

TEGAN RAE BRATCHER

Roy H. Park Doctoral Candidate, ABD
Hussman School of Journalism & Media
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I have a strong interest in both teaching and research, as it relates to:

- ▷ Strategic Communication
- ▷ Political Communication
- ▷ Public Relations
- ▷ Black Media, Rhetoric, & History
- ▷ Podcasting & Digital Media
- ▷ Qualitative & Quantitative Methods

EDUCATION

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| 2021 | Media and Communication University of North Carolina at Chapel Hill Hussman School of Journalism and Media Roy H. Park Doctoral Candidate Adviser: Joseph Cabosky, J.D., Ph.D. | Ph.D. |
| 2018 | Political Science West Virginia University Eberly College of Arts & Science Emphasis in American Politics and Public Policy | M.A. |
| 2014 | Political Science West Virginia University Eberly College of Arts & Science Minor: Sociology | B.A. |

AWARDS & HONORS

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| 2021 | Research article titled, “Purses, Pencil Skirts, and Podcasts: A Content Analysis of Fashion Brand PR” selected to be featured in the Institute for Public Relations Research Newsletter. This feature highlighted Tegan’s research and also featured a blog post on Tegan’s scholarship. (<i>In press</i> , Spring 2021) |
| 2020 | SPARK grant awarded from the <i>American Political Science Association</i> (APSA) Political Communication Pre-Conference. San Francisco, CA. September 7-8, 2020. (Held virtually due to COVID-19). |
| 2020 | INSPIRE award granted to student research projects emphasizing inclusion and representation from the <i>American Political Science Association</i> (APSA) Political Communication Pre-Conference. San Francisco, CA. September 7-8, 2020. (Held virtually due to COVID-19). |

- 2020 First Place Award for Promising Professor competition. *Association for Education in Journalism and Mass Communication*, Mass Communication & Society Division. August 2020. San Francisco, California. (Held virtually due to COVID-19).
- 2020 Top Student Paper Award at the 70th Annual International Communication Association ICA Conference, *Open Communication*. May 21-25, 2020. Gold Coast, Queensland, Australia. Paper entitled, "A New Space of Opinion? Understanding the Role of Podcasting in Contemporary Black Thought." (Held virtually due to COVID-19)

PEER-REVIEWED PUBLICATIONS

- Bratcher, T.R. (In press) Purses, Pencil Skirts, and Podcasts: A content analysis of fashion brands PR. *Public Relations Journal*. (In press, Spring 2021).
- Bratcher, T.R. (2020). Toward a deeper discussion: A survey analysis of podcasts. *Atlantic Journal of Communication*. DOI: 10.1080/15456870.2020.1862846 (In press, Summer 2022 Vol. 33, No. 3)

PEER-REVIEW IN-PROGRESS

- Bratcher, T.R. & Cabosky, J. (n.d.) *Code-switching candidates: Public Relations, podcasts, and politics*. Manuscript under review for Revise and Resubmit.
- Bratcher, T.R. (n.d.) *A New Space of Opinion? Black Podcasts and Everyday Talk*. Manuscript submitted for initial review.

MANUSCRIPT IN PROGRESS

- Bratcher, T.R. (n.d.) *Podcast Publics: Understanding Podcasts as Counterpublics and Rhetorical Spaces*. In preparation.

CONFERENCE PROCEEDINGS

- Bratcher, T.R. (2021). "Podcast Publics: Understanding Podcasts as Counterpublics and Rhetorical Spaces." *Emerging Research in Podcast Studies International Symposium*. February 19, 2021 (to be held virtually.)
- Bratcher, T.R. (2020). "A New Space of Opinion? Understanding the Role of Podcasting in Contemporary Black Thought." 70th Annual International Communication Association ICA Conference, *Open Communication*. May 21-25, 2020. Gold Coast, Queensland, Australia. (Held virtually due to COVID-19)

Bratcher, T.R. & Cabosky, J. (2020). "Codeswitching Candidates: Political communication, identity and podcasts." *APSA Preconference*. September 2020. San Francisco, CA. (Held virtually due to COVID-19)

TEACHING

Instructor of Record, University of North Carolina at Chapel Hill

- MEJO 141: Media Ethics, Spring 2021
- MEJO 137: Principles of Advertising and Public Relations, Fall 2020
- MEJO 141: Media Ethics, [Fall 2019](#)

Guest Lectures, University of North Carolina at Chapel Hill

- ENGL 190: Black Womanist Criticism and Rapsody's *EVE*, Fall 2020
- MEJO 153: Writing and Reporting (Special lecture on writing for podcasts), Summer 2020
- MEJO 531: Case Studies in Public Relations, Spring 2020
- MEJO 141: Media Ethics, Spring 2019
- MEJO 441: Diversity and Communication, Fall 2018

RESEARCH APPOINTMENTS

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| Spring 2020 | Graduate Research Assistant Dr. Joseph Czabovsky Hussman School of Journalism and Media, University of North Carolina at Chapel Hill |
| 2018-2019 | Graduate Research Assistant Dr. Suman Lee Hussman School of Journalism and Media, University of North Carolina at Chapel Hill |
| 2016-2018 | Graduate Research Assistant Danica Wilburn Visitors Center, West Virginia University |

SERVICE

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| Feb. 2021 | Ed Vick Prize for Innovation in Teaching Award – Graduate student member of the selection committee (currently affiliated) |
| Jan. 2021 | UNC Hussman School of Journalism and Media – Student Diversity Board (currently affiliated) |
| Aug. 2020 | UNC Center for Information Technology and Public Life (CITAP) Graduate Student Affiliate (currently affiliated) |
| July 2020 | Program Counselor, Chuck Stone Program for Diversity in Education and Media |
| Nov. 2019 | Paper reviewer for the ICA Ethnicity Race in Communication Division |
| July 2019 | Program Counselor, Chuck Stone Program for Diversity in Education and Media |

SKILLS | TECHNICAL

Jan – May 2020 Sound engineer for *Carolina Campaigns Podcast* with Joe Cabosky, Ph.D. and Michael Bitzer, Ph.D.

AFFILIATIONS & MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

- Mass Communication and Society Division

International Communication Association (ICA)

- Ethnicity and Race in Communication Division

UNC Center for Information Technology and Public Life (CITAP)