

# Mildred F. “Mimi” Wiggins Perreault, PhD

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MimiPerreault.com

As a teacher-scholar I integrate my teaching in media and communication into both practice and research. I aim to support students from diverse backgrounds as they evolve into practitioners of media and communication through application and innovation. Through 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 textual analysis, surveys, and interviews. My research focuses primarily on the role of strategic communicators and journalists in shaping crisis and disaster preparation and response. My work has been published in journals including *American Behavioral Scientist*, *Disasters*, *Journalism Practice*, and *Journalism Studies*. My work provides insight into how diverse groups of people respond to 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

**East Tennessee State University**, Department of Media and Communication  
Journalism, Media Literacy, and Brand and Media Strategy

- Assistant Professor (August 2019- current)

**Appalachian State University**, 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

### Peer Reviewed Articles

- **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.com/doi/10.1177/0002764221992813>
- 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>
- 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](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>
- **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>
- **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.
- 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>
- 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 new National 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.F.** and Perreault, G.P. (in press) Pepper Potts: Partner, Professional, CEO and Superhero in Performance, in *Gendered Defenders: Female Superheroes in Transmedia Spaces* edited by Bryan J. Carr & Meta G. Carstarphen.
- Richards, M. & **Perreault, M.** (in press). 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.
- 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.** and 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*. Scharrel 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.** 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.** (2017). Book Review: Timothy Recuber *Consuming catastrophe: Mass culture in America's decade of disaster*. p. 1227-1229.

### Encyclopedia Articles

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

### Academic Work Under Review

- Wehde, W. & **Perreault, M.** (accepted for publication). Developing Survey Methods for Collecting Individual Policy Narratives: A case study of climate change narratives using an engaged convenience sample.

- **Perreault, M.F.** and Adhikari, B. (under review). ““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.
- **Perreault, M.F.** and Smith-Frigerio, S. eds. (writing and editing). ““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 Book Series for 2021.
- **Perreault, M.F.** and Foss, K. (in editing). ““Well-informed” or “I do my own research:” Parents’ News Consumption and COVID Sources in Their Decisions to Vaccinate.”
- Fargen Walsh, J. and **Perreault, M.F.** (under review). “What’s with the water: The nature of reactionary reporting on the problem of nitrates in Nebraska.”
- Perreault, G.P. Moon-Mari, R., Fargen Walsh, J., and **Perreault, M.F.** (under review). “Covering Hate in Rural Communities.”
- Mushayamunda, T. & **Perreault, M.** (in editing). “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.
- **Perreault, M.** & Richards, M. (under review). “Mask Making on Social Media: Women’s Mask Making Practices and Advocacy During the Covid-19 Pandemic.”
- **Perreault, M.F.** and Wehde, W. (under review). “Tweet to locate, confirm, and share: A meta-analysis of articles on Twitter and Disaster Research.”
- Perreault, G., Wehde, W. and **Perreault, M.** (in editing). “Video Games and Crisis Preparation.
- Kemp, K., and **Perreault, M.F.** (under review). “Extended Abstract: Humor and The Holderness Family: How Musical Memes Can Clarify and Inform for those Coping in a Global Pandemic,”

#### Refereed Academic Conference Paper Presentations

- Fargen Walsh, J., **Perreault, M.F.**, Perreault, G. P and Moon-Mari, R. (accepted). “Gleaning Environmental and Agricultural Coverage in Rural Journalism”, to be presented at the 72nd Annual International Communication Association Conference, Paris, France.
- Moon-Mari, R., Fargen Walsh, J., Perreault, G.P. and **Perreault, M.F.** (accepted). “Extended Abstract: COVID-19 as an actor in the rural journalist’s network” to be 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. *Sports Communication Interest Group*, August 6, 2021. Association of Education in Journalism and Mass Communication Conference, virtual conference.
- Wehde, W., **Perreault, M.F.** and Martin, L. 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*, April 9, 2021.
- Fargen-Walsh, J. & **Perreault, M.F.** Nitrate in Nebraska: A Thematic Analysis of Coverage of Water Issues and Agriculture. AEJMC Midwinter Conference, March 5, 2021.
- **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. 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, August 2018, in 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. 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, June 2016.
- Subramanian, R., Rolbiecki, A., Crenshaw, B., **Perreault, M.**, Han, K., Vinson, D., Cameron, G. 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, June 2016.
- Jenkins, J., **Perreault, M.** & Perreault, G. (2014, August 7) 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. (2014, August 8). 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.** (2014, May 26). Reporting Resilience: Narratives of Preparedness and Recovery in the Joplin Globe. International Communication Association, Seattle, WA.
- Perreault, G., Jenkins, J., Swasy, A. & **Perreault, M.** (2014, May 22). “Mrs. Jesus?” A hegemonic press love affair with Jesus the bachelor,” International Communication Association, Seattle, WA.
- **Perreault, M.**, Jenkins, J. & Thorson, E. (2014, May 26). 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. (2013, August 16). 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.

#### Invited Conference Papers and Presentations

- **Perreault, M.F.** and Smith-Friggerio, 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 Round Up. Moderator Carolyn Bronstein. August 5, 2021. Sponsored by Peter Lang Publishing and AEJMC.
- **Perreault, M.F.** Frazer, R. and Gladder, P. with Michael Longinow as Moderator. “Beyond Tolerance: Getting Real with Meaningful Classroom Conversations about Faith and Media.” August 5, 2021. Religion and Media Interest Group, and Political Communication Division. Association of Education in Journalism and Mass Communication Conference, virtual conference.
- **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.
- **Perreault, M.F.** and Warren, A. (Proposal submitted) "Discussing BLM through Community Advocacy and Journalism in Appalachia." National Communication" Submitted for the National Communication Association conference November 2021.
- 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, Ghenni N. Platenburg, and Mira Lowe; and Indah Setiawati & Monique L. R. Luisi and Paromita Pain discussant.
- Freeman, J., **Perreault, M.**, Smith-Frigerio, S., Reif-Stice, C., Jerome, A., Ward, J.A. "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. Nov. 19-22, 2020
- **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.** Preconference on sponsored by the Environmental Communication Division of the International Communication Association Conference, May 25, 2017 in San Diego, California.
- Redmond, T., **Perreault, M.** and Edy, C. *Leading by Loving: The Challenges and Rewards of Academic Motherhood.* Women in Educational Leadership Symposium (WIELS) at Appalachian State University, Boone, N.C. September 30-October 2, 2016.
- 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.
- Perreault, G. & **Perreault, M.** 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.** 19 Memes and Counting: Symbolic Convergence in the 2015 Duggar Scandal. Media, Gender and Religion at the University of Colorado, Boulder, Colorado. January 7-11, 2016.
- 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.
- Houston, J.B., Spialek, M.L., Czlapinski, H., **Perreault, M.**, First, J., & Seboldt, B. (2014, August 8). Community and youth violence: Communication perspectives and intervention. Department of Communication Colloquium, University of Missouri.
- **Perreault, M.** & Xiao, A. (2014, March 6) 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. (2014, January 12). 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. (2013, July 14). 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.** (2012, January 12). 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.** (2011, April 15). "Covering the Haiti Earthquake." Eastern Communication Association Convention. Alexandria, VA. <http://cct.georgetown.edu/201205.html>.

### **Additional Scholarly Work**

- 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**

#### **East Tennessee State University**

*Assistant Professor*

#### Graduate

MDCM 5054: Media Theory (F 21)

MDCM 5957: Topics in Mass Communication: Media and Arts Criticism in the Mountains (SP 20) with an honors section SP 20

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

#### 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 20)

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

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)

JOUR 4900: Independent Studies for Overlooked in Appalachia (SP 20, 2 students;)- Paige Hill and Carly Tribble, F 20, 1 student- Michaela Platt

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

JOUR 4900: Independent Studies for Overlooked in Appalachia (SP 20, 2 students;)- Paige Hill and Carly

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

#### *Internship Supervisor-Overlooked in Appalachia*

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  
Elizabeth Edwards, SP 22  
Neyland Kilpatrick, SP 22  
Maris Renolds, 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

### **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*

JOURN 1100: Principles of American Journalism (SP14, SP15)  
JOURN 2100: News Writing (SUM15)

*Adjunct Instructor*

JOURN 2100: News Writing (2 sections, SP12)  
JOURN 2150: Multimedia Journalism (SP12)

### **Georgetown University**

*Teaching Assistant for Dr. Linda Garcia*

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

### ETSU

*[Master's Theses]*

#### **Advisor:**

*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

#### **Committee Member:**

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:

**Teveraishe Mushayamunda, May 2022**

**Becky Parsons, May 2022**

*[Undergraduate Honors Theses]*

*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 work]

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

### **Research Assistants**

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

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

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

Derrick Vaz, Research and Promotions Assistant for ETSU Climate Stories, August 2020-July 2021

Kaleigh Kemp, Teaching and Research Assistant, August 2021-current

### **Fellowships, Grants and Awards**

- Moses Shumlow Award for Transformational Research in Recognition of Exemplary Merrit through the Social Justice + Media Symposium in Miami at Florida International University, April 8, 2022.
- 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 Daughtery 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)*, *Appalachian Energy Center* 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), Appalachian Energy Center*.
- Faculty Fellow at the Disaster and Community Crisis Center at the University of Missouri, 2016 to current. Funding received for conference attendance.
- Lillian Lodge Kopenhagen 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**

**Completed Data Journalism Training through Google Data**, Spring 2021-Spring 2022

**Brand Storytelling Certification**, Spring- Summer 2022

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

**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

**Cultural Competency Workshop**, March 2021

**MicroChips Conference: Learning Sciences as a Catalyst for Change**, January 2021, Center for Teaching Excellence, East Tennessee State University

**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.

**Required Diversity Trainings at Appalachian State and ETSU**, 2015-2021

**Transmedia Storytelling Training**, Completed Summer 2020

**“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

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

**Preparing Future Faculty Program**

*University of Missouri. 2014-2015*

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

**Mental Health First Aid Training**

*University of Missouri, September 2013*

**Online FEMA Communications Training**

*August 2012 and August 2015*

**The Apprenticeship in Teaching Program**

*Georgetown University, 2009-2010*

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

**Hootsuite Social Media Management Certification**

*September 2015*

**Google Analytics and Google AdWords Training**

*Completed November 2015*

**Service**

**International/National Service**

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

- Vice Head, 2021-2022
- Secretary, 2020-2021
  - Organized new email account and Google drive
- Mid-Winter Conference Reviewer, Winter 2016-2017, 2021
- Poster Session Discussant, AEJMC August 2018
- Host for March CSW Book Talk- “Constructing the Outbreak: Epidemics in Media and Collective Memory” With Dr. Katherine Foss, Professor of Media Studies at Middle Tennessee State University

**Public Relations Division (AEJMC)**

- Writing Support Group facilitator and co-leader Fall 2021-Spring 2022

**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 at 1:30 p.m.

**Huck Boyd National Center for Community Media at Kansas State and the International Society of Weekly Newspaper Editors (ISWNE)**

- Judge for the 2021 research competition

**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*

***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*

***Academic Mamas***

*Online moderator, 2019-current*

**Reviewing**

*Text Books*

**Review of “Writing and Reporting for the Media,”** (12<sup>th</sup> 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**

*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*

#### *Conferences*

##### **Mass Communication and Society [ICA]**

*Reviewer, 2016-current*

##### **Public Relations Division [ICA]**

*Ad hoc reviewer, 2014-current*

##### **Journalism Studies Division [ICA]**

*Ad hoc reviewer, 2014-current*

##### **Environmental Communication Division [ECREA]**

*Ad hoc reviewer, 2016-current*

**Public Relations Division [AEJMC]**

*Graduate PR Division Graduate Leadership Council, 2015-2016*

*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*

*Awards and Competitions*

**Tankard Book Award**

*Reviewer 2020, 2021, 2022*

*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**

***East Tennessee State University***

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).

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."*

Study abroad scholarship committee member, Spring 2022

"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, 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 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-current.

**SOTL Writing Group**, 2020-2021

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

Black and Latinx Men in Community College Transition Research Group with the ETSU College of Education Community College Group.

**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

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

- *Faculty Academic Advisor May 2020-current*

#### **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

##### *Previous Work*

**Climate Stories Collaborative Workshop and Project**, Fall 2017 to current, 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 director, 2016-2017 appointment*

#### **Department Service**

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

- Graduate Brand and Media Strategy Program, Faculty 2019-current
  - Organized Spring and Fall information sessions 2020 and 2022
  -
- Undergraduate Journalism major advisor, 2019-current
- Editor and Chief, OverlookedinAppalachia.org, 2019-current
  - 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-current
  - 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
- 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

#### **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**

- **Girls Scouts Peaks to Piedmont Troop 13114**
  - Volunteer 2018-current
- **Climate Reality Leadership Training**
  - Completed in April 2021
- **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
  - Tri-Cities Chapter Member 2015-current
    - 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**, 2013-2019
  - Public Relations, 2014-2019
  - Environmental Communication, 2013-2019
  - Journalism Studies Division, 2013-2019
  - 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 (2018-2021)
  - Certificate of Merit for 9 years of service, awarded Spring 2020
- **National Communication Association**, 2014-current
  - Environmental Communication, 2014-2019
  - Feminist and Women's Studies division, 2014-2019
  - Graduate Education Division, 2019-current
  - Women's Caucus, 2014-2019
  - Mass Communication Division, 2019-current
- **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-current
- Blue Bird Exchange, Boone, NC, Fall 2019-current
- 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:**

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, March 30, 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  
[https://www.johnsoncitypress.com/news/study-by-etsu-appalachian-state-researchers-looks-at-journalists-approach-to-covid/article\\_d0425aec-8e57-11eb-884e-a78db4516bbc.html](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=sMDIhODM2MTUwMDA](https://issuu.com/easttnstate/docs/etsu_president_s_annual_report_2021?fr=sMDIhODM2MTUwMDA)