

Diana Martinelli, Ph.D.

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Education

Ph.D.— 2001. University of North Carolina at Chapel Hill, School of Journalism and Mass Communication. 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

March 2017 (with Elina Erzikova) Received Arthur W. Page Center Benchmarking Award for research. 20th International Public Relations Research Conference, Orlando, FL.

October 2016 Selected as WVU Big 12 Faculty Fellow: Spent time at the Gaylord College of Journalism and Mass Communication, University of Oklahoma, to collaborate and guest lecture in spring 2017.

June 2016 One of four finalists for the Institute for Public Relations Pathfinder Award, a lifetime achievement award that recognizes original scholarly research that has made a significant contribution to the body of knowledge and practice of public relations.

December 2014 Elected for membership into the Arthur W. Page Society.

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

2013–present Selected for the WVU Women’s Leadership Initiative program

2012–present Selected to serve on the Advisory Board for the Plank Center for Leadership in Public Relations, housed at the University of Alabama, Tuscaloosa.

2012 Class of Leadership West Virginia. 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; one student awarded President's Citation
- Awarded in 2003: best PRSSA–PRSA chapter relationship
- Awarded in 2002: best student-run PR firm; CodispotiPRSA Technology Section Grant; two students received National Gold Key Awards

Relevant Employment History

Dean (July 2019–present), *Associate Dean* (2012–June 2019), and *Widmeyer Professor in Public Relations*, Reed College of Media (formerly P. I. Reed School of Journalism), West Virginia University.

Acting Graduate Director (January–May 2018) while director was on sabbatical.

Acting Dean (July 2015–March 2016) while Dean was on temporary assignment elsewhere at WVU, Reed College of Media, West Virginia University.

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.

Faculty Affiliate. WVU Center for Women's and Gender Studies. 2010–present.

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.

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 Select Conference Proceedings

Erzikova, Elina, and Martinelli, Diana. (2020). "Leadership & Mentorship in the Lives of Accomplished Millennials: Implications for Practice." *Public Relations Journal* 13(2).

Martinelli, Diana. (2019). "Political Public Relations in History: Scholarly Foundations & Possible New Directions," in Spiro Kioussis and Jesper Stromback (eds.), *Political Public Relations: Principles and Applications* (2nd Ed.), New York, NY: Routledge. (invited)

Martinelli, Diana, and Erzikova, Elina. (2017). "The Leadership Development Cycle: A Cross-cultural Perspective." *Public Relations Review* 43(5), 1062–1072.

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.). *Pathways to Public Relations: Histories of practice and profession*, New York, NY: Routledge New Directions in Public Relations and Communication Research. (invited)

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

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. (invited)

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* (4th ed.), New York: Public Relations Society of America Educators Academy. (invited)

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

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 14th International Public Relations Research Conference)*, Miami, Florida, March 2011, 826–841.

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

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 13th International Public Relations Research Conference*, Miami, Florida, March 2010, 777–794.

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.

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.

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.

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

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

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.

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 8th International Public Relations Research Conference*, South Miami, Florida, March 12, 2005, 210–226.

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.

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* (3rd ed.), New York: Public Relations Society of America Educators Academy.

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.

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.

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.

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.

Grants and Funding Awards

(WVU-funded travel/professional development grants excluded)

Co-Principal Investigator, Plank Center for Leadership in Public Relations. (\$1,250). "Leadership & Mentorship in the Lives of Accomplished Millennials," awarded August 2019.

Co-Principal Investigator, National Science Foundation (\$200,000). "A Holistic Cross-Disciplinary Project Experience as a Platform to Advance the Professional Formation of Engineers," awarded August 2019.

Co-Principal Investigator, Plank Center for Leadership in Public Relations. (\$5,400). "Leadership & Mentorship in the Lives of Accomplished Millennials," awarded August 2017.

Communication/Dissemination Specialist (2012–2017). Grant-funded position as part of WV Clinical Translational and Science Institute's \$50+ million NIH and WV-funded grant.

Co-Principal Investigator, Plank Center for Leadership in Public Relations. (\$4,000). "Guidelines and Best Practices for Successful Mentoring," awarded June 2016.

Co-Principal Investigator, Plank Center for Leadership in Public Relations. (\$7,000) "Leadership Development Cycle," awarded November 2014.

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/Mid-Atlantic Universities Transportation Center. (\$90,000). "An Evaluation of School Zone Traffic Control Strategies," awarded August 2014.

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

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.

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

Erzikova, Elina, and Martinelli, Diana. (July 2018). “Award-winning Millennial PR Professionals: Leadership Dimensions, Development & Mentorship” for the Plank Center for Leadership in Public Relations.

Martinelli, Diana, and Erzikova, Elina (October 2016). “Mentoring Research and Best Practices White Paper” for the Plank Center for Leadership in Public Relations. (available through the Plank Center website under “research”: <http://plankcenter.ua.edu/resources/research/research-mentoring-research-and-best-practices-white-paper/>)

Martinelli, Diana, and Erzikova, Elina. (July 2016). “Leadership Development Cycle: Preliminary Study Results” for the Plank Center for Leadership in Public Relations. (available through the Plank Center website under “research”: <http://plankcenter.ua.edu/resources/research/public-relations-leadership-development-cycle-a-cross-cultural-perspective/>)

Martinelli, David, Unnikrishan, Avi, Martinelli, Diana and Poszich, Andrew. (June 2016). “An Evaluation of School Zone Traffic Control Strategies” for the U.S. Department of Transportation/Mid-Atlantic Universities Transportation Center.

Martinelli, David, Unnikrishan, Avi, Martinelli, Diana and Palley, David. (June 2016). "Analysis of West Virginia's Graduated Driver Licensing Program, Phase II" for the West Virginia Department of Transportation.

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.

Textbooks, Book Reviews and Other Publications

St. John, Burton, Martinelli, Diana, Pritchard, Robert, and Spaulding, Cylor (Eds.). (2018). *Cases in Public Relations Strategy*. Thousand Oaks, CA: Sage.

Martinelli, Diana (2016). "AAPOR." *21st Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). Santa Barbara, CA: ABC-CLIO, 1-3. (invited)

Martinelli, Diana (2016). "Pew Research Center." *21st Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). Santa Barbara, CA: ABC-CLIO, 322-323. (invited)

Martinelli, Diana (2016). "Public Opinion." *21st Century Voting Encyclopedia of Who Votes, How They Vote and Why*. Guido Stempel (ed.). Santa Barbara, CA: ABC-CLIO, 351-353. (invited)

Martinelli, Diana (2013). "Direct Mail." *Encyclopedia of Public Relations*. Robert Heath (ed.). Thousand Oaks, CA: Sage, 256-257. (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. (2005). "Direct Mail," *Encyclopedia of Public Relations* (2005). Robert Heath (ed.). Thousand Oaks, CA: Sage, 256–257. (invited)

Knott, Diana L. (2005). "FAQs," *Encyclopedia of Public Relations* (2005). Robert Heath (ed.). Thousand Oaks, CA: Sage, 319. (invited)

Knott, Diana L. (2005). "Industrial Barons (of the 1870s to 1920s)," *Encyclopedia of Public Relations* (2005). Robert Heath (ed.). Thousand Oaks, CA: Sage, 413–416. (invited)

Knott, Diana L. (2005). "Marketplace of Ideas," *Encyclopedia of Public Relations* (2005). Robert Heath (ed.). Thousand Oaks, CA: Sage, 510–512. (invited)

Academic Presentations and Poster Sessions

Cizek, Erica, Coombs, Timothy, Fisher, Jolene, St. John, Burton, Martinelli, Diana (discussant), Spaulding, Cylor (moderator). Competitive AEJMC-wide theory colloquium panel, "Discerning a new paradigm between identification and activism: Public relations as co-creation of meaning." Association of Education in Journalism and Mass Communication, virtual, Aug. 7, 2020.

Erzikova, Elina, and Martinelli, Diana. "Leadership & Mentorship in the Lives of Accomplished Millennials." International Public Relations Research Conference, Orlando, FL, March 8, 2019.

Martinelli, Diana, and Erzikova, Elina (2018). "Positive Pedagogical and Leadership Experiences: PRSSA's and PRSA's Influence on Award-winning Millennial PR Professionals." Educators Academy, PRSA International Conference, Austin, TX, October 6, 2018.

Martinelli, Diana, and Harman, Chuck (2017). "Patient Advocacy and Public Relations: Professional 'Cousins' of Practice." Educators Academy, PRSA International Conference, Boston, MA, October 7, 2017.

Martinelli, Diana, and Erzikova, Elina (2017). "The Leadership Development Cycle: A Cross-cultural Perspective." 20th International Public Relations Research Conference, Orlando, Florida, March 2017. *Winner of the \$1000 Arthur Page Center Benchmarking Award.*

Davis, Stephen, Layman, Shelley, Gitchel, Dent, Martinelli, Diana, Crocco, Todd, Barr, Taura and Larrabee, Hollynn. "Stroke Assessment and Treatment Intent (SATI) Scale Study," 2015 American College of Emergency Physicians Conference, Boston, MA, October 26–29, 2015.

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.

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.

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

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," 16th 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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

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.

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.

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.

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:

- Audience Insight and Analysis (Advertising and Public Relations Research)

- Introduction to Mass Communication/Media and Society
- Introduction to Mass Communication (online honors supplemental course)
- Introduction to Public Relations (summer online and traditional classroom sections)
- PR Writing/Applications
- PR Research and Case Studies (undergraduate/graduate cross-listing)
- Public Relations Campaigns
- Nonprofit PR and Development
- Women and Communications for 20th Century Social Change (journalism honors; women's studies cross-listing)
- 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
 - Social media campaigns
 - Crisis communications
 - EcoCAR communication management

Courses Developed:

- PR Research and Case Studies
- Graduate Research Methods (Qualitative & Quantitative)
- Advanced Public Relations (online)
- Nonprofit PR and Development
- Women and Communications for 20th 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:

Kelsey Plute (December 2018). "Automotive Crisis: Volkswagen's Emissions Scandal and Response Strategies" (thesis).

Lacie Geary (August 2017). "Motivations for and Consideration in Exploring Fake News on Facebook" (thesis).

Cassandra Lang (August 2016). "Platform Gratifications: Tinder vs Match.com" (thesis).

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 21st 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 50th District State House of Representatives Candidate" (professional project).

Academic and Professional Service

Textbook, Research, and Publication Reviewer

- Political Communication Book Proposal Reviewer for Palgrave, Spring 2021
- AEJMC Theory Colloquium "Discerning a middle way -- Public relations beyond the sway of identification and the spark of activism," August 2020 (*discussant*)
- Editorial Review Board member, *Journal of Public Relations Research*, June 2016 -
- Editorial Review Board member, *Communication Research Reports*, May 2016 -

- Editorial Review Board member, *Mass Communication and Society*, September 2007 to present
- Editorial Review Board member, *Public Relations Journal*, July 2007 to 2014
- *Journalism & Mass Communication Quarterly* ad hoc research paper reviewer (at least one review each year from 2007 to present)
- International Public Relations History Conference research paper reviewer (2011 to present)
- *Journal of Public Relations Research* ad hoc reviewer (2016)
- 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, April 2015, April 2016, April 2017, April 2018
- 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, April 2015, April 2016, April 2017, April 2018; research paper moderator, August 2014
- AEJMC MC&S mid-winter research paper and panel reviewer, December 2006, December 2007, December 2009, January 2011
- AEJMC History Division research paper judge, May 2009, April 2011, April 2012, April 2013; April 2014; April 2017; April 2018; discussant August 2013
- Co-edit Broadcast Education Association research paper judge, January 2009
- PRSA 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

- One of three panelists: Plank Center for Leadership in Public Relations-sponsored webinar, "Educating during the Pandemic" (July 2020); tip sheet developed from the session and made available on the Plank Center website
- served as one of three judges for the PRWeek Outstanding Student award (2017, 2018, 2019, 2020, 2021)
- served as a judge for the Page Society's national student case study competition (2020)
- nominated to serve on the ACEJMC Accreditation Committee (2020-)
- served on the ACEJMC reaccreditation site team for Qatar University, February 2019

- guest speaker (with Eric Winkfield) for the PRSSA Regional Conference's Leadership Summit, March 2019
- served on the ACEJMC reaccreditation site team for Elon University, fall 2017
- submitted successful panel proposal to International PRSA Conference; moderated and presented in session titled "The Art & Science of PR Leadership," October 2017, Boston, MA
- participated in videotaped, publicly accessible Plank Center for Leadership in Public Relations webinar, based off the presentation noted above, November 2017
- served as an ACEJMC accreditation site team member, October–November 2016; October 2017
- advisory board member of the Plank Center for Leadership in Public Relations, 2012– present (teaching, diversity and inclusion, and research committees)
- judged MN state PRSA awards as part of WV PRSA service, March 2017
- served on the ACEJMC reaccreditation site team for University of Kansas, fall 2016
- served as national PRSA Silver Anvil judge, New York, March 2013, March 2014, March 2016
- served as national PRSSA Bateman competition judge, March 2015
- 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 national PRSA Bronze Anvil award competition in the nonprofit social media category, April 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, 2015 & 2016, Charleston
- moderator of the AEJMC History Division panel "Strategic Communication in the 20th 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 “CaseStudyExemplars: 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; February 2017
- 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-wide Committees/Service

- Chair, WVU College of Law Dean Search Committee (2020)
- Member, WVU Online Tuition Distribution Committee (2019–2020)
- Member, WVU Strategic Hire Committee (2019–2020)
- Judith Stitzel Endowed Professorship Search Committee, Center for Women & Gender Studies, 2018 and 2019
- Undergraduate Council Member, 2018–2019
- College of Creative Arts Tanner Endowed Professor selection committee, 2018
- College of Creative Arts search committee for tenure-track Interactive Design for Media position, 2018
- Three-year evaluation committee for WVU Associate VP for Research, 2017
- WVU Summer Curriculum Committee, 2017
- WVU Mountaineer Health Initiative committee member, 2016, 2017, 2018
- WVU Women’s Leadership Initiative speaker, February 2016
- WVU College of Creative Arts Endowed Professorship selection committee, May 2015
- 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 2013
- University Marshal, December 2008 to 2013
- 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

Professional Memberships

Association for Education in Journalism and Mass Communication (AEJMC)

- Accrediting Committee member (2020–)
- National Nomination Committee member 2014–2015, 2015–2016, 2016–2017
- 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

Association of Schools of Journalism and Mass Communications (2019-)

Arthur W. Page Society(2014–present)

- Student Case Study Competition judge (2020)

Public Relations Society of America (PRSA)

- Silver Anvil Judge (2013, 2014,2016)
- Bateman Competition Judge (2015)
- 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)