

ALEX KRESOVICH

Roy H. Park Fellow | University of North Carolina at Chapel Hill | Hussman School of Journalism & Media
Carroll Hall 364 | Chapel Hill, NC 27514 | 607-227-1690 | akk28@live.unc.edu

EDUCATION

- Ph.D. Candidate, University of North Carolina at Chapel Hill** -- Chapel Hill, NC *August 2018 - Present*
Hussman School of Journalism and Media
Focus Area: Health Communication
Dissertation Co-Chairs: Dr. Seth Noar & Dr. Francesca Dillman Carpentier
Dissertation Subject: The influence of celebrity pop music artists who disclose mental health difficulties on the support-seeking attitudes and behavioral intentions of at-risk U.S. youth.
- M.A., University of Georgia** -- Athens, GA *August 2010 - May 2012*
Grady College of Journalism and Mass Communication
Master of Arts in Mass Media Studies (GPA: 3.82)
Thesis Chair: Dr. Vicki Freimuth
Thesis Subject: Mainstream media framing of the prostate cancer screening debate for African American males.
Dean's List (Fall 2010, Spring 2011, Fall 2011, Spring 2012)
- B.S., Cornell University** -- Ithaca, NY *August 2005 - May 2008*
College of Agriculture and Life Sciences
Bachelor of Science in Communication with Cum Laude Honors (GPA: 3.61)
Applied Economics and Management Minor (Focus in Business)
Dean's List (Fall 2006, Spring 2007, Fall 2007 & Spring 2008)
Transferred from the University of Georgia (2004-2005) (GPA: 4.00)

ACADEMIC AWARDS AND HONORS

Promising Professor Award - 3rd Place (*AEJMC - Mass Communication & Society Division - 2020*)
Roy H. Park Doctoral Fellowship (*University of North Carolina at Chapel Hill - 2018*)
Blue Key Honor Society Nominee (*University of Georgia - 2012*)
State of Georgia Graduate School Assistantship (*University of Georgia - 2010*)
Lambda Pi Eta Honors Communication Fraternity (*Cornell University - 2007*)
Presidential Scholar (*University of Georgia - Spring 2005*)
Presidential Scholar (*University of Georgia - Fall 2004*)

PEER-REVIEWED JOURNAL ARTICLES

7. **Kresovich, A.**, Noar, S. M., Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (2021). A review of web-based tobacco control media archives for researchers and practitioners. *Journal of Cancer Education*.
<https://doi.org/10.1007/s13187-021-01983-7>
6. **Kresovich, A.**, Reffner Collins, M.K., Riffe, D., & Dillman Carpentier, F.R. (2021). Mental health discourse in popular rap music: A longitudinal content analysis. *JAMA Pediatrics*, 175(3), 286-292.
[doi:10.1001/jamapediatrics.2020.5155](https://doi.org/10.1001/jamapediatrics.2020.5155)
5. **Kresovich, A.** (2020). The influence of pop songs referencing anxiety, depression, and suicidal ideation on college students' mental health empathy, stigma, and behavioral intentions. *Health Communication*.
[DOI:10.1080/10410236.2020.1859724](https://doi.org/10.1080/10410236.2020.1859724)
4. **Kresovich, A.**, & Noar, S. M. (2020). The Power of Celebrity Health Events: Meta-analysis of the Relationship between Audience Involvement and Behavioral Intentions. *Journal of Health Communication*, 25(6), 501-513. <https://doi.org/10.1080/10810730.2020.1818148>
3. Noar, S. M., Rohde, J. A., Prentice-Dunn, H., **Kresovich, A.**, Hall, M. G., & Brewer, N. T. (2020). Evaluating the actual and perceived effectiveness of e-cigarette prevention advertisements among adolescents. *Addictive Behaviors*, 109.
<https://doi.org/10.1016/j.addbeh.2020.106473>

2. Rohde, J. A., Noar, S. M., Prentice-Dunn, H., **Kresovich, A.**, & Hall, M. G. (2020). Comparison of message and effects perceptions for *The Real Cost* e-cigarette prevention ads. *Health Communication*, 1-9. <https://doi.org/10.1080/10410236.2020.1749353>
1. Niederdeppe, J., Lee, T., Kim, H. K., Robbins, R., **Kresovich, A.**, Kirshenblat, D., Standridge, K., Jensen, J., & Fowler, E. F. (2014). Content and effects of news stories about uncertain cancer causes and preventive behaviors. *Health Communication*. 29:332-346. <https://doi.org/10.1080/10410236.2012.755603>

MANUSCRIPTS UNDER REVIEW

5. **Kresovich, A.** (under review). *An experimental test of pop music with lyrics referencing anxiety on college students' audience involvement, peer empathy, and mental health stigma*. Manuscript under review.
4. Sanzo, N., Brothers, W., **Kresovich, A.**, Prentice-Dunn, H., Boynton, M. H., Sutfin, E. L., Sheeran, P., Noar, S. M. (under review). *What's in the Message? An Analysis of Themes and Features Used in Vaping Prevention Messages*. Manuscript under review.
3. Hedrick, A. & **Kresovich, A.** (under review). Identification/Parasocial Interaction Theory. *The International Encyclopedia of Health Communication*. Manuscript under review.
2. Reid, A. & **Kresovich, A.** (under review). *Copyright as a barrier to music therapy telehealth interventions during COVID-19: A qualitative interview study*. Manuscript under review.
1. Comello, M.L.G., Kelly, K., & **Kresovich, A.** (under review). *Mixed media approaches*. In C. Fourali & J. French (Eds.), *The Pelgrave Encyclopedia of Social Marketing* (pp. pending). Springer Nature. Manuscript under review.

MANUSCRIPTS IN PREPARATION

1. Boynton, M., Sanzo, N., Brothers, W., **Kresovich, A.**, Sutfin, E.L., Sheeran, P., & Noar, S.M. (in preparation). *Perceived effectiveness of objective elements of vaping prevention messages among adolescents*. Manuscript in preparation.

REFEREED CONFERENCE PROCEEDINGS

6. Sanzo, N., Brothers, W., **Kresovich, A.**, Boynton, M., Sutfin, E., Sheeran, P., & Noar, S. M. (2021, February). *An analysis of objective message features of a large collection of vaping prevention messages*. Poster session presented at the 27th Annual Meeting of the Society for Research on Nicotine & Tobacco [virtual conference due to COVID-19 pandemic].
5. **Kresovich, A.** (2020, April). *The influence of popular music referencing anxiety and depression on college students' mental health attitudes*. Poster presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].
4. Rohde, J. A., Noar, S.M., Prentice-Dunn, H., **Kresovich, A.**, Hall, M. G., & Brewer, N.T. (2020, April). *Understanding E-Cigarette Prevention Ad Effectiveness: A Comparison of Message and Effects Perceptions*. Presented at the 16th Biennial Kentucky Conference on Health Communication, Lexington, KY [presented online due to COVID-19 pandemic].
3. Noar, S. M., **Kresovich, A.**, Gvino, E., Prentice-Dunn, H., & Ribisl, K. M. (2020, March). *Web-based resources for tobacco prevention and control media content: A review of online tools for researchers and practitioners*. Poster session presented at the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
2. Noar, S. M., Rohde, J. A., Prentice-Dunn, H., **Kresovich, A.**, & Hall, M. G. (2020, March). *Perceived message effectiveness of FDA's e-cigarette prevention ads: An experiment with US young adults*. Presented to the 26th Annual Meeting of the Society for Research on Nicotine & Tobacco, New Orleans, LA.
1. **Kresovich, A.** (2019, March). *808s & Chart Place: A longitudinal content analysis of the most popular rap songs in the United States for references to struggles with mental health*. Presented to the Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Columbia, SC.

NON-REFEREED CONFERENCE PROCEEDINGS

1. **Kresovich, A.** (2019). *808s & Chart Place: A longitudinal content analysis of the most popular rap songs in the United States for references to struggles with mental health*. Presented at the 2019 UNC School of Media & Journalism Spring Research Colloquium, Chapel Hill, NC, 1 May.

INVITED LECTURES & TALKS

Sauga City Music Conference	<i>"808s & Chart Place: Popular Rap Music is Opening Up About Mental Health."</i> Keynote Address - <i>Hip Hop and Overcoming Mental Health Challenges</i> Sauga City Music Festival - Mississauga, ON (March 26, 2021)
World Mental Health Day Event	<i>"Music & Mental Health: What's rap got to do with it?"</i> Online Event Organized by Dr. Serufusa Sekidde - <i>World Mental Health Day Panel</i> Dr. Serufusa Sekidde & Dr. Tina Shah (October 10, 2020)
Clemson University	<i>"The Impact of Popular Music Referencing Mental Health Struggles on Young Adults."</i> Communication Colloquium Series - <i>Graduate School & Mental Health</i> Dr. Travers Scott & Dr. James Gilmore (January 22, 2020)
UNC-Chapel Hill	<i>"Real-World Scenario: How a Shark Tank-Winner Uses Ad & PR Research Methods."</i> MEJO 379 – Advertising & Public Relations Research Methods Dr. Nori Comello (April 16, 2019)_
UNC-Chapel Hill	<i>"Content Analysis of Music Lyrics: Conceptualization, Operationalization, & Coding."</i> STOR 765 – Statistical Consulting Dr. James Stephen Marron (January 22, 2019)
UNC-Chapel Hill	<i>"From My 'Standpoint': Life Experiences and an Overview of Standpoint Theory."</i> MEJO 141 – Media Ethics Dr. Lois Boynton (September 25, 2018)
Cornell University	<i>"Every 'Overnight Success Story' is 10 Years in the Making: My Road to Billboard #1 Producer."</i> MUSIC 1421 – Introduction to Digital Music Dr. Kevin Ernste (October 25, 2018)

MEDIA COVERAGE

Nieuws Redactie (Dutch Publication)	<i>"The dark side of hip-hop: Drugs, depression, and death."</i> https://nieuwsredactie.fhj.nl/index.php/2021/06/09/de-duistere-kant-van-hiphop/
The New York Times	<i>"When Grown-Ups Have Imaginary Friends." (May 5, 2021)</i> https://www.nytimes.com/2021/05/influencers-social-media-relationships.html
Radio New Zealand (RNZ)	<i>"How rap music is helping to reduce mental health stigma." (February 7, 2021)</i> https://www.rnz.co.nz/national/programmes/sunday/audio/2018782618
RTI International & WNCU (90.7 FM)	<i>"Rap Music and Mental Health." (January 6, 2021)</i> https://measureradio.libsyn.com/rap-music-and-mental-health
Verywell Mind	<i>"How Rap Music Is Lifting the Stigma of Mental Illness" (January 6, 2021)</i> https://www.verywellmind.com/rap-music-helps-lift-shame-from-mental-health-struggles-5093535
Men's Health (Australia)	<i>"Rap Music Could Help You Beat The Blues." (January 5, 2021)</i> https://www.menshealth.com.au/rap-music-is-good-for-mental-health
Big Think	<i>"Is rap music destigmatizing mental health disorders?" (December 17, 2020)</i> https://bigthink.com/culture-religion/rap-music-destigmatizing-mental-health

U.S. News & World Report	“Rap Music Is Putting Mental Health in the Spotlight.” (December 8, 2020) https://www.usnews.com/news/health-newsrap-music-is-putting-mental-health-in-the-spotlight
Cosmos Magazine	“Mental health messages between the beats” (December 8, 2020) https://cosmosmagazine.com/people/culture/mental-health-messages-between-the-beats/
The Daily Mail	“Rap music references to depression, suicide and mental health...” (December 7, 2020) https://www.dailymail.co.uk/sciencetech/article-9026579/Rap-music-references.html
Yahoo!	“Eminem rapping about mental health may help reduce stigma, scientists say” (December 7, 2020) https://www.yahoo.com/entertainment/eminem-rap-mental-health-reduce-stigma-160008972.html
ZME Science	“Rap music lyrics referencing suicide and depression double since 1998” (December 7, 2020) https://www.zmescience.com/science/rap-lyrics-depression-mental-health-0523532/
Chapelboro.com 97.9 FM The Hill	“Former Music Producer Researching Music’s Effect on Mental Health.” (February 4, 2020) https://chapelboro.com/news/unc/mental-health-and-music
UNC Endeavors	“UNC Endeavors: Alex Kresovich.” (January 29, 2020) https://endeavors.unc.edu/alex-kresovich/
The Daily Tar Heel	“... Ever heard of the UNC Ph.D. candidate who produced a Panic! song?” (January 30, 2019) https://www.dailytarheel.com/article/2019/01/alex-kresovich-quanda-0130

RESEARCH EXPERIENCE

Research Assistant – Dr. Seth Noar (UNC - Chapel Hill)

January 2019 – Present

Description: Contributed to FDA funded grant examining the use of a text-messaging app to curtail the vaping epidemic among American adolescents. Assisted with conceptual development, content searches and selection, coding, literature searches, and manuscript preparation. Contributed to research projects including conceptualization and grant writing for FDA R01 submission and NC TRACS seed grant; assisted with selection of measures for inclusion in grant funded research examining adolescent e-cigarette use, attitudes, and perceived risks. Contributed to planning, development, and functionality of the Vaping Prevention Resource (<http://vapingprevention.org/>). Majority of duties involved the coding of media items in the gallery and manuscript preparation.

Research Assistant – Dr. Nori Comello (UNC - Chapel Hill)

January 2019 – May 2020

Description: Collaborated and earned authorship for encyclopedia entry on social media marketing and assisted with background research and literature gathering for numerous publications.

Research Assistant – Dr. Francesca Dillman Carpentier (UNC - Chapel Hill)

August 2018 – August 2019

Description: Assisted with development and implementation of UNC FIRE Grant entitled ‘Brown, Male, & Blue: Unmasking Depression and Suicide Risk among Boys and Young Men of Color’ including overall project management and recruitment; assisted with research presentations to UNC administration; aided in conceptualization, operationalization, and implementation of ongoing research examining emotional coping and music selection.

Research Assistant – Dr. Karen Russell (University of Georgia)

August 2010 – May 2012

Description: Assistant to the Editor of the *Journal of Public Relations Research*. Analyzed submissions for standards; acted as liaison between reviewers, authors, and Head Editor.

Research Assistant – Dr. Connie Yuan (Cornell University)

May 2010 – July 2010

Description: Assisted in organizational communication research. Conducted experiments based on protocol, scheduled participants for group study, and assisted in video record transcribing and data coding.

Description: Assisted in health communication research. Analyzed and reviewed news Articles (print and TV) for linguistic trends. Developed codebook for data collection and trained two undergraduate coders

TEACHING EXPERIENCE

Spring 2021 MEJO 379: Advertising and Public Relations Research Methods (Online, Mostly Asynchronous)

Instructor of Record

School of Media & Journalism, University of North Carolina at Chapel Hill

Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns.

Fall 2019 MEJO 379: Advertising and Public Relations Research Methods

Instructor of Record

School of Media & Journalism, University of North Carolina at Chapel Hill

Critical understanding and application of quantitative and qualitative methods used in the strategic planning and evaluation of advertising and public relations campaigns.

INDUSTRY EXPERIENCE

Brookfield Road – Music Producer, Composer, & Songwriter – Los Angeles, CA

May 2012

- RIAA-Platinum Certified & *Billboard* #1 producer and songwriter with credits on numerous *Billboard* Top 10 albums as performed by GRAMMY-winning artists and songwriters.
- Collaborations include Panic! at the Disco, Cee Lo Green, X Ambassadors, and Kanye West's G.O.O.D. Music.
- Networked within the music industry to have songs used during *NFL Draft* and *Indianapolis 500* broadcasts and for meetings with Interscope, Atlantic, Roc Nation, Epic, Capitol, RCA, Warner Bros, & Shady Records.

- Present

The Cut Buddy – Partner & Chief Strategy Officer – Chapel Hill, NC

March 2016

- Partner in a Black-owned consumer packaged goods startup, grown from \$0 to \$2M+ in less than three years and received a deal on *NBC's* hit television show *Shark Tank* (November 2017).
- Head of IP Protection – Responsible for eradication of knockoffs (2000+) in US, Europe, South America, and China.
- Responsible for outreach with media (Featured in *Forbes*, *GQ*, *Black Enterprise*, *NPR*, *NBC Today Show*, etc.)
- Developed network and own media relationships (i.e. Mark Cuban which led to *Shark Tank* appearance).

- Present

Cornell University Department of Communication – Department Chair Assistant – Ithaca, NY

June 2008

- Organized the inaugural *Communication Advisory Council* Meeting; members included the President of FOX, a co-anchor of *Good Morning America*, and the Director of Global Practices of Ketchum.

- June 2009

INDUSTRY AWARDS AND HONORS

APRIL 2020	Producer and co-writer on <i>NBC Songland</i> Finalist (Jocelyn Alice - <i>How Could You Not Know</i>)
MAY 2019	RIAA-Platinum Record Certification (1,000,000+ Sold) (P!ATD – <i>Pray for the Wicked</i>)
MAY 2019	Top Rock Album - 2019 <i>Billboard Music Awards</i> (Panic! at the Disco – <i>Pray for the Wicked</i>)
DECEMBER 2018	RIAA-Gold Record Certification (500,000+ Sold) (Panic! at the Disco – <i>Pray for the Wicked</i>)
JULY 2018	#1 Overall Album Certification - <i>Billboard</i> 200 (Panic! at the Disco – <i>Pray for the Wicked</i>)
NOVEMBER 2017	Accepted investment offer from Daymond John on ABC TV show <i>Shark Tank</i> (<i>The Cut Buddy</i>)
APRIL 2011	Winner - 2K Sports NBA® 2K12 Producer Contest (<i>NBA 2K12 Main Theme</i>)
DECEMBER 2010	Named one of 'Top 40 Up-and-Coming Music Producers in the United States' (<i>iStandard</i>)

PROFESSIONAL SERVICE

SPRING 2021	PhD Finalist Host - <i>Hussman School Doctoral Finalist Interviews</i>
SPRING 2020	Social Chair - <i>Hussman School Graduate Students</i>
SPRING 2020	PhD Finalist Host - <i>Hussman School Doctoral Finalist Interviews</i>
SPRING 2020	Prospective PhD Student Host - <i>Hussman School Doctoral Applicant Interviews</i>
SPRING 2020	Group Leader & Organizer - <i>Hussman School Doctoral Finalist Interviews</i>
FALL 2019	Social Chair - <i>Hussman School Graduate Students</i>

FALL 2019 Planning Committee - *Hussman School Doctoral Applicant Interviews*
FALL 2019 Moderator, Organizer - *Hussman School Research Roundtable Panel Discussion*
FALL 2019 Planning Committee - *Roy H. Park Fellow Symposia Series*
FALL 2019 Lead Organizer & Planning Committee - *Hussman Cohort Welcome Party*
SPRING 2019 Group Leader & Organizer - *Hussman School Doctoral Interviews*

PROFESSIONAL MEMBERSHIPS

International Communication Association (ICA)
National Communication Association (NCA)