

Erica L. Ciszek

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

EDUCATION

| | |
|--------------------|---|
| 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: <i>Identity, culture, and articulation: A critical-cultural analysis of strategic LGBT advocacy outreach</i> Chair: Patricia Curtin, Ph.D. |
| 2009 | M.S. in Mass Communication Boston University College of Communication Focus: Applied Communication Research Adviser: Michael Elasmar, Ph.D. |
| 2008 | B.A. in English Literature and Sociology Colby College Focus: Gender & Diversity |

ACADEMIC APPOINTMENTS

| | |
|-----------------------|--|
| 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

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

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 71st 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 71st 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

RESEARCH

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| Faculty Development Program Center for Women's and Gender Studies University of Texas at Austin | 2022 |
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| 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 |
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| 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 |
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| Jim Murphy Award for Top Faculty Paper Cultural and Critical Studies Division Association for Education in Journalism and Mass Communication | 2020 |
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| Top Paper Award Public Relations Division Association for Education in Journalism and Mass Communication | 2020 |
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| Diversity and Inclusion Award (\$500) PRSA Educators Academy American University The award recognizes research that advances research in diversity and inclusion in PR | 2018 |
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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
Moody College of Communication 2021
Inaugural cohort (21 applications, 6 selected)

Experiential Learning Initiatives Award (\$10,000)
University of Texas at Austin 2019 - 2021
Office of the Executive Vice President and Provost

RESEARCH FUNDING

Sponsored Research Funding

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|----------------------------------|-----------------------|----------------------|
| 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

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

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

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

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

TEACHING

COURSES TAUGHT

University of Texas at Austin

Undergraduate Courses

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

COMM4368: PR Campaigns- Bateman Competition
(developed course) Spring 2016
Fall 2016
Fall 2014

Graduate Courses

COMM7397: Critical Cultural Public Relations 2015
COMM6370: Public Relations Management 2016, 2017

TEACHING SUPPLEMENTS

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

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

1. Charulata Ghosh, Advertising Doctoral Student
2. Won-Ki Moon, Advertising Doctoral Student
3. Yara Acaf, Advertising Doctoral Student

Fall 2018, Spring 2019
Summer 2019, Fall 2019, Spring 2020
Fall 2022

University of Houston

Comprehensive Exam Committee Member

1. Katherine Gillis
2. Marina Calzini
3. Armand Viscari
4. Jasmine Mack
5. Erica Casillas

Spring 2018
Fall 2017
Spring 2017
Summer 2016
Fall 2015

Master's Thesis Committee

1. Denily Acosta Izzo
2. Robyn Balaban

Spring 2017
Spring 2018

UNDERGRADUATE ADVISING & SUPERVISION

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

1. Meera Aiyer, *Plan II Honors*

2020

SERVICE

SCHOOL: The Stan Richards School of Advertising and Public Relations

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

Faculty Advisor

2021 - present

Graduate GRE Ad-Hoc Committee

2021 - present

Member

| | |
|---|----------------|
| <i>Faculty Third-Year Review Process Ad-Hoc Committee</i> | 2021 - present |
| Member | |
| <i>Faculty Committee for Ethical Thought Leadership</i> | 2021 - present |
| Co-Chair | |
| <i>Extended Budget Council</i> | 2019 - present |
| Member | |
| <i>Public Relations Committee</i> | 2019 - present |
| Member | |
| <i>Search Committee – Advertising Creative Sequence</i> | 2018 – 2019 |
| Member | |
| <i>Search Committee- Public Relations Faculty, Open Rank</i> | 2021-2022 |
| Chair | |
| COLLEGE: The Moody College of Communication | |
| <i>Faculty/Staff Diversity & Inclusion Subcommittee</i> | 2019 - present |
| Member | |
| UNIVERSITY: The University of Texas at Austin | |
| <i>University Faculty Gender Equity Council</i> | 2022- present |
| Office of the Executive Vice President and Provost | |
| Member at Large | |
| <i>Council for LGBTQ+ Access, Equity, and Inclusion (Q+AEI)</i> | 2022- present |
| Office of the Executive Vice President and Provost | |
| Member at Large | |
| <i>Faculty Council</i> | 2020 – 2022 |
| Member at Large | |
| <i>Faculty Council Sub-Committee: Committee on Committees</i> | 2022 – 2023 |
| Chair | |
| <i>Faculty Council Sub-Committee: Committee on Committees</i> | 2020 – 2022 |
| Member | |
| <i>VPR Research & Creative Grants</i> | 2018-2019 |
| Office of the Vice President for Research | |
| Reviewer | |

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

| | |
|--|------------------------|
| <i>Undergraduate Curriculum Committee</i> Member | 2017 – 2018 |
| <i>Graduate Affairs Committee</i> Member | 2014 – 2018 |
| <i>Search Committees</i> Integrated Strategic Communication, Member Journalism, Member | Fall 2016 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

Academic Organizations

| | |
|---|-------------|
| <i>Head</i> Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group | 2016 - 2017 |
|---|-------------|

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