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***Diana Knott Martinelli, Ph.D.***

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Reed College of Media, 206 Martin Hall, Morgantown, WV 26506-6010  
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***Education***

Ph.D.— 2001. University of North Carolina at Chapel Hill, School of Journalism and Mass Communication. Received competitive three-year doctoral Park Fellowship. Major emphases: public relations, media and society, history. Dissertation: “Framing to Enhance Certainty and Commonality: Applying Agenda Melding to Strategic Communications.” Advisor: Dr. Donald Shaw.

M.S.J.—1995. West Virginia University, Perley Isaac Reed School of Journalism. 4.0 GPA. Major foci: journalism and communication studies. Thesis: “Numbers, Types, and Prevalence of Television Talk Shows: 1954–1995.” Thesis advisor: Dr. Robert Ours.

B.S.J.—1985, *cum laude*. West Virginia University, Perley Isaac Reed School of Journalism. Major: public relations; minors: business administration, speech communication, English.

***Honors and Awards***

June 2013 Selected to participate in the national Scripps Howard Academic Leadership Academy at Louisiana State University, Baton Rouge.

2012–present Nominated and selected to serve on the Board of Advisors for the Plank Center for Leadership in Public Relations, housed at the University of Alabama, Tuscaloosa.

2012 Class of Leadership West Virginia. Nominated and selected to participate in the eight-month statewide Leadership West Virginia program. Graduated in November.

2011 West Virginia University Foundation Award for Outstanding Teaching (one of six faculty members selected university-wide)

2011 AEJMC Mass Communication and Society Division’s Distinguished Educator Award

2009 Judith Gold Stitzel Award for Excellence in Women’s Studies Teaching and Learning (based on competitive WVU grant application)

2004–2005 University Professor teaching award (one of four Ohio University professors selected university-wide)

Ph.D. Park Fellowship, University of North Carolina at Chapel Hill (1998–2001)

W. Va. Public Relations Society of America Crystal Award (1998)

Kappa Tau Alpha, national journalism honor society (1991)

Council for the Advancement and Support of Education conference scholarship winner (“Communicating University Research Effectively,” 1990)

Advisor for the Hugh M. Culbertson Chapter of the Public Relations Student Society of America (PRSSA) at Ohio University that won the following national Teahan Awards:

- Awarded in 2005 (for previous year's work): best student-run PR firm; best Web site; student Adrienne Gavula awarded President's Citation
- Awarded in 2003: best PRSSA–PRSA chapter relationship
- Awarded in 2002: best student-run PR firm; Codispoti PRSA Technology Section Grant; two students, Doug Rupert and Amy Lott, received National Gold Key Awards

### ***Relevant Employment History***

*Associate Dean* (2012–present) and *Widmeyer Professor in Public Relations, Associate (tenured) Professor*, Reed College of Media (formerly P. I. Reed School of Journalism), West Virginia University. Fall 2008–present.

*Visiting Scholar* (strategic planning for university's IDEAS center; internal communications consultant for new EPIC university–industry research center), Russ College of Engineering, University of North Carolina at Charlotte, April 2012.

*Widmeyer Communications Professor in Public Relations, Tenure Track Assistant Professor*, P. I. Reed School of Journalism, West Virginia University. Fall 2005–Summer 2008.

*Widmeyer Communications Professional in Residence*. Washington, DC. June 2007; July 2006.

*Media Trainer*. Consultant to Ohio Department of Transportation. May 2006.

*Tenure Track Assistant Professor*, E. W. Scripps School of Journalism, Ohio University. Fall 2001–June 2005.

*Research Assistant and Instructor*, University of North Carolina at Chapel Hill. August 1998–May 2000.

*Adjunct Instructor*, Elon College [University], NC. Spring 2000.

*Consultant and Special Assistant*, National Environmental Services Center (NESC). U.S. Environmental Protection Agency (EPA) and U.S. Department of Agriculture programs. June–August 1999 and June–October 2000.

*Promotions and Publications Director*, National Environmental Services and Training Division, U.S. EPA, January 1996–August 1998.

*Managing Editor and Program Representative*, National Drinking Water Clearinghouse. U.S. Department of Agriculture program. October 1991–October 1995.

*Staff Writer*, National Small Flows Clearinghouse. U.S. EPA program. April 1990–October 1991.

*Program Associate for Public Relations*, University Health Associates. West Virginia University School of Medicine. May 1989–April 1990.

*Public Affairs Director*, WJCF/WMQC Radio. July 1985–February 1987.

### **Refereed Journal Articles, Book Chapters, and Conference Proceedings**

Sammons, Heather and Martinelli, Diana. (Under review). "The Other Person: A Grounded Theory Approach to User Motivations of a Nonprofit's Facebook Page." Submitted to *PRism*.

Martinelli, Diana. (2014). "The Intersection of Public Relations and Activism: A Multinational Look at Suffrage Movements" in L'Etang, J., Lamme, M. and St. John, B. (Eds.). *International PR History* (tentative title), Routledge. (refereed)

Martinelli, Diana. (2012). "Strategic Communication Planning," in Evan M. Berman (ed.). *The Practice of Government Public Relations*, New York, NY: Taylor & Francis. (refereed)

Martinelli, Diana. (2012). "Considering Community Journalism from the Perspective of Public Relations and Advertising," in Bill Reader (ed.), *The Foundations of Community Journalism*, Thousand Oaks, CA: Sage Publications. (refereed)

Martinelli, Diana and Boynton, Lois A. (2011). "Teaching the Fundamentals of Public Relations: Ideas for the Introductory Course," updated book chapter in *Learning to Teach* (4<sup>th</sup> ed.), New York: Public Relations Society of America Educators Academy.

Martinelli, Diana. (2011). "Political Public Relations: Remembering its Roots and Classics," in Spiro Kioulos and Jesper Stromback (eds.), *Political Public Relations: Principles and Applications*, New York, NY: Routledge. (refereed)

Stewart, Bonnie and Martinelli, Diana (May 2011). "Industry Crises and External Communications during a W.Va. Coal Mine Disaster: Theoretical and Practical Implications," in Men, L. R. and Dodd, M. D. (Eds.). *Pushing the Envelope in Public Relations Theory and Research and Advancing Practice (Proceedings of the 14<sup>th</sup> International Public Relations Research Conference)*, Miami, Florida, March 2011, 826–841. (refereed)

Martinelli, Diana. (November 2010). "A Practical and Theoretical Look at Women's Use of Public Relations to Spur Early- to Mid-20<sup>th</sup> Century Social Change," *Proceedings of the First International Public Relations History Conference*, Bournemouth, U.K., July 2010, 209–229. (refereed)

Stewart, Bonnie and Martinelli, Diana. (May 2010). "Ethics during Crisis: Applying Ethical Values and the Symbolic Approach to a Coal Mine Disaster," in Dodd, M. D. and Yamamura, K. (Eds.). *Proceedings of the 13<sup>th</sup> International Public Relations Research Conference*, Miami, Florida, March 2010, 777–794. (refereed)

Martinelli, Diana and Toth, Elizabeth. (January 2010). "Lessons on the Big Idea and Public Relations: Reflections on the 50-year career of Charlotte Klein." *Journal of Public Relations* 334–350. (refereed)

Martinelli, Diana and Bowen, Shannon. (Fall 2009). "The Public Relations Work of AP Reporter and Roosevelt Confidante Lorena Hickock, 1937–1945," *Journalism History* 35(3): 131–140. (refereed)

Davis, Steve, Martinelli, Diana, Braxton, Brian, Kutrovic, Kyle and Crocco, Todd. (September 2009). "The Impact of the Extended Parallel Process Model on Stroke Awareness," *Stroke* 40: 3857–3863. (refereed)

Shaw, Donald L., Patnode, Randall and Martinelli, Diana. (2008). "Southern v. Northern News about Territories, Sections, & Slavery: A Newspaper Case Study of Historical Agenda Setting, 1820–1860," in David Sachsman (ed.). *Words at War: The Civil War and American Journalism*, West Lafayette, IN: Purdue University Press. (book chapter, refereed)

Martinelli, Diana. (Summer 2008). "Applying the Extended Parallel Process Model to Stroke Communication: A Comparison of Two Educational Posters," in Yamamura, K. (Ed.). *Proceedings of the 11<sup>th</sup> International Public Relations Research Conference*, South Miami, Florida, March 6–9, 2008. (refereed)

Martinelli, Diana and Mucciarone, Jeff. (Spring 2007). "New Deal Public Relations: A Glimpse into FDR Press Secretary Stephen Early's Work," *Public Relations Review*. (refereed)

Martinelli, Diana and Bowen, Shannon. (2007). "The Changing Roles of Women in Our Field: Documenting the Work of AP Correspondent, Roosevelt Confidante, and Public Relations Practitioner Lorena Hickok," in Watson, M. (Ed.). *Proceedings of the 10<sup>th</sup> International Public Relations Research Conference*, South Miami, Florida, March 10, 2007, 312–328. (refereed)

Martinelli, Diana and Mucciarone, Jeff. (2006). "New Deal Public Relations: A Glimpse into FDR Press Secretary Stephen Early's Work," in M. Watson (Ed.). *Proceedings of the 9<sup>th</sup> International Public Relations Research Conference*, South Miami, Florida, March 11, 2006. (refereed)

Martinelli, Diana. (Spring 2006). "Strategic Public Information: Engaging Audiences in Government Agencies' Work," *Public Relations Quarterly* 51(1): 37–41. (refereed)

Knott, Diana and Martinelli, David. (December 2005). "Communication Strategies for State Transportation Research Programs," *Transportation Research Record*, No. 1924. Management and Public Policy: 52–58. (refereed)

Knott, Diana L. and Slater, Jan. (2005). "Effective Frequency/Presence and Recency: Measuring the ROI of public relations using applied advertising theories," in T. Carroll (Ed.). *Proceedings of the 8<sup>th</sup> International Public Relations Research Conference*, South Miami, Florida, March 12, 2005, 210–226. (refereed)

Culbertson, Hugh M. and Knott, Diana L. (2004). "Communitarianism: Part of a World View for Symmetry in Communication?" in T. Carroll (Ed.). *Proceedings of the International, Interdisciplinary Public Relations Research Conference*, South Miami, Florida, March 2004, 27–38. (refereed)

Knott, Diana L. and Boynton, Lois A. (2003). "Teaching the Fundamentals of Public Relations: Ideas for the Introductory Course," book chapter in *Learning to Teach* (3<sup>rd</sup> ed.), New York: Public Relations Society of America Educators Academy. (refereed)

Knott, Diana L. (2003). "Framing To Enhance Certainty and Commonality: Applying Agenda Melding to Strategic Communications or Do Word Choices Make a Difference? Of Course They Do!" in T. Carroll (Ed.). *Proceedings of the Intercultural, Interdisciplinary Public Relations Research Conference*, South Miami, Florida, 21–22. (refereed)

Knott, Diana L. (2002). "Having a Cow: Reactions to 'Veggie Libel' Laws and the Oprah Trial" in Manjunath Pendakur and Roma Harris (eds.). *Citizenship & Participation in the Information Age*, Ontario: Garamond Press, 183–195. (book chapter, refereed)

Knott, Diana L., Carroll, Virginia and Meyer, Philip. (Winter 2002). "Talking the Talk: Expressions of Social Responsibility in Public Newspaper Groups," *Newspaper Research Journal* 23(1): 25–37. (refereed)

Shaw, Donald L., Hamm, Bradley J. and Knott, Diana L. (Spring 2000). "Technological Change, Agenda Challenge, and Social Melding: Mass Media Studies in the Four Ages of Place, Class, Mass, and Space," *Journalism Studies* 1(1): 57–79. (refereed)

Hamm, Bradley J., Lee, Byung, Shaw, Donald L. and Knott, Diana L. (January–March 2000). "Historical Agenda Setting: The Path Toward Reconstructing Public Opinion," *Egyptian Journal of Public Opinion Research* 1(1): 40–61. (refereed)

### **Grants and Funding Awards**

Co-Principal Investigator, U.S. Department of Transportation/WV Department of Highways. (\$80,000). "An Evaluation of Graduated Driver Licensing Program in West Virginia, Phase II," awarded August 2014.

Co-Principal Investigator, U.S. Department of Transportation/WV Department of Highways. (\$90,000). "An Evaluation of School Zone Traffic Control Strategies, Phase II," awarded August 2014.

Faculty Development Grant (\$450 competitive West Virginia University grant). To support travel to the Association for Education in Journalism and Mass Communication national convention, Washington, DC, August 2013.

Faculty Development Grant (\$300 competitive West Virginia University grant). To support travel to the Plank Center for Leadership in Public Relations Leadership Summit, Chicago, Illinois, November 2012.

National Institutes of Health IDeA-CTR Program. Information Dissemination Specialist for \$19.6 million WV Clinical and Translational Science Institute grant. August 2012–present.

Faculty Development Grant (\$500 competitive West Virginia University grant). To support travel to the AEJMC national convention, Chicago, Illinois, August 2012.

Faculty Development Grant (\$600 competitive West Virginia University grant). To support travel to the AEJMC national convention, St. Louis, Missouri, August 2011.

Faculty Development Grant (\$500 competitive West Virginia University grant). To support travel to the International Public Relations Research Conference, Miami, Florida, March 2011.

Faculty Travel Grant recipient (\$900 competitive West Virginia University grant). To support travel to the First International History of Public Relations Conference, Bournemouth, UK, July 2010.

Faculty Development Grant recipient (\$400 competitive West Virginia University grant). To support travel to the New Media Summit, New York, New York, June 2010.

Faculty Travel Grant recipient (\$600 competitive West Virginia University grant). To support travel to the International Public Relations Research Conference, Miami, Florida, March 2010.

Faculty Travel Grant recipient (\$600 competitive West Virginia University grant). To support travel to the International Public Relations Research Conference, Miami, Florida, March 2009.

Faculty Development Grant recipient (\$750 competitive West Virginia University grant). To attend and lead sessions at AEJMC National Convention, Chicago, Illinois, August 2008.

P.I. Reed School of Journalism research grant recipient. (\$3,000). "A National Women's Hall of Fame: Charlotte Klein's 20<sup>th</sup> Century PR Contributions," Summer 2008.

Faculty Travel Grant recipient (\$600 competitive West Virginia University grant). To support travel to the International Public Relations Research Conference, Miami, Florida, March 2008.

Faculty Development Grant recipient. (\$1,000 competitive West Virginia University grant). To present "Applying the Extended Parallel Process Model to Stroke Communication: A Comparison of Two Educational Posters," *Proceedings of the International Public Relations Research Conference*, South Miami, Florida, March 9, 2008.

Co-Principal Investigator, U.S. Department of Transportation, Research and Special Programs Administration. (\$220,000). "Technical and Social Feasibility of UAVs in Highway Applications," November 2007–2009.

Co-Principal Investigator, Pacific Northwest National Laboratory (PNNL) on behalf of U.S. Department of Homeland Security, Science & Technology Directorate, Infrastructure and Geophysical Division. (\$800,000). "Resilient Tunnel System—Flood Containment Plug," August 2007–August 2010.

P.I. Reed School of Journalism research grant recipient. (\$3,000). "Changing Roles of Women in our Field: Documenting the Work of AP Correspondent, Roosevelt Confidante, and PR Practitioner Lorena Hickok," Summer 2007.

Faculty Development Grant recipient, (\$1,000 competitive West Virginia University grant). "Lorena Hickok and the 1939 New York World's Fair Public Relations Strategies," Spring 2006.

Baker Grant recipient, (\$3,095 competitive Ohio University research grant). "A Successful 'Social Experiment': The role of public relations in the Tennessee Valley Authority, 1933–1937," July 2004–July 2005.

*Co-Principal Investigator*, (\$50,000 research award from Chandler Chicco Agency, an international health care public relations firm). "Effective Frequency/Presence and Recency: Measuring the ROI of public relations using applied advertising theories," January–October 2004.

Research Enhancement Award (\$500 competitive Ohio University College of Communication grant) to attend "FDR's Environmental Legacy" conference, Hyde Park, NY, November 2002.

*Principal Investigator* (\$63,368 research grant from the Ohio Department of Transportation Office of Research and Development), "Communication Strategies for State Transportation Research Programs," August 2002–June 2005.

### **Proposals Submitted as PI**

Principal Investigator, National Cooperative Highway Research Program. (\$250,000). "Guidance for Communicating the Value of Highway System Maintenance and Preservation," submitted October 2010.

Principal Investigator, West Virginia Department of Transportation. (\$40,000). "Communicating Effectively to Employees within WVDOH's Decentralized Environment," submitted 2007.

West Virginia Department of Highways (pre-proposal), "WVDOH's Vision, Priorities, and Funding: Educating Internal and External Audiences about Needs and Alternatives," submitted December 2006.

West Virginia Department of Highways (pre-proposal), "A Study of Enforcement Cameras to Improve Highway Safety in West Virginia," submitted December 2005.

### **Research Reports**

Noble, Alexandria, Martinelli, David, Unnikrishan, Avi and Martinelli, Diana. (December 2012). "Analysis of West Virginia's Graduated Driver Licensing Program" for the West Virginia Department of Transportation, Research Project #278.

Knott, Diana L. and Martinelli, David R. (June 2005). "Communication Strategies for State Transportation Research Offices" for the Ohio Department of Transportation and the Mid-Atlantic University Transportation Center, State Job Number 14806(0).

Knott, Diana L. and Slater, Jan (October 2004). "Effective Frequency/Presence and Recency: Measuring the ROI of public relations using applied advertising theories" for Chandler Chicco Associates.

### **Book Reviews and Other Publications**

Martinelli, Diana (Forthcoming, 2014). "AAPOR." *21<sup>st</sup> Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). (refereed)

Martinelli, Diana (Forthcoming, 2014). "Pew Research." *21<sup>st</sup> Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). (refereed)

Martinelli, Diana (Forthcoming, 2014). "Public Opinion." *21<sup>st</sup> Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). (refereed)

Martinelli, Diana (Forthcoming, 2014). "Direct Mail." *Encyclopedia of Public Relations*. Robert Heath (ed.). (refereed)

Martinelli, Diana (Forthcoming). Textbook box: "Insights from Thought Leaders. Women's Use of Public Relations for 20<sup>th</sup> Century Social Change" in Shannon Bowen *Strategic communication management: Public relations for competitive advantage*. Boston, MA: Allyn & Bacon. (invited)

Martinelli, Diana (Winter 2009). Book review: The Making of FDR: The Story of Stephen T. Early, America's First Modern Press Secretary, *Journalism History* 34(4): 244. (invited)

Martinelli, Diana (Summer 2007). Book reviews: Today's Public Relations: An Introduction; Public Relations: Cases in Stakeholder Management, *Journalism and Mass Communication Educator*. (invited)

Martinelli, Diana (October 2006). "Bridging the Discipline ... A professor's PR agency internship," *Public Relations Tactics* 13(10): 22.

Martinelli, Diana (Summer 2006). "Calming the Seas: How to Focus and Engage Large Lecture Classes," *The Community College Journalist* Special Issue, 46–47.

Martinelli, Diana (Spring 2006). Book review: Communication Impact: Designing Research that Matters, *Journalism and Mass Communication Quarterly* 83(1): 203–204. (invited)

Knott, Diana L. (September 2004). "Certifying PR Programs: An Important Step in Ensuring Educational Excellence," *Public Relations Tactics*, 36.

Knott, Diana L. (Spring/Summer 2004). "You Want Me to Do What? Teaching Public Relations Students to Pitch Story Ideas," *The Community College Journalist* 32(1): 36–37.

Knott, Diana L. Contributing author to *Encyclopedia of Public Relations* (2004). Robert Heath (ed.). Entries include "Direct Mail," "FAQs," "Industrial Barons (of the 1870s to 1920s)" and "Marketplace of Ideas," Thousand Oaks, CA: Sage, 256–257, 319, 413–416, 510–512. (refereed)

Knott, Diana L. (Fall 2001). "Water, Water Everywhere: A WVU-based center helps solve water problems around the nation," *West Virginia University Alumni Magazine*, 32–3.

### **Academic Presentations and Poster Sessions**

Martinelli, Diana. "The Intersection of Public Relations and Activism: A Multinational Look at Suffrage Movements," Association of Education in Journalism and Mass Communication Convention, Washington, DC, August 11, 2013. (invited)

Stewart, Bonnie and Martinelli, Diana. "Industry Crises and External Communications during a Coal Mine Disaster: Theoretical and Practical Applications," 14th International Public Relations Research Conference, Miami, Florida, March 11, 2011. (refereed)

Davis, Stephen, Martinelli, Diana, Kutrovac, Kyle, Heller, Lucas, Crocco, Todd and Larrabee, Hollynn. "Stroke Messaging: Are We FAST Enough?," International Stroke Conference 2011, Los Angeles, California, February 10, 2011 (refereed poster).

Martinelli, Diana. "A Practical and Theoretical Look at Women's Use of Public Relations to Spur Early- to Mid-20<sup>th</sup> Century Social Change," *Proceedings of the First International Public Relations History Conference*, Bournemouth, U.K., July 9, 2010. (refereed)

Davalos, Julio, Barbero, Ever, Sosa, Eduardo, Martinez, Javier, Huebsch, Wade, Means, Ken, Banta, Larry, Thompson, Greg and Martinelli, Diana. "Development of Inflatable Systems for Infrastructure Protection: Resilient Tunnel Concept," 16<sup>th</sup> U.S. National Conference of Theoretical and Applied Mechanics, State College, Pennsylvania, June 28, 2010.

Stewart, Bonnie and Martinelli, Diana. "Ethics during Crisis: Applying Ethical Values and the



Symbolic Approach to a Coal Mine Disaster," International Public Relations Research Conference, Miami, Florida, March 10, 2010. (refereed)

Martinelli, Diana and Toth, Elizabeth. "Lessons on the Big Idea and Public Relations: Reflections on the 50-year career of Charlotte Klein." International Public Relations Research Conference, Miami, Florida, March 13, 2009. (refereed)

Davis, Stephen, Martinelli, Diana, Braxton, Brain, Kutrovac, Kyle and Crocco, Todd. "Alternative Stroke Education Media: The Impact of the Extended Parallel Processing Model on Stroke Awareness," International Stroke Conference 2009, San Diego, California, February 19, 2009 (refereed poster).

Martinelli, Diana. "Applying the Extended Parallel Process Model to Stroke Communication: Comparing the Effectiveness of Two Educational Posters," International Public Relations Research Conference, Miami, Florida, March 9, 2008 (refereed).

Martinelli, Diana and Bowen, Shannon. "The Changing Roles of Women in Our Field: Documenting the Work of AP Correspondent, Roosevelt Confidante, and Public Relations Practitioner Lorena Hickok," International Public Relations Research Conference, South Miami, Florida, March 10, 2007 (refereed).

Martinelli, Diana. "Calming the Seas: How to Focus and Engage Large Lecture Classes." Great Ideas for Teachers poster session, Association for Education in Journalism and Mass Communication Annual Convention, San Francisco, August 2, 2006. (refereed)

Panelist, "It Will Never Happen Again: Journalism, Boosterism, and the Reframing of Disaster," Public Relations and Visual Communication divisions, Association for Education in Journalism and Mass Communication Annual Convention, San Francisco, August 3, 2006. (invited)

Martinelli, Diana and Mucciarone, Jeff. "New Deal Public Relations: A Glimpse into the Life of FDR Press Secretary Stephen Early," International Public Relations Research Conference, South Miami, Florida, March 10, 2006. (refereed)

Knott, Diana L. and Slater, Jan. "Effective Frequency/Presence and Recency: Measuring the ROI of public relations using applied advertising theories," International Public Relations Research Conference, South Miami, Florida, March 12, 2005. (refereed)

Knott, Diana L. "Communication Strategies for State Transportation Research Programs," Education and Training Committee, Technology Transfer Committee, Transportation Research Board International Conference, Washington, D.C., January 11, 2005. (invited)

Knott, Diana L. "You Want Me to Do What? Teaching Public Relations Students to Pitch Story Ideas," Great Ideas for Teachers poster session, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada, August 4, 2004. (refereed)

Panelist, "Small Towns with Big Time PR Action," Public Relations Division, Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada, August 6, 2004. (invited)

Knott, Diana L. "Communication Strategies for State Transportation Research Programs," American Association of State Highway Officials national conference, Mystic, Connecticut, July 20, 2004. (refereed)

Knott, Diana L. "Agenda Building, Framing, and Melding: Strategic Public Relations Challenges." Agenda Setting in the Emerging Global Economy Conference," University of North Carolina, Chapel Hill, North Carolina, April 8, 2004. (invited)

Culbertson, Hugh M. and Knott, Diana L. "Communitarianism: Part of a World View for Symmetry in Communication?" Sixth International, Interdisciplinary Public Relations Research Conference, South Miami, Florida, March 13, 2004. (refereed)

Knott, Diana L. "What Have You Done for Me Lately? Adding PR to Public Affairs at State DOTs," Sixth International, Interdisciplinary Public Relations Conference, Miami, Florida, March 23, 2003. (refereed)

Knott, Diana L. "Framing the Environmental Agenda: A Qualitative Comparison of 1970 Nixon Speeches and *Time* Magazine," Association for Education in Journalism and Mass Communication, Miami, Florida, August 9, 2002. (refereed)

Panelist, Making Sense of Sept. 11: News Media, Old Metaphors Conference, Ohio University, September 20, 2002. (invited)

Knott, Diana L. "Framing To Enhance Certainty and Commonality: Applying Agenda Melding to Strategic Communications," Fifth International, Interdisciplinary Public Relations Conference, Miami, Florida, March 9, 2002. (refereed)

Knott, Diana L. "A Successful 'Social Experiment': The Role of Public Relations in the Tennessee Valley Authority, 1933–1937," American Journalism Historians Association annual meeting, Pittsburgh, Pennsylvania, October 6, 2000. (refereed)

Shaw, Donald L., Knott, Diana L. and Kaplan, Deborah. "The Decline of Public Agendas: How Individuals Meld with Media to Form New Communities," Media Effects 2000 conference, Stuttgart, Germany, October 2, 2000. (invited)

Knott, Diana L., Carroll, Virginia and Meyer, Philip. "Talking the Talk: Expressions of Social Responsibility in Public Newspaper Groups," Association for Education in Journalism and Mass Communication conference, Phoenix, Arizona, August 9, 2000. (refereed)

Shaw, Donald L. and Knott, Diana L. "The 19<sup>th</sup> Century Crystallization of Southern Culture," American Culture Association/Popular Culture Association "Civil War and Reconstruction" national meeting, New Orleans, Louisiana, April 20, 2000. (refereed)

Shaw, Donald L., Patnode, Randy and Knott, Diana L. "Southern v. Northern News about Territories, Sections, & Slavery: A Newspaper Case Study of Historical Agenda Setting, 1820–1860," Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee—Chattanooga, Southern History Conference, November 12, 1999. (refereed)

Knott, Diana L. "Having a Cow: Reactions to 'Veggie Libel' Laws and the Oprah Trial," Citizens at the Crossroads: Whose Information Society?, University of Western Ontario, London, Ontario, October 23, 1999. (refereed)

Hamm, Bradley J., Lee, Byung, Shaw, Donald L. and Knott, Diana L. "Historical Agenda Setting: The Path Toward Reconstructing Public Opinion. Public Concern and U.S. Newsmagazine Coverage in the 1950s," presented at the World Association of Public Opinion Research conference, Paris, France, September 3, 1999. (refereed)

Shaw, Donald L. and Knott, Diana L. "American News Media & A Loss of Civility? Civility in Discourse on Radio, Television, and in the Press," Presentation at Perimeter College, Atlanta, Georgia, March 29, 1999. (invited)

### ***Teaching***

#### *Courses Taught:*

- Advertising and Public Relations Research
- Introduction to Mass Communication/Media and Society
- Introduction to Mass Communication (honors supplement)
- Introduction to Public Relations (summer online and traditional classroom sections)
- PR Writing/Applications
- PR Research and Case Studies (undergraduate/graduate crosslisting)
- Public Relations Campaigns
- Nonprofit PR and Development
- Women and Communications for 20<sup>th</sup> Century Social Change (journalism honors; women's studies crosslisting)
- Advanced Journalism Writing and Research (graduate research methods)
- Various independent study and honors tutorial and honors contract courses and sections
  - Intro to mass communication
  - Organizational leadership
  - Student PR firm advancement
  - Promoting an independent video
  - PR students and internships: research and writing
  - The PR profession
  - Advanced PR writing
  - Local PR campaign development

#### *Courses Developed:*

- PR Research and Case Studies
- Graduate Research Methods (Qualitative & Quantitative)
- Advanced Public Relations (online)
- Nonprofit PR and Development
- Women and Communications for 20<sup>th</sup> Century Social Change (honors)
- Intro to Mass Communication/Media and Society honors supplements
- Course unit developed and taught (communicating your story) for Engineering 393: Nanotechnology

#### *Chaired Graduate Student Professional Projects & Theses:*

Deepa Fadnis (May 2012). "Investor Relations: A Study of Entry-level Expertise and Education" (thesis).

Kristen Wishon (May 2012). "Agenda Building in Health Communication: How the CDC is Using Traditional and Social Media Tactics in Public Relations" (thesis).

Heather Sammons (May 2011). "A Growing Community: Looking at Nonprofits in Social Media" (thesis).

Rachel Smith (August 2010). "Examining Volunteerism and Fostering Trends in Western Pennsylvania Animal Shelter Volunteers" (professional project).

Hong Van Pham Thi (May 2010). "Framing and Fundraising: Emotional Language and Money Raised in a Vietnamese Newspaper Column" (thesis).

Cara Slider (May 2009). "Encouraging Testicular Self-Examination Behaviors in College Males: Examining the Role of Fear Appeals in Protection Motivation Theory" (thesis).

Loy, Brianna (Nikki). (August 2008). "Promoting the WV Association of Consulting Foresters: Applying the Coorientation Model to a Practical PR Plan" (professional project).

LaPoe, Benjamin R. (May 2008). "Gender and Racial Cues During the 2008 Democratic Party's Presidential Candidate Nomination Process: Social Responsibility in the 21<sup>st</sup> Century" (thesis).

Warner, Briana (May 2008). "Pocahontas County Community Radio Project: Recruiting and Engaging Rural Volunteers" (professional project).

Waugh, Cassie. (May 2007). "The Relationships between Journalists and Public Relations Practitioners During Crises" (thesis).

Waiyachote, Pitchpatu. (May 2007). "International Public Relations at Top 50 Global Brands: A Converged or Diverged Approach?" (thesis).

Niyamosoth, Pattaraporn. (May 2007). "Attitudes of the Thai Press toward Acceptance of Federal Money to Report on HIV/AIDS" (thesis).

Hildreth, Holly K. (December, 2006). "Public Relations Coordinator for Pennsylvania's 50<sup>th</sup> District State House of Representatives Candidate" (professional project).

### ***Academic and Professional Service***

#### ***Textbook, Research, and Publication Reviewer***

- Editorial Review Board member, *Mass Communication and Society*, September 2007 to present
- Editorial Review Board member, *Public Relations Journal*, July 2007 to present
- *Journalism & Mass Communication Quarterly* research paper reviewer (at least one review each year from 2007 to present)
- International Public Relations History Conference research paper reviewer (2011 to present)
- Solicited by publisher (Erlbaum) to critique textbook *Strategic Public Relations Management* to help enhance new edition (2012)
- *Journalism & Mass Communication Educator* research paper reviewer, April 2010

- *Journal of Applied Communication Research* paper reviewer, Fall 2008, Spring 2009, February 2010
- *Communication Theory* research paper reviewer, January 2010
- AEJMC Media Management and Economics Division research paper judge, May 2010
- AEJMC Visual Journalism Division research paper judge, May 2010
- AEJMC Public Relations Division research paper judge, May 2007, May 2009, May 2010, April 2011, April 2012, April 2013
- AEJMC Mass Communication & Society (MC&S) Division research paper judge, May 2006, May 2007, May 2008, May 2009, May 2010, April 2011, April 2012, April 2013, April 2014; research paper moderator, August 2014
- AEJMC MC&S mid-winter research paper and panel reviewer, December 2006, December 2007, December 2009, January 2011
- History Division research paper judge, May 2009, April 2011, April 2012, April 2013; April 2014; discussant August 2013
- Broadcast Education Association research paper judge, January 2009
- Public Relations Society of America Educators Academy research paper reviewer, July 2008
- *Asian Journal of Communications* research paper reviewer, Fall 2007, Spring 2008
- *Mass Communication & Society* research paper reviewer, October 2006, July 2007, August 2007
- *Mass Communication & Society* research grant award reviewer, May 2008, June 2009
- textbook reviewer, introductory public relations textbook, Sage, 2004
- textbook proposal reviewer, public relations writing, Oxford University Press, 2004
- *American Journalism* article reviewer, 2004
- AEJMC Southeast Colloquium Open Division research paper judge, 2003, 2004

#### *National and State Committees/Activities*

- presented a session titled "Writing to gain audience interest, engagement & action" to WV PRSA members, Fairmont State University, April 2014
- External tenure reviewer for Penn State University's College of Communication, fall 2013
- served as head judge of the PRSA Bronze Anvil award competition in the nonprofit social media category, April 2013
- served as PRSA Silver Anvil judge, New York, March 2013
- served as an external site team reviewer for the Greenlee School of Journalism and Communications at Iowa State University, February 2013
- external tenure reviewer for Mississippi State's Department of Communication, fall 2012
- presented a session titled "Strategic PR: What It Means & How It's Done" at the National Association of Government Communicators, June 7, 2012, Washington, DC
- presented a seminar titled "Communication Tools to Get Out Your Agency's Message" at the 2011 statewide Snow & Ice Control Workshop, sponsored by the WV Local Technical Assistance Program, Sept. 28, 2011, Flatwoods, WV
- served on the selection committee for the West Virginia Legislature's public information internship, participating in interviews at the Capitol, November 2010 & 2011, Charleston

- moderator of the AEJMC History Division panel “Strategic Communication in the 20<sup>th</sup> Century,” August 2011
- presented a seminar on using traditional and new media to grow business for a meeting of the West Virginia Biometrics Initiative, July 29, 2010, Fairmont, WV
- presented a media and crisis communication training session at the national meeting of the Local Technical Assistance Program, July 29, 2009, Pittsburgh, PA
- external tenure reviewer for American University’s School of Communication, fall 2011
- external tenure reviewer for Texas Tech University’s College of Mass Communications, fall 2010
- developed and moderated a special research call panel that included working new media professionals and top scholars called “New Media and Politics” for AEJMC national convention, August 8, 2008, Chicago
- presented a PR Professor seminar as part of Widmeyer University to Widmeyer Communications staff called “Case Study Exemplars: Cases Worth Knowing About,” June 17, 2008, Washington, DC
- presented a session called “Nonprofit PR” to WVU IMC master’s students, faculty, and prospective students May 31, 2008, Brooks Hall, WVU
- presented a media and crisis communication training session at the regional meeting of the Local Technical Assistance Program, 2008 Roadway Management Conference, April 1, 2008, Oglebay Resort, Wheeling, WV
- served as head of AEJMC Mass Communication & Society Division, October 2007–September 2008 (elected)
- developed panel for the national AEJMC Mid-winter Conference, “Communication and Society: Trends, Challenges, and Opportunities,” March 1, 2008, Pittsburgh, PA
- developed two panels for the national AEJMC convention for the MC&S Division, “Eroding Press Freedoms” and “40 Years of Mass Comm. & Society Research,” August 2007
- served as research paper discussant for the AEJMC PR Division’s Scholar-to-Scholar session, August 10, 2007
- served as moderator of the AEJMC PR Division’s research session, “Public Relations Old and New,” August 11, 2007
- PRSA’s Educational Affairs Committee member; professor in residence program subcommittee co-chair, spring 2007 to present
- presented media training session to W. Va. local government officials through WVU-sponsored Government Leadership Academy, April 14, 2007
- arranged (with a colleague) a copy-editors training luncheon for state and regional copy-editors and students, October 12, 2006. Presenters were Norm Goldstein, *AP Stylebook* editor, and Dr. Deb Gump, Knight Professor of Editing at Ohio University
- PRSA WV Chapter state awards reviewer/judge, September 2006
- vice head of AEJMC’s MC&S Division, August 2006 to August 2007
- co-chair of AEJMC’s PR Division research committee, August 2006 to August 2007
- discussant for AEJMC MC&S research panel, “Framing in crises and media content,” August 2006
- co-chair of AEJMC’s MC&S research committee, August 2005 to August 2006
- member of the national PRSA Educational Affairs Committee, May 2003 to January 2006
- member of an ad hoc PRSA Certification in Public Relations Education (CEPR) and outreach committee, May to August 2006

- chair of the PRSA CEPR promotions committee, October 2004 to January 2006
- chair of AEJMC's MC&S professional freedom and responsibility committee, August 2004 to August 2005
- organizer and moderator of AEJMC Public Relations and Advertising Divisions' panel "Certifying public relations and advertising programs beyond ACEJMC: Processes and concerns," August 2005
- organizer and host of MC&S off-site visit to Bromley/Manning, Selvage & Lee, the country's largest Hispanic communications firm, August 2005
- co-chair of AEJMC's MC&S teaching standards committee, August 2002 to August 2004
- organizer of the MC&S national Promising Professors competition, 2004
- moderator of AEJMC teaching panel "Media concentration and its ethical implications in the newsroom," 2004
- moderator of AEJMC Promising Professors Workshop, 2003, 2004
- moderator of AEJMC teaching panel "Advocacy in the classroom," 2003
- AEJMC Promising Professors judge, 2002, 2003
- AEJMC PR Division graduate student mentor, 2002, 2004

#### *University Committees/Service*

- WV Clinical and Translational Science Institute Director search committee, November 2013 to April 2014
- Athletics Media Rights Selection Committee, summer 2013
- University College Associate Dean Search Committee, May to July 2013
- WVU Vice President for Research Search Committee, spring 2013
- presented by request as part of the WVU Graduate Professional Workshop Series on the topic "Branding Yourself for Professional Success," April 2013
- Curriculum Inventory Management Steering Committee, August 2012 to present
- University Marshal, December 2008 to present
- WVU Alternative Energy Initiative Committee, January 2010 to August 2011
- Dean's 5-Year Review Committee, November–December 2010
- WVU Byrd Professorship Selection Committee, June 2009, June 2010
- Assistant VP for Branding and Creative Direction Search Committee, May to July, 2009
- WVU Institutional Review Board member, Fall 2005 to May 2008
- Faculty Advisory Committee for University Communications, 2008–2009
- presented information about branding at WVU key communicators meeting, per Vice President for Institutional Advancement and Marketing's request, Feb. 14, 2006
- part of an SOJ panel that presented information about promoting the Law School, Jan. 27, 2006
- member of Ohio University's Director of University Relations search committee, 2005
- member of Library Dean Review Committee, 2004–2005
- member of Alden Library Assistant Dean for Public Services search committee, 2004
- member of Ohio University's Library Committee, 2003–2005
- member of Ohio University's Library Learning Commons Advisory Board, 2003–2004
- Ohio University Global Learning Community student project assessor, 2002

#### *College/School-Related Committees/Work*

- 2014–2015 College of Media committees: Harrison/Omnicom IMC Professor search committee chair; curriculum/assessment chair; faculty evaluation committee member

- College of Media Assistant Dean for Student Services search committee chair; MDS program coordinator search committee member, summer 2014
- 2013–2014 School of Journalism committees: strategic health communications search committee chair; member of budget analyst (program coordinator) search committee and online curriculum director search committee; chair of diversity committee; faculty evaluation committee; chair of curriculum/assessment; member of academic standards committee; member of one thesis committee (Samantha Redd)
- 2012–2013 School of Journalism committees: strategic health communication search committee chair; member of grants administrator search committee and director of careers and student opportunities search committee; social justice liaison; chair of curriculum/assessment, diversity, faculty evaluation committees; member of academic standards committee; member of one thesis committee (Juan Mundel)
- informal presentation to Widmeyer Communications staff about higher education issues and WVU responses, New York City, June 5, 2012
- interim associate dean (academics and research) from July–December 2011.
- chaired three committees (assessment, academic standards, strategic communication search), social justice liaison, and member of online programs committee, August–December 2011
- outreach faculty advisor for national EcoCar project (with College of Engineering), August 2008–June 2011 (included graduate assistant supervisory responsibility)
- public relations sequence head, August 2010–present
- member of four P. I. Reed School of Journalism committees, 2010–2011 (assessment—chair, Harrison/Omnicom IMC search committees—chair and member, faculty evaluation, curriculum); also a designated faculty mentor
- informal presentation to Widmeyer Communications staff about educational environment, New York City, June 22, 2010
- Widmeyer University presentation to Widmeyer Communications staff, “From Theory to Practice,” Washington, DC, July 19, 2010
- member of six P. I. Reed School of Journalism committees, 2009–2010 (assessment—chair, graduate, curriculum, advertising professor search committee, faculty evaluation committee, Harrison/Omnicom IMC search committee); also a designated faculty mentor
- member of six P. I. Reed School of Journalism committees, 2008–2009 (graduate, curriculum, Harrison/Omnicom search committee—chair, Online Director search committee, Shott Chair search committee, faculty evaluation committee)
- responsible for spearheading and organizing P. I. Reed School of Journalism reaccreditation self-study report, Summer 2008–present
- chair of six master’s committees, 2008–2009 (three of whom were graduated); member of one additional committee
- participant in five P. I. Reed School of Journalism committees, 2007–2008 (graduate, scholarship—chair, PR search committee, SOJ grant committee—chair, IMCY award committee, strategic communication curriculum committee chair)
- chair of three master’s committees, 2007–2008 (all of whom were graduated); member of one additional committee
- chair of six master’s committees, 2006–2007 (four of whom were graduated)
- member of seven P.I. Reed School of Journalism committees (curriculum, graduate, scholarships—chair, graduate director search, advertising search, Shott Chair search—chair, research grants—chair, 2006–2007)
- member of six P. I. Reed School of Journalism committees (curriculum, graduate, strategic planning, student awards, library, advertising search), 2005–2006



- faculty advisor to Ohio University's national award-winning Hugh M. Culbertson Chapter of the Public Relations Student Society of America, September 2001 to June 2005;
- member of Dean's Advisory Committee, 2003–2004
- College of Communication Procter & Gamble internship selection committee, 2002–2005
- member of College of Communication External Relations Coordinator search committee, 2002
- faculty liaison to the School of Journalism's Society of Alumni and Friends, 2003–2004
- member of nine Ohio University master's thesis committees, 2003–2005
- member of four Scripps School of Journalism committees (awards and alumni, director's advisory, scholarships, research faculty search), 2004–2005
- member of four Scripps School of Journalism committees (research, director's advisory, curriculum, advertising faculty search), 2003–2004
- member of five Scripps School of Journalism committees (awards, alumni and development—chair; graduate; curriculum; publications; faculty mentorship), 2002–2003

### ***Professional Memberships***

Association for Education in Journalism and Mass Communication (AEJMC)

- Mass Communication & Society Division (MC&S Division)
  - officer from 2002–2009 (head from 2008–2009)
- Public Relations Division (PR Division)
  - 2006–2007 officer (research co-chair)
- History Division
- Advertising Division

Public Relations Society of America (PRSA)

- Educators Academy Section (2000–present); Public Affairs & Government and Environmental sections (1996–1998)
  - National Commission on Public Relations Education (2011)
  - PRSA Educational Affairs Committee (2007 to 2009; May 2003 to October 2004)
    - PRSA Professor in Residence Subcommittee Co-chair (2007 to 2009)
    - Committee on Work, Life, and Gender Issues (March 2000 to October 2004)
- WV Chapter (2005–present; 1996–1998; 2005–present)
- Central Ohio Chapter (2001–2005)

### ***Selected Professional Development Activities***

June 2013. Selected to participate in the Scripps Howard Academic Leadership Academy, held at Louisiana State University, Baton Rouge.

March–November 2012. Selected to participate as a member of the 2012 Leadership West Virginia class.

June 2010. Invited to and attended the New Media Academic Summit, sponsored by Edelman, Syracuse University and New York University, New York City.

February 2010. Personally paid to participate in Bulldog PR Reporter Webinar, titled “Media Relations, Technology and Journalism in the Digital Era,” Feb. 2.

June 2009. Invited to and attended the New Media Summit for leading PR academics and professionals, sponsored by *PR Week* and Edelman, Washington, DC.

June 2008. Invited to and attended the second New Media Summit for leading PR academics and professionals, sponsored by *PR Week* and Edelman, Chicago.

June 2007. Invited to and attended the New Media Summit for leading PR academics and professionals, sponsored by *PR Week* and Edelman, New York City.

Fall 2006. Participated in the PRSA-sponsored teleseminar "Media Training for Media Trainers"; participated in the Bacon's Delahaye Webinar "PR Measurement 101: Applications for PR Leadership."

July 2006. Attended the Institute for Public Relations' ethics training seminar, sponsored by Ketchum Public Relations and hosted by Widmeyer Communications.

Spring 2005. Participated in a *PR News* teleseminar and Webcast on the "Dove Real Beauty Campaign."

Fall 2005. Received individual training on PR software program VOCUS, which gets significant use in the industry

Winter 2004. Ohio University. Selected to attend university-wide, quarter-long Colloquium on Teaching faculty learning community to discuss student engagement in large lecture courses and critical learning. As part of that selection, was funded to attend the Critical Thinking Workshop in Palo Alto, California.

2002. Ohio University Teaching and Leadership Seminars. "Being a Successful Active Teacher in the Large Lecture" (May 9), "Critical Thinking Workshop" (Dec. 3), and the Global Town Hall conference of women leaders (April 11).

2001. "Incorporating Information Technology in the Classroom" teleconference (Nov. 29); two-day Service Learning Institute (summer).

2011; 2000–2009. AEJMC Conferences National Conventions: St. Louis, MO; Phoenix, AZ; Washington, DC; Miami, FL; Kansas City, MO; Toronto, Ontario; San Antonio, TX; San Francisco, CA; Washington, DC; Chicago, IL; Boston, MA.

1997, 2001–2004. PRSA National Conferences: Atlanta, GA; Chicago, IL; San Francisco, CA; New York NY.