

LAURA L. LEMON, PH.D.

Assistant Professor
University of Alabama
Department of Advertising & Public Relations
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RESEARCH INTERESTS

Research interests include public relations, internal communication, employee engagement, mindfulness, and social media.

EDUCATION

University of Tennessee, Knoxville

Ph.D., Communication and Information, May 2017

Concentration: Public Relations

Advisor: Dr. Michael J. Palenchar

Dissertation: 'It's not rocket science': Employees' lived experiences and the essence of employee engagement

Funding: Recipient of a four-year package including full tuition remission and stipend

University of Colorado Denver, Denver, Colorado

M.A., Communication, December 2011

Advisor: Dr. Sonja K. Foss

Pepperdine University, Malibu, California

B.A., Organizational Communication, April 2006

Advisor: Dr. Juanie Walker

ACADEMIC APPOINTMENTS

Assistant Professor and Graduate Faculty Member, *University of Alabama, Tuscaloosa, AL*
College of Communication and Information Sciences
Department of Advertising and Public Relations
Fall 2017-Present

Instructor, *University of Tennessee, Knoxville, TN*
College of Communication and Information
School of Advertising and Public Relations
Summer 2017, Summer 2016

Research Assistant and Instructor, *University of Tennessee, Knoxville, TN*
College of Communication and Information
School of Advertising and Public Relations
Spring 2017, Fall 2016, Spring 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014

Research Assistant and Teaching Assistant, *University of Tennessee, Knoxville, TN*
College of Communication and Information
School of Advertising and Public Relations
Fall 2013

Instructor, *University of Colorado Denver, Denver, CO*
College of Liberal Arts and Sciences
Department of Communication
Summer 2014, Summer 2013, Spring 2013, Fall 2012, Summer 2012, Spring 2012

PROFESSIONAL EXPERIENCE

Director of Development & Communications

The Limb Preservation Foundation – Denver, CO – August 2011 - August 2013

- Developed and implemented an integrated communications plan which increased revenue by 10% and enhanced brand awareness among target audiences
- Executed all components of fundraising to include event promotions; budget management; advertising; production of funding sources; volunteer recruitment; and the development of relationships with corporations, media and donors
- Coordinated all marketing and public relations for the organization to generate a multifaceted direct-marketing plan utilizing various communication channels
- Guided marketing and event committees to ensure effective project coordination and message execution
- Managed and directed the organization's volunteer program to meet company goals

Colorado Director of Development

The Adoption Exchange – Aurora, CO – October 2007 - August 2011

- Exceptional reputation for cultivating and nurturing positive relationships with donors, volunteers, board of directors, and businesses
- Planned, marketed and directed up to eight major initiatives that generated three quarters of a million dollars
- Created a new strategy to cultivate relationships with young professionals for the purpose of perpetuating future donor and volunteer support
- Supervised Manager of Volunteer Services, committees and volunteers
- Responsible for developing and implementing all aspects of written and oral communication including advertising, direct mail, social media, e-marketing, internal communication, press releases, and radio and television media

Manager of Volunteer Services

The Adoption Exchange – Aurora, CO – September 2006 - October 2007

- Managed over 400 volunteers and interns for specific organizational needs
- Formed the “Monthly Volunteer Night,” now a vital ingredient to the success of the organization
- Supervised all auxiliary guild responsibilities
- Assisted the Director of Development in major fundraising events by recruiting volunteers, administering committee relations and soliciting donor support

RESEARCH

Refereed Journal Articles

Levenshus, A. B., **Lemon, L. L.**, Childers, C. C., & Cho, M. (in press). I thought they’d do more: Conflicting expectations, constraints and communication in a university crowdfunding program. *Journal of Communication Management*.

Hewett, K., & **Lemon, L. L.** (in press). The role of integrated marketing communications during brand crises. *Qualitative Market Research: An International Journal*.

Heath, R. L., Lee, J., & **Lemon, L. L.** (2019). Narratives of risk communication: Nudging community residents to shelter-in-place. *Public Relations Review*, 45(1), 128-137
doi.org/10.1016/j.pubrev.2018.12.004

Cho, M., **Lemon, L. L.**, Levenshus, A. B., & Childers, C. C. (2019). Current students as university donors?: Determinants in college students’ intentions to donate and share information about university crowdfunding efforts. *International Review on Public and Nonprofit Marketing*. Advanced online publication. doi.org/10.1007/s12208-018-00217-9

Childers, C. C., **Lemon, L. L.**, & Hoy, M. (2018). #Sponsored #Ad: An agency perspective on influencer marketing campaigns. *Journal of Current Issues and Research in Advertising*. Advanced online publication. doi.org/10.1080/10641734.2018.1521113

Lemon, L. L., & Palenchar, M. J. (2018) Public relations and zones of engagement: Employees’ lived experiences and the fundamental nature of employee engagement. *Public Relations Review*, 44(1), 142-155. doi.org/10.1016/j.pubrev.2018.01.002

Heath, R. L., Palenchar, M. J., Lee, J., & **Lemon, L. L.** (2018). Risk communication and emergency response preparedness: Contextual assessment of the protective action decision model. *Risk Analysis: An International Journal*, 38(2), 333-344. doi.org/10.1111/risa.12845

Lemon, L. (2017). Applying a mindfulness practice to qualitative data collection. *The Qualitative Report*, 22(12), 3305-3313. Retrieved from <http://nsuworks.nova.edu/tqr/vol22/iss12/14>

Levenshus, A. B., & **Lemon, L. L.** (2017). The minimized face of internal communication: An exploration of how public relations agency websites frame internal communication and its connection to social media. *Public Relations Journal*, 11(1), 1-19.

Palenchar, M. J., Heath, R. L., Levenshus, A. B., & **Lemon, L. L.** (2017). Marketplace commodification of risk communication: Consequences for risk bearers and implications for public relations. *Public Relations Review*, 43(4), 709-717. doi.org/10.1016/j.pubrev.2017.05.005

Bean, H., **Lemon, L.**, & O'Connell, A. (2013). Organizational rhetoric, materiality, and the shape of organizational democracy. *Southern Communication Journal*, 78, 256-273. doi.org/10.1080/1041794X.2013.791717

Manuscripts Under Review

Lemon, L. L. The employee experience: How employees reconstruct the meaning-making of employee engagement. *Journal of Public Relations Research*

Lemon, L. L. Diving deeper into shared meaning-making: Exploring the zones of engagement within a single case study. *Public Relations Review*

Research in Progress

Lemon, L. L., & Towery, N. A. The case for internal communication: How internal communication can assist government contractors navigate frequent organizational change. Target journal: *Journal of Applied Communication Research*

Lemon, L. L. & Towery, N. A. The trickle-down effect: The manifestation of internal communication within a multisite government contractor. Target journal: *Management Communication Quarterly*

Lemon, L. L., & Hayes, J. Enhancing trustworthiness: How technology can be used to enrich credibility. Target journal: *The Qualitative Report*

Edited Book Chapters

Palenchar, M. J., & **Lemon, L. L.** (2018). Organizational rhetoric, engagement and risk communication. In O. Ihlen & R. L. Heath (Eds.), *Handbook of Organizational Rhetoric and Communication: Foundations of Dialogue, Discourse, Narrative, and Engagement* (pp. 417-428). Hoboken, NJ: Wiley Blackwell.

Refereed Conference Presentations

Lemon, L. (2018, November). *The employee experience: How employees reconstruct the meaning-making of employee engagement*. Paper presented at the meeting of the National Communication Association Annual Conference in Salt Lake City, UT.

- **Top Public Relations Division Faculty Paper**

Lemon, L., & Palenchar, M. J. (2017, November). *Zones of engagement: Employees' lived experiences and the essence of employee engagement*. Paper presented at the meeting of the National Communication Association Annual Conference in Dallas, TX.

- **Top Public Relations Division Faculty Paper**

Childers, C., **Lemon, L.**, & Hoy, M. (2017, August). *#Sponsored #Ad: An agency perspective on influencer marketing campaigns*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication Annual Conference in Chicago, IL.

- **Top Special Topics Paper in the Advertising Division**

Lemon, L. (2016, November). *Creating intrinsic value: How the co-creational lens advances employee engagement scholarship beyond the current functional perspective*. Paper presented at the meeting of the National Communication Association Annual Conference in Philadelphia, PA.

Heath, R. L., Lee, J., Palenchar, M. J., & **Lemon, L.** (2016, November). *Risk communication and emergency response preparedness: Contextual assessment of the protective action decision model*. Paper presented at the meeting of the National Communication Association Annual Conference in Philadelphia, PA.

- **Top Public Relations Division Paper**

Cho, M., Levenshus, A., **Lemon, L.**, & Childers, C. (2016, November). *Current students as university donors?: Determinants in college students' intentions to donate and share information about university crowdfunding efforts*. Paper presented at the meeting of the National Communication Association Annual Conference in Philadelphia, PA.

Levenshus, A., **Lemon, L.**, Childers, C., & Cho, M. (2016, August). *I thought they'd do more: Conflicting expectations, constraints and communication in a university crowdfunding program*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication Annual Conference in Minneapolis, MN.

Lemon, L. (2015, June). *Setting the standard: An exploration of how internal social media platforms augment employee engagement*. Paper presented at the meeting of Corporate Communication International Annual Conference in New York, NY.

- **ACORN™ Presenter Commendation**

Palenchar, M., Heath, R., Levenshus, A., & **Lemon, L.** (2015, May). *Marketplace commodification of risk communication: Consequences for risk bearers and implications for public relations*. Paper presented at the meeting of the International Communication Association Annual Conference in San Juan, Puerto Rico.

Heath, R., Palenchar, M., Lee, J., & **Lemon, L.** (2015, March). *Sustained, industry-based risk communication and the Wally Wise Guy Campaign: Risk infrastructure and fully functioning society*. Paper presented at the meeting of the International Public Relations Research Conference Annual Conference in Miami, FL.

Lemon, L. (2015, February). *What employees think matters: Examining the relationship between top leaders and the organization's reputation*. Paper presented at the University of Tennessee, College of Communication and Information Annual Research Symposium in Knoxville, TN.

- **Top Paper Award**

Levenshus, A., & **Lemon, L.** (2014, November). *The minimized face of internal communication: An exploration of how public relations agency websites depict internal communication, its value, and connection to social media*. Paper presented at the meeting of the National Communication Association Annual Conference in Chicago, IL.

Bean, H., **Lemon, L.**, & O'Connell, A. (2012, November). *Worldblu and the democratic colonization of corporations*. Paper presented at the meeting of the National Communication Association Annual Conference in Orlando, FL.

Lemon, L. (2006, February). *Communicating hope in community organizations and service learning*. Paper presented at the meeting of the Western States Communication Association Annual Conference in Palm Springs, CA.

Referred Conference Posters

Levenshus, A., & **Lemon, L.** (2017, October). *Experiential learning + Alumni relations: Reimagining the public relations professional seminar course*. Poster presented at the Public Relations Society of America Educators Academy Super Saturday Conference in Boston, MA.

Lemon, L. (2015, August). *Reputation from the inside out: Examining how nonprofit employees perceive the top leader influencing reputation*. Poster presented at the meeting of the Association for Education in Journalism and Mass Communication Annual Conference in San Francisco, CA.

Commissioned Research Reports

Childers, C., **Lemon, L.**, Levenshus, A., & Cho, M. (2016). *Insights and Recommendations for the University VOLstarter Crowdfunding Program*. Report to the Office of Development and Alumni Affairs at the University of Tennessee. Knoxville, TN. (22 pp).

RESEARCH GRANTS

\$6,000 for research project from the Office of Research and Economic Development
University of Alabama, Summer 2018-Summer 2019

TEACHING EXPERIENCE

University of Alabama

APR570: Industry Outlook and Professional Development, Fall 2019

This course is designed to acquaint masters' students with the landscape of the advertising, public relations and integrated communication industries. Students will prepare for the job and internship search. Students will also discuss networking, building relationships with stakeholders and clients, creating presentation-ready documents, presentations, and pitching skills.

APR433: Public Relations Campaigns, Spring 2019, Spring 2018

This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.

APR332: Public Relations Writing, Fall 2019, Summer 2019, Spring 2019, Fall 2018 (2 sections), Summer 2018, Spring 2018, Fall 2017 (2 sections)

Provides students with the practical writing knowledge and skills to research, plan and execute online and traditional public relations communications successfully. Students learn to execute research-based communications to meet strategic goals and reach target audiences.

University of Tennessee

PBRL380: Public Relations Professional Seminar, Spring 2017, Fall 2016, Spring 2014

In an exploration of career choices in public relations, this course focuses on resume and letter writing, interviewing, and portfolio preparation to prime students for the job market.

PBRL320: Public Relations Writing, Summer 2017, Spring, 2017, Fall 2016, Summer 2016, Fall 2015, Spring 2015, Fall 2014, Spring 2014

This course focuses on the mechanics of effective writing for various media to achieve organizational goals. The course also includes an overview of persuasion theories. Focus on implementation of research-based, planned, and managed techniques in a lab setting.

PBRL270: Public Relations Principles, Spring 2016

This class covers the theories and principles of public relations and includes an overview of public relations in management of business, government, institutions and organizations. Brief case studies and public relations projects are also introduced.

University of Colorado Denver

COMM 4640: Advanced Public Relations, Spring 2013

This course examines key public relations practices in private, not-for-profit and public sectors. Strategic planning processes, research methods, evaluation, reports, and collateral development are addressed, with an emphasis on the intersection of theory and practice.

COMM 4635: Principles of Public Relations, Summer 2014, Summer 2013
Combining case studies, lecture, discussion, and hands-on activities, this course explores the communication principles underlying this definition of public relations

COMM 2050: Business and Presentational Speaking, Fall 2012, Spring 2012
This course examines professional business communication with an emphasis on public speaking; development of professional business correspondence; and planning, organizing, preparing and presenting major business reports and PowerPoint presentations.

ACADEMIC SERVICE

Institutional Service

Assistant Graduate Director, Fall 2018 – Present
Department of Advertising and Public Relations, University of Alabama

Committee Service

Member, M.A. Advisory Committee, Spring 2018 – Present
Department of Advertising and Public Relations, University of Alabama

Member, Intellectual Freedom and Faculty Safety Committee, Fall 2017 – Spring 2018
College of Communication and Information Sciences, University of Alabama

Member (Diversity Advocate), Tenure Track Position in Media Analytics Search Committee, Spring 2018
Department of Advertising and Public Relations, University of Alabama

Judge, Undergraduate Research and Creative Activity Conference, Spring 2018
University of Alabama

Public Relations Student Society of America (PRSSA), Aryln S. Powell Chapter University of Alabama

Workshop Presenter, Spring 2019
Will develop and present a workshop for undergraduate students on informational interviewing and networking.

Workshop Presenter, Spring 2018
Developed and presented a workshop for undergraduate students on developing their personal brand and how to promote their brand online.

Workshop Presenter, Fall 2017
Developed and presented a resume workshop for undergraduate students preparing to apply for public relations internships and jobs.

**Public Relations Student Society of America (PRSSA), Sammie Lynn Puett Chapter
University of Tennessee**

Faculty Advisor Assistant, Fall 2015 – Spring 2017

Support faculty advisor and PRSSA leadership by assisting with preparations for monthly meetings, hosting guest speakers, moderating panels, and overseeing workshops. Also, assisted with event logistics and served as student liaison for the PRSA regional conference.

Workshop Presenter, Spring 2017

Developed and presented a press release writing workshop for undergraduate students to ensure attending students have a writing sample for potential internships and job interviews.

Workshop Presenter, Fall 2016

Developed and presented a workshop on branding yourself online for undergraduate students.

Workshop Presenter, Fall 2015

Developed and presented a press release writing workshop for undergraduate students to ensure attending students have a writing sample for potential internships and job interviews.

Workshop Presenter, Spring 2015

Developed and presented a resume workshop for undergraduate students preparing to apply for public relations internships and jobs.

Workshop Presenter, Spring 2015

Developed and presented a cover letter writing workshop for undergraduate students preparing to apply for public relations internships and jobs.

Guest Lectures

Research Methods, Spring 2019, University of Alabama, Dr. Jameson Hayes

Developed and presented a graduate seminar on qualitative data analysis using NVivo.

Research Methods (2 sections), Fall 2018, University of Alabama, Ziyuan (Jason) Zhou

Developed and presented an undergraduate lecture on best practices for focus groups.

Research Methods, Fall 2018, University of Alabama, Dr. Kenon Brown

Developed and presented a graduate seminar on best practices for focus groups and interviews.

Rhetoric of Social Movements, Spring 2018, University of Alabama, Dr. Meredith Bagley

Developed and presented a graduate seminar on nonprofit public relations tactics and strategies.

Research Methods, Fall 2017, University of Alabama, Dr. Kenon Brown

Developed and presented a graduate seminar on qualitative data analysis using NVivo.

Research Methods, Fall 2017, University of Alabama, Dr. Kenon Brown

Developed and presented a graduate seminar on best practices for focus groups and interviews.

Ph.D. Professional Development Seminar, Spring 2017, University of Tennessee, Dr. Joan Rentsch
Developed and presented a Ph.D. seminar on mindfulness approaches in qualitative research.

Ph.D. Qualitative Research Methods, Spring 2017, University of Tennessee, Dr. Michael Palenchar
Created and presented a Ph.D. seminar on phenomenology and the dissertation method chapter.

Ph.D. Professional Development Seminar, Fall 2016, University of Tennessee, Dr. Joan Rentsch
Participated in a panel to help prepare Ph.D. students for academic conferences.

Public Relations Management Theory, Fall 2016, University of Tennessee, Dr. Michael Palenchar
Developed and presented a graduate seminar on engagement and public relations.

Ph.D. Professional Development Seminar, Spring 2016, University of Tennessee, Dr. Joan Rentsch
Developed and delivered comprehensive exams presentation with Ph.D. students.

Public Relations Principles, Fall 2015, University of Tennessee, Dr. Candace White
Presented on crisis communication for a large lecture class.

Public Relations Principles, Spring 2015, University of Tennessee, Dr. Michael Palenchar
Presented on evaluation techniques for public relations campaigns for a large lecture class.

Agricultural and Extension Education Program, Fall 2014, University of Tennessee, Dr. John Haas
Assisted in the development of educational videos focused on strengthening professional presentation skills for professionals in the agriculture industry.

Public Relations Cases, Fall 2013, University of Tennessee, Dr. Abbey Levenshus
Developed and presented non-profit crisis lecture and facilitated discussion with students.

Public Relations Management Theory, Fall 2013, University of Tennessee, Dr. Michael Palenchar
Presented lecture and facilitated discussion with graduate students on the theory of organization-public relationships.

College of Communication and Information Graduate Student Association (GSA)

Treasurer, Fall 2015 – Spring 2017, University of Tennessee

Outreach Chair, Fall 2013 – Fall 2015, University of Tennessee

Awards Chair, Fall 2014 – Fall 2015, University of Tennessee

Discipline Service

Institute for Public Relations (IPR) Organizational Communication Research Center

Contributing Editor, January 2019 – Present

Write articles for blog with a subscriber list of 11,000 professionals and academics worldwide.

National Communication Association (NCA) Public Relations Division

Member, PRIDE Committee, November 2018 – Present

Review all 2019 public relations textbooks and journal articles from *Public Relations Review* and *Journal of Public Relations Research* to determine the best scholarship in the field. Awards given to top journal article and textbook.

Association for Educators in Journalism and Mass Communication (AEJMC) Public Relations Division

Associate Editor, Public Relations Division Newsletter Committee, August 2017 – Present

Write and develop online newsletter content to be distributed to division members.

Member, Social Committee, August 2016 – August 2017

Served as a member of the Social Committee and assisted in planning the Public Relations Division annual social.

Member, Professional Liaison Committee, August 2015 – August 2016

Served as a committee member of the Professional Liaison Committee and helped with the planning and promotion of the 2016 Public Relations Division Annual Preconference.

Reviewed Manuscripts for the Following Publications

Journal of Public Relations Research

Public Relations Review

Methodological Innovations

Communication Teacher, Special Issue: Social Media in the Classroom

Reviewed Manuscripts for the Following Annual Conferences

AEJMC, Public Relations Division – 2019, 2018

NCA, Public Relations Division – 2019, 2018, 2017

AWARDS AND RECOGNITION

Top Faculty Paper Award, Public Relations Division, 2018

The employee experience: How employees reconstruct the meaning-making of employee engagement. Paper presented at the meeting of the National Communication Association Annual Conference in Salt Lake City, UT.

Top Faculty Paper Award, Public Relations Division, 2017

Zones of engagement: Employees' lived experiences and the essence of employee engagement. Paper presented at the meeting of the National Communication Association Annual Conference in Dallas, TX.

Top Paper Award, Special Topics, Advertising Division, 2017

#Sponsored #Ad: An agency perspective on influencer marketing campaigns. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication Annual Conference in Chicago, IL.

Top Paper Award, Public Relations Division, 2016

Risk communication and emergency response preparedness: Contextual assessment of the protective action decision model. Paper presented at the meeting of the National Communication Association Annual Conference in Philadelphia, PA.

ACORN™ Presenter Commendation, 2015

Awarded for an engaging and inspiring presentation on *Setting the standard: An exploration of how internal social media platforms augment employee engagement.* Presentation at the meeting of Corporate Communication International Annual Conference in New York, NY.

Outstanding Graduate Teaching Award, 2015

College of Communication and Information at the University of Tennessee in Knoxville, TN.

Top Paper Award, 2015

What employees think matters: Examining the relationship between top leaders and the organization's reputation. Paper presented at the University of Tennessee, College of Communication and Information Annual Research Symposium in Knoxville, TN.

Steven Graham Memorial Award Recipient, 2010

Recognized for outstanding dedication to Colorado's citizens, Denver, CO.

COMMUNITY SERVICE

Member, Advisory Board, 2017 - Present

Kappa Alpha Theta, Delta Omicron Chapter – Tuscaloosa, AL

- Support chapter's Panhellenic requirements and initiatives

Member, Board of Directors, 2010 - 2013

Prodigal Son Initiative – Denver, CO

- Provided leadership to staff and volunteers on every aspect of communication, marketing and public relations, guiding the organization to meet its mission of creating hope and direction for inner city at-risk youth
- Designed and implemented a comprehensive integrated communications plan

Member and Officer, 2007 - 2013

Denver Alumnae Chapter of Kappa Alpha Theta – Denver, CO

- The primary functions are to support the Fraternity internationally and locally; to provide opportunities for social, intellectual, and moral growth for its members; and to make a positive contribution to the Denver community.

UNIVERSITY TRAINING

Online Learning Innovation Summit

University of Alabama, Spring 2019

Exposure to best practices and innovations in online teaching and learning.

Diversity Advocate Training

College of Communication and Information Sciences, University of Alabama, Fall 2017

Eligible to provide leadership in bringing diversity, equity and inclusion to faculty searches.

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

Member, Public Relations Division

National Communication Association (NCA)

Member, Public Relations Division