

## LAURA L. LEMON, PH.D.

Associate Professor

The University of Alabama

Department of Advertising & Public Relations

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### RESEARCH INTERESTS

Research interests include public relations, internal communication and audiences, employee engagement, and mindfulness. Specialize in qualitative methods.

### EDUCATION

University of Tennessee, Knoxville, TN

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, CO

M.A., Communication, December 2011

*Advisor:* Dr. Sonja K. Foss

Pepperdine University, Malibu, CA

B.A., Organizational Communication, April 2006

*Advisor:* Dr. Juanie Walker

### ACADEMIC APPOINTMENTS

**Tenured Associate Professor and Graduate Faculty Member**, *The University of Alabama*

College of Communication and Information Sciences

Department of Advertising and Public Relations

Fall 2023-Present

**Graduate Program Coordinator**, *The University of Alabama*

College of Communication and Information Sciences

Department of Advertising and Public Relations

Spring 2023-Present

**Assistant Professor and Graduate Faculty Member**, *The University of Alabama*

College of Communication and Information Sciences

Department of Advertising and Public Relations

Fall 2017-Fall 2023

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

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

**Instructor, *University of Colorado Denver***  
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 – Colorado – 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***

#### **Raise the Future (formerly The Adoption Exchange) – Colorado – 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***

**Raise the Future (formerly The Adoption Exchange) – Colorado – 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**

\* *Denotes graduate student author*

*IF: Impact Factor (Thomson Reuters)*

*CS: CiteScore (Scopus)*

*SJR: SCImago Journal Rank (Scopus)*

*SNIP: Source Normalized Impact per Paper (Scopus)*

**PUBLICATIONS [26]**

**Book [1]**

[1] **Lemon, L. L.** (Accepted). *Mindful Qualitative Researchers*. Thousand Oaks, CA: SAGE.

**Refereed Journal Articles [23]**

[23] **Lemon, L. L.,** & VanDyke, M. (accepted). Pandemic problems in the ivory tower: Exploring employee engagement during the COVID-19 crisis. *International Journal of Strategic Communication*.

[22] **Lemon, L. L.,** & VanDyke, M. (2023). Addressing Grand Challenges: Perceptions of Interdisciplinary Research and How Internal Communication Structures Facilitate Interdisciplinary Research at U.S. Research-Intensive Universities. *Journal of Communication Management*. Available online at doi.org/10.1108/JCOM-04-2022-0035

[21] Morehouse, J., & **Lemon, L. L.** (2023). Beyond reputational and financial damage: Examining emotional and religious harm in a post-crisis case study of Hillsong Church. *Public Relations Review*, 49(1), 1-12. doi.org/10.1016/j.pubrev.2022.102282

[20] **Lemon, L. L., & Boman, C. D.** (2022). Ethics of care in action: Overview of holistic framework with application to employee engagement. *Public Relations Review*, 48(4). doi.org/10.1016/j.pubrev.2022.102232. IF: 4.636. CS: 6.0. SJR: 1.829. SNIP: 1.942. 1 CITATION.

[19] **Brinson, N. H., & Lemon, L. L.** (2022). Investigating the effects of host trust, credibility, and authenticity in podcast advertising. *Journal of Marketing Communications*. Early access available online at doi.org/10.1080/13527266.2022.2054017 IF: 3.59. CS: 4.6. SJR: 0.904. SNIP: 1.597. 3 CITATIONS.

[18] **Lemon, L. L., & VanDyke, M.** (2021). Expanding the discussion on internal risk communication: A critique of the current risk communication literature. *Public Relations Inquiry*, 10(3), 377–394. doi.org/10.1177/2046147X211014086. IF: 1.47. CS: 1.9. SJR: 0.641. SNIP: 1.358. 1 CITATION.

[17] **Lemon, L. L., & Towery, N. A.\*** (2021). The case for internal communication: An investigation into consortia forming. *Corporate Communications: An International Journal*, 26(3), 541-556. doi.org/10.1108/CCIJ-07-2019-0093. IF: 1.835 CS: 3. SJR: 0.578. SNIP: 0.824. 4 CITATIONS.

[16] **Lemon, L. L., & Macklin, C.\*** (2021). Enriching employee engagement using complexity theory. *Public Relations Inquiry*, 10(2), 221-236. doi.org/10.1177/2046147X20982524. IF: 1.47. CS: 1.9. SJR: 0.641. SNIP: 1.358. 4 CITATIONS.

[15] **Lemon, L. L. & Towery, N. A.\*** (2020). The trickle-down effect: The manifestation of internal communication within a multisite government contractor. *Journal of Contract Management*, 15(1), 49-62. IF: N/A. CS: N/A. SJR: N/A. SNIP: N/A. 0 CITATIONS.

[14] **Lemon, L. L., & Hayes, J.** (2020). Enhancing trustworthiness of qualitative findings: Using Leximancer for qualitative data analysis triangulation. *The Qualitative Report*, 25(3), 604-614. doi.org/10.46743/2160-3715/2020.4222. IF: 1.07. CS: 1.4. SJR: 0.381. SNIP: 0.734 213 CITATIONS.

[13] **Lemon, L. L.** (2019). The employee experience: How employees make meaning of employee engagement. *Journal of Public Relations Research*, 31(5-6), 176-199. doi.org/10.1080/1062726X.2019.1704288. IF: 4.167. CS: 6.3. SJR: 2.012. SNIP: 2.333 41 CITATIONS.

[12] **Lemon, L. L.** (2019). Diving deeper into shared meaning-making: Exploring the zones of engagement within a single case study. *Public Relations Review*, 45(4), 1-13. doi.org/10.1016/j.pubrev.2019.101834. IF: 4.636. CS: 6.0. SJR: 1.829. SNIP: 1.942. 11 CITATIONS.

[11] Hewett, K., & **Lemon, L. L.** (2019). The role of integrated marketing communications during brand crises. *Qualitative Market Research: An International Journal*, 22(3), 497-524. doi.org/10.1108/QMR-10-2016-0097. IF: 2.26. CS: 2.5. SJR: 0.56. SNIP: 1.15.

12 CITATIONS.

[10] Levenshus, A. B., **Lemon, L. L.**, Childers, C. C., & Cho, M. (2019). I thought they'd do more: Conflicting expectations, constraints and communication in a university crowdfunding program. *Journal of Communication Management*, 23(2), 123-141. doi.org/10.1108/JCOM-03-2018-0024. IF: 2.78. CS: 3.2. SJR: 1.03. SNIP: 1.285. 2 CITATIONS.

[9] 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. IF: 4.636. CS: 6.0. SJR: 1.829. SNIP: 1.942.

26 CITATIONS.

[8] 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*, 16, 23-41. doi.org/10.1007/s12208-018-00217-9. IF: 1.63. CS: 2.7. SJR: 0.357. SNIP: 1.35.

30 CITATIONS.

[7] Childers, C. C., **Lemon, L. L.**, & Hoy, M. (2019). #Sponsored #Ad: An agency perspective on influencer marketing campaigns. *Journal of Current Issues and Research in Advertising*, 40(3), 258-274. doi.org/10.1080/10641734.2018.1521113. IF: 2.97. CS: 2.7. SJR: 0.769. SNIP: 0.759. 266 CITATIONS.

[6] **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. IF: 4.636. CS: 6.0. SJR: 1.829. SNIP: 1.942. 86 CITATIONS.

[5] 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. IF: 4.302. CS: 6.0. SJR: 0.919. SNIP: 1.695. 55 CITATIONS.

[4] **Lemon, L.** (2017). Applying a mindfulness practice to qualitative data collection. *The Qualitative Report*, 22(12), 3305-3313. doi.org/10.46743/2160-3715/2017.3161. IF: 1.07. CS: 1.4. SJR: 0.381. SNIP: 0.734. 34 CITATIONS.

[3] 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. IF: N/A. CS: N/A. SJR: N/A. SNIP: N/A. 4 CITATIONS.

[2] 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. IF: 4.636. CS: 6.0. SJR: 1.829. SNIP: 1.942. 10 CITATIONS.

[1] 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. IF: 1.10. CS: 1.3. SJR: 0.350. SNIP: 1.088. 12 CITATIONS.

### **Refereed Book Chapters [2]**

[2] **Lemon, L. L.** (2023). Exploring internal communication, employee engagement and trust within a government contractor: A case study. In N. McCown, L. R. Men, H. Jiang, & H. Shen. (Eds.), *Internal Communication and Employee Engagement Case Studies*. Routledge.

[1] 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. 4 CITATIONS.

### **MANUSCRIPTS UNDER REVIEW [5]**

#### **Revised and Resubmitted Manuscripts [2]**

[2] **Lemon, L. L.**, Pitts, L.\*, & McKee, M.\* Why are employees disengaged and burnt out and how can internal communication help?: Proposed research agenda for public relations scholars.

[1] Brinson, N. H., **Lemon, L. L.**, Bender, C., & Fetzer Graham, A.\*. Consumer Response to Podcast Advertising: Role of Persuasion Knowledge and Parasocial Relationship.

#### **Manuscripts Under Review [3]**

[3] Brinson, N. H., Amini, B.\*, **Lemon, L. L.**, & Bawole, C.\*. Workplace Monitoring: Balancing Employee Productivity, Trust, and Privacy Concerns in the Age of Quiet Quitting.

[2] Boman, C. D., **Lemon, L. L.**, Kim, S., & VanDyke, M. S. Industry in crisis: Exploring the perceptions PR professionals have towards (mis/dis)information.

[1] **Lemon, L. L.**, Bawole, C.\*, Brinson, N. H., & Amini, B.\* Somebody's watching me: Perceptions of employee monitoring and its impact on employee engagement.

### **RESEARCH IN PROGRESS [10]**

[10] **Lemon, L. L.** Employees' lived experience and the co-creational approach in employee engagement. *Handbook of Employee Communication and Organizational Process*.

[9] Taylor, L., & **Lemon, L. L.** Resilience of crisis professionals in higher education. Target journal: *Public Relations Review*

[8] Boman, C. D., **Lemon, L. L.**, Kim, S., & VanDyke, M. S. Training professionals and educating students to navigate disinformation. Target journal: *Journal of Public Relations Education*

[7] **Lemon, L. L.** Exploring an employee engagement scholar's experience in supporting faculty engagement via autoethnography. Target journal: *The Qualitative Report*.

[7] **Lemon, L. L.** & Brinson, N. H. Privacy concerns and employee engagement. Target journal: *Management Communication Quarterly*

[5] **Lemon, L. L.** & Tackett, T. Examining how remote employees experience engagement. Target journal: *Journal of Public Relations Research*

[4] Tackett, T., & **Lemon, L. L.** Employee wellbeing in the workplace. Target journal: *Public Relations Review*

[3] **Lemon, L. L.**, Brown, K., & VanDyke, M. Who are we talking to? An internal audience segmentation study. Target journal: *Journal of Communication Management*

[2] Park, H., & **Lemon, L. L.** Why join?: Examining motivations and perceptions of online brand community members. Target journal: *Journal of Current Issues and Research in Advertising*

[1] VanDyke, M., **Lemon, L. L.**, & Britt, B. Building connection: A social network analysis of science communicators. Target journal: *Public Relations Review*

## **CONFERENCE PRESENTATIONS** [22]

### **Refereed Conference Presentations** [20]

[20] **Lemon, L. L.**, & Boman, C. D. (2022, November). Ethics of care in action: Overview of holistic framework with application to employee engagement. Paper presented at the meeting of the National Communication Association Annual Conference in New Orleans, LA.

[19] Morehouse, J., & **Lemon, L. L.** (2022, May). Beyond physical and financial consequences: Examining emotional and religious harm in a crisis case study. Paper presented at the meeting of the International Communication Association Annual Conference in Paris, France.

[18] **Lemon, L. L.**, & VanDyke, M. (2021, November). Pandemic problems in the ivory tower: Exploring employee engagement and burnout during a crisis. Paper presented at the meeting of the National Communication Association Annual Conference in Seattle, WA.

- ***Top Faculty Paper in the Public Relations Division***

[17] **Lemon, L. L., & Macklin, C.\*** (2020, November). *Employee engagement at the crossroads: Enriching employee engagement using complexity theory*. Paper presented at the virtual meeting of the National Communication Association Annual Conference.

[16] Fetzer Graham, A.\*, Brinson, N. H., **Lemon, L., & Bender, C.** (2020, August). *Traditional ads versus host-read sponsor ads: Examining consumer responses to advertising in podcasts*. Paper presented at the virtual meeting of the Association for Education in Journalism and Mass Communication Annual Conference.

[15] **Lemon, L. L., & Towery, N. A.\*** (2019, November). *The case for internal communication: How internal communication can assist government contractors navigate frequent organizational change*. Paper presented at the meeting of the National Communication Association Annual Conference in Baltimore, MD.

[14] **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 Faculty Paper in the Public Relations Division***

[13] **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 Faculty Paper in the Public Relations Division***

[12] 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***

[11] **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.

[10] 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 Faculty Paper in the Public Relations Division***

[9] 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.



[8] 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.

[7] **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**

[6] 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.

[5] 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.

[4] **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**

[3] 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.

[2] 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.

[1] **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 [2]**

[2] **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.

[1] **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 [2]**

[2] **Lemon, L. L.** (2019). Internal Communication and Employee Engagement Case Study: Insights and Recommendations for [client]. Tuscaloosa, AL. (28 pp).

[1] 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).

## **GRANT ACTIVITY**

### **FUNDED GRANTS [2]**

[2] *Gaining insight into beliefs towards practices surrounding dis/misinformation within the public relations industry*. Public Relations Society of America (\$1,575). **Role: Co-PI**. Funded: Summer 2022-Fall 2022

[1] *In-depth, case study of a large government contractor*. Office of Research and Economic Development, University of Alabama (\$6,000). **Role: PI**. Funded: Summer 2018-Summer 2019

### **EXTERNAL GRANTS UNDER REVIEW [1]**

[1] *A thorough investigation into better understanding internal stakeholders: A mixed-method internal audience segmentation study*. Plank Center for Leadership in Public Relations (\$7,500). **Role: Co-PI**.

## **TEACHING**

### **INSTRUCTOR OF RECORD**

#### **University of Alabama**

*CIS610: Foundations Doctoral Study CIS* – Spring 2021

This course introduces doctoral students to the college graduate faculty members, their professional lives, teaching specialties, research interests, and service involvements.

*CIS608: Qualitative Research Methods* – Spring 2023, Fall 2021, Fall 2020

This course is an introduction to qualitative research methods in communication, yet with a doctoral level of sophistication and expectations. The aim is to introduce students to all primary forms of qualitative methodologies from a social science perspective.

*APR594: Comprehensive Exam Preparation – Fall 2023*

This course is designed for graduate students who have chosen to complete the comprehensive examination as their capstone experience for the degree.

*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 2020, 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 – Summer 2023 (online), Fall 2022 (online), Summer 2022 (online), Fall 2021 (online), Summer 2021 (online), Spring 2021 (online), Fall 2020 (online), Summer 2020 (online), Spring 2020, 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.

*APR290: Introduction to Channels and Messaging – Fall 2023, Spring 2023, Fall 2022 (online)*

This course introduces students to the evolving landscape of paid, owned, and earned media channels available to advertising and public relations professionals; as well as how to develop persuasive, channel-specific messaging for various 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**

### *COMM4640: 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.

### *COMM4635: 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.

### *COMM2050: 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.

## **CURRICULUM DEVELOPMENT AND IMPROVEMENTS**

### *APR290: Intro to Channels and Messaging*

Co-developed the new online, asynchronous course to acquaint public relations and advertising students with the landscape of different media channels and messaging.

### *APR332: Public Relations Writing*

Reinvented the existing course to be offered synchronously online.

### *APR570: Industry Outlook and Professional Development*

Created syllabus and course content for new Master's course.

### *CIS608: Qualitative Research Methods*

Revised an existing course to make the class applicable to offering it synchronously online to accommodate distance learning students in the School of Library and Information Sciences.

### *CIS618: Applied Communication*

Created syllabus for new applied communication course at the PhD level.

## **STUDENT COMMITTEE MEMBERSHIPS**

### **Completed Dissertation Committee Memberships**

M. Quick, “‘We are just getting started’: A digital ethnography of Live Action in the lead up and aftermath of *Dobbs v. Jackson*,” College of Communication and Information Sciences, 2023.

A. G. Uery, “Mapping solutions journalism in college media programs: A field theory analysis,” College of Communication and Information Sciences, 2023.

W. C. Singleton, “We have felt the trauma, but we are still going to work: Black journalists in a changing journalism field and the negotiation of objectivity and emotional labor,” College of Communication and Information Sciences, 2023.

N. A. Towery, “‘I pledge allegiance’: Examining motivations for sport fandom and fandom in the American South,” College of Communication and Information Sciences, 2021.

### **Doctoral Dissertation Committee Memberships**

Current: Kimberly White

### **Doctoral Program Committee Memberships**

Current: Sarah Miesse, Jake Paul

Completed: MacKenzie Quick, LaTonya Taylor, Anna Grace Usery

### **Directed Doctoral Student Research**

Completed: Haeson Park

### **Master’s Thesis Committee Membership**

Completed: Jenny Keogh (chair), Amelia McGowan, Randy Perez

### **Master’s Project Committee Memberships**

Completed: Katherine Poedtke (chair), Taylor Cahoon (chair), Kirah Wurst (chair), Victoria Martinez, Allie Rose, Daria Siliutina, Stephanie Ankrah (chair), West Bogese (chair), Victoria Richburg (chair), Caroline Watson (chair), Annika Fetzer Graham

## **ACADEMIC SERVICE**

### **INSTITUTIONAL SERVICE**

*Graduate Program Coordinator*, Spring 2023 – Present  
Department of Advertising and Public Relations, University of Alabama

*Assistant Graduate Program Coordinator*, Spring 2019 – Summer 2020  
Department of Advertising and Public Relations, University of Alabama

### **Committee Service**

*Co-Director*, Office of Research in Science and Risk Communication Management,  
Spring 2021 – Present  
Institute for Communication and Information Research, University of Alabama

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

*Chair*, Human Resources Committee, Fall 2019 – Summer 2023  
College of Communication and Information Sciences, University of Alabama

*Member (Diversity Advocate)*, Associate Professor in Science Communication Search Committee, Spring 2023  
Department of Advertising and Public Relations, University of Alabama

*Co-Chair*, PRWeek Award Submission Committee, Fall 2020  
Department of Advertising and Public Relations, University of Alabama

*Member (Diversity Advocate)*, Tenure Track Position in Advertising Search Committee, Fall 2020  
Department of Advertising and Public Relations, University of Alabama

*Member*, Awards and Scholarship Committee, Fall 2017 – Spring 2020  
Department of Advertising and Public Relations, University of Alabama

*Member*, PRWeek Award Submission Committee, Fall 2019  
Department of Advertising and Public Relations, University of Alabama  
*\*\*Winner of the top Outstanding Education Program award*

*Member (Diversity Advocate)*, Tenure Track Position in Public Relations Search Committee, Fall 2019  
Department of Advertising and Public Relations, 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

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

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

*Workshop Presenter*, Spring 2019  
Developed and presented a workshop for undergraduate students on informational interviewing.

*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.

**Invited Guest Lectures and Presentations**

*Seminar in Reputation Management, Spring 2023, University of Alabama, Dr. Kenon Brown*

Developed and presented a lecture on internal reputation management.

*Office of Research in Science and Risk Communication Management, Fall 2022, University of Alabama*

Hosted Qualitative Data Analysis Workshop for C&IS graduate students.

*Institute for Public Relations*, Spring 2022, Virtual

Presented as a panelist in the Overcoming Burnout: Effective Strategies to Elevate Your Mental Health webinar. Video available at: [https://www.youtube.com/watch?v=3\\_KsJPtxYZg](https://www.youtube.com/watch?v=3_KsJPtxYZg)

*Sydney Lecture Series*, Summer 2021, University of New South Wales, Virtual

Developed and presented the following lecture: Mindful Qualitative Researchers: Exploring Qualitative Methods and the Use of Mindfulness Techniques. Video available at:

[http://mlkent.com/MLK/Laura\\_Lemon\\_30\\_July\\_2021.mp4](http://mlkent.com/MLK/Laura_Lemon_30_July_2021.mp4)

*Research Methods*, Spring 2021, Pennsylvania State University, Dr. Stephanie Madden

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

*Seminar in Corporate Communication*, Spring 2021, University of Alabama, Dr. Kenon Brown

Developed and presented a lecture on internal communication and employee engagement.

*Foundations of Doctoral Study*, Fall 2020, University of Alabama, Dr. Robin Boylorn

Developed and presented a graduate seminar on employee engagement research.

*Institute for Communication and Information Research*, Fall 2020, University of Alabama

Participated in a panel to discuss collaborative research projects.

*Institute for Communication and Information Research*, Fall 2020, University of Alabama

Developed a presentation for first year Ph.D. students on success tips for graduate school.

*Research Methods*, Fall 2020, University of Alabama, Dr. Brian Britt

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

*Research Methods*, Fall 2020, University of Alabama, Dr. Eyun Jung Ki

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

*Research Methods*, Spring 2020, Pennsylvania State University, Dr. Stephanie Madden

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

*Research Methods*, Fall 2019, University of Alabama, Dr. Brian Britt

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

*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 Levenshush  
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.

## **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**

*Vice Chair*, November 2022 – November 2023

Plan the program for the 2023 annual conference in Annapolis, MD

*Vice Chair Elect*, November 2021 – November 2022

Supported the leadership team in planning the 2022 annual conference in New Orleans, LA

*Member*, Nominating Committee, November 2019 – November 2021

Managed annual nominations for division leadership positions

*Member*, PRIDE (Public Relations Innovation, Development and Education) Committee,  
November 2018 – November 2019

Reviewed 2018–2019 public relations textbooks and journal articles from the top PR journals 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 committee member and assisted in planning the annual PR Division social.

*Member*, Professional Liaison Committee, August 2015 – August 2016

Served as a committee member and helped plan and promote the PR Division preconference.

### **Editorial Board Membership**

*Journal of Public Relations Research*, August 2021 – Present

*Management Communication Quarterly*, March 2023 – Present

### **Reviewed Manuscripts for the Following Publications**

*Information Technology & People* (1)

*International Journal of Business Communication* (2)

*Journal of Communication Management* (3)

*Journal of Public Relations Research* (7)  
*Management Communication Quarterly* (3)  
*Methodological Innovations* (1)  
*Qualitative Market Research* (2)  
*Page Center Proposals* (2)  
*Public Relations Inquiry* (5)  
*Public Relations Journal* (2)  
*Public Relations Review* (17)

### **Reviewed Manuscripts for the Following Annual Conferences**

AEJMC, Public Relations Division – 2022, 2021, 2020, 2019, 2018

NCA, Public Relations Division – 2022, 2021, 2020, 2019, 2018, 2017

### **AWARDS AND RECOGNITION**

#### **Top Faculty Paper Award, Public Relations Division, 2021**

*Pandemic problems in the ivory tower: Exploring employee engagement and burnout during a crisis.* Paper presented at the meeting of the National Communication Association Annual Conference in Seattle, WA.

#### **Most Influential Article, *Journal of Current Issues and Research in Advertising*, 2019**

Recognized by The American Academy of Advertising as one of the most influential articles published in 2019.

#### **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 and Secretary, Alumni Advisory Board, 2020 - 2023*

School of Advertising and Public Relations (AdPR), University of Tennessee – Knoxville, TN

- The Board, comprised of distinguished advertising and public relations professionals, guides and espouses the programs of AdPR

*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 communication 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