

Geah Pressgrove, PhD
Reed College of Media
West Virginia University
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EDUCATION

Doctor of Philosophy in Mass Communication, 2013

School of Journalism and Mass Communications, University of South Carolina, Columbia, SC

Dissertation: *Making Stewardship Meaningful for Nonprofits: Stakeholder Motivations, Attitudes, Loyalty and Behaviors*

Dissertation Co-Chairs: Brooke McKeever, Ph.D. & Carol J. Pardun, Ph.D.

Master of Mass Communications, 2001

School of Journalism and Mass Communications, University of South Carolina, Columbia, SC

Focus: Integrated Marketing Communications

Bachelor of Arts, 1999

College of Journalism, Western Kentucky University, Bowling Green, KY

Major: Advertising/Minor: Psychology

PEER-REVIEWED JOURNAL ARTICLES

Pressgrove, G.N., & Kim, C. (forthcoming). Stewardship, Credibility and Political Communications: A Content Analysis of the 2016 Election. *Public Relations Review*.

Barra, C., **Pressgrove, G. N.**, & Torres-Moraga, E. (2017). The role of trust and commitment in the formation of donor's behavioral loyalty to charities: The case of a Latin American country. *The Service Industries Journal*.

Pressgrove, G. N., McKeever, B., & Jang, M. (2017). What's Contagious? Exploring why content goes viral on Twitter: A case study of the ALS Ice Bucket Challenge. *International Journal of Nonprofit and Voluntary Sector Marketing*.

Fraustino, J.D., **Pressgrove, G. N.**, & Colistra, R. (2017). Extending understanding of service-learning projects: Implementing place-based branding for capstone courses. *Communication Teacher*.

Pressgrove, G. N., & McKeever, B. (2016). Nonprofit relationship management: Extending OPR to loyalty and behaviors. *Journal of Public Relations Research*.

Pressgrove, G. N. (2016). Measuring perceptions of stewardship strategies: A valid and reliable instrument for nonprofit organizations. *Journalism and Mass Communication Quarterly*.

- McClimans, L., **Pressgrove, G. N.**, Rhea, J. (2016). A qualitative study of US clinical ethics services: Objectives and outcomes. *Narrative Inquiry in Bioethics: A Journal of Qualitative Research*.
- Pressgrove, G. N.**, & Pardun, C. J. (2016). The relationship between personal technology use and the donor/volunteer: A parasocial approach. *Journal of Promotion Management*.
- McKeever, B., **Pressgrove, G. N.**, Zheng, Y., & McKeever, R. (2015). Toward a theory of situational support: Combining the situational theory of publics and the theory of reasoned action to explore organizational support. *Public Relations Review*.
- Pressgrove, G. N.**, McKeever, B. & Collins, E. L. (2015). Explicating and investigating stewardship strategies on nonprofit websites. *Public Relations Journal*.
- Pardun, C. J., McKeever, R., **Pressgrove, G. N.**, & McKeever, B. (2015). Colleagues in training: How senior faculty view doctoral education. *Journalism & Mass Communication Educator*.
- Pressgrove, G. N.**, & Besley, C. J. (2014). Developers' views about public meetings in the context of public relations theory. *Journal of Applied Communication Research*
- Fussell Sisco, H. K., **Pressgrove, G.N.**, & Collins, E. L. (2013). Paralleling the practice: An analysis of the scholarly literature in nonprofit public relations. *Journal of Public Relations Research*.

INVITED TEXT BOOK CHAPTERS

- Pressgrove, G. N.**, & McKeever, B. (2013). Foundations: Affecting Social Change Through Technological Innovation. In *Public Relations Theory and Practice in the Nonprofit Sector*. Waters, R. D. (ed.). Routledge.
- Pressgrove, G. N.** (2013). Does placing products in entertainment media enhance the media experience? Yes. In *Advertising & Society: Controversies and Consequences (2nd ed.)*. Pardun, C. (ed.). Malden, MA: Wiley-Blackwell.

REFEREED CONFERENCE PAPERS

- Pressgrove, G.N.**, Janoske, M., & Madden, S. (2017, August). Changing the Story: Implications of Narrative on Teacher Identity. Paper accepted to the Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.
- Pressgrove, G.N.**, McKeever, R., McKeever, B., & Waters, R. (2017, May). Redefining Stakeholder Support: Connecting Perceptions of the Organization-Public Relationship, Communicative Action, and Behavioral Intentions. Paper accepted to the Public Relations Division of International Communication Association Annual Conference, San Diego, CA.

- Pressgrove, G. N., & Kim, C.** (2016, August) Stewardship and credibility strategies in political websites. Paper accepted to the Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, MN.
- Barra, C., **Pressgrove, G. N.**, & Torres-Moraga, E. (2015, August). The role of trust and commitment in the formation of donor's behavioral loyalty to charities: The case of a Latin American country. Paper presented to the International Communication Division of Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- Wang, Y. & **Pressgrove, G. N.** (2015, August). Fashion meets Twitter: Does the Source Matter? Perceived message credibility, interactivity and purchase intention. Paper presented to the Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- Pressgrove, G. N.**, McKeever, R., & Collins, E. (2015, May). More than a feeling?: An experimental study of the effects of emotional tone in online advocacy videos. Paper presented to the Mass Communication Division of International Communication Association Annual Conference, San Juan, Puerto Rico.
- Pressgrove, G. N.**, & Pardun, C. J. (2014, August). The relationship between personal technology use and the donor/volunteer: A parasocial approach. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada.
- Pressgrove, G. N.** (2014, August). Measuring perceptions of stewardship strategies: A valid and reliable instrument. Paper presented to Communication Theory & Methodology Division of Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada.
- Pressgrove, G. N.**, & McKeever, B. (2014, August). Nonprofit relationship management: Extending OPR to loyalty and behaviors. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Montreal, Canada.
- McKeever, B., **Pressgrove, G.N.**, & Zheng, Y. (2013, August). Combining the Situational Theory of Publics and Theory of Reasoned Action to Explore Nonprofit Support: A Replication. Paper presented to Communication Theory & Methodology Division of Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.
- Pressgrove, G. N.** (2012, August). A case study of grantmakers' use of technology as a public relations strategy. Paper presented to Graduate Student Interest Group of Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Pressgrove, G. N., & Besley, C. J. (2012, August). Developers' views about public meetings in the context of public relations theory. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Pressgrove, G. N., Weberling, B. & Collins, E. L. (2012, August). Explicating and investigating stewardship strategies on nonprofit websites. Paper presented to Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.

Pressgrove, G. N. (2012, May). Top U.S. nonprofits use of web 2.0 to achieve dialogic potential. Paper presented to the Public Relations Division of International Communication Association Annual Conference, Phoenix, AZ.

Pressgrove, G. N., & Collins, E. L. (2012, May). Troublesome legal issues related to for-profit corporate social responsibility mixed-motive speech. Paper presented to the Communication Law & Policy Division of International Communication Association Annual Conference, Phoenix, AZ.

Weberling, B., **Pressgrove, G. N., & Collins, E. L.** (2012, March). Toward a better understanding of stewardship in nonprofit public relations. Paper presented to the International Public Relations Research Conference, Miami, FL.

Pressgrove, G. N. (2011, August). The precious ingredient of war: The WPB used cooking fat advertising campaign of 1943. Paper presented to the History Division, Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO.

Fussell Sisco, H. K., **Pressgrove, G.N., & Collins, E. L.** (2011, August). The overlooked sector: an analysis of nonprofit public relations literature. Paper presented to the Public Relations Division, Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO.

TEACHING EXPERIENCE

Assistant Professor

2013-Present

Reed College of Media, West Virginia University

Courses Taught: Strategic Communications Campaigns (Grant Funded Service Learning), Strategic Event Planning (Service Learning), Audience Insights and Analysis (Lecture), Experimental Strategic Communication (Service Learning), Event Promotion (Online Class), Public Relations Writing (Online Class, Night Class), Introduction to Strategic Communications (Large Lecture), Public Relations Campaigns (Service Learning)

Courses Developed: Experimental Strategic Communication, Strategic Event Planning, Strategic Communications Writing

Lead Auditor: Updated materials for courses in the college's undergraduate online minors in strategic social media and event planning

Instructor of Record **2006, 2008 & 2009 2012-2013**
School of Journalism and Mass Communication, University of South Carolina
Courses Taught as a Graduate Student: Public Relations Management (Cases), Research Methods, Magazine Feature Writing
Courses Taught as an Adjunct: Creative Strategy, Advertising Campaigns, Media Planning

GRADUATE COMMITTEES

Thesis Committee Chair: Wang, Yijia (Successfully Defended: Summer, 2014) Fashion meets Twitter: Does the source matter? Perceived message credibility, interactivity and purchase decision.

Thesis Committee: Kevin Duvall (Successfully Defended: Summer, 2014) Measuring the importance of crowd funding factors on backers' decision to financially support Kickstarter campaigns.

Professional Project Committee: Mary Lemime (Successfully Defended: Spring 2016) Storytelling in the Modern World: Using Social Media to Better Your Business.

Thesis Committee Chair: Evan Moore (Successfully Defended: Spring 2017) Higher education marketing through digital community: Understanding the motivations of joining and participating in university-sponsored communities and the effect on yield.

Dissertation Outside Committee Member (College of Physical Activity and Sports Science): Adam Keath (Successfully Defended: Summer 2017) Using Social Media to Facilitate Health Initiatives.

Thesis Committee: Nick Eckman (Anticipated Defense: May 2018) Effects of Humor use by Brands and their Parody Accounts on Twitter

Dissertation Outside Committee Member (Communication Studies): Jennifer Knight (Anticipated Defense: May 2018) Presentation of Health Messages.

EXTERNALLY FUNDED RESEARCH

Primary Investigator, West Virginia Department of Education **Summer & Fall 2016**
Garner input from key stakeholders surrounding the state's new A-F grading and accountability system for every public school in the state; develop, execute and evaluate a communication plan to launch the system as part of a senior-level capstone course.

Primary Investigator, West Virginia Department of Education **Summer 2016**
Conduct qualitative and quantitative research to explore the recruitment and retention of educators in West Virginia. Provide recommendations for moving forward.

Primary Investigator, West Virginia Department of Education **Summer 2015**
Worked with a group of 10 senior-level students at WVU to research, plan, execute, and evaluate a statewide communications campaign known as Academic Spotlight. The goal of the campaign was to increase awareness and understanding of West Virginia's K-12 standards and solicit/evaluate actionable feedback on English language arts and mathematics standards.

Research Assistant, SC Department of Health & Environmental Control **Summer 2012**
Primary Investigator: Jim F. Thrasher, Ph.D., M.A., M.S.
Explore quantitative data collected at municipal public meetings throughout South Carolina and draft report of findings for tri-authored publication. (*Funding: Summer Salary*)

Research Assistant, National Science Foundation **Summer 2012**

Primary Investigator: John Besley, Ph.D.

Conduct confirmatory factor analysis on previously collected quantitative data investigating the publics' view of nuclear facilities with a particular focus on fairness and procedural justice as it relates to public meeting processes; draft a report of findings. (*Funding: Summer Salary*)

UNIVERSITY FUNDED RESEARCH, University of South Carolina

Primary Investigator, Claude Worthington Benedum Foundation **Spring 2014 & Fall 2015**

Interprofessional Education Subgrant Funded Directly Through WVU Health Science Center

Partnered with WVU School of Public Health and WVU Extension Services to research, design, develop, execute and evaluate a health intervention targeting teens at seven rival high schools in southern West Virginia. The digital based health awareness campaign took place on Twitter, and focused primarily on improving diet and exercise.

Co-Investigator, Center for Bioethics **Summer 2012**

Primary Investigator: Leah McClimans, Ph.D.

Co-authored grant proposal, drafted protocol materials and conduct qualitative interviews with clinical ethicists working at hospitals throughout the United States as the first phase of a Delphi study intended to capture the domains for evaluation of clinical ethics practice. (*Funding: Summer Salary*)

Co-Investigator, Faculty Stimulus Funds, SOJMC **Summer 2011**

Primary Investigator: John Besley, Ph.D.

Conducted qualitative interviews and analyzed findings for a co-author paper on real estate developers' views of public engagement. (*Funding: Summer Salary*)

Co-Investigator, Faculty Stimulus Funds, SOJMC **Summer 2011**

Primary Investigator: Erik L. Collins, Ph.D., J.D.

Drafted grant proposal, developed protocols, worked with production company to create stimuli and pilot tested instrument for experiment investigating the impact of emotional appeals and financial incentives in nonprofit advocacy YouTube videos. (*Funding: Summer Salary*)

AWARDS & HONORS

- PRSSA Star Chapter of the Year (2017)
- Dr. Frederick H. Teahan PRSSA Chapter Awards (2017): Website
- Association for Education in Journalism & Mass Communication, Public Relations Division, Reviewer of Teaching Research First Place (2017)
- West Virginian PRSSA Chapter of the Year (2016)
- West Virginia PRSA Crystal Awards for student projects (2016): External Communications Campaign; Media Kit; Special Events Campaign Seven Days or Less; Long-From Video; Website
- Ethel and Gerry Heebink Award for Distinguished Service, WVU (2016)
- West Virginia PRSA Crystal Awards for student projects (2015): Community Relations Campaign; Media Kit; Longform Video; Special Events or Observances of Eight Days or More; External Communications Campaign

- Promising Professor Award, Third Place, Mass Communication and Society, AEJMC, Minneapolis, MN (2016)
- West Virginian PRSSA Chapter of the Year (2014)
- West Virginia PRSA Crystal Awards for student projects (2014): Special Events Campaign Seven Days or Less; Community Relations Campaign; Online Publication
- James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards, Third Place, ICA, Seattle, WA (2014).
- Top Student Paper Award, Honorable Mention, Social Science Division, Graduate Student Day, University of South Carolina, Columbia, SC (2012)
- Warren Price Student Paper Competition, Second Place, History Division, AEJMC, St. Louis, MO (2011)
- Top Student Paper Award, South Carolina Public Health Association (SCPHA), Myrtle Beach, SC (2011)
- Top Student Paper Award, Second Place, Social Science Division, Graduate Student Day, University of South Carolina, Columbia, SC (2011)

INVITED GUEST LECTURES *(Selected)*

- “Take them there: How to use immersive technology to spur audiences to act,” Public Relations Society of America, International Conference, October 2017.
- “Pioneer Session,” WVU Alumni Association, October 2017
- “Sensory Experiences: How communications professionals are using VR and AR technologies for engagement and storytelling,” Public Relations Society of America, National Capital Chapter, September 2017.
- “Cause-marketing and Immersive Storytelling,” Grassroots Professional Network, Washington, D.C., Summer 2017
- “Social Media & Fundraising,” Fundraising and Philanthropy Communications Forum, The University of Iowa, Spring 2015.
- “Foundational IMC Best Practices for Emerging Platforms and New Wearables,” Public Relations Student Society of America National Conference, Fall 2014.
- “Social Media & Personal Branding,” West Virginia University freshman seminar, Spring 2014
- “Minor in a Morning: Social Media Tools, Tactics & Analytics,” West Virginia Public Relations Society of America, Fall 2013.
- “Emerging Technology: What You Need to Know,” West Virginia University Public Relations Student Society of America, Fall 2013.
- “What Makes A Good Theory,” University of South Carolina, JOUR 790: Network Analysis, Summer 2011.
- “Social Media & Nonprofit Advocacy,” MayCarolina, My Carolina Alumni Association, Spring 2011.

ACADEMIC SERVICE

Special Issue Guest Editor

Current

Public Relations Review: The Intersection of Public Relations and Visual Communication

Public Relations Society of America

Current

Professional development workshop coordinator (WV PRSA/PRSA Pittsburgh); Crystal awards judge for Minneapolis, MN chapter (WV PRSA); International Conference planning committee (PRSA International – Association & Nonprofit Division)

Association for Education in Journalism & Mass Communication (AEJMC)

Public Relations Division: Secretary (2017-current); Communication Manager (2016-2017); Social Media Team (2013-2015), Chair (2015); Fundraising Committee (2013-2014); Delphi Study Committee (2014)

West Virginia University

2013- Present

Adviser, WVU PRSSA; Public Interest Communication Research (PIC) Lab Affiliate and Co-founder; Diversity Committee Member; Public Relations Faculty Search Committee; Coordinator, PRSSA Panel on Crisis Communication; Judge, West Virginia High School Journalism Competition; Health Communications Faculty Search Committee

Reviewer

Current

Journalism and Mass Communication Quarterly, Journal of Public Interest Communication, Public Relations Review, Communication Research, Journal of Public Relations Research, Mass Communication & Society, Association for Education in Journalism and Mass Communications Annual Conference Public Relations Division and International Communications Division (2015)

University of South Carolina

2012-2013

Graduate Student Liaison, Graduate Council; Health Communications Faculty Search Committee

ACADEMIC MEMBERSHIPS & ASSOCIATIONS

Association for Education in Journalism & Mass Communication (2011-Present)

Divisions: Public Relations, Communication Theory & Methodology, Communication Technology, Mass Communication & Society

International Communication Association (2012, 2015, 2017)

Divisions: Public Relations, Communication & Technology

COMMUNITY SERVICE (Selected)

- Volunteer & Citizens' Review Committee Member, United Way of Monongalia and Preston Counties (2013-Present)
- Member & Guest Speaker, Columbia Opportunity Resource (2007-2013)
- Marketing Minds Committee Member, American Red Cross of Central South Carolina (2007-2010)
- Editorial Board Member, *Free Times* Alternative Weekly Newspaper (2008-2009)

- Cultural Exchange Hostess, Columbia Council for Internationals (2001-2009)
- Volunteer Organizer, Richland County Obama Campaign for President (2008)

PROFESSIONAL EXPERIENCE

Freelance Consultant, Columbia, SC **2010-2013**

Coordinated marketing and promotion for five festivals and one mud run in Columbia, SC; planned and implemented quarterly meetings for the SC Grantmakers Network, a trade association for funders working in the state.

Senior Account Executive, Post No Bills, Columbia, SC **2009-2010**

Facilitated and managed new business solicitation; developed and implemented marketing strategies; handled media buying and promotional writing for all agency clients; reorganized agency billing and trafficking procedures; restructured internship program.

Client list included non-profits, foundations, academic institutions, corporations, entertainment properties and municipal governments.

Senior Account Executive, Ferillo & Associates, Inc., Columbia, SC **2001-2009**

Developed, managed and executed integrated marketing communication strategies; communicated complex key messages to multiple diverse audiences through creation of newsletters, social media campaigns, websites, direct mail, collateral material; placed stories in appropriate outlets including news media, online venues, special interest publications; coordinated paid media buys; aided in production of award winning documentary and other video productions; planned and executed events.

Client list included non-profits, foundations and advocacy initiatives; healthcare organization; public issue and political campaigns; corporations; and municipal governments.

Account Executive, Synergy Strategic Communications, Louisville, KY **Summer 1997 & 1998**

Created collateral material; drafted press material; authored news and feature articles; researched web development tools and related internet sites to build network traffic; composed websites for network affiliates; compiled research information to support communications programs.

Client list included hospitality, Broadway productions, nonprofits and real estate developers.