

# Erica L. Ciszek

Associate Professor  
The University of Texas at Austin  
Stan Richards School of Advertising & Public Relations  
Moody College of Communication

## EDUCATION

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- 2010 - 2014** Ph.D. in Communication & Society  
University of Oregon School of Journalism & Communication  
Focus: Strategic Communication & Public Relations  
Graduate Certificate: Women's and Gender Studies  
Dissertation: *Identity, culture, and articulation: A critical-cultural analysis of strategic LGBT advocacy outreach*  
Chair: Patricia Curtin, Ph.D.
- 2009** M.S. in Mass Communication  
Boston University College of Communication  
Focus: Applied Communication Research  
Adviser: Michael Elasmr, Ph.D.
- 2008** B.A. in English Literature and Sociology  
Colby College  
Focus: Gender & Diversity

## ACADEMIC APPOINTMENTS

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- 2018 - present** Assistant Professor  
The University of Texas at Austin, Moody College of Communication  
Stan Richards School of Advertising & Public Relations
- 2014 - 2018** Assistant Professor  
University of Houston  
Jack J. Valenti School of Communication

## PUBLICATIONS

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### REFEREED JOURNAL ARTICLES

- Lim, H. S., Ciszek, E., & Moon, W. K. (2022). Perceived brand authenticity in LGBTQ communication: the scale development and initial empirical findings. *Journal of Communication Management*, 26(2), 187-206. <https://doi.org/10.1108/JCOM-02-2021-0023>
- Logan, N. & Ciszek, E. (2022). At the intersection of race, gender and sexuality: A Queer of Color Critique of PR Habitus. *Journal of Public Relations Research*. <https://doi.org/10.1080/1062726X.2022.2051174>

- Ciszek, E., Place, K., & Logan, N.** (2022). Critical humanism for public relations: Harnessing the synergy of gender, race and sexuality research. *Public Relations Review*, 48(1), <https://doi.org/10.1016/j.pubrev.2022.102151>
- Lindstadt, C., Boyer, B, Ciszek, E., Chung, A., & Wilcox, G.* (2022). Drunk Girl: A brief thematic analysis of Twitter posts about alcohol use and #Metoo. *Qualitative Research Reports in Communication*. <https://doi.org/10.1080/17459435.2021.2016919>
- Ciszek, E. & Lim, S.** (2021). Perceived brand authenticity and LGBTQ publics: How LGBTQ communication managers understand authenticity. *International Journal of Strategic Communication*. <https://doi.org/10.1080/1553118X.2021.1988954>
- Ciszek, E., Haven, P., & Logan, N.** (2021). Reckoning with power and privilege: Addressing structural erasure and misrepresentation through voice and listening. *New Media & Society*. <https://doi.org/10.1177/14614448211031031>
- Ciszek, E. Mocarski, R., Price, S., & Almeida, E.** (2021). Discursive stickiness: Affective institutional texts and activist resistance. *Public Relations Inquiry*. 1-16. <https://doi.org/10.1177/2046147X211008388>
- Place, K., Ciszek, E.** (2021). Troubling dialogue and digital media: A subaltern critique. *Social Media + Society*, 7(1). 1-11. <https://doi.org/10.1177/2056305120984449>.
- Ciszek, E.** (2020). Transnational queer activism: Cross-cultural communication, technology, and managing across international borders. *International Journal of Strategic Communication*, 14(5), 368-382. <https://doi.org/10.1080/1553118X.2020.1835919>
- Ciszek, E., & Rodriguez, N. S.** (2020). Power, agency and resistance in public relations: A queer of color critique of the Houston Equal Rights Ordinance. *Communication, Culture & Critique*, 13(4), 536-555. <https://doi.org/10.1093/ccc/tcaa024>
- Ciszek, E., & Rodriguez, N. S.** (2020). Articulating transgender subjectivity: How discursive formations perpetuate regimes of power. *International Journal of Communication*, 14(5), 199-5217. <https://ijoc.org/index.php/ijoc/article/view/13713/3243>
- Ciszek, E.** (2020). The man behind the woman: Publicity, celebrity public relations and cultural intermediation. *Public Relations Inquiry*, 9(2), 135-154. <https://doi.org/10.1177/2046147X20920821>
- Ciszek, E. & Pounders, K.** (2020). “The bones are the same”: An exploratory analysis of authentic communication with LGBTQ publics. *Journal of Communication Management*, 24(2), 103-117. <https://doi.org/10.1108/JCOM-10-2019-0131>
- Ciszek, E.** (2020). “We are people, not transactions”: Trust as a precursor to dialogue with

LGBT publics. *Public Relations Review*, 46(1), 1-7.  
<https://doi.org/10.1016/j.pubrev.2019.02.003>

**Ciszek, E., & Logan, N.** (2018). Corporate activism & challenging dialogue: A postmodern examination of Ben & Jerry's and the Black Lives Matter Movement. *Journal of Public Relations Research*, 30(3), 115-127. <https://doi.org/10.1080/1062726X.2018.1498342>

**Ciszek, E.** (2018). Constructive advocacy: A strategy of hope in activist strategic communication. *Journal of Public Interest Communications*, 2(2), 202-220.  
<https://doi.org/10.32473/jpic.v2.i2.p202>

**Ciszek, E.** (2018). Queering PR: Directions in theory and research for public relations scholarship. *Journal of Public Relations Research*, 30(4), 134-145.  
<https://doi.org/10.1080/1062726X.2018.1440354>

**Ciszek, E.** (2017). Activist strategic communication for social change: A transnational case study of lesbian, gay, bisexual, and transgender activism. *Journal of Communication*, 67(5), 702-718.  
<https://doi.org/10.1111/jcom.12319>

**Ciszek, E.** (2017). Todo mejora en el ambiente: An analysis of digital LGBT activism in Mexico. *Journal of Communication Inquiry*, 41(4), 313-330. <https://doi.org/10.1177/0196859917712980>

**Ciszek, E.** (2017). Public relations, activism and identity: A cultural-economic examination of contemporary LGBT activism. *Public Relations Review*, 43(4), 809-816.  
<https://doi.org/10.1016/j.pubrev.2017.01.005>

**Ciszek, E.** (2017). Advocacy communication and social identity: An exploration of social media outreach. *Journal of Homosexuality*, 64(14), 1993-2010.  
<https://doi.org/10.1080/00918369.2017.1293402>

**Ciszek, E.** (2016). A corporate coming out: Crisis communication and engagement with LGBT publics. *Case Studies in Strategic Communication*, 5(5), 72-98. Available at:  
<http://cssc.uscannenberg.org/cases/v5/v5art5>

**Ciszek, E.** (2016). Digital activism: How social media and dissensus inform theory and practice. *Public Relations Review*, 42(2), 314-321. <https://doi.org/10.1016/j.pubrev.2016.02.002>

**Ciszek, E.** (2015). Bridging the gap: Mapping the relationship between activism and public relations. *Public Relations Review*, 41(4), 447-455.  
<https://doi.org/10.1016/j.pubrev.2015.05.016>

**Ciszek, E.** (2014). Cracks in the glass slipper: Does it really 'get better' for LGBTQ youth, or is it just another Cinderella story? *Journal of Communication Inquiry*, 38(4), 325-340.  
<https://doi.org/10.1177/0196859914551607>

**Ciszek, E.** (2013). Advocacy and amplification: Nonprofit outreach and empowerment through

participatory media. *Public Relations Journal*, 7(2), 187-213.  
<https://prjournal.instituteforpr.org/wp-content/uploads/20132Ciszek.pdf>

**Ciszek, E., & Gallicano, T.** (2013). Changing cultural stigma: A study of LGBT and mental illness organizations. *Public Relations Review*, 39(1), 82-84.  
<https://doi.org/10.1016/j.pubrev.2012.09.011>

## REFEREED BOOK CHAPTERS

**Ciszek, E.** (2019). Activism. In B. Brunner (Ed.), *Public relations theory: Application and understanding* (pp. 159-174). Hoboken, NJ: Wiley & Sons Publishers.

Curtin, P., Gaither, T. K., & **Ciszek, E.** (2015). Articulating the conjunction of public relations practice and critical/cultural theory through a cultural-economic lens. In J. L'Etang, D. McKie, J. Xifra, & N. Snow (Eds.), *The Routledge handbook of critical public relations* (pp. 41-53). New York, NY: Routledge.

**Ciszek, E.** (2013). LGBT advocacy in the digital age: Participatory media and the empowerment of an LGBT public. In N. Tindall & R. W. Waters (Eds.) *Coming out of the closet: Exploring LGBT issues in strategic communication with theory and research* (pp. 207-218). New York, NY: Peter Lang Publishing.

## REFEREED JOURNAL ARTICLES UNDER REVIEW FOR PUBLICATION

**Ciszek, E., Price, S., & Mocarski, R.** (Under review). Public relations and queer capital: Reconceptualizing cultural capital in the production of trans representation. *Communication and Critical/Cultural Studies*.

Dorri, A. A., Loza, O., Bond, M. A., Ciszek, E., Elias-Curry, Y., Aguilar, S., Fliedner, P., Norwood, A., Stone, A. L., Cooper, M. B., Schick, V., Wilkerson, J. M., Wermuth, P. P., Schnarrs, P. W., COVID-19 Worries, Preventative Behaviors, and Outcomes in a Texas-based Sample of Latinx Sexual and Gender Minority People. *Journal of Community Health*.

## RESEARCH IN PROGRESS

Shah, M., Dorri, A., & **Ciszek, E.** (In preparation for ICA). Experiences of Social Support of Sexual and Gender Minorities amidst COVID-19.

Loza, O., Jones, M., **Ciszek, E.**, Bond, M. A., Schnarrs, P. W., & The Texas COVID-19 & You Coalition. (In preparation for: *Journal of Gay & Lesbian Social Services*). Differences in Barriers to Employment, Food Insecurity, and Barriers to Care and Services among Sexual and Gender Minorities on the TX-MX Border versus the rest of TX during COVID-19 Pandemic, 2020.

Loza, O., Bond, M. A., **Ciszek, E.**, Elias-Curry, Y., Aguilar, S., Norwood, A., Stone, A. L., Salcido, Jr.,

R., Schnarrs, P. W., & The Texas COVID-19 & You Coalition. (In preparation for: *LGBT Health*). Differences in COVID-19 Outcomes, Worries and Fears, and Preventative Behaviors by Race, Ethnicity, and Vaccine Willingness among Sexual and Gender Diverse Adult Texans.

Lim, H. S., Moon, W. K., & Ciszek, E. (In preparation for: *Journal of Homosexuality*). Advertising for brands and society: The effects of transgender advocacy advertising on consumers' authenticity perception and social engagement in LGBTQ+ brand activism.

## REFEREED CONFERENCE PRESENTATIONS

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Lim, H.S., Moon, W., & Ciszek, E. (2021, May) Advertising for Brands and Society: Effects of Transgender Brand Activism on Public's Perceived Authenticity and Social Engagement, Paper accepted for presentation at the 71<sup>st</sup> Annual International Communication Association (ICA), Virtual conference.

Lim, H.S., Ciszek, E., & Moon, W. (2021, May) Listening to Historically Marginalized Publics: Scale Development of Perceived Organizational Authenticity for LGBTQ Communication, Paper accepted for presentation at the 71<sup>st</sup> Annual International Communication Association (ICA), Virtual conference.

Schnarrs, P.W., Loza, O, Ciszek, E., Cooper, M. B., Norwood, A., & The Texas COVID-19 Coalition. (2020, November). *COVID-19 & you*. Presented at the PRIDE Health Pop-Up Institute Conference, Virtual conference.

Ciszek, E., & Mocarski, R., Almeida, E. (2020, August). *Capital and legitimacy: Trans\* communicators as cultural intermediaries*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.

Logan, N., & Ciszek, E. (2020, August). *A view from the margins of the margins: How a queer of color critique enriches understanding of public relations*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.  
\*\* Top Paper Award, Public Relations Division \*\*

Ciszek, E., Haven, P., & Logan, N. (2020, August). *Amplifying and signal boosting: How transgender engage the politics of voice and listening*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.

Almeida, E., & Ciszek, E. (2020, May). *Producing Trans\* subjectivity: A communication theory of identity*. Presented at the International Communication Association, Gold Coast, Australia.

Ciszek, E., & Harlow, S. (2020, May). *Building bridges: A communication heuristic for articulating a commitment to social change*. Presented at the International Communication Association, Gold Coast, Australia.

- Ciszek, E., & Curtin, C.** (2020, March). *Toys aren't just toys: The cash value of critical theory and research to public relations practice in an environment of increasing public expectations for CEO activism*. Presented at the International Public Relations Research Conference, Orlando, FL.
- Ciszek, E., & Pounders, K.** (2019, September). *Effective advertising to LGBTQ communities: An exploratory study*. Presented at the Annual Association of Consumer Research Conference, Atlanta, GA.
- Ciszek, E., & Almeida, E.** (2019, August). *Translating transgender lives: A study of trans\* communication practitioners as cultural intermediaries*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Ciszek, E., Li, M., Metzger, J., Reynolds, C., & Stoner, A.** (2019, August). *Queerbaiting and rainbow-washing: Have corporate media improved representation or co-opted LGBTQ communities*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Ciszek, E.** (2019, August). *(Re)centering human experience: A provocation for a critical humanistic orientation for public relations*. Accepted for presentation at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Whipple, K., & Ciszek, E.** (2019, May). *Activism through intimacy: A visual analysis of the #MeToo movement on Instagram*. Presented at the International Communication Association's Annual Conference, Washington, D.C.
- Ciszek, E.** (2019, February). *Strategies, tactics and social movements: A consideration of public relations and activism*. Presented at the Global Communication Summit on Media for Social Justice, Houston, TX.
- Ciszek, E., & Rodriguez, N. S.** (2018, October). *No seat at the table: Activist public relations and a queer of color critique*. Presented at the PRSA Educators Academy, Austin, TX.
- Ciszek, E.** (2018, August). *No men in women's bathrooms: Encoding/decoding in activist strategic Communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.
- Ciszek E.** (2018, August). *Constructive advocacy: A strategy of hope in activist strategic communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.
- Ciszek, E.** (2018, June). *Global LGBT Activism and mediated (re)presentation: Cultural intermediation and convergence*. Presented at the International Association for Media and Communication Research, Eugene, OR.
- Ciszek, E., Curtin, P. A., Eray, T. E., Lee, T., & Logan, N.** (2018, June). *Constructing the good*

*corporate citizen: Identity, social responsibility, and global sustainability.* Presented at the International Association for Media and Communication Research, Eugene, OR.

**Ciszek, E., & Rodriguez, N. S.** (2017, August). *Disenfranchisement and disempowerment: A queer of color critique of activist public relations.* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.

**Ciszek, E., & Logan, N.** (2017, August). *Corporate activism & dissensus: A discourse analysis of Ben & Jerry's support of Black Lives Matter.* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.

**Ciszek, E.** (2017, May). *What does queer theory teach us about PR?: Queer possibilities for public relations theory and practice.* Accepted for presentation by the International Communication Association's Annual Conference, San Diego, CA.

**Ciszek, E.** (2017, May). *Global strategies, local tactics: Public relations and transnational LGBT activism.* Accepted for presentation by the International Communication Association's Annual Conference, San Diego, CA.

**Ciszek, E.** (2016, August). *Framing transgender: A critical analysis of public relations and media coverage of Caitlyn Jenner.* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Minneapolis, MN.

**Ciszek, E.** (2016, August). *Queering PR: What can queer theory teach us about public relations?* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Minneapolis, MN.

**Ciszek, E.** (2016, March). *Culture, context, and agency: An examination of transnational LGBTQ activism.* Presented at the Popular Culture Association / American Culture Association National Conference, Seattle, WA.

**Ciszek, E.** (2015, August). *Pedagogy and exploring sexuality in the communication classroom.* Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.

**Ciszek, E.** (2015, May). *Advocacy, communication, and cultural theory.* Presented as part of the Stuart Hall and the Future of Media and Cultural Studies Preconference at the International Communication Association's Annual Conference, San Juan, Puerto Rico.

**Ciszek, E.** (2015, May). *Youth and social media: Resistance to narratives that construct LGBTQ identity and mental health stigma.* Presented at the International Communication Association's Annual Conference, San Juan, Puerto Rico.

**Ciszek, E.** (2014, August). *Teaching diversity in strategic communication: Examining the changing landscape for media educators.* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Montreal, Canada.

- Ciszek, E.** (2014, August). *Exploring cutting-edge methodologies for researching gender & sexuality in mass communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Montreal, Canada.
- Phillips, L., & **Ciszek, E.** (2014, May). *Investigating motivations for corporate social responsibility in the It Gets Better Project: A case study*. Presented at the International Communication Association's Annual Conference, Seattle, WA.
- Ciszek, E.** (2013, August). *Social media, activism, and issue identity: Chick-Fil-A's viral public relations corporate controversy*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.
- Ciszek, E.** (2013, June). *Reconceptualizing activism through dissymmetry: An exploration of the corporate Religious Right & LGBT activists*. Presented at the International Association of Mass Communication Researchers Conference, Dublin, Ireland.
- Curtin, P., **Ciszek, E.**, & Gaither, T. K. (2013, June). *Challenging the viability of public relations as a management function: Building inclusive and sustainable public relations theory and practice*. Presented at the International Communication Association's Annual Conference, London, England.
- Ciszek, E.** (2013, June). *Trans advocacy and public relations: A critical analysis of mediated transfemininity in the 2012 Miss Universe Pageant*. Presented at the International Communication Association's Annual Conference, London, England.
- Ciszek, E.** (2012, November). *The butch in the bow tie: Gender, pedagogy and female masculinity in the classroom*. Presented at the National Communication Association Conference, Orlando, FL.
- Ciszek, E.** (2012, August). *Winning hearts and building community: An analysis of Basic Rights Oregon's "Love. Commitment. Marriage." campaign*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.
- Ciszek, E.** (2012, June). *Developing a global queer community in the digital age: A narrative analysis of international contributions to the It Gets Better Project*. Presented at the International Communication Association's Conference, Phoenix, AZ.
- Ciszek, E.** (2011, November). *In our own voice: A narrative analysis of the It Gets Better Project and digital storytelling*. Presented at the National Communication Association Conference, New Orleans, LA.
- Ciszek, E.** (2011, August). *My body, my gender, my story: A qualitative analysis of transgender narratives and the It Gets Better Project*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, St. Louis, MO.



## FELLOWSHIPS

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Dean's Fellow Moody College of Communication The University of Texas at Austin	Fall 2021
Faculty Success Program National Center for Faculty Development & Diversity	Spring 2019
Lillian Lodge Kopenhaver Fellow Kopenhaver Center for the Advancement of Women in Communication Florida International University	2015 - 2016

## HONORS & AWARDS

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### RESEARCH

Faculty Development Program Center for Women's and Gender Studies University of Texas at Austin	2022
Lillian Lodge Kopenhaver Outstanding Early-Career Woman Scholar Award Kopenhaver Center for the Advancement of Women in Communication Florida International University The award honors an early-career scholar who demonstrates outstanding research and potential for future scholarship.	2021
Ellen A. Wartella Distinguished Research Award (\$1,500) Moody College Research Awards Committee The University of Texas at Austin The award honors one research article authored by a member of the Moody College faculty for its contributions to conceptual innovations; contribution to the literature in this field; and the methodological, pedagogical, or policy-related advances or contributions made.	2020
Jim Murphy Award for Top Faculty Paper Cultural and Critical Studies Division Association for Education in Journalism and Mass Communication	2020
Top Paper Award Public Relations Division Association for Education in Journalism and Mass Communication	2020
Diversity and Inclusion Award (\$500) PRSA Educators Academy American University The award recognizes research that advances research in diversity and inclusion in PR	2018

Mary Ann Yodelis Smith (MAYS) Award (\$500)	2018
Commission on the Status of Women	
Association for Education in Journalism and Mass Communication	
The award funds feminist scholarship that has the potential to make significant contributions to the literature of gender and media.	
Research Finalist in Public Interest Communication (\$1,500)	2018
Center for Public Interest Communications	
University of Florida	
Finalists were selected from a pool of applicants by a review committee of scholars and practitioners. Papers were considered based on their applicability to the field, contribution to public interest communications as an interdisciplinary academic discipline, methodological rigor and insight that can be used to innovate the social sector.	
Assistant Professor Excellence (APEX) Series	2016
University of Houston	
Faculty Senate	
APEX is a competitive lecture series that showcases the breadth and depth of groundbreaking research, scholarship and creative activity being undertaken by early-career faculty across disciplines.	

## TEACHING

Center for Advancing Teaching Excellence	
Above and Beyond Awards	2022
Moody College of Communication	
Inaugural award (117 nominations, 10 selected)	
Moody Diversity, Inclusion, Justice, and Equity Pedagogy Program	2021
Moody College of Communication	
Inaugural cohort (21 applications, 6 selected)	
Experiential Learning Initiatives Award (\$10,000)	2019 - 2021
University of Texas at Austin	
Office of the Executive Vice President and Provost	

## RESEARCH FUNDING

### Sponsored Research Funding

1R21MH126688 (Mocarski & Ciszek)	07/01/2021-06/30/2023	0.90 Calendar Months
NIH/NIMHD	\$388,335	

*Developing a Toolkit for Transgender and Gender Diverse-Affirming Health Communication: A Community-Based Participatory Research Partnership Approach*

Through a community-based, iterative development process, we will partner with the Central Great Plains Transgender and Gender Diverse (TGD) community to develop a toolkit to guide the development TGD-affirming health communication and promotion activities. The developed toolkit will be piloted by 10 health communication practitioners to develop TGD-affirming materials for specific health conditions. These materials will then be reviewed by the community in a dialogic focus group with the aim to refine the toolkit for future efficacy and acceptability testing.

Submission Date: 10/16/2020

Role: Co-PI

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
UT OSP: 202000096 - 001

Ciszek, E. – Principal Investigator

Listening to historically marginalized publics: Brand activism and LGBTQ stakeholders

07/01/2021-08/01/2021 (\$5,000)

*Lim, H.S., Moon, W.*, The University of Texas at Austin

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
UT OSP: 201900071 - 001

Ciszek, E. – Principal Investigator

Translating transgender lives: A study of trans communication practitioners as cultural intermediaries

07/01/2019-08/01/2020 (\$3,200)

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
Ciszek, E. – Principal Investigator

Walking the walk, or just talking the talk: Digital media, dialogue and ethical communication with diverse publics

07/01/2017- 08/01/2018 (\$1,000)

Waterhouse Family Institute, Villanova University

Ciszek, E. – Principal Investigator

Identity, culture, and articulation: A critical-cultural analysis of strategic LGBT advocacy outreach

06/01/2013-06/01/2014 (\$6,500)

**Sponsored Research Under Review**

Investigator

MERCK

\$5,589,000.00

*Center of Excellence in HIV Cure, Vaccine and Next Generation Preventatives Research and Translational Science*

**Internal Research Funding**

Small Grants Program (\$3,000) 2016  
University of Houston

New Faculty Research Program (\$6,000) 2015  
University of Houston

## SPECIAL PROJECTS

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University of Texas Pop-Up Institute 2019 - 2020  
Office of the Vice President for Research  
*Creating Inclusivity and Improving Outcomes for Sexual and Gender Minorities*  
Norwood, A., Brown, L., **Ciszek, E.**, Clayborn, K., Mackert, M., Monge, M., Mullen, J., Ossai, U., Parent, M., Rew, L., Russell, S., Schnarrs, P., Salazar, R.  
The Institute is a multidisciplinary collaborative of researchers, healthcare providers and community partners to investigate how sexual health, mental health and substance use disorders amplify each other and contribute to health disparities in sexual and gender minorities (SGM) communities. My contributions focus on the Institute's strategic communication efforts and leveraging public relations to advocate for SGM inclusion and mitigate bias.

## COMMUNITY REPORTS

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Phillip W. Schnarrs, Oralia Loza, Erica Ciszek, Yona Elias-Curry, Sheridan Aguilar, Mark A. Bond, Aliza Norwood, and The Texas COVID-19 & You Coalition. COVID-19 & YOU: Experiences of Sexual and Gender Diverse Texans During COVID-19 Pandemic, Austin, TX. April 2021.  
<https://guides.lib.utexas.edu/pridehealth/COVID19>

## INVITED SPEAKING ENGAGEMENTS

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Inaugural LGBTQ Pride Lecture, Moderator June 2021  
Public Relations Division  
Association for Education in Journalism and Mass Communication

*Entering the age of social justice: Re-evaluating your social responsibility program* January 2021  
Florida Public Relations Counselors' Network Midwinter Symposium  
Florida Public Relations Association  
Virtual

*Rainbow-washing: So you've had your Pride event, now what?* September 2020  
Austin LGBT Chamber of Commerce  
Virtual

*Emerging ethical issues in PR webinar* September 2020  
PRSA Educators Academy, AEJMC Media Ethics Division  
Sponsored by the Institute for Public Relations  
Virtual

<i>Companies are woke. Now what?</i> Real Good Chat Center for Public Interest Communications University of Florida, College of Journalism and Communications Virtual	July 2020
<i>LGBTQ+ perspectives in advertising and PR</i> Moody Mini Series University of Texas at Austin, Moody College Virtual	June 2020
<i>Experiential Learning Panel</i> Moody College Advisory Council University of Texas at Austin	November 2019
<i>The LGBTQ experience in public relations: Stories that shaped our profession, our values, our future</i> The Public Relations Museum, New York, NY	June 2019
<i>Strategically Building and Communicating Diversity, Equity &amp; Inclusion</i> Keynote Presentation University of Texas at Austin, College of Natural Sciences	January 2019

## TEACHING

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### COURSES TAUGHT

#### University of Texas at Austin

##### Undergraduate Courses

ADV/PR323: Public Communication of Science & Technology	Summer 2019
	Summer 2020
ADV/PR353: Advertising & Public Relations Law & Ethics	Fall 2018
	Spring 2019
	Fall 2019
	Spring 2020
	Fall 2020
	Spring 2021
PR348: Public Relations Techniques	Spring 2020
	Spring 2021
PR352: Strategies of Public Relations	Fall 2019
	Fall 2020

## University of Houston, Jack J. Valenti School of Communication

### Undergraduate Courses

COMM4397: Strategic Social Media  
(developed course)

Fall 2014  
Spring 2015  
Spring 2016  
Summer 2016

COMM4368: PR Campaigns

Spring 2015  
Fall 2015  
Spring 2016  
Fall 2016  
Fall 2014

COMM4368: PR Campaigns- Bateman Competition  
(developed course)

### Graduate Courses

COMM7397: Critical Cultural Public Relations  
COMM6370: Public Relations Management

2015  
2016, 2017

## TEACHING SUPPLEMENTS

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Moody Open-Door Discussion 2020  
Strategic Communication & Social Change

Online Instruction Workshop 2020  
Provost's Office and the Office of Strategy and Policy

## GRADUATE ADVISING & SUPERVISION

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### University of Texas at Austin

#### *Thesis Advisor*

1. Maria Owen

#### *Dissertation Committee Member*

1. Charulata Gosh Fall 2021
2. Won-Ki Moon Fall 2021

#### *Comprehensive Exam Committee Member*

3. Charulata Ghosh Spring 2021
4. Won-Ki Moon Summer 2021

#### *Doctoral Coursework Advising Committee Member*

1. Won-Ki Moon
2. Nichole Bennett
3. Charulata Ghosh

### *Independent Study Supervisor*

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|--|-------------------------------------|
| 1. Charulata Ghosh, Advertising Doctoral Student | Fall 2018, Spring 2019              |
| 2. Won-Ki Moon, Advertising Doctoral Student     | Summer 2019, Fall 2019, Spring 2020 |
| 3. Yara Acaf, Advertising Doctoral Student       | Fall 2022                           |

### **University of Houston**

#### *Comprehensive Exam Committee Member*

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|---------------------|-------------|
| 1. Katherine Gillis | Spring 2018 |
| 2. Marina Calzini   | Fall 2017   |
| 3. Armand Viscari   | Spring 2017 |
| 4. Jasmine Mack     | Summer 2016 |
| 5. Erica Casillas   | Fall 2015   |

### **Master's Thesis Committee**

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|-----------------------|-------------|
| 1. Denily Acosta Izzo | Spring 2017 |
| 2. Robyn Balaban      | Spring 2018 |

## **UNDERGRADUATE ADVISING & SUPERVISION**

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### **University of Texas at Austin**

#### **Competitive University Projects**

President's Award for Global Learning, Finalist 2019

#### *Faculty Leader*

Somewhere Over the Rainbow: Researching the role of cultural intermediaries in India's Media Post Section 377

Team: Tori Clithero (Advertising), Vinit Sha (Political Science), Simi Hassam (Psychology)

#### **Thesis Reader**

- |                                       |      |
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| 1. Meera Aiyer, <i>Plan II Honors</i> | 2020 |
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## **SERVICE**

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### **SCHOOL: The Stan Richards School of Advertising and Public Relations**

*Public Relations Student Society of America (PRSSA)- UT Chapter* 2021 - present

Faculty Advisor

*Graduate GRE Ad-Hoc Committee* 2021 - present

Member

<i>Faculty Third-Year Review Process Ad-Hoc Committee</i> Member	2021 - present
<i>Faculty Committee for Ethical Thought Leadership</i> Co-Chair	2021 - present
<i>Extended Budget Council</i> Member	2019 - present
<i>Public Relations Committee</i> Member	2019 - present
<i>Search Committee – Advertising Creative Sequence</i> Member	2018 – 2019
<i>Search Committee- Public Relations Faculty, Open Rank</i> Chair	2021-2022

#### **COLLEGE: The Moody College of Communication**

<i>Faculty/Staff Diversity &amp; Inclusion Subcommittee</i> Member	2019 - present
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#### **UNIVERSITY: The University of Texas at Austin**

<i>University Faculty Gender Equity Council</i> Office of the Executive Vice President and Provost Member at Large	2022- present
<i>Council for LGBTQ+ Access, Equity, and Inclusion (Q+AEI)</i> Office of the Executive Vice President and Provost Member at Large	2022- present
<i>Faculty Council</i> Member at Large	2020 – 2022
<i>Faculty Council Sub-Committee: Committee on Committees</i> Chair	2022 – 2023
<i>Faculty Council Sub-Committee: Committee on Committees</i> Member	2020 – 2022
<i>VPR Research &amp; Creative Grants</i> Office of the Vice President for Research Reviewer	2018-2019



**Affiliations**

Texas Center for Equity Promotion  
College of Education 2021- present

LGBTQ Studies Faculty Affiliate  
College of Liberal Arts 2019 - present

**University of Houston****SCHOOL: Jack J. Valenti School of Communication**

*Undergraduate Curriculum Committee*  
Member 2017 – 2018

*Graduate Affairs Committee*  
Member 2014 – 2018

*Search Committees*  
Integrated Strategic Communication, Member Fall 2016  
Journalism, Member Fall 2015

**COLLEGE**

Research, Scholarship, and Creative Activity Committee  
College of Liberal Arts and Social Sciences 2017 - 2018

**UNIVERSITY**

University of Houston Faculty Senate 2017 - 2018

Community & Government Relations Committee 2017 - 2018

University of Houston LGBTQ Advisory Council  
Faculty Advisory Member 2016 - 2018

Scarlet Seals of Excellence  
Committee Panelist 2016 - 2018

E-portfolio Panel Evaluator  
The Honors College 2016 - 2018

**PROFESSIONAL SERVICE**

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**Academic Organizations**

*Head* 2016 - 2017  
Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group

Association for Education in Journalism and Mass Communication

*Vice-Head* 2015 - 2016  
Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group  
Association for Education in Journalism and Mass Communication

*Professional Freedom and Responsibility Chair* 2014 - 2015  
Gay, Lesbian, Bisexual, & Transgender (GLBT) Interest Group  
Association for Education in Journalism and Mass Communication

### **Journal Editorial Board**

*Journal of Public Relations Review* 2020 - present  
*Journal of Public Interest Communications* 2017 - present

### **Manuscript Reviewer**

*Health Communication* 2019  
*SAGE Open* 2018  
*Poetics* 2018  
*Public Relations Journal* 2018  
*Journal of Homosexuality* 2017  
*Public Relations Review* 2017  
*Public Relations Inquiry* 2017  
*Communication Quarterly* 2016 - present  
*Communication Theory* 2016 - present  
*New Media & Society* 2016 - present

### **Conference Paper Reviewer**

Association for Education in Journalism and Mass Communication 2015 - present  
Public Relations Division  
LGBTQ Interest Group  
Commission on the Status of Women

National Communication Association 2016  
Public Relations Division

### **Professional Organizations**

*Institute for Public Relations* 2020 - present  
Center for Diversity, Equity and Inclusion  
Advisory Committee