**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**. & Bowman, N.D. (2020). From immersion to intention? Exploring advances in prosocial storytelling. *International Journal of Nonprofit and Voluntary Sector Marketing.*

**Pressgrove, G. N.,** Barra, C. & Janoske, M. (2020).Using STOPS to predict prosocial behavioral intentions: Disentangling the effects of passive and active communicative action. *Public Relations Review.*

Besley, J., Lee, N. & **Pressgrove, G.N.** (2020).Reassessing the Variables Used to Measure Public Perceptions of Scientists.*Science Communication.*

McKeever, B, McKeever, R., **Pressgrove, G. N.** Ott, H. (2019). Predicting public support: Applying theory to prosocial behaviors. *Journal of Communication Management.*

McClimans, L., **Pressgrove, G. N.,** & Campbell, E. (2019). Objectives and outcomes of clinical ethics services: a Delphi study. *Journal of Medical Ethics.*

**Pressgrove, G.N.,** Janoske, M., & Madden, S. (2019). Changing the story: Implications of narrative on teacher identity. *Journal of Public Interest Communication.*

**Pressgrove, G.N.,** & Kim, C. (2018). Stewardship, credibility and political communications:  A content analysis of the 2016 election. *Public Relations Review.*

Barra, C., **Pressgrove, G. N.**, & Torres-Moraga, E. (2017). Trust and commitment in the formation of donor loyalty. *The Service Industries Journal*.

**Pressgrove, G. N.**, McKeever, B., & Jang, M. (2017). What is 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 the organization-public relationship to loyalty and behaviors. *Journal of Public Relations Research.*

**Pressgrove, G. N.** (2016). Development of a scale to measure perceptions of stewardship strategies 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: A model for exploring fundraising, advocacy and organizational support. *Public Relations Review.*

**Pressgrove, G. N.**, McKeever, B. & Collins, E. L. (2015). 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.*

**BOOK CHAPTERS**

**Pressgrove, G.N.** & Harrison, V. S. (2019). Stewardship. In. *Public Relations: Competencies and Practice.* Routledge.

**Pressgrove, G.N.** & Waters, R. D. (2019) Nonprofits. In. *Public Relations Theory: Application and Understanding*. Wiley.

**Pressgrove, G.N.,** & Fraustino, J.D. (2018). Boosting pride in the face of a downturn in Whitesville, West Virginia. In *Cases in Public Relations Strategy.* Thousand Oaks, CA: Sage.

**Pressgrove, G. N.,** & McKeever, B.(2013). Foundations: Creating social change through technological innovation. In *Public Relations Theory and Practice in the Nonprofit Sector.* Waters, R. D. (ed.). Routledge.

**Pressgrove, G. N.** (2013). Product placement is simply good advertising strategy. In *Advertising & Society: Controversies and Consequences (2nd ed.).* Pardun, C. (ed.). Malden, MA: Wiley-Blackwell.

**REFEREED CONFERENCE PAPERS**

**Pressgrove, G. N.,** Barra, C. and Kim, C. (2020) Are employees better spokespeople for CSR initiatives?  Findings from a cross-national study. Accepted to the Public Relations Division of of Association for Education in Journalism and Mass Communication Annual Conference (moved to virtual presentation).

**Pressgrove, G.N.,** Barra, C & Janoske, M. (2019). Activating Audiences: Using STOPS to Predict Engagement with Issues of Women’s Mass Incarceration. Paper accepted to the Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference Toronto Canada.

Besley, J., Lee, N & **Pressgrove, G. N.** (2019).Reassessing the Variables Used to Measure Public Perceptions of Scientists. Paper accepted to the Communicating Science, Health, Environment, and Risk Division of Association for Education in Journalism and Mass Communication Annual Conference Toronto Canada.

**Pressgrove, G.N.,** Bowman, N. & Knight, J. (2018). Take them there: From narrative engagement to behavioral intention in cause-related immersive storytelling. Paper accepted to the Communication Technology Division of Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.

McKeever, B., McKeever, R., **Pressgrove, G.N.** & Ott, H. (2018, August). Predicting Public Support: Applying the Situational Theory of Problem Solving to Prosocial Behaviors. Paper accepted to the Public Relations Division of Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.

Besley, J., Lee, N., & **Pressgrove, G.N.** (2018, June). Trust, credibility, fairness, and deference: Untangling the variables used to measure public perceptions of scientists. Paper accepted to the 6th ISU Summer Symposium on Science Communication: Understanding the role of trust and credibility in science communication, Ames, Iowa.

Bowman, N., **Pressgrove, G.N.,** & Knight, J. (2018, April). Immersive Storytelling Technologies Increase Audience Presence and Attention (but not Connection). Paper accepted to the American Psychological Association, Technology, Mind & Society conference, Washington, D.C.

**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**

**Associate Professor** **2013-Present**

*Reed College of Media, West Virginia University*

Courses Taught: Advocacy Communication (Special Topics Service Learning), 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)

Courses Developed*:* Advocacy Communication (undergrad), Advocacy Communication (grad), Strategic Social Media (online), 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:** Lydia Owens (Successfully Defended: Summer 2020) Perceptions of Asian-American Representation in Entertainment Media

**Thesis Committee Chair:** Scott Siker (Successfully Defended: Summer 2019) Measuring the Effects of Interpretive Journalism on Trust and Credibility Perceptions in the Context of Political News Coverage

**Dissertation Outside Committee Member (Communication Studies)**: Jennifer Knight (Successfully Defended: Spring 2018) Presentation of Health Messages.

**Thesis Committee:** Nick Eckman (Successfully Defended: Spring 2018) Effects of Humor use by Brands and their Parody Accounts on Twitter

**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 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.

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

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

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

**EXTERNALLY FUNDED RESEARCH**

**Primary Investigator,** Arthur W. Page Center **Fall 2018-Summer 2019**

Received funding for a multi-wave cross-cultural exploration of the use of varying

spokespersons in CSR initiatives.

**Co-Investigator**, Ethics and Excellence in Journalism Foundation  **2018-2020**

Women Beyond Bars is a journalism and advocacy project produced in collaboration between West Virginia University’s Reed College of Media and the University of Oklahoma’s Gaylord College of Journalism and Mass Communication. Beginning in the fall of 2018, students at WVU and OU began investigating the causes and effects of the mass incarceration of women in their two states, which incarcerate women at higher rates than most of the United States.

**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.

**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.

**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**

* Recipient, Faculty Award for Distinction in Undergraduate Research Mentoring, West Virginia University (2018)
* PRSSA Star Chapter of the Year (2014, 2016, 2017, 2018)
* WV PRSA Crystal Awards for student projects (2018): Blog
* WV PRSA Crystal Awards for student projects (2017): Website, Community Relations Campaign, Internal Communications Campaign
* Dr. Frederick H. Teahan PRSSA Chapter Awards: Website (2017), Diversity (2018)
* Association for Education in Journalism & Mass Communication, Public Relations Division, Reviewer of Teaching Research First Place (2017)
* 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 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).
* 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)

**INVITED GUEST LECTURES** *(Selected)*

* “Ethics in an Evolving Communication Landscape,” WV PRSA Professional Development Conference, October, 2019.
* “Advocacy in an Evolving Communication Landscape,” Public Relations Society of America, International Conference, October 2019.
* "Social Media- Advancing Your Outreach & Story Telling,” Philanthropy, WV, 2018 Appalachian Community Foundation Institute, June 2018.
* “A Lot Can Happen Overnight: WVU CreateAthon,” WV PRSA, Monthly Meeting, May, 2018.
* “Marketing Your Programs to Your Community,” WVU Extension Services, Faculty Development Training Series, April 2018.
* “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.

**ACADEMIC, PROFESSIONAL & COMMUNITY SERVICE** *(Selected)*

**Special Issue Guest Editor 2018**

*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 and Hawaii chapters (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, Public Relations Review, International Journal of Strategic Communication, Association for Education in Journalism and Mass Communications Annual Conference Public Relations Division and International Communications Division (2015)*

**United Way of Monongalia & Preston Counties 2013-2018**

Volunteer & Citizens’ Review Committee Member, College Ambassador

**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.*