**Mildred F. “Mimi” Wiggins Perreault, PhD**

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MimiPerreault.com

As a teacher-scholar, I integrate leadership, research and teaching in media and communication into both research and practice. I aim to support students from diverse backgrounds as they evolve into practitioners of media and communication through application and innovation. Using a qualitative and narrative lens, I seek to understand the actions and interactions of public relations practitioners and journalists in crisis and disaster situations. I use communication ecology to examine these relationships and build theory using case studies, textual analysis, interviews, and surveys. My research focuses primarily on the role strategic communicators and journalists in shaping crisis and disaster preparation and response. My work had been published in journals including *Mass Communication and Societ*y, *American Behavioral Scientist, Disasters, Journalism Practice, and Journalism Studies***.** My work provides insight into how diverse groups of people respond to crisis, science communication, and disaster information. I plan to continue to submit my research to grants in these areas, and to top-tier and interdisciplinary journals.

Academic Appointments

**University of South Florida,** Tampa, Florida

Zimmerman School of Advertising and Mass Communications

* Assistant Professor (August 2023-current)

Department of Women's, Gender, & Sexuality Studies

* Affiliate Faculty

Center for Sustainable Democracy (founded Fall 2023)

* Faculty Research Fellow (October 2023-current)

**East Tennessee State University,** Johnson City, Tennessee

Department of Media and Communication,

Media and Communication (BA) and Brand and Media Strategy (MA)

* Assistant Professor (August 2019- June 2023)

**Appalachian State University***,* Boone, North Carolina

Department of Communication

* Lecturer (January 2017 to June 2019)

**Appalachian State University:** Research Institute for Environment, Energy and Economics (RIEEE, Appalachian Energy Center)

* Research Assistant Professor (June 2016 to January 2019)
* Research Associate (February to June 2016)

Education

Ph.D., Journalism, University of Missouri, May 15, 2016

* Dissertation advisor: Dr. Ryan Thomas
* Dissertation**:** “Local Journalism Beyond the Command Post: Journalists as Strategic Communicators, and Citizen Stakeholders in Natural Disaster Recovery”
* Qualitative Research Certificate from the University of Missouri College of Education

M.A., Communication, Culture and Technology, Georgetown University, December 2010

* Thesis advisor: Dr. Kimberly Meltzer
* Thesis: “Covering the Haiti Earthquake of 2010: How Journalists used Technology to Capture the Conditions of Haiti in the Aftermath”

B.A., Journalism, Public Relations

Minor in Religion and Politics, Baylor University, May 2005

**Refereed Research Publications**

**Books**

* **Perreault, M.F**. & Smith-Frigerio, S. eds. (in press/2024). Crisis communication case studies on COVID-19: Multidimensional perspectives and applications. Peter Lang. ISBN 9781433192227 .

**Peer Reviewed**

* **Perreault, M.** and Foss, K. (2023). “Parents’ News Consumption and COVID Sources in Their Decisions to Vaccinate.” *Journal of Applied Research on Children:  Informing Policy for Children at Risk*. <https://digitalcommons.library.tmc.edu/childrenatrisk/vol13/iss2/3/>
* Davis, J. and **Perreault, M.** (2023). *“*[Perspectives on Teaching Environmental](https://higherlogicdownload.s3.amazonaws.com/AEJMC/cb51e04d-0bbc-407c-8982-aece895b3c6f/UploadedImages/TJMC_13_1__2023__Davis_Perrault_Oral_History_.pdf)  
  [Oral History in the Media and](https://higherlogicdownload.s3.amazonaws.com/AEJMC/cb51e04d-0bbc-407c-8982-aece895b3c6f/UploadedImages/TJMC_13_1__2023__Davis_Perrault_Oral_History_.pdf) Communication Classroom.” *Teaching Journalism and Mass Communication Journal*. <https://higherlogicdownload.s3.amazonaws.com/AEJMC/cb51e04d-0bbc-407c-8982-aece895b3c6f/UploadedImages/TJMC_13_1__2023__Davis_Perrault_Oral_History_.pdf>
* **Perreault, M.** Walsh, J. Lincoln, L., Perreault, G. P and Moon, R. (2023). ““‘Everything Else is Public Relations’” How Rural Journalists Draw the Boundary Between Journalism and Public Relations in Rural Communities.” Mass Communication and Society. [doi.org/10.1080/15205436.2023.2243920](https://doi.org/10.1080/15205436.2023.2243920)
* **Perreault, M.** & Richards, M. (2023). *“*Mask Making on Social Media: Women’s Mask Making Practices and Advocacy During the Covid-19 Pandemic.” *Qualitative Health Communication*. *https://tidsskrift.dk/qhc/article/view/130132*
* Fargen Walsh, J. & **Perreault, M.F.** (2023). “What’s With the Water: The nature of reactionary reporting on the problem of nitrates in Nebraska.” *Newspaper Research Journal*. <https://doi.org/10.1177/07395329221143381>
* Perreault, G.P. Moon, R., Fargen Walsh, J., and **Perreault, M.F.** (2022). ““It’s not hate but …”: Defining marginal categories in rural journalism.” *Journalism Practice.* <https://doi.org/10.1080/17512786.2022.2075782>
* Wehde, W. & **Perreault, M.** (2022). “Developing Survey Methods for Collecting Individual Policy Narratives: A case study of climate change narratives using an engaged convenience sample.” *International Review on Public Policy.* <https://doi.org/10.4000/irpp.2480>
* Perreault, G.P. **Perreault, M.F. &** Maares, P.(2022) Metajournalistic discourse and field theory on journalistic practice in the COVID-19 pandemic. *Journalism Practice.* <https://doi.org/10.1080/17512786.2021.1949630>
* **Perreault, M.** (2021). Journalism Beyond the Command Post: Local journalists as strategic citizen stakeholders in natural disaster recovery. *Journalism Studies*. DOI: <https://doi.org/10.1080/1461670X.2021.1950565>
* **Perreault, M.**& Perreault, G. (2021*).* Journalists on COVID Journalism: Communication Media Ecology of Pandemic Reporting. *American Behavioral Scientist.*

[*https://journals.sagepub.cm/doi/10.1177/0002764221992813*](https://journals.sagepub.cm/doi/10.1177/0002764221992813)

* Richards. M.& **Perreault, M.** (2021). Sewing Self-Efficacy: Images of Women’s Mask-Making in Appalachia during the COVID-19 Pandemic. Survive and Thrive: A Journal for Medical Humanities and Narrative as Medicine Special Edition: “‘I Think You’re Muted’: Voices from the Coronavirus Pandemic. <https://repository.stcloudstate.edu/survive_thrive/vol6/iss1/13>
* **Perreault, M.,** Perreault, G., & Suarez, A. (2021). What does it mean to be a woman in “indie” game storytelling? Narrative Framing in Independently-Developed Video Games. *Games & Culture.* [https://doi.org/10.1177/15554120211026279](https://doi.org/10.1177%2F15554120211026279)
* **Perreault, M.** & Perreault, G. (2019). Symbolic Convergence in the 2015 Duggar Scandal Crisis Communication. *Journal of Media & Religion*. 18, (3). <https://doi.org/10.1080/15348423.2019.1678945>
* Thomas, R. and **Perreault, M.** (2018). A Lineage of Leakers? The Contingency of Collective Memory in Coverage of Contemporary Leaking Cases. *Journalism Practice.* <https://doi.org/10.1080/17512786.2017.1389293>
* **Perreault, M.,** Perreault, G, Jenkins, J. & Morrison, A. (2018). Depictions of Women in 2013 Digital ‘Game of the Year’ Nominees. *Games and Culture*.13, 8) [https://doi.org/10.1177/1555412016679584](https://doi.org/10.1177%2F1555412016679584)
* Hinnant, A., Subramanian, R., Ashley, R., **Perreault, M.**, Young, R., & Thomas, R. J. (2017). How Journalists Characterize Health Inequalities and Redefine Solutions for Native American Audiences. *Health Communication*, 1-9. <https://doi.org/10.1080/10410236.2017.1405482>
* Rolbiecki, A. J.,Subramanian, R., Crenshaw, B., Albright D. L., & **Perreault, M.** (2017). Coming to terms with chronic pain: Exploring Resilience across a sample of patients living with chronic pain. *Traumatology, Special Issue on Resilience.* <https://doi.org/10.1037/trm0000095>
* Jenkins, J., & **Perreault, M.** (2016). Stay Tuned: A case study in educational collaboration. *Journalism Education*, *5*(1), 155-169. <https://doi.org/10.1080/17501229.2019.1628242>
* Houston, J.B., Spialek, M.L., & **Perreault, M.F.** (2016). Coverage of posttraumatic stress disorder (PTSD) in the *New York Times*, 1950-2012. *Journal of Health Communication.* <https://doi.org/10.1080/10810730.2015.1058441>
* **Perreault, M.,** Houston, B. & Wilkins, L. (2014). Does Scary Matter? Testing the Effectiveness of the newNational Weather Service tornado warnings. *Communication Studies*, Vol. 65 (5). 1-16. <https://doi.org/10.1080/10510974.2014.956942>
* Houston, J.B., Hawthorne, J., **Perreault, M**., Park, E.H., Goldstein Hode, M., Halliwell, M.R., Turner McGowen, S.E., Davis, R., Vaid, S., McElderry, J.A., & Griffith, S.A. (2015). Social media and disasters: A functional framework for use in disaster planning, response, and research. *Disasters,* 39(1). <https://doi.org/10.1111/disa.12092>

**Book Chapters**

* **Perreault, M.** and Carter, D. (in press) “Considering News Poverty in Appalachia: Historical and Social Stratification in the age of Divisive Politics.”   What If Democracy Falls and Nobody Covers It? How Media Coverage Threatens Our Political System. Tom Johnson and Aaron Veenstra, eds. Lexington.
* **Perreault, M.F**. and Adhikari, B. (in press/2024). ““It spread like Wildfire” and “Flooded Hospitals” Compounding Crisis: Climate, Wildfires, and Hurricanes during the Pandemic.” In *COVID-19 Communication Case Studies, Mildred Perreault, and Sarah* Smith-Frigerio *eds. Peter Lang.*
* Carter, D. and **Perreault**, M. (in press/2024) ““Narrating the Pandemic: Compounding Crisis, Metajournalism, Politics & Presidential Responses Between Communication Ecology and Collective Memory.” *Politics and Social Media: Partisanship, Polarization, & Pandemonium.* Dan Schill and John Allen Hendricks,eds.
* Perreault, G. P., **Perreault, M.F**. and Crawford, M. (2023) “Chapter 18: “Survival and Salvation:” Religious Situational Crisis Communication Strategies,” in Cohen, Y. and Soukup, P. eds. The Handbook of Religion & Communication, John Wiley Publishers.
* Richards, M. & **Perreault, M.** (2022). THE MASK MAKERS: How Women in Appalachia were Empowered During the COVID-19 Response through Sewing. Wendy Welch ed. *The COVID-19 Pandemic: Healthcare Response in Appalachia*. Ohio University Press, Athens, Ohio.
* **Perreault, M.F.** and Perreault, G.P. (2022). Pepper Potts: Partner, Professional, CEO and Superhero in Performance, in Gendered Defenders: Marvel’s Heroines in Transmedia Spaces edited by Bryan J. Carr & Meta G. Carstarphen.
* Mushayamunda, T. & **Perreault, M.** (2022).“How Social Media Gives Black NBA Athletes a Platform to Rally Around Racial Injustice During the #BlackLivesMatter Movement,” submitted to “Not Playing Around: Intersectional Identities, Media Representation, and the Power of Sport.” Everbach, T., Colombo-Dougovito, A.M. and Weiller-Abels, K.
* Parsons, R. & **Perreault, M**. (2022). Queer Marketing, Who Is It Really For? Identifying a Strategy for Authentic Approaches to LGBTQ+ Branded Messages and Corporate Social Responsibility. LGBTQ Digital Cultures: A Global Perspective. Paromita Pain ed.
* **Perreault, M.F.** & Perreault, G.P. (2021). “I Stand by the Comments I Made,” The 2019 FIFA Women’s Soccer Championship: Images, Commentary and Narratives Made with Memes. In *The 2019 FIFA Women's World Cup: Media, Fandom, and Soccer’s Biggest Stage.* Molly Yanity and Danielle Sarver Coombs (eds.). Springer/Palgrave.
* Perreault, G. & **Perreault, M.** (2021). eSports as a news specialty gold rush: Communication ecology in the domination of traditional journalism over lifestyle journalism. *In* Pathways and Opportunities into the Business of eSports. Andrews, S. & Crawford, C. eds, IGI Global. DOI: 10.4018/978-1-7998-7300-6.ch014
* **Perreault, M.** & Perreault, G. (2020). Responding to Video Game Moral Panic: Persuasive messaging by the video game industry's response to shootings and violence. *Innovations and Implications of Persuasive Narrative***.** Schartel Dunn, S. & Nisbett, G. (Ed.) Austin, TX: University of Texas Press.
* **Perreault,** **M**. & Perreault, G. (2020). Mobile Gaming Strategic Communication and Fear of Missing Out (FoMO) in Fan Culture: A Case Study of *Final Fantasy Brave Exvius*. Multidisciplinary Perspectives on Media Fandom. Dunn, A. (Ed.) Hershey, PA: IGI Global. DOI: 10.4018/978-1-7998-3323-9.ch014
* **Perreault, M.F.**, Perreault, G.P. and McCarty, M.B. (2019). Marketing Gaming for Girls: Narrative Framing of Princess Zelda in American and Japanese Nintendo Commercials. In *Beyond Princess Culture*. Katie Foss ed. New York, Peter Lang.
* **Perreault, M.** and Xiao, A. (2018). Dealing with subsequent crisis response: An evaluation of transparency in government response to the New Jersey Boardwalk fire. In C. Hickerson & B. Brunner-Johnson (Eds), Cases in Public Relations: Translating Ethics into Action.

**Book Reviews**

* **Perreault, M.F.** (in press). Book Review: Representation: Cultural Representations and Signifying Practices. Stuart Hall. Thousand Oaks, California: Sage, 1997. 400 pp. *Journalism and Mass Communication Quarterly.*
* **Perreault, M. F**. (2017). Book Review: Timothy Recuber Consuming catastrophe: Mass culture in America’s decade of disaster. p. 1227-1229*. Journalism.*

**Encyclopedia Articles**

* **Perreault, M.** “Snapchat” entry (2020). Encyclopedia of Journalism, 2nd edition. Gregory Borchard Ed. SAGE Reference.

**Academic Work in Progress and Under Review**

* **Perreault, M**. & Perreault, G. P. “Appalachian Social Cohesion: Interviewing, Engagement and Participant Observation in Rural Appalachian Media Markets,” *Proposal for Methods for the Marginalized: Reaching and Researching Vulnerable Populations,*Brian and Staci Smith eds. The Page Center.
* **Perreault, M**. & Capizzo, L ““It’s easier to do this for a fire than it is for a flood” *Considering Opportunity and Crisis: Theoretical Implications for Information Subsidies and News in Times of Strife.”*
* Lincoln, L. Perreault, G. Walsh, J. and **Perreault, M.** (under review). “Collaboration in Rural in Journalism.” Submitted to ICA for the 2024 conference.
* **Perreault, M.F.** and Weare, A. (under review) “Girlfriend Reviews on YouTube: Reframing gender, watcher culture and branding within video game reviews.” Submitted to ICA for the 2024 conference.
* Walsh, J. Miller, S. B., **Perreault, M**. Lawrence, E. and Miller, C. (under review) "Extended Abstract: Distinguishing water information disparities: Framing and sourcing of water quality stories in rural and urban communities in Midwestern states," Submitted to ICA for the 2024 conference.
* Walker, K., Willard, Z., Regutti, K. Sarmiento, H. and **Perreault, M.** (under review)"Extended Abstract: *HBO’s “The White Lotus”* as a catalyst for intersectional identities of gender, social class and whiteness," Submitted to ICA for the 2024 conference.
* Walsh, J. Miller, S, Lawrence, E. and **Perreault, M**. (under review). “Neutrality in Midwestern U.S. Newspapers: How Journalists in Rural States Report on Water Pollution.”
* **Perreault, M.F.** & Perreault, G. P. (under review) “Appalachian Social Cohesion: Interviewing, Engagement and Participant Observation in Rural Appalachian Media Markets,” submitted for *Methods for the Marginalized: Reaching and Researching Vulnerable Populations, with Brian and Staci Smith Eds. Tha Page Center.*
* Perreault, M.F. (in editing) “Influencers Facing Crisis: Navigating the intersections of social media, Digital Memes, Brand Management, and Crisis Communication.” In the Sage Digital Gender Anthology.
* **Perreault, M.F.** and Fargen Walsh, J. (in editing) “Rural Research in the Space of News Deserts: redefining boundaries around Journalism Practice, the Climate Crisis, Natural Disasters, and Health Disparities.” In Critical Communication Research with Global Inclusivity. Badr, Hanan and Wilkins, K.G. eds. Routledge.
* **Perreault, M. F**. Roessner, A. Metzger, J. Tolofari , A. Owsely, C. S, and Setiawat, I. (in editing) **“**Women on the Front Lines: Coping with COVID-19 in Journalism
* **Perreault, M.F.** & Fargen Walsh, J. (under review). “Nitrate in Nebraska: A Thematic Analysis of Coverage of Nitrate Contamination in the Water.”
* Walsh, J., S. Miller, **Perreault, M.**, & Lawrence, E. (Under review). Neutrality and impartiality in Midwestern U.S. newspapers: Community-oriented newspaper journalists reporting of environmental water issues in agricultural and ranching states.
* Matheson, D. and **Perreault, M. F**. (under review) “Invaders from Another Land: Journalists and the coverage of Biosecurity/Invasive Species.”
* Moon, R., Fargen Walsh, J., **Perreault, M.F.** & Perreault, G.P. (under review)"COVID-19 as an actor in the rural journalist’s network."
* **Perreault, M.** Walsh, J. Perreault, G. P. Lincoln, L. and Moon, R. (under review). “Occupationally Precarious or Socially Cohesive? Journalistic Epistemology in U.S. Rural Journalism.”
* Walsh, J. **Perreault, M.** Moon, R. and Perreault, G. (under review) “Gleaning Rural Journalists’ Coverage of Agricultural and Environmental Stories.”
* Channing, J., Swindle, J., **Perreault, M.,** Lampley, J., Adeniji, O., & Okeke, F. (in editing). Mentors Beyond Applications: Communication practices around Black and Hispanic men’s success, persistence, and experiences at Tennessee Board of Regents community colleges." Center for Community College Leadership.
* Perreault, G. Potochnik, K.Swasy, A. **Perreault, M. (under review)** ““Jesus Was Married?! SCANDALOUS!” Field Theory in Reporting on a U.S. Religion Scandal”
* **Perreault, M**.**F**. and Wehde, W. (in editing). “Tweet to locate, confirm, and share: A meta-analysis of articles on Twitter and Disaster Research.”
* Wehde, W. Perreault, G.and **Perreault, M.** (in editing). “Video Games and Crisis Preparation.”
* **Perreault, M.F.** and Kemp, K.(in editing). "Humor and The Holderness Family: How Musical Memes Can Clarify and Inform for those Coping in a Global Pandemic."

**Refereed Academic Conference Paper Presentations**

* **Perreault, M.F.** and Smith-Frigerio, S. August 8, 2023. “AEJMC/Peter Lang Scholarsourcing Series: Book Roundup with the Scholarsourcing Authors” Presenting our text Crisis Communication Case Studies on COVID-19: Multidimensional Perspectives and Applications. Presented at the AEJMC Conference, Washington, D.C.
* **Perreault, M. F**. Roessner, A. Metzger, J. Tolofari , A. Owsely, C. S, and Setiawat, I.August 10, 2023. **“**Women on the Front Lines: Coping with COVID-19 in Journalism, Media and Communication Education, presented as a Research Paper for the Commission on the Status of Women AEJMC Conference, Washington, D.C.
* Walsh, J. Miller, S, Lawrence, E. and **Perreault, M**. (August 8, 2023). “Neutrality in Midwestern U.S. Newspapers: How Journalists in Rural States Report on Water Pollution,” Presented at the AEJMC Conference, Washington, D.C.
* Perreault, G. Potochnik, K.Swasy, A. **Perreault, M.** (August 9, 2023).““Jesus Was Married?! SCANDALOUS!” Field Theory in Reporting on a U.S. Religion Scandal” Presented at Religion and Media Interest Group Research Competition at the AEJMC Conference, Washington, D.C.
* **Perreault, M.F.,** Fargen Walsh, Perreault. G. P. J. Lincoln, L. & Moon, R. (February 24, 2023). “‘We don’t have a beat. We have a job’: Epistemologies of Rural Journalism.” Presented at the AEJMC Midwinter Conference, University of Oklahoma, Norman, Oklahoma.
* **Perreault, M.F.,** Fargen Walsh, J. Lincoln, L, Perreault. G. P. & Moon, R. (June 6, 2023) “‘Everything else is public relations’” How rural journalists draw the boundary between journalism and public relations in rural communities", submitted to the 73rd Annual International Communication Association Conference.
* Channing, J., Swindle, J., **Perreault, M.**, & Adeniji, O. (October 20, 2022). Black and Hispanic men’s success, persistence, and experiences at Tennessee Board of Regents community colleges. Presented at the We all Rise Conference. Murfreesboro, Tennessee.
* Perreault, G.P. Moon-Mari, R., Fargen Walsh, J., and **Perreault, M.F.** (August 4, 2022). ““It’s not hate but …”: Defining marginal categories in rural journalism.” Presented at the top paper session for Community Journalism Interest Group, at theAssociation of Education in Journalism and Mass Communication Conference, August 4, 2022, Detroit, Michigan.
* Fargen Walsh, J., **Perreault, M.F.**, Perreault, G. P and Moon-Mari, R. (May 28, 2022) "Gleaning Environmental and Agricultural Coverage in Rural Journalism," presented at the 72nd Annual International Communication Association Conference, Paris, France.
* Moon-Mari, R., Fargen Walsh, J., Perreault, G.P. and **Perreault, M.F.** (May 28, 2022)"Extended Abstract: COVID-19 as an actor in the rural journalist’s network," presented to the 72nd Annual International Communication Association Conference, Paris, France.
* Perreault, G. & **Perreault, M.** eSports as a news specialty gold rush: Communication ecology in the domination of traditional journalism over lifestyle journalism. (August 6, 2021). *Sports Communication Interest Group,* Association of Education in Journalism and Mass Communication Conference, virtual conference.
* Wehde, W., **Perreault, M.F**. and Martin, L. (April 9, 2021).“Individual Differences in Climate Change Narratives in Appalachia. As part of the Panel Environmental Narratives: Narrative Policy Framework & Environmental Policy Process Dynamics." *Midwest Political Science Association virtual conference.*
* Fargen-Walsh, J. & **Perreault, M.F. (**March 5, 2021). Nitrate in Nebraska: A Thematic Analysis of Coverage of Water Issues and Agriculture. AEJMC Midwinter Conference.
* **Perreault, M.** Journalism Beyond the Command Post, Community Journalism Interest (August 9, 2020). Association of Education in Journalism and Mass Communication, in San Francisco, California (virtual).
* **Perreault, M.,** Suarez, A. and Perreault, G. (August 2018). What does it mean to be a woman in “indie” game storytelling? Narrative Framing in Independently Developed Video Games, accepted for presentation at the AEJMC Entertainment Studies Division, Washington, DC.
* Perreault, G., **Perreault, M.** and VanDyke, M. The Power of Digital Games in Disaster Preparation and Post-Disaster Resilience. Accepted to the ICA Game Studies Division, in May 18-22, 2017, in San Diego, CA.
* Hinnant, A, Subramanian, R., Ashley, R., **Perreault, M.**, Young, R., Thomas, R.J. How Journalists Characterize Health Inequalities and Redefine Solutions for Native American Audiences. Presented at the Association of Education in Journalism and Mass Communication, August 4-8, 2016 in Minneapolis, MN.
* **Perreault, M.,** Perreault, G, Jenkins, J. & Morrison, A. (June 2016) Femme Fatales: The Sacred Feminine in Depictions of Women in 2013 Digital “Game of the Year” Nominees.Presented at Game Studies division of the International Communication Association (ICA) conference, Fukuoka, Japan.
* Jenkins, J., **Perreault, M.** & Perreault, G. (August 7, 2014) Magazine Iconography: Portrayals of Religion in Magazine Covers*.* Paper presented at the Association for Education in Journalism and Mass Communication. Montreal, Canada.
* **Perreault, M.,** Park, E. & Hong, S. (August 8, 2014). Motivating Citizens: An Assessment of Individual Motivation to Share Warning Messages through Social Networking Sites. Association for Education in Journalism and Mass Communication, Montreal, Canada.
* **Perreault, M**. (May 26, 2014). Reporting Resilience: Narratives of Preparedness and Recovery in the Joplin Globe. International Communication Association, Seattle, WA.
* Perreault, G., Jenkins, J., Swasy, A. & **Perreault, M.** (May 22, 2014). “Mrs. Jesus?” A hegemonic press love affair with Jesus the bachelor,” International Communication Association, Seattle, WA.
* **Perreault, M.,** Jenkins, J. & Thorson, E. **(**May 26, 2014). Stay Tuned: A case study of trustee networked journalism, International Communication Association, Seattle, WA.
* Houston, J.B., Hawthorne, J., **Perreault, M**., Park, E.H., Goldstein Hode, M., Halliwell, M.R., Turner McGowen, S.E., Davis, R., Vaid, S., McElderry, J.A., & Griffith, S.A. (August 16, 2013). Social media and disasters: A functional framework for use in disaster planning, response, and research. Association for Education in Journalism and Mass Communication in Washington, D.C.
* Perreault, G. & **Perreault, M.** (April 6-11, 2016). Red Alert! Gaming as Disaster Preparedness and Resilience. Mass Communication Division, Southern States Communication Association. Austin, Texas. April 6-10, 2016.
* Perreault, G. & **Perreault, M. (**January 7-11, 2016). 19 Memes and Counting: Symbolic Convergence in the 2015 Duggar Scandal. Media, Gender and Religion at the University of Colorado, Boulder, Colorado.
* Aguayo, A.c., Ward, A., Clifton, A., and **Perreault, M.F**. (2015, May 22). Constructing A New Approach to Qualitative Inquiry: Integrating Fiction into Narrative Research. Eleventh Congress of Qualitative Inquiry, University of Illinois, Champaign- Urbana, Illinois. Panel chaired by **M.F. Perreault.** May 20-23.

**Invited Conference Presentations**

* Ogunyemi, O.Hill, D. **Perreault, M.** Pearson, M. Porto, M. (August 9, 2023)Journalism Trauma Research Group Presentation at the AEJMC Conference, Washington, D.C.
* **Perreault, M.** Organized and moderated panel (August 9, 2023). “Who Gets the Credit Hours? Interdisciplinary Collaborations in Teaching Media and Communication.” Small Programs Interest Group at the AEJMC Conference, Washington, D.C.
* Matheson, D. and **Perreault, M. F. (**July 9-13, 2023) “Reporting the creeping crisis of invasive species: A comparative study of US and Aotearoa New Zealand journalists’ approaches, Environment, Science and Risk Communication Working Group (ESR), IAMCR For OCP23 and presentation at IAMCR conference, Lyon, France.
* Perreault, G. P. & **Perreault, M.** (February 16, 2023). “Journalistic Epistemology of Rural Journalism: Radical Resourcefulness in Appalachian News Production.” Local News Research Conference, University of North Carolina, Chapel Hill, NC. (Presented work by the Rural Journalism Research group which include Jessica Fargen-Walsh, Ruth Moon, and Louisa Lincoln).
* Matheson, D. and **Perreault, M. F.** (November 22-25, 2022), “Invaders from Another Land: Journalists and the coverage of Biosecurity/Invasive Species,” ANZCA 2022 University of Wollongong, Australia.
* Walsh, J. and **Perreault, M.** (**October 28, 2022).** “What’s with the water: The nature of reporting on the problem of nitrates,” in Nebraska 2nd Annual Midwest Public Health Innovation and Research Expo. **Friday,** Made possible through the University of Nebraska College of Public Health Innovation Fund and is co-sponsored by [*The Great Plains IDeA-CTR*](https://gpctr.unmc.edu/) and the University of Nebraska Lincoln College of Journalism and Mass Communications.
* Panelist for the Religion and Media Interest Group and Commission on the Status of Women session on Work Life and Spiritual Balance in Teaching and Academia. (August 3, 2022). Association of Education in Journalism and Mass Communication Conference.
* Panelist for the Community Journalism Interest Group and Magazine Media Division Panel on Magazines as News Academic Partnerships (August 4, 2022), Association of Education in Journalism and Mass Communication Conference.
* **Perreault, M.F**. and Smith-Frigerio, S. (August 5, 2021). “**“**Crisis Communication and Covid-19: 2020 Case Studies” Peter Lang Scholar Sourced book proposal for AEJMC 2020-2021” as part of the Peter Lang Scholar Sourcing Round Up. Moderator Carolyn Bronstein. Sponsored by Peter Lang Publishing and AEJMC.
* **Perreault, M.F**. Frazer, R. and Gladder, P. with Michael Longinow as Moderator. (August 5, 2021). “Beyond Tolerance: Getting Real with Meaningful Classroom Conversations about Faith and Media.” Religion and Media Interest Group, and Political Communication Division. Association of Education in Journalism and Mass Communication Conference, virtual conference.
* Freeman, J., **Perreault, M.**, Smith-Frigerio, S., Reif-Stice, C., Jerome, A., Ward, J.A. (Nov. 19-22, 2020). “When Crisis Communication Becomes Real: At the Crossroads of Crisis Education and the COVID-19 Pandemic” National Communication Association, Virtual Conference, Steven J. Venette, Moderator, Public Relations Division and Scholarship of Teaching and Learning, Virtual Conference.
* Redmond, T., **Perreault, M.** and Edy, C. (September 30-October 2, 2016). *Leading by Loving: The Challenges and Rewards of Academic Motherhood.* Women in Educational Leadership Symposium (WIELS) at Appalachian State University, Boone, N.C.
* Liu, B., Glenn, A. **Perreault, M**. Fowler, B. and Houston, J.B. Panel: Fostering Community Disaster Resilience: The Role of Journalism and Media. Presented at the Association of Education in Journalism and Mass Communication, August 4-8, 2016, in Minneapolis, MN.
* Subramanian, R., Rolbiecki, A., Crenshaw, B., **Perreault, M.,** Han, K., Vinson, D., Cameron, G. (June 2016) Patients' lived experiences of chronic pain: A qualitative interview-based study. Presented Health Communication division of the International Communication Association (ICA) conference, presented in Fukuoka, Japan..
* Houston, J.B., Spialek, M.L., Czlapinski, H., **Perreault, M.**, First, J., & Seboldt, B. (August 8, 2014). Community and youth violence: Communication perspectives and intervention. Department of Communication Colloquium, University of Missouri.
* **Perreault, M.** & Xiao, A. (March 6, 2014) Dealing with Subsequent Crisis Response: An Evaluation of Transparency in Government Response to the New Jersey Boardwalk Fire. International Public Relations Research Conference, Miami, FL.
* Jenkins, J., **Perreault, M.** & Perreault, G. (January 12, 2014). Magazine Iconography: Portrayals of Religion on Magazine Covers. Paper presented at the Center for Media, Religion and Culture at University of Colorado-Boulder’s International Conference on the Global View. Boulder, CO.
* Searchlights and Sunglasses: Field Notes from Journalism in the Digital Age, a collaboration between the Knight Foundation and Reynolds Journalism Institute (2013, August 16). Association for Education in Journalism and Mass Communication in Washington, D.C.
* **Perreault, M**., Houston, J.B. & Seeger, M. (July 14, 2013). Media and Disaster Warning Messages as part of a "Media and Disasters" panel at the 38th Annual Natural Hazards Research and Application Workshop. Broomfield, Colorado. July 13-15.
* **Perreault, M.** (January 12, 2012). The Sacrifices and Gains of attending Church Online, Paper presented at the Center for Media, Religion and Culture at University of Colorado-Boulder’s International Conference on Digital Religion. Boulder, CO.
* **Perreault, M.** (April 15, 2011). “Covering the Haiti Earthquake.” Eastern Communication Association Convention. Alexandria, VA. <http://cct.georgetown.edu/201205.html>.

**Guest Speaking Presentations**

* **Perreault, M.F.** (April 17, 2023). “Crisis Communication and Public Relations.” For Dr. Anli Xiao’s Social Public Relations Principles Class at University of South Carolina.
* **Perreault, M.F.** (March 27, 2023). “Crisis Communication and Social Media.” For Dr. Anli Xiao’s Social Media Strategy Class at University of South Carolina.
* Perreault, M.F. (September 28, 2022) Clemson University Sports Media Program
  + Social Media Strategy Class, Dr. Samuel David Hakim
  + Sports and Social Justice Class, Dr. Brandon Boatwright
  + Sports Media Class, Dr. Virginia Harrison
  + Sports Strategic Media, Dr. Kishi Rey

**Discussant and Moderator Roles**

* **Perreault, M.F**. Discussant for group of four papers/posters “COVID-19 Risk Communication.” August 5, 2021. Communicating Science, Health and Environment Division. Association of Education in Journalism and Mass Communication Conference, virtual conference.
* **Perreault, M.F**. Discussant for four papers. *“Communication, Information Flows and COVID.*” August 4, 2021. *Critical Cultural Studies Division,* Association of Education in Journalism and Mass Communication Conference, virtual conference.
* Moderator for AEJMC Midwinter Conference, March 6, 2021, Commission on the Status of Women panel "Women rising in this political movement" with presentations from George L. Daniels; Dorothy M. Bland, Mia Moody-Ramirez, Gheni N. Platenburg, and Mira Lowe; and Indah Setiawati & Monique L. R. Luisi and Paromita Pain discussant.
* **Perreault, M.** Discussant. Non-Profits, Public Relations, Religion and Media, AEJMC August 6-8, 2020 in San Francisco, California virtual conference.
* **Perreault, M**. Table Discussion Moderator: Love, Babies and Academia. Commission on the Status of Women Preconference. Association of Education in Journalism and Mass Communication, August 6-10, 2019, in Toronto, Canada.
* **Perreault, M**. (May 25, 2017) Preconference on sponsored by the Environmental Communication Division of the International Communication Association Conference, in San Diego, California.

**Additional Scholarly Work**

* Channing, J., Swindle, J., Perreault, M., Lampley, J., Adeniji, O., & Okeke, F. (2022). Black and Hispanic men’s success, persistence, and experiences at Tennessee Board of Regents community colleges. Center for Community College Leadership.
* Content writer and producer for the Online Publication: Newton, E. (2013) "Searchlights and Sunglasses: Field Notes from Journalism in the Digital Age," A collaboration between the Knight Foundation and Reynolds Journalism Institute Un-authored content creation, launched online October 2013. Available online at: <http://searchlightsandsunglasses.org/>

**Teaching Experience**

**University of South Florida**

*Assistant Professor*

Graduate

PUR 6603 Stratcom Campaigns (SP 24)

Undergraduate

PUR 4100 Writing for Public Relations (2 sections F23, 1 SP24)

**East Tennessee State University**

*Assistant Professor*

Graduate

MDCM 5020-001: Media and Cultural Diversity (F 22)

MDCM 5054: Media Theory (F 21, F 22)

MDCM 5957: Topics in Mass Communication: Media and Arts Criticism in the Mountains (SP 21)

PUBR 5301: Topics in PR: Crisis Communication (SP 20, SP 22, SP 23)

Undergraduate

MDCM 1030: Media Literacy (F 19, F 20, F21)

MDCM 2100: Media Writing (SP 20)

MDCM 4957: Topics in Mass Communication: Media and Arts Criticism in the Mountains (SP 21, with an honors section SP 21)

JOUR 2130: Reporting (SP 20, SP 21, SP 22, SP23)

JOUR 3155: Editing (F 19 with an honors section, F20)

JOUR 3130/4130: In-Depth Reporting/Capstone in Journalism (F 19, F 20, F 21, F 22 Course number changed to Capstone in Fall 2020)

JOUR4220: Magazine Editing and Production (SP 21, SP 22, SP 23)

JOUR 4900: Independent Studies for Overlooked in Appalachia (SP 20: 2 students: Paige Hill and Carly Trible, F 20, 1 student- Michaela Platt, F22: Elizabeth Swanson and Caleb Key

JOUR 4900: Independent Study for Reporting- Atlantis Warren (SUM 20), Ben Gilliam (SP 21)

PUBR 4301: Topics in PR: Crisis Communication (SP 20, SP 22, SP 23)

**Internship Supervisor-Overlooked in Appalachia**

Caleb Key, F22

Elizabeth Swanson, F22

Gabriel Edmonds, SUM 20

Kirsty Emma McCaughtry, F 20

Laura Chrisman, F20

Kayla Hackney, SP 21

Casey Keeley, SP 21

Allison Winters, SP 21

Sarah Connolly, SP 21

Neyland Kilpatrick, SP 22

Maris Rennolds, SP 22

Lab hours supervisions for four students, Spring 2020-Spring 2022

**Internship Supervisor-Write your Story in Gold + Blue = Green Event**

Alisha Lakhani, SP 21

Elizabeth Edwards, SP 22

Davis Kohlmeyer, SP22

**Other Teaching Appointments:**

## Selected by ETSU to represent the College of Arts and Science for University of Evansville Harlaxton College Faculty Cohort for Summer 2022 in Harlaxton, England, United Kingdom. Teaching introduction to communication course in residence. This was canceled because of low enrollment.

**Appalachian State University**

*Lecturer*

Graduate

COM 5312: Advanced Crisis Communication – online course in the graduate certificate program (F17, SP18, SP 19)

Undergraduate

COM 2600: Introduction to Journalism (F16)

COM 3312: Crisis Communication (F15, SP16, SUM16, F16, F 17, SP 17, SP 18, SUM 18, SUM 19),

COM 3317: Social Media Strategies (F15, SP16, SUM 18, F18, SUM 17, SUM 19)

COM 3618: Public Relations Writing (two sections-F17, two sections-F18)

COM 4118: Public Relations Capstone (SP 16, SP 18)

COM 3200: Internet Communication (two sections SP17)

COM 3318: PR Principles (SUM 16)

COM 3220: PR Ethics (F18)

**University of Missouri-Columbia**

*Graduate Instructor*

Undergraduate

JOURN 1100: Principles of American Journalism (SP14, SP15)

JOURN 2100: News Writing (SUM15)

*Adjunct Instructor*

Undergraduate

JOURN 2100: News Writing (2 sections, SP12)

JOURN 2150: Multimedia Journalism (SP12)

**Georgetown University**

*Teaching Assistant for Dr. Linda Garcia*

Graduate

CCTP 644: Networks, Technology and Society (SP10)

CCTP 742: The Networked Economy (SP10)

CCTP 754: Networks and International Development (F09)

**Student Advising, Theses and Research**

**University of South Florida**

**[***Master’s Theses***]**

***Committee Member:***

Allison Fisher, “Real-Life Versus Media Portrayal: Cultivating the Colorectal Cancer Patient Experience.” MA in Mass Communications, expected May 2024

McKenzie Moffat, MA in Mass Communications, expected May 2024

**East Tennessee State University**

*[Dissertation]*

***Committee Member:***

JacQuene Rainey, Educational Leadership Program, Clemmer College of Education, PhD, May 2023.

*Outside Observer:*

*Ehichoya Edokhamhen,* Early Childhood Education and Development, “Building Resilience: A Mixed Methods Exploration of Head Start Teachers Coping during COVID-19 Pandemic.”

January 27, 2023

*[Master’s Theses]*

***Advisor:***

Jacob Higgs, “T.Hanks and the Power of Brand Nostolgia,” presented and defended March 30, 2023 <https://dc.etsu.edu/cgi/viewcontent.cgi?article=5738&context=etd>

Jason Alexander Daughtery, “Character Influence and Brand Relationships: How Morally Ambiguous Characters Shape Brand Identity?” Master of Arts in Brand and Media Strategy, Thesis Advisor, presented and defended March 25, 2021 <https://dc.etsu.edu/cgi/viewcontent.cgi?article=5389&context=etd>

***Committee Member:***

Colleen Sharkey, “Understanding the persuasive attributes of Twitch advertisements: A content analysis of the effect of current advertisements and sponsorships,” May 2023

Matt Rossetti, “From Authenticity from Greenwashing: Environmental Conversations and Practices in Branded Film,” May 2023 <https://dc.etsu.edu/cgi/viewcontent.cgi?article=5728&context=etd>

Odri Dedolli, “College Athletes, Brand and Name Image and Likeness (NIL),” May 2023

<https://dc.etsu.edu/etd/4226/>

Victoria Amoako, “Message Framing for COVID-19 Vaccine Uptake: A Content Analysis of CDC Communication,” May 2023

Angela Christine White, “The Influence of Social Media on the Tourism Industry: A Content Analysis of Culinary Tourism via Instagram,” Master of Arts in Brand and Media Strategy, Committee Member, presented and defended October 2021

*Christian “Eli” Bare, “*The Undisclosed Dangers of Parental Sharing on Social Media: A Content Analysis of Sharenting Images on Instagram” Master of Arts in Brand and Media Strategy, Committee Member, presented and defended April 2020

*Kristen Jones Bare*, “When Beauty is More Than Skin Deep: A Content Analysis of Popular Beauty YouTubers’ Video Strategies” Master of Arts in Brand and Media Strategy, Committee Member, presented and defended April 2020

*Ernest Eshun*, “The Defeathered Bird: A Case Study of the Boeing 737 Max Crisis,” Master of Arts in Brand and Media Strategy, Committee Member, presented and defended October 2020

*[Project Committees]*

Alison Winters, *Spring 2023*

Derrick Vaz, Fall 2022

Allison Goley, Fall 2022

Teveraishe Mushayamunda, Spring 2022

Becky Parsons, Spring 2022

*[Undergraduate Honors Theses]*

*Mason Mosier “*Rules of the Game: Establishment vs. Anti-Establishment Politics,” co-chair and member of his committee. Defended April 27, 2023. Submitted May 7, 2023.

*Katherine Trabalka*, “Hines-Sight: August 2019-current, honors thesis committee member defended March 26, 2021, as part of the Boland Symposium and presented at the AEJMC Southeast Colloquium on March 18, 2021

**Other Universities**

*[Dissertation]*

*Bipulendra Adhikari, “Trustworthiness of tweets in post disaster events: A case study of Nepal* Earthquake 2015,” Doctor of Philosophy in Media and Communication, University of Canterbury, Te Whare Wanga o Waitaha, Christchurch, NZ. Assessment in Fall 2020 graduation in Spring 2021

*[Undergraduate]*

*David Humphrey* student Honors Thesis,Baylor University, Honors College,External Thesis committee member*, Spring 2019*

**Research Assistants**

Endurance Lawrence, (MA Public Health), August 2022-current

Derrick Vaz, Research and Promotions Assistant for ETSU Climate Stories, August 2020-July 2021, Labs Teaching Support, August 2022-December 2023

Kaleigh Kemp, Teaching and Research Assistant, August 2021-May 2022

Teveraishe Mushayamunda, research and teaching assistant August 2020-June 2021

Jason Alexander Daughtery, research and teaching assistant August 2019-May 2021

Bailey Carnes, undergraduate Creative Arts Student, Biology Major, August-December 2020

**Fellowships, Grants and Awards**

* **Perreault, M.F**. and Smith-Frigerio, S. “**“**Crisis Communication and Covid-19: 2020 Case Studies” Peter Lang Scholar Sourced book proposal for AEJMC 2020-2021” as part of the Peter Lang Scholar Sourcing AEJMC award for2021.
* *College of Arts and Sciences Basler Chair Liaison Fall 2022, $5,000 administrative grant*
* Moses Shumow Awardfor Transformational Research in Recognition of Exemplary Merit through the Social Justice + Media Symposium in Miami at Florida International University, April 8, 2022.
* *Black and Hispanic Men's Success, Persistence, and Experiences at Tennessee Board of Regents Community Colleges.* Sub-Award for Tennessee Board of Regents Bill and Melinda Gates Foundation Grant ($84,406) 2021, Co-PI with Dr. Jill Channing in the Center for Community College Leadership **at** Clemmer College of Education, East Tennessee State University; Received $6,500.
* University of Canterbury (Christ Church New Zealand) Biosecurity Research Fund 2022, as a co-pi with Christ Church Canterbury, Aotearoa/New Zealand professor Dr. Donald Matheson, for 2022-2023, $7,000 to conduct Twitter Research on Journalism and Bio Security.

## ETSU Sustainability Fund, 2021-2022 for Climate Stories and MySTEAM project, $2,000

## Part of the Water and Nitrates Project with Jessica Fargen Walsh, assistant professor at University of Nebraska Lincoln

## The project received $5,000 internal seed grant from the College of Journalism and Mass Communication at University of Nebraska Lincoln and $5000 matching funds from the Daugherty Water fun for Global Institute at the University of Nebraska.

## ETSU Research Development Committee Grant for $1930, March 2021, to develop a larger grant and continue work on Climate Stories Interviews

## ETSU Faculty Research Cohort Member for 2020-2021

## Worked with graduate assistant in Sociology Lilly Martin

## ETSU Sustainability Fund, 2020-2021 for the Sustainability Showcase (Focus on Climate Change in Appalachia). Events to be scheduled in April 9, 2021, $6,600.

## Supervised research and promotion assistant Derrick Vaz

## ETSU Blue Ridge Group Research Proposal, for 2020-2021, $2,000.

## CONCERT Grant, Summer 2018 ($5000 total, $2000 my part) awarded from the [*Research Institute for Environment, Energy and Economics (RIEEE)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu) to work on Sustainable Discoveries Magazine, Appalachian State University. Supervised two students as part of the project.

## Student Government Faculty and Staff Appreciation Award for 2017-2018 as Outstanding Professor in the College of Fine and Applied Arts, April 23, 2018.

## Recognized as one of the “Most Helpful professors for first year students” at Appalachian State University for 2016-2017.

## Secured $1,200 in funding for International Communication Association Preconference on Strategic Environmental Communication, May 25, 2017.

## CONCERT Grant, Summer 2017 ($2000) awarded from the [*Research Institute for Environment, Energy and Economics (RIEEE)*](http://rieee.appstate.edu)*,* [*Appalachian Energy Center*](http://energy.appstate.edu)*.*

## Faculty Fellow at the Disaster and Community Crisis Center at the University of Missouri, 2016 to current. Funding received for conference attendance.

## Lillian Lodge Kopenhaver Fellow for 2016, awarded at the Association for Education in Mass Communication and Journalism conference August 13, 2016 in Minneapolis, MN.

* Grant Research with Agency for Healthcare Research and Quality, 2013-2016, under award number R24HS022140. Project involves communication, education, and chronic pain. Three-year collaborative projects approximately $90,000 per year. Funded.
* Huggins Graduate Fellowship, University of Missouri Graduate School, 2012-2015
* Graduate Research Fellowship, Disaster and Community Crisis Center (DCC) <http://dcc.missouri.edu>, University of Missouri, 2014 to 2016.
* Mizzou Advantage Research Travel Award, University of Missouri, Spring 2014, $1,200
* Graduate Student Association Research Travel Award, University of Missouri, Fall 2013, $750.

**Professional Development**

**University of South Florida**

* Online Teacher Certification, October 2023
* Center for Teaching and Learning Peer Observation Program, September to October 2023
* Online Trauma Informed Teacher Training, October 2023
* Contigo Online Training, completed September-October 2023

**East Tennessee State University**

* Attended ETSU Diversity, Equity and Inclusion Conference, Sept. 24-29, 2022
* Completed Data Journalism Training through Google Data, Spring 2021-Spring 2022
* Four Teaching Essentials Workshops 2020, Center for Teaching Excellence, East Tennessee State University, <https://www.etsu.edu/teaching/events/workshops.php>
* ETSU Everfi Diversity Training, 2020-2021
* ETSU Cultural Competency Workshop, March 2021
* MicroChips Conference: **Learning Sciences as a Catalyst for Change,** January 2021, Center for Teaching Excellence, East Tennessee State University
* “What’s Emotion Got to Do with It?” – Emotional Intelligence Training” class with Keith E. Glover through ETSU Human Resources, completed February 18, 2020
* **Online Security Training**, ETSU completed June 10, 2020, September 16, 2021, September 30, 2022

**Appalachian State University**

* **Quality Matters Online Teaching Training**, completed Summer 2017

University of Missouri

**Preparing Future Faculty Program,** *2014-2015*

* Program included shadowing faculty at another university and building an academic portfolio.

**Mental Health First Aid Training***, September 2013*

**Other**

* Online FEMA Communications Training,*August 2012, August 2015, November 2023-Janruary 2024*
* Participant in North Carolina Local News Conference, March 17, 2022
* Knight Media Foundation, Forum February 22-24, 2022, attended several keynotes and breakout sessions

Celebrating Community Resilience Conference, UNC Greensboro, Online February 28-March 2, 2022, attended community food sustainability and hard conversations workshops

* Data Visualization Training with Observable and Vega, completed June 11 and 12, 2020, online through the Reynolds Journalism Institute at the University of Missouri, led by James Gordon.
* Transmedia Storytelling Training, Completed Summer 2020
* Hootsuite Social Media Management Certification, *September 2015*
* Google Analytics and Google AdWords Training, *Completed November 2015*

**Georgetown University**

**The Apprenticeship in Teaching Program,** *2009-2010*

* Received a Certificate in Teaching. Program required learning to build syllabi, attending teaching seminars, and creating a teaching philosophy.

**Service**

**International/National Service**

AEJMC Board of Directors, as representative for the Commission on the Status of Women, 2022-2023

AEJMC Presidential Committee on Diversity, Equity, Inclusion and Justice 2022-current

Covid-19 Narratives Oral History and Research Project, organizer, 2020-current

**Commission on the Status of Women (AEJMC)**

* Head, 2022-2023
* Vice Head, 2021-2022
* Secretary, 2020-2021
  + Organized new email account and Google drive
* Mid-Winter Conference Reviewer, Winter 2016-2017, 2021-2023
* Poster Session Discussant, AEJMC August 2018
* Moderator, GIFT Competition, March 2, 2023, 2023 AEJMC Southeast Colloquium, Middle Tennessee State University, Murfreesboro, Tennessee
* Host for March CSW Book Talk 2021 “Constructing the Outbreak: Epidemics in Media and Collective Memory” With Dr. Katherine Foss, Professor of Media Studies at Middle Tennessee State University
* Organized Two Research Incubator and Networking Sessions before the 2022 AEJMC Detroit Conference on July 22 and July 27, with 12 registered participants.
* Organized virtual “Parenting While Academic,” AEJMC Session in conjunction with Commission on Graduate Education, May 16, 2023.

**Public Relations Division (AEJMC)**

* Professional Freedom and Responsibility Committee, Fall 2023-current
* Writing Support Group facilitator and co-leader Fall 2021-Spring 2022
* *Graduate PR Division Graduate Leadership Council, 2015-2016*

**Community Journalism Interest Group (AEJMC)**

* Teaching Chairperson 2020-2021, 2021-2022
  + Organized a series of Brown Bags in 2020-2021
    - "News Deserts and the Role of Local Media" COMJIG Brown Bag, Friday November 6, 2020, 12:30 PM - 1:30 PM EST
    - "Covering Difficult Topics at the Community Level: Race, Gender and Politics, Feb. 26, 2021- 12:30 p.m. to 1:30 p.m.
    - “COVID a year Out: Community Journalism and Scholarship in a Pandemic World,” March 26, 2021- 12:30 p.m. to 1:30 p.m.
    - “Scholarship and Service: AEJMC COMJIG and Beyond,” April 30, 2021- 12:30 p.m. to 1:30 p.m.
  + Organized a series of Brown Bags in 2021-2022
    - Summer AEJMC Presentation Feedback Sessions scheduled for June and July 2021
    - "Engaging in Sports at the Local Level." Sept. 17, 2021- 12:30 p.m. to 1:30 p.m. EST.
    - “Varied approaches to Community Based Reporting. With Author Dr. Jennifer Brannock Cox,” October 22, 2021 - 12:30 p.m. to 1:30 p.m. EST.
    - “Revisiting the Challenges of New Deserts at the Community Level,” November 18, 2021, - 12:30 p.m. to 1:30 p.m. EST.
    - “News-Academic Partnerships” February 25, 2022, 12:30 p.m. to 1:30 p.m. EST.
    - Graduate Students in Community Journalism Research and Teaching, March 25, 2022, 12: 30-1:30 p.m.
    - “Rethinking Grants and Funding for Community Journalism,” April 25, 2022, 12:30- 1:30 p.m.
  + Brown Bag discussant and moderator, Local News Roundup Session (February 24, 2023) Hosted by the Center for Community News and Richard Watts, panelists Jessica Mahone form UNC Chapel Hill and Philip Napoli, Duke University

**Environmental Communication Division [ICA]**

* *Social Media Liaison, 2016-2017*
* *ICA 2017 Preconference organizer for “Strategic Environmental Communication and Exploration of Research in Crisis, Risk and Disaster,” for ICA’s 67th Annual Conference in San Diego, California*
* *Ad hoc reviewer, 2016-current*

***Academic Mamas***

*Facebook Group, Online moderator, 2019-current*

***Associated College Press Conference***

*Magazine and digital publication reviewer, October 20-23, 2020*

**Georgetown University, Communication, Culture, Technology Program**

*Admissions Advisory Board, 2014-2016*

**Baylor Interdisciplinary Core People Grove Mentorship Program**

*Mentor for students, Spring 2019-December 2020*

***Reviewing***

*Text Books*

Review of “Writing and Reporting for the Media,” (12th edition). Written by John Bender; Lucinda Davenport; Michael Drager; Fred Fedler. Oxford University Press. (Fall 2020)

*Grants*

**Swiss National Science Foundation (SNSF)**

*Grant Reviewer, special call on Coronavirus research, April-May 2020*

*Journals*

**Journal of Loss and Trauma**

*Editorial Board Member, Fall 2021-current*

*Reviewer 2020-current*

**International Journal of Disaster Risk Reduction**

*Reviewer, 2017-current*

**Journal of Information Science**

*Reviewer, 2018*

***PLOS Currents Journal***

*Reviewer, 2017-current*

***Teaching Journalism and Mass Communication***

*Reviewer, 2020-current*

**Journal of Public Relations Research**

*Reviewer, 2018-current*

**Journal of Public Relations Education**

*Reviewer, 2020-current*

***Journalism Practice***

*Reviewer 2020-current*

***Journalism Studies***

*Reviewer 2022-current*

*Conferences*

### Mass Communication and Society [ICA]

*Reviewer, 2016-current*

**Public Relations Division [ICA]**

*Ad hoc reviewer, 2014-2022*

**Journalism Studies Division [ICA]**

*Ad hoc reviewer, 2014-current*

**Feminist Scholarship [ICA}**

*Reviewer, 2023-current*

**Environmental Communication Division [ECREA]**

*Ad hoc reviewer, 2016-current*

**Public Relations Division [AEJMC]**

*Reviewer 2016-current*

***Religion and Media Interest Group [AEJMC]***

*Reviewer 2016-current*

***Entertainment Studies Division [AEJMC]***

*Reviewer 2018*

**Communication, Science, Health, Environment and Risk Division [AEJMC]**

*Poster Judge, 2013 convention*

*Ad hoc reviewer, 2016-current*

**Community Journalism Division [AEJMC]**

*Ad hoc reviewer, 2014-2016, 2020-current*

*Awards and Competitions*

***Tankard Book Award***

*Reviewer 2020, 2021, 2022, 2023*

*The Huck Boyd National Center for Community Media at Kansas State and the International Society of Weekly Newspaper Editors (ISWNE) applied research competition “Strengthening Community News”*

Reviewer 2021

***University Service***

***University of South Florida***

Center for Sustainable Democracy, 2023-current

*-Faculty Fellow*

Workshop Facilitator, Journalism & Democracy Immersion Program, Center for Sustainable Democracy, as part of a Journalism & Democracy Immersion Program (January 22-26, 2024; and January 29-February 2, 2024)

***East Tennessee State University***

Community Voices Advisory committee, The Office of Equity and Inclusion, Spring 2023

Study abroad scholarship committee member, Spring 2022 and 2023

**ETSU CON- ETSU Popculture Festival Panel Participant, April 2-3, 2022**

* **Who are you? Gender and Cultural Representations in Comics, Video Games and Pop Culture**, Saturday, April 2, at 11:30 p.m. A conversation with Mimi Perreault (Media and Communication); Todd Emma, (Interactive, Digital Media), Stokes Piercy, (Media, and Communication), and Daryl Carter, (Assistant Dean for Equity and Inclusion ETSU College of Arts and Sciences)
* **Resilience or Tragedy: Disaster, Crisis, Climate Change and Media**, Saturday, April 2, at 3:30 p.m. a presentation by Mimi Perreault (Media and Communication).

**“**[**Civility Week - Reflections on a Multiracial Democracy in Northeast Tennessee and Beyond**](https://go.activecalendar.com/etsu/site/students/event/civility-week----reflections-on-a-multiracial-democracy-in-northeast-tennessee-and-beyond/),”March 23, 2021 at 4 p.m. Dr. Daryl Carter, professor of history and director of Africana Studies, Mr. Adam Dickson, instructor of political science, Dr. Mimi Perreault, assistant professor of media and communication, and Dr. Elwood Watson, professor of history.

**“Chaos at the Capitol: American Democracy at a Crossroads”** on Wednesday, Jan. 13, 2020, from 5:30-6:30 p.m. via a Zoom webinar***,*** *with Dr. Mimi Perreault, Dr. Daryl Carter, Dr. Fred Gordon and* moderated by Jeff Keeling, digital reporter with WJHL NewsChannel 11

**Write Your Story in (Blue + Gold = Green) Sustainable Appalachia,** Workshops, Sustainability Showcase, and Climate Stories Project, 2020-2021

**Hosted five workshops** with external guest speakers for university faculty, students and community members:

* Sept. 11: What’s the Story and How Do I Write It? - Orienting Oneself Around Climate Change in 2020
* Oct. 16: Climate Change is here in Appalachia, Why Does that Matter? - Thinking about Place and Purpose and How they Relate to Climate Science.
* Nov. 6: Now what do we do with this? - Real Applications for Climate Storytelling in Our Community, Classroom and Collaborations
* January 15: Community Engagement
* February 5: Data and Visual Storytelling
* March 5: Knowledge in Action

**Hosted Event- Sustainability Showcase,** April 9, 2021, from 2:30-5 p.m. featuring Jason Davis of the Climate Stories Project (Climatestories.org). Presented research with Dr. Wesley Wehde at this event.

**Event Blue + Gold = Green: Science in Our Backyard Event**, scheduled for April 20, 2022, in person, with guest journalist Sarah Wade

**Blue Ridge Project,** faculty climate conversation group, through the Center for Teaching Excellence, East Tennessee State University, 2019-2021.

**Scholarship of Teaching and Learning (SOTL) Writing Group,** 2020-2021

**\*Black and Latinx Men in Community College Transition Research Group** with the ETSU College of Education Community College Group, August 2021-current

**Collaborative Qualitative Research Group at ETSU**, aka ETSU Qualeneers, 2020- current

**Panel Speaker** at “Call Her Ganda” film screening with Film maker PJ Raval, October 17, 2019, at the Tipton Gallery, downtown Johnson City, Tennessee.

**ETSU Media Mondays Speaker with the East Tennessean**

* March 23, 2020, Local Journalism in Crisis and Disaster
* August 31, 2020, Covid Resources for Local Reporting
* January 26, 2021, "Mitigating Crisis, Health and Misinformation in the Coverage of COVID-19" with Dr. Gregory Perreault
* August 29, 2022, 20 Engaging with Rural Journalism in Appalachia

**Phi Delta Theta, East Tennessee State University**

* *Faculty Academic Advisor May 2020-current*

***Corroborative Departmental Work***

* Coordinated with Sport and Recreation Management on new Esports Minor with Dr. Natalie Smith, 2021-2022
* Developed Media and Cultural Diversity graduate class with Digital Media MFA program, Spring and Fall 2022

*Previous Work*

**Zeta Tau Alpha Women’s Fraternity**

*Academic Achievement Advisor*

* Academic Achievement Advisor, Appalachian State University, 2015-2020
  + National Academic Achievement Recognition Awarded for 2017-2018 Biennium
* Fraternity Education Advisor (PIE), Appalachian State University, 2015-2017
  + Appalachian State Chapter received national recognition for Public Relations for the Biennium in July 2016
* Academic Advisor and Alumni Liaison, University of Missouri ZTA chapter, 2011-2015

**Climate Stories Collaborative Workshop and Project,** Fall 2017 to Spring 2019, College of Fine and Applied Arts, Appalachian State University

**Research Institute for Environment, Energy, and Economics (RIEEE),***Appalachian Energy Center*

* Internal review participant, Spring 2018
* Co-Editor of Sustainable Discoveries Magazine, 2018

***Women in Educational Leadership [WIELS], Appalachian State University***

* Panel Moderator, 2016 conference.
* Social Media support, 2016-2017

**College Level Service**

**East Tennessee State University, College of Arts and Sciences**

**Committees**

* University Unity Committee (Black American Studies, Center for Language and Culture and Women and Gender Studies) Spring 2023
* Faculty Awards Advisory Committee, 2022-2023
* Basler Chair Selection Committee, 2022-2023
* Basler Chair Liaison for Fall 2022 for Dr. Jason Davis, director of the Climate Stories Project

**Events**

* Featured speaker at ETSU College of Arts and Colleges, Desserts with Experts, March 15, 2022*, “Crisis and Disaster Journalism: Radical Resourcefulness as a tool for addressing COVID-19, Climate, Crisis and Disaster in Rural Regions.”*

**Other Service**

* **Places in Appalachia,** external advisor to magazine in the Department of Appalachian Studies, with Dr. Ronald Roach, Spring 2020-2022.

**Department Service**

**University of South Florida, Zimmerman School of Advertising and Mass Communications**

* Scholarship Committee Member, 2023-current
* Public Relations Student Society of America, Advisor, Fall 2023-current
* Spoke at Z-School Graduate School 101 Session about my research in September 29, 2023

**East Tennessee State University, Department of Media and Communication**

* Graduate Brand and Media Strategy Program, Faculty 2019-2022
  + Organized Spring and Fall information sessions 2020, 2021, 2022
* Undergraduate Journalism major advisor, 2019-spring 2023
* Editor and Chief, OverlookedinAppalachia.org, 2019-spring 2023
  + Students won third place for reporting at Tennessee Associated Press Association Competition Fall 2019, awards announced Spring 2020.
* Media Writing course/professional coordinator, Spring 2020- Spring 2022
  + Worked with the team of instructors to create an online/flex-learning course and record professional videos for future instruction Fall 2019 and 2020.
* Lead portfolio creation sessions for students two in Spring 2020, two in Spring 2021, and two in Fall 2021
* Journalism Scholarship Committee, Spring 2020 and 2021, Department Scholarship Committee Spring 2022

**Appalachian State University Department of Communication**

* Social and Intellectual Committee, 2017-2019
* Social Media Committee, 2018-2019
* Spring Forward Committee, Spring 2018
* Communication Department Student Strategic Communication Agency Feasibility Study, Fall 2017-2019
* Curriculum Committee, Fall 2018-2019

**Community Service**

* **Climate Reality Leadership Training**
  + Completed in April 2021
* **Climate Story Ambassador Training**
  + Fall 2020

**Tampa**

* **Great American Teach In, November 17, 2023**
  + LLT Academy Tampa

**Boone and High Country**

* **Girls Scouts Peaks to Piedmont Troop 13114 (Kindergarten-age 13)**
  + Volunteer, leader 2018-current
* **National Motorsports Press Association Contest**
  + Judge, January 2020 and December 2021
* **Children’s Playhouse, Boone, NC**
  + Board Member 2016-2018
    - Grown-ups Party Chairperson, Fall 2017, raised more than $11,000
    - Board Chair (President), 2018, raised more than $11,000
    - Volunteer for numerous activities including Buildfest, science festival (April 2019) and The Grown-ups Party (September 2019)
  + Social Media/Communications Intern advisor, 2017- 2019
* **Mountain Pathways Montessori School, Boone, NC**
  + Personnel committee 2016-2017
  + Communications and marketing committee, 2018-2019
  + Development committee, 2018-2019
* **Appalachian State University Women’s Club** 
  + Member 2016-2020
  + Technology Chairwoman and Communication Intern advisor, Fall 2017- Spring 2020
* **Horn in the West Historical Drama, 2019**
  + Child actor supervisor, back stage crew
* **Two Rivers Community School, 2017-2018** 
  + NewsClub Advisor Fall 2017
  + Auction organizer for Fall and Spring fundraisers 2017-2018, raised more than $9,000
  + Room Parent for Kindergarten, 2017-2018
* **Grace Lutheran Church, Boone**
  + Youth and Family Committee representative, 2017-2019

**Memberships**

* **Public Relations Society of America Member,** 2015-current
  + Tampa Bay PRSA Member, 2023-current
  + Tri**-**Cities Chapter Member 2015-2023
    - PRSA Tri-Cities University/Student Liaison for 2021
      * Organized Career Ready Workshop on March 25, 2020
      * Organized College to Career Transition Workshop September 24, 2021
  + Awards reviewer for 2017 PRSA National Conference in Seattle, Washington
  + Part of leadership team for Western North Carolina Expansion of PRSA, summer 2018- fall 2019
* **Association for Education in Journalism and Mass Communication,** 2013-current
  + Public Relations, 2013-current
  + Religion and Media Interest Group, 2013-current
  + Communication, Science, Health, Environment and Risk Division, 2013-current
  + Commission on the Status of Women, 2016-current
  + Participatory/Community Journalism, 2014-2017
  + Community Journalism- 2018-Current
  + Entertainment Studies Division, 2018-2020
* **International Communication Association,** 2013-current
  + Public Relations, 2014-2019
  + Environmental Communication, 2013-2019, 2022 -current
  + Journalism Studies Division, 2013-2019, 2022-current
  + Game Studies, 2013-2019
* **Zeta Tau Alpha Women’s Fraternity,** Member, 2006-current
  + Coordinator for High Country/Appalachian Crown Connection, 2017-2020
  + Member of Tri-Cities (2016-2018) and Charlotte/Lake Norman Alumnae Chapters (2018-2022), NC High Country Chapter (2022-current)
  + Certificate of Merit for 9 years of service, awarded Spring 2020
* **National Communication Association**, 2014-2023
  + Environmental Communication, 2014-2019
  + Feminist and Women’s Studies division, 2014-2019
  + Graduate Education Division, 2019-2023
  + Women’s Caucus, 2014-2019
  + Mass Communication Division, 2019-2023
* **European Communication Research and Education Association,** 2014-2016
  + Sections: Communication and Democracy, Environmental Communication, Journalism Studies, Organizational and Strategic Communication, Women’s Network, Digital Games Research, Media and Religion, Crisis Communication, Media and the City, 2014-2016

**Professional Experience**

**The United States Institute of Peace, Washington, D.C.**

*Writer and Editor, 2010*

**Agence France-Presse, Washington, D.C.**

*Multi-media Producer, 2009*

**The Shakespeare Association of America, Washington, D.C.**

*Publications Assistant, 2009*

***Religion and News Ethics Weekly,* Washington, D.C.**

*Research and Production Intern, 2008- 2009*

***The Palm Beach Post,* West Palm Beach, Florida**

*News Clerk and Columnist, 2006-2008*

**Newspaper Publishers, Wellington, Florida**

*Reporter, 2005-2006*

***Wellington Christian School, Wellington, Florida***

Public Relations Manager, 2005-2006

**Pro-Bono PR and Internet/Social Media Communication Consulting, Mediating Mimi**

* Boonetopia, social media and blogging, 2017-current
* The Children’s Playhouse, Boone, NC, 2017-2023
* Blue Bird Exchange, Boone, NC, Fall 2019-2023
* High Country Calligraphy, 2018-2021
* Elizabeth Shukis for Watauga County Commissioner (NC), Election Spring-Summer 2017
* YoungLife South America, August 2017-December 2020
* Local First Business Marketing workshop, 2018

**External Speaking Engagements and Media Appearances**

# TEDx Johnson City “Rural Journalism and the Appalachian Identity” June 16, 2023, Johnson City, Tenn. <https://youtu.be/y3VcaSTchBI>

Speaking Engagement on “Gender Identity and Video Games: Complexity and Crisis” with Text Now, July 13, 2022.

The JWord Podcast on Journalism Studies and Digital Journalism, Episode 4.01“Reading Journalistic Power” hosted by Ted Gutsche, June 20, 2022. https://podcasts.apple.com/us/podcast/the-j-word-4-02-distributing-media-representations/id1523626168?i=1000567807921

Keynote on Rural Journalism with the Grist and the Center for Rural Strategies Group sponsored by the Daily Yonder, November 18, 2022

“Accomplished Communication, Culture and Technology Graduates Panel” Online with the Communication Culture and Technology Master’s Program, Georgetown University, March 15, 2022, 3-4 p.m.

The JWord Podcast on Journalism Studies and Digital Journalism, hosted by Ted Gutsche, Episode 4.*5 “*Covering Climate Change Contestations.” March 29, 2022. <https://podcasts.apple.com/us/podcast/the-j-word-a-podcast-by-journalism-practice/id1523626168>

*Scoring at Home Podcast guest, “ESPORTS and Media” recorded for November 15, 2021.* <https://open.spotify.com/show/5Pvl6w9eMjeb06qj49NybG>

“Climate Change and Misinformation,” Claremont McKenna College, honors colloquium on Human Behavior and Climate Change, October 2, 2020

PBS Newshour, “How Americans are spending their stimulus money” March 22, 2021, 6:35 p.m.

Study by ETSU, Appalachian State researchers looks at journalists’ approach to COVID, Johnson City Press, March 29, 2021.

<https://www.johnsoncitypress.com/news/study-by-etsu-appalachian-state-researchers-looks-at-journalists-approach-to-covid/article_d0425aec-8e57-11eb-884e-a78db4516bbc.html>

Featured in 2020-2021 ETSU Annual Report, p. 33, <https://issuu.com/easttnstate/docs/etsu_president_s_annual_report_2021?fr=sMDlhODM2MTUwMDA>

“Grassroots Mask-Making Showcases Appalachia's Radical Resourcefulness” [**Mary Schuermann Kuhlman**](https://www.publicnewsservice.org/producers.php?id=51)**, Assistant, Public News Service**

<https://www.publicnewsservice.org/2022-10-03/rural-farming/grassroots-mask-making-showcases-appalachias-radical-resourcefulness/a80844-1>