)

**August 1997-
May 1998**

Graduate Research Assistant, Western Kentucky University, Department of Communication

Responsibilities:

- Assisted Department Head, Dr. Larry Winn, in teaching Speech Writing and Analysis
- Assisted Department Head in preparing administrative reports
- Served as a research assistant for Dr. Larry Caillouet (organizational communication) and Dr. Kay Payne (gender communication)

ADMINISTRATIVE APPOINTMENTS

**July 2023-
Present**

Assistant Director of the School of Media & Communication, Western Kentucky University

Administrative Responsibilities:

- Oversee all undergraduate curriculum for the School, which consists of 9 majors, 3 minors, 3 undergraduate certificates, a MA program, and 2 graduate certificates; this includes chairing the School curriculum committee, assisting faculty with course and program proposals, and serving on the college curriculum committee

- Support the School's advisers, collaborating with them on issues such as course equivalencies and exceptions
- Manage the School's budget which includes serving on the college budget committee
- Lead the creation of a School-wide workload policy and administer it
- Assist in directing School recruitment and retention efforts

**July 2017-
May 2018**

Undergraduate Academic Programs Coordinator, Western Kentucky University, Department of Communication

Administrative Responsibilities:

- Drafted/coordinated all curriculum revision documents for 5 majors
- Attended all College and University Curriculum Committee meetings dealing with any programmatic changes for all 5 majors
- Chaired the Undergraduate Curriculum Committee
- Supported the department's advising team and collaborated with them on decision making
- Managed class scheduling for all 5 majors
- Updated catalog copy for all 5 majors
- Assisted the Department Head in monitoring, reviewing, and evaluating staffing and handling student/faculty issues

***During spring 2017, I led the Department of Communication Ad Hoc Committee to revise 4 of the 5 majors to be housed in the newly structured Department of Communication (Advertising, Communication Studies, Corporate and Organizational Communication, Popular Culture Studies, and Public Relations) before being officially appointed Undergraduate Academic Programs Coordinator

**July 2014-
July 2017**

Graduate Program Coordinator, Western Kentucky University, Department of Communication

Administrative Responsibilities:

- Advised all graduate students up to the capstone/thesis process
- Communicated department, college, and university policies and procedures to both potential and current graduate students
- Recruited new students and processed student admissions
- Functioned as the department liaison to the college and graduate school on all matters concerning graduate education
- Processed all student forms related to curriculum and graduation
- Created course schedules and rotations
- Coordinated comprehensive exams
- Managed the graduate assistant selection process and budgets
- Made graduate assistant work assignments
- Planned graduate student orientation
- Advised COGS (Communication Organization for Graduate Students)
- Created/Assisted in creating of new course proposals and program revisions
- Directed graduate internships

PUBLICATIONS

***Names in red are students with which I co-authored

Academic Journal Articles

Clark, D., & Jerome, A. M. (2023) Applying Symbolic Convergence Theory to pre-service teachers' responses to mathematics education organizations' statements on racial violence. *Journal of Urban Mathematics Education*, 16(1), 72-95.

Payne, H. J., Jerome, A. M., Thompson, B., Mazer, J. P. (2018). Relationship building and message planning: An exploration of media challenges and strategies used during school crises at the P-12 level. *Public Relations Review*, 44(5), 820-828.

Jerome, A. M., & **Russell, M.** (2018). The rhetoric of sorrow: A case study of Tony Stewart's response to the death of Kevin Ward, Jr. *Western Journal of Communication*. DOI: 10.1080/10570314.2018.1440000

Thompson, B., Jerome, A., Payne, H. J., Kirby, G., Mazer, J. P., & Pfohl, B. (2017). Analyzing post-crisis challenges and strategies associated with school shootings: An application of Discourse of Renewal Theory. *Communication Studies*, 68, 533-551.

Thompson, B., Mazer, J. P., Payne, H. J., Jerome, A. M., Kirby, G., & Pfohl, B. (2017). Social media and active shooter events: A school crisis communication challenge. *Qualitative Research Reports in Communication*, 18, 8-17.

Thompson, B., & Jerome, A. M. (2014). The Communication Theory App: A digital teaching innovation. *Kentucky Journal of Communication*, 33 (1), 26-39.

Coder, L., Poff, R., Baker, J., Swanson, R. Schlinker, W., & Jerome, A. M. (2014). University student leadership involvement, practices, and high school class size: An investigation using the Student Leadership Practices Inventory. *Leadership and Organizational Management Journal*, 2014(3), 157-170.

Jerome, A. M., & Rowland, R. C. (2009). The rhetoric of inter-organizational conflict: A subgenre of organizational apologia. *Western Journal of Communication*, 73, 395-417.

Jerome, A. M. (2008). Toward prescription: Testing the rhetoric of atonement's usefulness and applicability in the athletic arena. *Public Relations Review*, 34, 124-134.

Rowland, R. C., & Jerome, A. M. (2004). On organizational apologia: A reconceptualization. *Communication Theory*, 14, 191-211. ***Note: This article is listed as one of the works that makes up the intellectual history of organizational rhetoric in the following: Cheney, G., & Lair, D. J. (2005). Theorizing about rhetoric and organizations. In S. May & D. Mumby (Eds). *Engaging organizational communication theory & research: Multiple perspectives*. Thousand Oaks, CA: Sage Publications.

Textbook and Scholarly Book Chapters

Jerome, A. M. (2020). The function of counter-arguments built on charges of absurdity and ridicule: Compelling change in the NCAA. In M. Milford & L. R. Smith (Eds.) *Communication and contradiction in the NCAA: An unlevel playing field*. Peter Lang.

Keil, L. J., & Jerome, A. M. (2019). Strategic communication in crisis: Winning may (not) be everything. In A. H. Normore, L. W. Long, & M. Javidi (Eds.) *Handbook of research on strategic communication, leadership, and conflict management in modern organizations*. Hershey, PA: IGI Global.

Keil, L. J., & Jerome, A. M. (2016). Leadership in a time of crisis: Jim Tressel's ousting from The Ohio State University. In A. H. Normore, L. W. Long, & M. Javidi (Eds.) *Handbook of research on effective communication, leadership, and conflict resolution*. Hershey, PA: IGI Global.

Thompson, B., Payne, H. J., Jerome, A. M., Mize-Smith, J., Ishii, K., & Chai, S. (2013). *Communication theory app*. Copyright Western Kentucky University. **Single-authored chapters on The Rhetoric and the Rhetorical Situation and The Elaboration Likelihood Model; co-authored chapters on What is Communication? and What is Theory?**

Jerome, A. M. (2012). A death, a family feud, and a merger: The image repair of Teresa Earnhardt and Dale Earnhardt, Inc. In Blaney, J.R., Lippert, L. R., and Smith, J.S. (Eds.). *Repairing the athlete's image*. Lanham, MD: Lexington Books (Rowman & Littlefield).

Jerome, A. M., Moffitt, M. A., & **Knudsen, J. W.** (2007). Understanding how Martha Stewart harmed her image restoration through a micropolitics of power. In J. L. Courtright & P. M. Smudde (Eds.), *Power and public relations*. Cresskill, NJ: Hampton Press.

Encyclopedia Entry

Rowland, R. C., & Jerome, A. M. (2017). Apologies. In C. R. Scott, L. K. Lewis, J. Barker, J. Keyton, T. Kuhn, & P. Turner (Eds.). *International Encyclopedia of Organizational Communication*. Wiley-Blackwell.

CONVENTION PAPER PRESENTATIONS

*****Names in red are students with which I co-authored**

International Papers:

Jerome, A. M., & **Ash, M.** (2016, March). #freematt: NASCAR's blunder that became a hashtag. Paper presented at the International Crisis and Risk Communication Convention: Orlando: FL.

National Papers:

Jerome, A. M., Payne, H., Thompson, B., & Mazer, J. P. (2017, November 19). Relationship building and message planning: An exploration of media challenges and strategies used during school crises at the P-12 Level. Competitive Paper selected for presentation at the National Communication Association Convention: Dallas, TX.

Thompson, B., Jerome, A. M., Payne, H. & Mazer, J. P. (2017, November 18). School crisis communication at the P-12 level: Post-crisis challenges and strategies. Competitive Paper selected for presentation at the National Communication Association Convention: Dallas, TX.

- Jerome, A. M., & **Russell, M.** (2015, November 19). The rhetoric of reverence: A case study of Tony Stewart's response to the death of Kevin Ward, Jr. Competitive Paper selected for presentation at the National Communication Association Convention: Las Vegas, NV.
- Tracy, B. A.**, & Jerome, A. M. (2010, November 16) Is organic really worth it? A narrative analysis of the Organic Trade Association's "Organic. It's Worth It." Campaign. Competitive Paper presented in a Scholar to Scholar session at the National Communication Association Convention: San Francisco, CA.
- Jerome, A. M. (2008). In the vortex between cheating and winning: Florida State University and Coach Bobby Bowden respond to academic dishonesty. Paper presented at the National communication Association Convention: San Diego, CA.
- Jerome, A. M., & **Wagner, M. J.** (2007). Organizational apologia: The rhetoric of cultural change. Competitive paper presented at the National Communication Association Convention: Chicago, IL.
- Jerome, A. M., & Rowland, R. C. (2005, November 20). The sub-genre of inter-organizational conflict: Firestone and Ford as exemplar. Paper presented at the National Communication Association Convention: Boston, MA.
- Courtright, J. L., & Jerome, A. M. (2005, November 17). Extensions of (and alternatives to) image restoration theory in corporate apologia analysis. Paper presented at the National Communication Association Convention: Boston, MA.
- Knudsen, J. W.**, Jerome, A. M., & Moffitt, M. A. (2005, November 17). Legal and public relations advice during Martha Stewart's pre-trial crisis: A micropolitics of silence. Paper presented at the National Communication Association Convention: Boston, MA.
- Rowland, R. C., & Jerome, A. M. (2004, November 13). On organizational apologia: A re-conceptualization. Paper presented at the National Communication Association Convention: Chicago, IL.
- Jerome, A. M. (2002, November 21). Blame game: A case study of Firestone and Ford's attempts to manage corporate image in crisis. Paper presented at the National Communication Association Convention: New Orleans, LA.
- Jerome, A. M., Campbell, S. E., & Russo, T. C. (2001, November 3). Collecting survey data online: Problems and propositions. Paper presented at the National Communication Association Convention: Atlanta, GA.
- Jerome, A. M. (2001, November 1). Bridgestone/Firestone in crisis: Responding to allegations of negligence. Paper presented at the National Communication Association Convention: Atlanta, GA.
- Jerome, A. M. (2000, November 10). That's the way the cookie crumbles: Personalization's face-off with privacy concerns in e-commerce. Paper presented at the National Communication Association Convention: Seattle, WA.

Regional Papers:

Mize Smith, J., Payne, H., & Jerome, A. M. (2022). Tall poppies in the academy: Using discursive closure to "cut down" high achieving female faculty. Presented on the Top Paper Panel of the Applied Communication Division at the 2023 Southern States Communication Association Convention: St. Petersburg, FL.

Jerome, A. M. (2019). We're a country of second chances': Discourse of renewal in the hiring of disgraced collegiate athletics coaches. Competitive paper presented at the 2019 Central States Communication Association Convention: Omaha, NE.

Jerome, A. M. (2016). Orchestrating a return to the track: The strange case of Kurt Busch. Paper presented at the 2015 Central States Communication Association Convention: Grand Rapids, MI.

Jerome, A. M. (2015). Employing charges of absurdity and ridicule to compel change: The case of the NCAA's losing hand. Competitive paper presented at the 2015 Central States Communication Association Convention: Madison, WI. *****Received the Karlyn Kohrs Campbell Top Paper Award from the Rhetorical Theory and Criticism Interest Group.**

Jerome, A. M. (2015). The increased "Talk" about female athletes in the media: Delightful or dangerous? Paper presented at the 2015 Central States Communication Association Convention: Madison, WI.

Jerome, A. M. (2014) "One, two, Dale Earnhardt, four": The creation, transmission, and function of the legend of 'The Intimidator'. Paper presented at the 2014 Central States Communication Association Convention: Minneapolis, MN.

Jerome, A. M., & **Paulsen, J.** (2013). He got a little bit too "Rowdy": The image repair of NASCAR driver Kyle Busch. Competitive paper presented at the 2013 Central States Communication Association Convention: Kansas City, MO. *****Received top competitive paper panel honors from the Public Relations Interest Group.**

Jerome, A. M. (2013). From Title IX to legitimacy: The narrative of Team USA's 2012 women's Olympic basketball team. Paper presented at the 2013 Central States Communication Association Convention: Kansas City, MO.

Oliver, L., & Jerome, A.M. (2012). Ousted from the senate: How Jim Tressel got expelled from The Ohio State University in response to the tattoos-for-memorabilia scandal. Paper presented at the 2012 Central States Communication Association Convention: Cleveland, OH.

Jerome, A. M., & Milford, M. (2011). The NCAA cartel attempts to regain control: The scapegoating of Reggie Bush. Paper to be presented at the Central State Communication Association Convention: Milwaukee, WI.

Jerome, A. M. (2010). The race must go on: The rhetorical triumphs and tragedies of Teresa Earnhardt and Dale Earnhardt, Inc. Paper presented at the Central State Communication Association Convention: Cincinnati, OH.

Jerome, A. M. (2009). What happens when a falcon kills a dog?: The NFL's response to the Michael Vick dogfighting scandal. Competitive paper presented at the Central States

Communication Association Convention: St. Louis, MO. *****Received top competitive paper panel honors from the Public Relations Interest Group.**

Jerome, A. M. (2009). The creation, maintenance, and transmission of a legend: Michael Phelps as USA Swimming's "Golden Boy." Paper presented at the Central States Communication Association Convention: St. Louis, MO.

Kurtz, R. R., & Jerome, A. M. (2007). Beers, queers, and jeers: A study of Coors Brewing Company's response to Pete Coors' anti-gay statements. Paper presented at the Central States Communication Convention: Minneapolis, MN.

Kuznekoff, J. H., & Jerome, A. M. (2005, April 8). Open mouth insert foot: Trent Lott and the White House respond to allegations of racism. Paper presented at the Central States Communication Association convention: Kansas City, MO. *****Received top paper panel honors from the Public Relations Interest Group.**

Jerome, A. M. (2004, April 2). Hitting all the wrong notes: Arthur Andersen falls flat in its image restoration campaign. Paper presented at the Central States Communication Association Convention: Cleveland, OH.

Jerome, A. M., & **Wagner, M. J.** (2004, April 2). Image restoration: Texas A&M's adaptation to the constraints of organizational culture. Paper presented at the Central States Communication Association Convention: Cleveland, OH.

Jerome, A. M. (2003, April 13). Organizational apologia: The fine line between money maker and image damager. Paper presented at the Central States Communication Association Convention: Omaha, NE.

Jerome, A. M., & Rowland, R. C. (2002, April 6). A story in print: The case of Ford vs. Firestone in the news. Paper presented at the Central States Communication Association Convention: Milwaukee, WI.

Jerome, A. M. (2002, April 4). Mission statements: A genre of organizational rhetoric? Paper presented at the Central States Communication Association Convention: Milwaukee, WI.

Jerome, A. M. (2001, April 6). Creating community in the classroom: Teaching students about the world of communication technologies. Paper presented at the Central States Communication Association Convention: Cincinnati, OH.

Jerome, A. M. (2001, April 6). The use of writing in Effective Business Communication: A necessity in training. Paper and panel discussion presented at the Central States Communication Association Convention: Cincinnati, OH.

Jerome, A. M. (2001, April 5). Diffusion of the mediated classroom: A study of why and how some professors have been persuaded to adopt the innovation. Paper presented at the Central States Communication Association Convention: Cincinnati, OH.

Jerome, A. M. (2001, April 5). From tradition to crisis: A rhetorical examination of Texas A&M's response to the bonfire collapse. Paper presented at the Central States Communication Association Convention: Cincinnati, OH.

Jerome, A. M. (2000, April 15). Scarlett's transformation: An analysis of gender-role transcendence theory's presence in the film *Gone with the Wind*. Paper presented at the Central States Communication Association Convention: Detroit, MI.

Jerome, A. M. (2000, April 13). Jonesboro, Arkansas: Recovering from the crisis. Paper presented at the Central States Communication Association Convention: Detroit, MI.

Jerome, A. M., & Skipworth, E. M. (2000, April 13). The Heath High School shooting: A case study of crisis communication and image restoration strategies. Paper presented at the Central States Communication Association Convention: Detroit, MI.

RECENT DISCUSSION PANELS

Jerome, A. M. (2021, November). Was invited to be a panelist on a panel titled Reflections on the discourse of renewal theory: Two decades after its introduction. The panel was accepted for the 2021 National Communication Association Conference. I did not attend the conference, held face-to-face in Seattle, Washington due to the Covid-19 Pandemic.

Jerome, A.M. (2020, November). Panelist, When crisis communication becomes real: At the crossroads of crisis education and the Covid-19 pandemic. Panel presented at the 2020 National Communication Association Virtual Convention.

Jerome, A. M. (2020). Panelist, Blurring the borders of amateurism: Theorists examine California Senate Bill 206 allowing payments to college athletes. Panel selected for presentation at the Central States Communication Association Convention. **Selected as the Top Panel for the Sports Communication Interest Group.** Did not get to present due to Covid- 19 conference cancellation.

Jerome, A. M. (2019, April). Chair and Panelist, Now What? Mid-Career, tenured faculty engaging about the future. Panel presented at the Central States Communication Association Convention, Omaha, NE.

GRADUATE STUDENT PAPERS GENERATED IN MY COURSES THAT HAVE BEEN PRESENTED AT CONFERENCES

Sisler, J. J. (2023, April). Unification through [dis]identification: A rhetorical analysis of a student-run newspaper's organizational identification strategies. Accepted for presentation at the 2023 Southern States Communication Association Convention: St. Petersburg, FL.

Cato, R. (2020, April). The Kentucky Cabinet for Health and Family Services' response to the Hepatitis A virus outbreak in Kentucky: An IDEA Model analysis. Paper selected for presentation at the Central States Communication Association Convention. Did not get to present due to Covid-19 conference cancellation.

Carr, S. (2019, November). REI's #Optoutside campaign. Competitive paper to be presented at the National Communication Association Convention: Baltimore, MD.

Lever, K. (2018, November). The nonprofit collegiate absurdity association: A rhetorical analysis of the discrepancy between NCAA policy and practice. Competitive paper presented at the National Communication Association Convention: Salt Lake City, UT.

- Chick, D. M. (2017, March) The e-mail mea culpa: Understanding the strategies employed in Hillary Clinton's e-mail crisis image repair campaign. Competitive paper presented at the Central States Communication Association Convention: Minneapolis, MN.
- Cherry, J. (2016, April). The Sony hack: Image repair and atonement. Competitive paper presented at the Central States Communication Association Convention: Grand Rapid, MI.
- Chick, D. M. (2016, April). Ethnosubordinance and anonymity: An identification, metaphor, and narrative analysis of ISIS rhetoric. Competitive paper presented at the Central States Communication Association Convention: Grand Rapid, MI.
- Fuentes, D. (2014). HRC vs. NOMM: A rhetorical analysis of the campaigns against and for DOMA. Competitive paper presented at the Central States Communication Association Convention: Minneapolis, MN. **Past Presidents' Top Debut Paper Panel Honors.**
- Sisler, H. (2014). How to respond? Ambiguity in Livestrong's response following Lance Armstrong's enhancement drug confession. Competitive paper presented at the Central States Communication Association Convention: Minneapolis, MN. **Public Relations Interest Group Top Paper and Top Student paper; Also received Past Presidents' Top Debut Paper Panel Honors.**
- Belcher, A. K. (2013, April). Sore losers: NBA players react harshly after tough losses. Paper presented at the Central States Communication Association Convention. Kansas City, MO.
- Carver, J. M. (2013, April). Simulated atonement at work: A critical analysis of John Edwards' image repair strategies and situational constraints after the Rielle Hunter affair. Paper presented at the Central States Communication Association Convention. Kansas City, MO.
- Owens, K. (2012, April). A silver fox exposed: An analysis of Brett Favre and the NFL's responses to the 2010 sexting scandal. Paper presented at the Central States Communication Association Convention. Cleveland, OH.
- Oliver, L. (2012, April) Critical Analysis of NFL Play 60 Campaign. Competitive paper presented at the Central States Communication Association Convention: Cleveland, OH. **Public Relations Interest Group's Top Student Paper; Also selected for the Past Officers' Top Debut Papers Panel.**
- Mathes, K. (2011). "UNTHINK what you thought about KFC: Burke's concept of identification applied to the UNTHINK campaign. Competitive paper presented at the Central States Communication Association Convention: Milwaukee, WI. **Public Relations Interest Group's Dan Millar Award for Top Paper**
- Mathes, K. (2011). Shoes for tomorrow: Compliance gaining strategies identified in pre-inception of TOMS' One for One movement. Shoes for tomorrow: Compliance gaining strategies identified in pre-inception of TOMS' One for One movement.

Competitive paper presented at the Central States Communication Association Convention: Milwaukee, WI.

Grego, A. (2011). A sweet surprise: An analysis of the Corn Refiners Association's image restoration strategies. Competitive paper presented at the Central States Communication Association Convention: Milwaukee, WI.

AWARDS AND HONORS

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|--------------------------------------|---|
| Spring 2023 | Nominated for CITL Teaching Honors (also nominated Spring and Fall 2020, Spring 2021, Spring and Fall 2022) |
| Spring 2023 | Competitive paper co-authored with Drs. Jennifer Mize Smith and Holly Payne selected for the Top Paper Panel by the Applied Communication Division, Southern States Communication Association Convention |
| Fall 2017 | Received the Kentucky Communication Association's Graduate Mentor Award |
| Spring 2017 | Selected as the Outstanding Faculty Member by WKU's chapter of Lambda Pi Eta |
| 2016-2017 | Chosen by the PCAL Dean to participate in WKU's Faculty Leadership Year program |
| Spring 2015 | Received the KarylN Kohrs Campbell Top Paper Award, Rhetorical Theory and Criticism Interest Group, Central States Communication Association Convention, Madison, WI

Named as a Mentor by two of the PCAL Student Award Recipients |
| Spring 2014 | Sabbatical |
| Spring 2013 | Received Top Paper Panel Honors, Public Relation Interest Group, Central States Communication Association Convention: Kansas City, MO

Named as a Mentor by one of the PCAL Student Award Recipients |
| Spring 2008, 2009, & 2011 | Nominated for PCAL Faculty Teaching Award |
| Spring 2009 | Received Top Paper Panel Honors, Public Relation Interest Group, Central States Communication Association Convention: St. Louis, MO

Named as a Mentor by one of the PCAL Student Award Recipients |
| Spring 2008 | Selected to be a Leadership Faculty Fellow |
| Fall 2006 | Selected as a Rotary International Group Study Exchange Team Member (District #6710) |

GRANTS RECEIVED

- Fall 2013** Jerome, A. M. \$7,926. Office of Sponsored Programs RCap (November, 2013). Internal grant for research on the communication of female intercollegiate athletes and their coaches. Principal Investigator.
- Spring 2013** Thompson, B., Payne, H., Jerome, A., & Kirby, G. \$7,200. Office of Sponsored Programs, RCap (May, 2013). Internal grant for research on school crises with K-12 schools across Kentucky in support of applying for a NSF external grant. WKU iRCap, Co-Principal Investigator on K-12 School Crisis Communication Planning.
- Fall 2008** Western Kentucky University Junior Faculty Fellowship. \$4,000. Topic: The legend of Dale Earnhardt. Primary manuscript completed and presented at the 2014 Central States Communication Association Convention. Related manuscript published: Jerome, A. M. (2012). A death, a family feud, and a merger: The image repair of Teresa Earnhardt and Dale Earnhardt, Inc. In Blaney, J.R., Lippert, L. R., and Smith, J.S. (Eds.). *Repairing the athlete's image*. Lanham, MD: Lexington Books (Rowman & Littlefield).

GUEST LECTURES

- Spring 2012** Communication in NASCAR. Guest Speaker for Dr. Jeff VanCleave's Sports Communication class at the University of Kentucky
- A death, a family feud, and a merger: The image repair of Teresa Earnhardt and Dale Earnhardt, Inc. Presented as a keynote speaker for the WKU Popular Culture Lecture Series
- From moonshine to millions: The evolution of stock car racing. Guest Speaker for the PCAL WTF?! Lecture Series
- Fall 2010** Served as a Guest Instructor in Dr. Larry Caillouet's COMM 503 Foundations of Communication Course. Topic: Communication Traditions
- Spring 2009** Keynote Speaker for Department of Communication's Research Lecture Series. Presentation Title: The Thrill of Victory and the Agony of Defeat: Contemporary Modes of Persuasion in the Wide World of Sports
- Fall 2007** Served as Guest Instructor for two weeks in Dr. Carl Kell's COM 346 Persuasion Course. Topics Included: Cultural and Nonverbal Premises in Persuasion
- Fall 2006** Presented a Lecture on Campaign Communication to Dr. Carl Kell's Persuasion Class
- Spring 2004** Served as Guest Instructor for three weeks in Dr. Jeff Courtright's Graduate Seminar in Organizational Rhetoric. Topics Included: Apologia, Image Restoration, Crisis Management, Narrative, and Metaphoric Analysis
- Fall 2003** Planned and conducted a Resume Workshop for COMM (Communication Opportunities for Majors and Minors) student group

THESIS COMMITTEE SERVICE

Thesis Chair:

Allie Gordon, To be defended spring 2024

Sabrina Carr, From coalescence to bureaucratization: Veganuary's use of rhetorical strategies on social media, Defended July 2020

Rachel Cato, The Kentucky cabinet for Health and Family Services response to the Hepatitis A virus outbreak in Kentucky: An IDEA Model analysis, Defended November 2019

Daniel Chick, The Liberty Counsel's <MINISTRY>: An ideographic analysis, Defended April 2016

Heidi Sisler, Crisis of man to crisis of men: Ray Rice and the NFL's transition from crisis of image to crisis of ethics, Defended July 7, 2015

Jenna Haugen, Green employees: Organizational identification in an environmentally friendly company, Defended August 17, 2009.

Thesis Committee Member:

Sisler, J. Do you *believe* what you *know*?: A quantitative analysis of sexual education, sexual consent, and rape myth acceptance in college student attitudes and actions, Defended April 2022

Survance, A. Shifting identities: Professorial identification during covid-19, Defended April 2022

Goodwin, L. Tell me what you need: An examination of dialectical tensions within romantic relations with depressed partners, Defended April 2020

Jon Sahlman, Things cis people say: Mechanisms of moral disengagement in anti-queer communication, Defended Spring 2019

Katie Lever, Portion control: An examination of organizational control and make athlete eating disorders, Defended Spring 2018

Marshall Covert, "Turn in your bibles to...": Examining rhetorical agency in sermonic discourse, Defended Spring 2018

Gavin Kirkwood, We don't hope that helps: Satirical Facebook pages as counter-institutional resistance, Defended Spring 2017

Scott Branton, Between words and deeds: Diverse voices and the communicative constitution of diversity, Defended Spring 2017

Jessica Cherry, The communication patterns and experiences of children in single parent families, Defended Spring 2016

Ryan Dearbone, Relational development, self-disclosure, and invasion of privacy: College students and teachers as Facebook friends, Defended Spring 2014

Jessica Martin Carver, Tensions and metaphors in higher education fundraising profession, Defended Spring 2014

Katelin Frederick, Making good: An exploratory study of the socialization, identity, and sensemaking of mission trip volunteers, Defended Spring 2013

Laura Rawlins, Burning down the house: Emotional labor, burnout and real estate sales professionals, Defended Summer 2008

Jeffrey Kuznekoff, The effectiveness of Ecstasy health communication on college students, Defended Spring 2005

Joseph Knudsen, Saving Martha: A case study examining the collaborative efforts between legal and public relations professionals during Martha Stewart's image crisis, Defended Spring 2004

GRADUATE CAPSTONE COMMITTEE/COMPREHENSIVE EXAM SERVICE

Committees Chaired (Since Fall 2010):

AC Chan, Spring 2022
Clinton Lewis, Spring 2021
Julia Huffman, Spring 2021
Lydia Bowlds, Spring 2021
Emily Pride, Spring 2020
Ryan Hodges, Fall 2019
Curtis Edge, Spring 2019
Kristen Evans, Spring 2019
Cathryn Ellis, Spring 2019
Gail McCrady, Spring 2018
Kate Nichols Waid, Fall 2017
Michaela Ash, Summer 2016
Zilai Jia, Spring 2016
Mattie Russell, Spring 2016
Lindsey White, Spring 2016
Derek Irvin, Spring 2016
Kate Holmes, Fall 2015
Brandyn Bailey, Summer 2015
Felix Perrone, Spring 2015
Sara Foos, Spring 2014
Naiwen Cui, Fall 2013
Katie Payne, Fall 2012
Ellie Adams, Fall 2012
Lauren Oliver, Spring 2012
Gene Basil, Spring 2012
Trinesha Taylor, Spring 2012
Ian Brandon, Spring 2012
Brittany Black, Fall 2011
Kasey Mathes, Fall 2010
Amanda Grego, Fall 2010

Committee Member (since Fall 2019):

Laura Bernardos-Pescador, Summer 2022
Kimber Morris, Summer 2022
David Weafer, Spring 2022
Natalie Ellis, Spring 2021
Kayla Robinson, Spring 2021
Alyssa Hager, Fall 2020
Katie Kirkpatrick, Summer 2020
Beth Dillon, Spring 2020
Emily Pride, Spring 2020
Charlie Cole, Fall 2019

GRADUATE INTERNSHIPS DIRECTED

Gail McCrady, Grayson Co. Schools, Summer 2-17
Myeongok Lee, Kobe Aluminum, Summer/Fall 2015

INDEPENDENT STUDIES DIRECTED

Graduate:

Allie Gordon, Budweiser's response to the Dylan Mulvaney partnership, Fall 2023
Beth Dillon, Organizational identification strategies during a pandemic, Summer 2020
Jon Sahlman, Maintaining the plantation: The Illinois department of corrections efforts to stifle prisoner's insolence, Fall 2018
Brittany Black, Topic/Title N/A, Summer/Fall 2011
Mark Brown, Toyota's image repair, Fall 2010
Mark Brown, Symbolic Convergence Theory in the Obama Presidential campaign, Summer 2010
Amanda Grego, Creative Alliance internship and Diffusion of Innovations project, Summer 2010
Tiffani Arterberry, Agenda setting of the Sea Shepards, Fall 2009
Betsy Ann Tracy, The narrative probability and fidelity of the organic food industry, Fall 2009
Leslie Peek, No Child Left Behind, Summer 2007
Ryan Kurtz, Lauren Boukas, and Anne Bradford, Innovative Impressions Public Relations Firm, Fall 2004
Jeffrey Kuznekoff, The image repair Trent Lott, Spring 2004
Joseph Knudsen, The image repair of Martha Stewart, Spring 2003

Undergraduate:

Morgan Wickline, The Red Cross and the Haitian earthquake, Spring 2010
Tiffany Bourg, Organizational culture and identification, Spring 2004
Mandy Wagner, The crisis response of Texas A&M, Spring 2003

HONORS COLLEGE CE/T SERVICE

Reader for:

Weafer, D. L. Leadership, emotional intelligence, and the Enneagram: A study of the effects of Enneagram training on college student leadership, Defended Spring 2021

Adams, M. Evaluating constituent representations among southern members of Congress: The cases of Georgia and Kentucky, undergraduate Honors thesis, Defended Spring 2020

Wilson, P. F. When youth run for office, Defended Spring 2019

PROFESSIONAL DEVELOPMENT

- Summer 2023** Council of Colleges of Arts and Sciences New Department Head Training, San Diego, CA
- Summer 2023** Blackboard Ultra Training through CITL
- 2020-2021** Anti-racism book club sponsored by CITL and led by Professor Robin Ayers
- August 2017** Attended WKU Faculty/Staff Advisor Workshop and New Advisor Training
- July 2017** Attended the National Communication Association-sponsored Institute for Faculty Development, Denison University, Granville, OH, July 23-29. Took courses on the Rhetoric of Sport (Led by Dr. Michael Butterworth, University of Texas-Austin) and the Rhetoric of Race (Led by Dr. Lisa Flores, University of Colorado-Boulder)
- July 2015** Attended the National Communication Association-sponsored Institute for Faculty Development, Hope College: Holland, MI, July 19-25. Took courses on the Rhetoric of Space/Place (Led by Dr. Carole Blair, UNC-Chapel Hill) and the Rhetoric of Popular Culture (Led by Dr. Barry Brummett, University Texas-Austin)
- Attended WKU's Online Teaching Summer Camp, hosted by Division of Extended Learning and Outreach, July 13-17

SELECTED SERVICE**University:**

- At-large member of the University Curriculum Committee, 2020-2021
- PCAL Senate Representative to the University Curriculum Committee and Chair of its Academic Policy Committee, 2019-2020 Academic Year
- Senate At-Large delegate to the University Curriculum Committee and Chair of its Academic Policy Committee, 2018-2019 Academic Year
- Member of the Registration Policies and Practices Workgroup, Fall 2017
- Served on the Evidence and Argument Quality Enhancement Plan Committee, Spring 2014-Spring 2015
- Wrote article for WKU's *The Spirit* Magazine about WKU's participation in NASCAR and Mobile Marketing Solutions, 2008-2009 Academic Year

College:

- Co-Chair, School of Media/Department of Communication Merger Exploratory Committee, Summer/Fall 2022
- Member, PCAL Workload Committee, 2021-2022
- Chair, PCAL Sabbatical Committee, Fall 2021
- Member, PCAL Ad Hoc Committee to develop an interdisciplinary certificate in Digital Literacy, Fall 2019

- PCAL Sabbatical Committee, Fall 2019
- PCAL At-Large representative to the University Senate, 2018-2019 and 2019-2020 Academic years
- PCAL representative to the University Athletics Board, August 2014-May 2019
- PCAL representative to the Graduate Council, 2014-2015 and 2015-2016 Academic Years
- PCAL representative to the University Senate Executive Committee, August 2012-December 2014
- PCAL representative to the Boyd-Lubker Lecture Series Committee, 2011-2012 thru 2013-2014 Academic Years
- Served as College Representative for the LEAP Program at the request of Dr. Sally Ray, 2009-2010 Academic Year

School/Department:

- Attended Head for the Hill, July 2023
- Member, Public Relations/Advertising Search Committee, 2022-2023 Academic Year
- Member, Department of Communication Graduate Committee, 2021-2023 Academic Years
- Evaluated the teaching of Dr. Joseph Hoffswell, Fall 2021
- Member, Department of Communication Undergraduate Curriculum Committee, 2020-2021 Academic Year
- Member, Department of Communication Ad Hoc Committee on BLM initiatives, 2020-2021 Academic Year
- Acting Department Head, Department of Communication, part of January-February 2020
- Member, Department of Communication Undergraduate Curriculum Committee, 2019-2020 Academic Year
- Member, Department of Communication Ad Hoc Committee to develop a certificate in Strategic Communication, 2019-2020 Academic Year
- Member, Department of Communication Recruitment and Retention Committee, Fall 2019
- Member, Department of Communication Assessment Committee, 2018-2019 Academic Year
- Chair of the Department Search Committee for a new Assistant Professor of Digital Communication, August 2017-March 2018
- Department representative to the PCAL Curriculum Committee, 2017-2018 Academic Year
- Chair of the Ad Hoc Committee formed to revise 4 of the 5 majors to be housed in the newly structured Department of Communication, Spring 2017
- Department representative on the PCAL Dean's Search Committee, 2015-2016 Academic Year
- Department representative to University Senate, 2011-2012 thru 2014-2015 Academic Years
- Drafted proposal for COMM 596: Graduate Internship in Communication, 2014-2015 Academic Year

- Advisor for WKU's Student Chapter of International Association of Business Communicators 2011-2012 thru 2013-2014 Academic Years
- Worked with Office Associate, Laura Wagoner, on departmental website redesign, 2013-2014 Academic Year
- Assisted Dr. Blair Thompson in creating a proposal for COMM 200 to gain entry into the Writing in the Disciplines Category of the Colonnade Plan, 2013-2014 Academic Year
- Member of the departmental Graduate Committee that revised the graduate program curriculum, 2011-2012 Academic Year
- Departmental representative to the PCAL Professional Development Committee, 2008-2009 and 2009-2010 Academic Years
- Member of the Committee to Revise the Undergraduate Curriculum, 2008-2009 Academic Year
- Member of the planning committee for the "Connecting Communication Educators in the Commonwealth" conference, 2006-2007 and 2007-2008 Academic Years
- Assisted Dr. Sally Ray in writing a PIE Grant Proposal for "Connecting Communication Educators in the Commonwealth" Conference. Proposal funded for \$3725, 2006-2007 Academic Year

Discipline:

- Conducted the external review of a candidate for promotion in the Department of Writing and Rhetoric at The University of Mississippi, September 2024
- Reviewed undergraduate poster session submissions for the Eastern Communication Association Convention, Spring 2023
- Served as a respondent for the Communicating our future: A Look at organizational leadership panel at the Spring 2023 Southern States Communication Association annual convention
- Conducted the external review of a candidate for promotion in the Department of Communication at The University of South Carolina Beaufort, Spring 2022
- Member of the CSCA Warren Award Committee, 2019-2020 Academic Year
- Conducted the external review of a candidate for promotion in the Department of Communication at University of Northern Iowa, Fall 2019
- Editorial Board for the *Western Journal of Communication*, 2016-2017 Academic Year-Present
- Editorial Board for the *Journal of Communication Pedagogy*, 2016-2017 and 2018-2019 Academic Year
- Member, Communication and Sport Division Awards Committee, National Communication Association, 2017- 2018 Academic Year
- Nominating Committee, Central States Communication Association, 2017-2018 Academic Year
- Chair, Karl Wallace Award Committee, National Communication Association, 2017-2018 Academic Year; joined committee in 2015
- Editorial Board for a Special Edition of *Communication Teacher*, 2015-2016 Academic Year

- Reviewed for the *Journal of Communication Inquiry*, 2015-2016 Academic Year
- Reviewed for the *Kentucky Journal of Communication*, 2015-2016 Academic Year
- Conducted the external review of a candidate for promotion and tenure in the Department of Communication at Missouri State University, 2015-2016 Academic Year
- Submitted two syllabi to National Communication Association's Educational Policies Board for inclusion in their example database at the request of Dr. Scott Myers, Communication Foundations and Persuasion, 2014-2015 Academic Year
- Editorial board for the *Western Journal of Communication*, October 2011-October 2012
- Reviewed manuscripts for *The Journal of Business Communication* and *Communication Teacher*, 2010-2011 Academic Year
- Reviewed manuscripts for the *Western Journal of Communication* and *Communication Teacher*, 2009-2010 Academic Year
- Reviewed for *Communication Yearbook 34*, 2008-2009 Academic Year
- Reviewed for the *Western Journal of Communication*, 2007-2008 Academic Year
- Served as a chair and respondent for numerous conference panels over my academic career
- Served as a paper reader for numerous conferences over my academic career

ORGANIZATIONAL MEMBERSHIPS AND LEADERSHIP POSITIONS

Southern States Communication Association (Spring 2023-Present)

National Communication Association (2000-2008, 2010-2013, 2015-2018, 2020-2021)

- Chair, Karl Wallace Award Committee, National Communication Association, 2017-2018 Academic Year; joined committee in 2015
- Member, Communication and Sport Division Awards Committee, National Communication Association, 2017- 2018 Academic Year

Central States Communication Association (Spring 2000-Spring 2020 most years)

- Nominating Committee, Central States Communication Association, 2017-2018 Academic Year
- Served as Chair of the Public Relations Interest Group, 2014-2015 Academic Year
- Served as Vice Chair of the Public Relations Interest Group, April 2013 April 2014 Academic Year
- Served as Secretary of the Public Relations Interest Group, April 2012-April 2013 Academic Year
- Served as Chair of the Organizational and Professional Communication Interest Group, 2008-2009 Academic Year
- Served as Vice Chair of the Organizational and Professional Communication Interest Group, 2007-2008 Academic Year
- Served as Chair of the Graduate Student Caucus, 2002-2003 Academic Year

- Served as the Vice Chair of the Graduate Student Caucus, 2001-2002 Academic Year

International Association of Business Communicators (August 2010-August 2014)