

Heidi J. Hennink-Kaminski

201 Pathwood Lane, Durham, NC 27705
361 Carroll Hall, Chapel Hill NC 27599
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h2kamins@email.unc.edu

EDUCATION

Ph.D., Mass Communication, 2006

Grady College

University of Georgia
Athens, Georgia

- Specialization in advertising, health communication
- Dissertation: *The content of cosmetic surgery advertisements and consumer interpretations of cosmetic surgery advertising*. Advisers: Dr. Leonard N. Reid and Dr. Karen Whitehill King

M.A., Communication, 1992

Department of Communication

Western Michigan University
Kalamazoo, Michigan

- Dual emphasis on telecommunication management and advertising
- Thesis: *The transnational advertising agency: Global messages and free market competition*. Adviser: Dr. Richard A. Gershon

B.A., Communication, 1987

Department of Communication Studies

University of Michigan
Ann Arbor, Michigan

ACADEMIC ADMINISTRATIVE EXPERIENCE

Sr. Associate Dean for Academic and Faculty Affairs, 2023-present

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Sr. Associate Dean for Graduate Studies, 2013-2023

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill North Carolina

Interim Dean, January – July 2022

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Director, On-Campus Master's Program, 2010-2013

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

ACADEMIC EXPERIENCE

Hugh Morton Distinguished Professor, 2020 – present

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Associate Professor, 2013 – 2020

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Assistant Professor, 2006 – 2013

Hussman School of Journalism and Media

University of North Carolina
Chapel Hill, North Carolina

Instructor of Record/Graduate Teaching Assistant, 2004-2006
Department of Advertising and Public Relations, Grady College

University of Georgia
Athens, Georgia

Graduate Research Assistant, 2003-2004
Cox Center for International Mass Communication Research

University of Georgia
Athens, Georgia

Adjunct Instructor, 2002-2003
Department of Communication Arts and Sciences

Calvin College
Grand Rapids, Michigan

Adjunct Instructor, 1993-1994
Department of Communication

Western Michigan University
Kalamazoo, Michigan

RELEVANT PROFESSIONAL EXPERIENCE

Principal, 1997-199; 2002-2003

- Consulting clients included the National Hockey League, Duhadway, Kendall and Associates and Grand Valley State University.

Insight Marketing
Grand Rapids, Michigan

Public Relations Manager, 2000-2002

- Directed all public relations activities with \$700K annual budget
- Developed co-branded initiatives with industry leaders such as Coach and IBM.

Steelcase, Inc.
Grand Rapids, Michigan

Marketing Communications Manager, 1999-2000

- Directed marketing communication strategy for new website and textile line launch

Steelcase, Inc.
Grand Rapids, Michigan

Vice President of Marketing, 1993-1997

- Directed consumer marketing, corporate public relations, and investor relations activities with \$20M annual budget

Horizon Group, Inc.
Norton Shores, Michigan

Media Planner, 1990-1991

J.W. Messner Advertising, Inc.
Grand Rapids, Michigan

Regional Marketing Coordinator, 1989-1990

Caldor/May Department Stores
Norwalk, Connecticut

Advertising Coordinator, 1987-1989

R.H. Macy Company
New York, New York

ACADEMIC HONORS

The Richard Cole Distinguished Service Award, 2016, (\$2,500). UNC-Chapel Hill School of Media and Journalism.

The David Brinkley Teaching Excellence Award, 2013, (\$2,500). UNC-Chapel Hill School of Journalism and Mass Communication.

Second Place Faculty Paper, 2012, Communicating about Science, Health, the Environment and Risk Division, at the Association for Education in Journalism and Mass Communication Conference, *Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina*. (Co-authored with Jessica Willoughby and Dana McMahan).

The Edward Vick Prize for Innovation in Teaching, 2010, (\$10,000). UNC-Chapel Hill School of Journalism and Mass Communication.

Top Paper Award, 2009, International Public Relations Research Conference. *Maximizing applied and academic research outcomes: A case study in social marketing and public health collaboration*. (Co-authored with Elizabeth Dougall).

BOOK CHAPTERS (Invited)

Hennink-Kaminski, H. J. (2020). Media and telecommunications marketing. In R.A. Gershon, *Media, Telecommunications, and Business Strategy*. (3rd Ed.) New York, NY: Routledge.

Hennink-Kaminski, H. J. (2013). Media and telecommunications marketing. In R.A. Gershon, *Media, Telecommunications, and Business Strategy*. (2nd Ed.) New York, NY: Routledge.

Hennink-Kaminski, H. J. (2009). Telecommunications marketing. In R.A. Gershon, *Telecommunications and Business Strategy*. (pp. 321-339). New York, NY: Taylor & Francis.

REFEREED PUBLICATIONS

Kay, M.C., **Hennink-Kaminski, H.**, Kerr, Z.Y., Gildner, P., Ingram, B.M., Cameron, K.L., Houston, M.N., Linnan, L.A., Marshall, S.W., Peck, K.Y., Register-Mihalik, J.K. (2021) Factors and expectations influencing concussion disclosure within NCAA Division I athletes: A mixed methodological approach. *Journal of Sport and Health Science*. <https://doi.org/10.1016/j.jshs.2021.09.006>

Vaughn, A.E., **Hennink-Kaminski, H.**, Moore, R., Hales, D., Ward, D.S. (2021). Evaluating a child care-based social marketing approach for improving children's diet and physical activity: Results from the Healthy Me, Healthy We cluster-randomized controlled trial. *Translational Behavioral Medicine*, 11(3), 775-784. doi: 10.1093/tbm/ibaa113

Callahan, C.E., Kay, M.C., Kerr, Z.Y., Hinson, M.T., Linnan, L.A., **Hennink-Kaminski, H.**, Gilder, P., Marshall, S.W., Houston, M.N., Peck, K.Y., Cameron, K.L., Register-Mihalik, J.K. (2020). Association between previous concussion education and concussion care-seeking outcomes among NCAA division I student-athletes. *Journal of Athletic Training*. PMID: 33150430 DOI: [10.4085/211-20](https://doi.org/10.4085/211-20)

Register-Mihalik, J.K., Marshall, S.W., Kay, M.C., Kerr, Z.Y., Peck, K.Y., Houston, M.N., Linnan, L.A., **Hennink-Kaminski, H.**, Gildner, P., Svoboda, S.J., Cameron, K.L. (2020). Perceived social norms and concussion disclosure behaviors among first-year NCAA student-athletes: Implications for concussion prevention and education. *Research in Sports Medicine*. <https://doi.org/10.1080/15438627.2020.1719493>

Register-Mihalik, J.K., Cameron, K.L., Kay, M.C., Kerr, Z.Y., Peck, K.Y., Houston, M.N., Linnan, L.A., **Hennink-Kaminski, H.**, Gildner, P., Svoboda, S., Marshall, S.W. (2018). Determinants of intention to disclose concussion symptoms in a population of U.S. military cadets. *Journal of Science and Medicine in Sport*. <https://doi.org/10.1016/j.jsams.2018.11.003>.

Vaughn A.E., Bartlett, R., Luecking C.T., **Hennink-Kaminski, H.** and Ward D.S. (2018). Using a social marketing approach to develop Healthy Me, Healthy We: A nutrition and physical activity intervention in early care and education. *Translational Behavioral Medicine*. <https://doi.org/10.1093/tbm/iby082> PMID: 30107586.

Hennink-Kaminski, H., Ihekweazu, C., Vaughn, A. and Ward D.S. (2018). Using formative research to develop the *Healthy Me, Healthy We* campaign: Partnering childcare and home to promote healthy eating and physical activity behaviors in preschool children. *Social Marketing Quarterly*, 24(3), 194-215. doi 10.1177/1524500418785357

Hennink-Kaminski, H., Vaughn, A., Hales, D., Moore, R.H., Luecking, C., and Ward, D.S. (2018). Parent and child care provider partnerships: Protocol for the Healthy Me, Healthy We (HMHW) cluster randomized control trial. *Contemporary Clinical Trials*, 64, 49-57. doi 10.1016/j.cct.2017.11.007

Luecking, C.T., **Hennink-Kaminski, H.**, Ihekweazu, C., Vaughn, A., Mazzucca, S., and Ward, D.S. (2017). Social marketing approaches to nutrition and physical activity interventions in early care and education centres: A systematic review. *Obesity Reviews*, 18, 1425-1438. doi: 10.1111/obr.12596

Jeffries, J.K., Thayer, L., **Hennink-Kaminski, H.**, Noar, S. (2015). Rural Adults' Perspectives on School Food in a North Carolina County. *Preventing Chronic Disease*, 12. doi: 10.5888/pcd12.140484

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2014). Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina. *Science Communication*, 36(1), 30-55. doi: 10.1177/1075547013492434

Pecot-Hebert, L. & **Hennink-Kaminski, H. J.** (2012). "I did it for me!" Negotiating identity and agency. *Health, Culture & Society*, 3(1), 78-94.

Hennink-Kaminski, H. J., & Reichert, T. (2011). Using sexual appeals in advertising to sell cosmetic surgery: A content analysis from 1986 to 2007. *Sexuality and Culture*, 15(1), 41-51.

Hennink-Kaminski, H. J., Reid, L. N. & King, K. W. (2010). The content of cosmetic surgery advertisements placed in large city magazines, 1985-2004. *Journal of Current Issues in Advertising Research*, 32(2), 41-57.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Myths, mysteries and monsters: When shaken babies make the news. *Social Marketing Quarterly*, 15(4), 25-48.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Tailoring hospital education materials for the period of purple crying: Saving babies in North Carolina media campaign. *Social Marketing Quarterly*, 15(4), 49-64.

Runyan, D. K., **Hennink-Kaminski, H. J.**, Zolotor, A., Barr, R. G., Murphy, R., Barr, M., Sullivan, K., Dougall, E. K., & Nocera, M. (2009). Designing and testing a shaken baby syndrome prevention program: The period of purple crying: Saving babies in North Carolina. *Social Marketing Quarterly*, 15(4), 2-24.

Sung, Y. & **Hennink-Kaminski, H. J.** (2008). The Master Settlement Agreement and visual imagery of cigarette advertisements in youth-oriented magazines. *Journalism and Mass Communication Quarterly*, 82(2), 331-352.

Avery, E. J., **Hennink-Kaminski, H. J.**, Lariscy, R. W., & Tinkham, S. (2007). Advertising message and media strategies as predictors of election outcome in state legislative campaigns. Published in the proceedings of the American Academy of Advertising, 129-138.

REFEREED CONFERENCE PRESENTATIONS

Luecking, C., Vaughn, A., Burney, R., **Hennink-Kaminski, H.**, Hales, D. and Ward, D. (2020, December). *Evaluation of intervention and implementation fidelity of Healthy Me, Healthy We*. Paper presented at the 13th Annual Conference on the Science of Dissemination and Implementation, Virtual.

Lazard, A., Brennen, S., Adams, E., **Hennink-Kaminski, H.**, Love, B., & Ruel, L. (2018, August). *Social presence in a health app*. AEJMC Washington DC, 2018.

Hennink-Kaminski, H., Vaughn, A.E., & Ward, D.S. (2018, June). *Healthy Me, Healthy We: Encouraging parent-provider relationships to improve the quality of pre-school children's diets and physical activity levels*. Paper presented at the 25th annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H., Shea, C. & Preble, A. (2018, June). *Expanding the UNC-Chapel Hill Three Zeros initiative: A residence hall composting campaign pilot study*. Paper presented at the 25th annual Social Marketing Conference, Clearwater Beach, FL.

Luecking, C., Ihekweazu, C., Vaughn, A., Ward, D.S. & **Hennink-Kaminski, H.** (2016, June). *Buzzword or Best Practice: A systematic review of the use of social marketing principles in nutrition and physical activity interventions in childcare centers*. Paper presented at the 24th annual Social Marketing Conference, Clearwater Beach, FL

Hennink-Kaminski, H., Ihekweazu, C., Vaughn, A. & Ward, D.S. (2015, August). *Healthy Me, Healthy We: Formative research to creating effective partnerships between parents and child care providers to support child health*. Ninth Annual National Conference on Health Communication, Marketing and Media, August 11 – 13, Hyatt Regency Atlanta, Atlanta, GA.

Hennink-Kaminski, H., Noar, S. M., Jeffries, J., & Thayer, L. (2014, June). *Food explorers: Developing a campaign to increase fruit & vegetable consumption in rural NC elementary schools*. Paper presented at the 23rd annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H., Ruel, L. & Breland, C. (2014, June). *Join the conquest: Increasing participation in clinical research through website engagement*. Paper presented at the 23rd annual Social Marketing Conference, Clearwater Beach, FL.

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2012, August). *Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina.* Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL. 2nd Place Faculty Paper Award, Communicating about Science, Health, the Environment and Risk Division.

Hennink-Kaminski, H. J. & Dougall, E. K. (2011, August). *Shaken baby syndrome in the news: 1994-2008.* Presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

Harlow, J.D. & **Hennink-Kaminski, H. J.** (2011, June). *Distraction and the provision of risk and benefit information in prescription drug television ads: A content analysis.* Presented at the American Marketing Association Marketing and Public Policy Conference, Washington, DC.

Hennink-Kaminski, H. J. (2011, April). *Ethical advertising and cosmetic surgery: A content analysis of advertisements in large city magazines.* Presented at the American Academy of Advertising Conference, Mesa, AZ.

Pecot-Hebert, L. & **Hennink-Kaminski, H. J.** (2010, August). *"I did it for me!" Agency and cosmetic surgery advertising.* Presented at the Association for Education in Journalism and Mass Communication Conference, Denver, CO.

Ortiz, R. R., Goetschius, A., Kruse, K., & **Hennink-Kaminski, H. J.** (2010, August). *Getting them off the fence! Developing a social marketing campaign to encourage uptake of H1N1 vaccine among 18-24- year-olds in North Carolina.* Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Hennink-Kaminski, H. J. & Newton-Ward, M. (2010, June). *Training the next generation of social marketers: Equipping an interdisciplinary class of students to promote the H1N1 vaccine among adults 18-24 in North Carolina.* Presented at the Social Marketing in Public Health Conference, Clearwater Beach, FL.

Woo, C. & **Hennink-Kaminski, H. J.** (2009, August). *Overcoming a (false) bad rep: Designing and testing messages to reposition teens and secure funding for adolescent health initiatives in North Carolina.* Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta, GA.

Hennink-Kaminski, H. J., Dougall, E. K., Barr, R. G., Pike, I., Rajabali, F., & Tsui, H. (2009, April). *Perceptions of infant crying and caregiver soothing in Canada and the United States: A replication study.* Presented at the Society for Research in Child Development Conference, Denver, CO.

Hennink-Kaminski, H. J. & Reichert, T. (2009, March). *How is sex used to sell surgery? A content analysis of ads using sexual appeals to advertise cosmetic surgery, 1985-2007.* Presented at the American Academy of Advertising Conference, Cincinnati, OH.

Dougall, E. K. & **Hennink-Kaminski, H. J.** (2009, March). *Maximizing applied and academic research outcomes: A case study in social marketing and public health collaboration.* Presented at the International Public Relations Research Conference, Miami, FL.

➤ Top Paper Award

Dougall, E. K. & **Hennink-Kaminski, H. J.** (2008, October). *Shaken baby syndrome in the news: A longitudinal study*. Presented at the Seventh International Conference on Shaken Baby Syndrome, Vancouver, British Columbia, Canada.

Hennink-Kaminski, H. J. & Dougall, E. K. (2008, August). *A crying shame: Shaken baby syndrome in the news*. Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Hennink-Kaminski, H. J. & Dougall, E. K. (2008, June). *Preventing shaken baby syndrome in North Carolina: Tailoring messages for non-parent audiences*. Presented at the Social Marketing in Public Health Conference, Clearwater, FL.

Hennink-Kaminski, H. J. (2008, March). *Appeals and physician characteristics in cosmetic surgery magazine advertisements in ten large city magazines 1985-2004*. Presented at the American Academy of Advertising Conference, San Mateo, CA.

Avery, E. J., **Hennink-Kaminski, H. J.**, Lariscy, R. A. & Tinkham, S. (2007, March). *Advertising message and media strategies as predictors of vote in state legislative races*. Presented at the American Academy of Advertising Conference, Vermont, NH.

Sung, Y. & **Hennink-Kaminski, H. J.** (2005, August). *Characteristics of cigarette advertising in two youth magazines before and after the master settlement agreement*. Presented at the Association for Education in Journalism and Mass Communication Conference, San Antonio, TX.

Hennink-Kaminski, H. J. (2005, March). *Transnational advertising agencies and the niche breadth strategy: A case for IMC at the parent company level*. Presented at the American Academy of Advertising Conference, Houston, TX.

Hennink-Kaminski, H. J. (2005, February). *The transnational advertising agency and the niche breadth strategy*. Presented to the Media Management and Economics Division at the Midwinter meeting of the Association for Education in Journalism and Mass Communication, Brunswick, NJ.

Hennink-Kaminski, H. J. (2004, March). *A First Amendment analysis of the world health organization's framework convention on tobacco control: Reexamining the current status of U.S. regulation of tobacco advertising and promotion*. Presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Tampa, FL.

CONSULTING

Institute for Defense and Business (IDB), Chapel Hill, NC (Summer 2018, 2019, 2020, 2022, 2023). Developed with IDB leadership and staff a three-week *Information Operations* professional education program for military information operations officers as part of the U.S. military's larger industrial-based broadening initiative.

Centers for Disease Control and Prevention, Atlanta, GA (March - July 2016). Social marketing consulting for *Training, Technical Assistance, and Evaluation Support for Implementation of Essentials for Childhood: Safe, Stable, Nurturing Relationships and Environments* project to help communities

promote relationships and environments that help children grow up to be healthy and productive citizens through the prevention of child abuse and neglect. Consulting and technical provided to services to representatives from state health departments in California, Colorado, Massachusetts, North Carolina, and Washington.

REFEREED PANEL PRESENTATIONS

Panelist (2012, April). *Can online education beat the classroom? Latest methods, programs and curriculum*. American Academy of Advertising Conference, Myrtle Beach, SC.

Organizer and Panelist (2009, June). *Designing a social marketing campaign to prevent shaken baby syndrome in North Carolina*. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, FL.

INVITED PANEL PRESENTATIONS

Panelist (2015, August). *Early Career Guidance: Landing the First Faculty Job and Beyond*. Association for Education in Journalism and Mass Communication Conference, San Francisco, CA.

Panelist (2011, August). *Strategic solutions at the intersection of content and channel*. Pre-conference teaching workshop at the Association for Education in Journalism and Mass Communication Conference, St. Louis, MO.

Panelist (2010, September). *Statewide prevention of abusive head trauma in North Carolina*. The Eighth International Conference on Shaken Baby Syndrome, Atlanta, GA.

OTHER NON-REFEREED WORKS

Becker, L. B., Vlad, T., Hennink-Kaminski, H. J., & Coffey, A. J. (2004, August). *Annual enrollment report: Growth in the field keeps up with overall trend*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

Becker, L. B., Vlad, T., Coffey, A. J., & Hennink-Kaminski, H. J. (2004, August). *Pilot evaluation of a video message to increase minority enrollment in mass communication doctoral programs: A supplement report to the 2003 Annual Surveys of Journalism and Mass Communication*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

Becker, L. B., Vlad, T., Coffey, A. J., & Hennink-Kaminski, H. J. (2004, August). *2003 Annual Survey of Journalism and Mass Communication Graduates*. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Ontario, Canada.

TEACHING RECORD

University of North Carolina at Chapel Hill
Hussman School of Journalism and Media

Summer I 2023: MEJO 475 – Concepts of Marketing (n=20)
Spring 2023: MEJO 475 – Concepts of Marketing (n=39)
MEJO 992 – Master’s (Non-Thesis) (n=2)

MEJO 994 – Doctoral Research and Dissertation (n=1)

Fall 2022: MEJO 475 – Concepts of Marketing (n=41)
MEJO 992 – Master’s (Non-Thesis) (n=2)

Spring 2022: MEJO 992 – Master’s (Non-Thesis) (n=1)

Fall 2021: MEJO 475 – Concepts of Marketing (n=40)
MEJO 992 – Master’s (Non-Thesis) (n=2)

Summer I 2021: MEJO 475 – Concepts of Marketing (n=20)

Spring 2021: MEJO 475 – Concepts of Marketing (n=36)
MEJO 992 – Master’s (Non-Thesis) (n=1)

Fall 2020: MEJO 475 – Concepts of Marketing (n=36)

Summer I 2020: MEJO 475 – Concepts of Marketing (n=27)

Spring 2020: MEJO 475 – Concepts of Marketing (n=44)
MEJO 992 – Master’s (Non-Thesis) (n=1)
MEJO 691 – Honors Thesis (n=1)

Fall 2019: MEJO 475 – Concepts of Marketing (n=44)
MEJO 992 – Master’s (Non-Thesis) (n=1)

Summer II 2019: MEJO 992 – Master’s (Non-Thesis) (n=1)

Summer I 2019: MEJO 475 – Concepts of Marketing (n=23)

Spring 2019: MEJO 475 – Concepts of Marketing (n=53)
MEJO 900 – Reading and Research (n=1)

Fall 2018: MEJO 992 – Master’s (Non-Thesis) (n=1)

Summer II 2018: MEJO 992 – Master’s (Non-Thesis) (n=1)

Summer I 2018: MEJO 475 – Concepts of Marketing (n=24)

Spring 2018: MEJO 475 – Concepts of Marketing (n=37)
MEJO 900 – Reading and Research (n=2)
MEJO 992 – Master’s (Non-Thesis) (n=1)

Fall 2017: MEJO 475 – Concepts of Marketing (n=52)

Summer I 2017: MEJO 475 – Concepts of Marketing (n=24)

Spring 2017: MEJO 475 – Concepts of Marketing (n=28)
MEJO 992 – Master’s (Non-Thesis) (n=1)
MEJO 691 – Honors Thesis (n=1)

Fall 2016: JOMC 475 – Concepts of Marketing (n=75)
JOMC 720 – Strategic Communication (n=18)

Summer I 2016: JOMC 475 – Concepts of Marketing

Spring 2016: JOMC 475 – Concepts of Marketing

Fall 2015: JOMC 720 – Strategic Communication (online)

Summer I 2015: JOMC 475 – Concepts of Marketing

Spring 2015: JOMC 475 – Concepts of Marketing
JOMC 992 – Master’s (Non-Thesis)

Fall 2014: JOMC 720 – Strategic Communication
JOMC 992 – Master’s (Non-Thesis)

Summer I 2014: JOMC 475 – Concepts of Marketing

Spring 2014: JOMC 671 – Social Marketing Campaigns
JOMC 992 – Master’s (Non-Thesis)

Fall 2013: JOMC 475 – Concepts of Marketing
JOMC 720 – Strategic Communication (online)
JOMC 992 – Master’s (Non-Thesis)

Summer II 2013: JOMC 475 – Concepts of Marketing

Spring 2013: JOMC 475 – Concepts of Marketing
JOMC 671 – Social Marketing Campaigns

Fall 2012: JOMC 475 – Concepts of Marketing
JOMC 720 – Strategic Communication (online)
JOMC 691 – Honors Thesis

Summer II 2012: JOMC 475 – Concepts of Marketing

Spring 2012: JOMC 473 – Advertising Campaigns
JOMC 475 – Concepts of Marketing

Fall 2011: JOMC 475 – Concepts of Marketing
JOMC 272 – Advertising Media

Summer II 2011: JOMC 475 – Concepts of Marketing

Spring 2011: JOMC 473 – Advertising Campaigns
JOMC 475 – Concepts of Marketing
JOMC 992 – Master’s (Non-Thesis)

Summer II 2010: JOMC 475 – Concepts of Marketing

Spring 2010: JOMC 473 – Advertising Campaigns
JOMC 475 – Concepts of Marketing
JOMC 991 – Master’s (Thesis)

Fall 2009: JOMC 475 – Concepts of Marketing
JOMC 473 – Advertising Campaigns

Summer II 2009: JOMC 475 – Concepts of Marketing

Spring 2009: JOMC 272 – Advertising Media
JOMC 475 – Concepts of Marketing
JOMC 900 – Readings and Research
JOMC 992 – Master’s (Non-thesis)

Fall 2008: JOMC 475 – Concepts of Marketing
JOMC 473 – Advertising Campaigns
JOMC 900 – Readings and Research

Summer II 2008: JOMC 475 – Concepts of Marketing

Spring 2008: JOMC 272 – Advertising Media
JOMC 473 - Advertising Campaigns
JOMC 900 – Readings and Research

Fall 2007: JOMC 475 – Concepts of Marketing
JOMC 473 – Advertising Campaigns

Spring 2007: JOMC 272 – Advertising Media
JOMC 473 – Advertising Campaigns

Fall 2006: JOMC -272 – Advertising Media
JOMC 473 – Advertising Campaigns

University of Georgia, Grady College of Journalism and Mass Communication

APR 5710 - Advertising Management

Calvin College, Department of Communication Arts & Sciences

CAS 285 – Advertising and Public Relations

Western Michigan University, Communication Department

GRADUATE AND UNDERGRADUATE STUDENT COMMITTEES

Dissertations

Committee member: Jessica Link (2019, Spring – DrPH, Gillings School of Global Public Health); Joanna Williamson (2010, Spring); Terri Bailey (2007, Spring)

Master's Theses (M.A. Media and Communication; M.A. Digital Communication)

Committee chair:

Hulme, Casey (2021, December). *The motivations of transfer students and the barriers they face achieving their educational goals.* (thesis project)

Morris, Barry (2020, May). *Understanding MARSOC's target audiences: Marketing communication insights for the recruitment of MARSOC special operations capability specialists.* (thesis project)

Hamlet, Taylor (2018, December). *Understanding Bold Rock's target audience: Consumer attitudes, motivations, and behaviors.* (thesis project)

Roberts, Holly (2018, August). *Tiny houses, tiny opportunities? Understanding policymaker perspectives to inform a social marketing campaign.* (thesis project)

Scalora, Christine (2018, May). *Countering Mental Health Stigma: Recommendations for a UNC-Chapel Hill social marketing campaign.* (thesis project)

Abdalla, Mariana (2017, May). *First-person narratives for non-profit public relations: Empathy, engagement, empowerment and change.* (thesis project)

Crawford, Meg (2015, May). *Development of a personal branding seminar for professional communication students* (thesis project)

Fosdal, Victoria (2015, May). *The Walking Classroom: Pathway to success.* (thesis project)

Passingham, Danielle (2014, December). *Understanding Bobble's primary target audience: Consumer beliefs and behaviors in the filtration and reusable water bottle categories.* (thesis project)

Waddell, Marshale (2014, May). *Corporations, creeds and cause-related marketing campaigns: Defining the graces that save, and the sins that sink, corporate social responsibility endeavors with faith-based, nonprofit organizations.* (thesis project)

Bowman, Brian (2013, December). *Digital media and the branding of downtowns: Strategies for engagement used paid, earned and owned media.* (thesis project)

Andrews, Delphine (2011, May). *Guerillas in the urban jungle: Marketing plans for the Broadway musicals, "In the Heights" and "Shrek, the Musical."* (thesis project)

Harlow, Jennifer (2010, May). *Distraction and the provision of risk and benefit information in television advertising of prescription drugs* (traditional thesis)

Woo, Courtney (2009, May). *Overcoming a (false) bad rep: Designing and testing messages to reposition and secure funding for adolescent health initiatives in North Carolina* (traditional thesis)

Committee member: Mike Atkinson (2021, December); Sara Edwards (2019, December); Kasha Ely (2019, December); Jack Rodenfals (2019, December), Jordan Fieulleateau (2018, August); Joshua Kleinstreuer (2018, May); Jane Kim (2018, May), Natalie Roush (2018, May); Mandy Dailey (May, 2017); Pamela Schools (May, 2017); Samantha Carpenter (May, 2017); Ashley White (2017, May) Pablo Mino (2017, May); Christopher Jasinski (2016, May); Alexia Victor (2016, May); Crystal George (2016, May); Miranda Dotson (2015, December); Alanna Brock (2014, December); Elizabeth Walters (2014, May); Lex Alexander (2013, Fall); Meg Eason (2013, Fall); Cindy Austin (2013, Spring); Gillian Wheat (2012, Spring); Deborah Neffa (2011, Spring); Jed Williams (2010, Spring); Kathryn Macon (2010, Spring); Christine Perry (2010, Spring)

Senior Honors Theses

Committee chair:

McArtor, Mac (2020, Spring).

Pare, Alex (2017, Spring). *Identity performance, gender, and social media; College students and Facebook.*

McIlwain, Katherine (2013, Spring). *Silly Rabbit! Ads are for kids: Food advertising and its potential influence on child-parent purchase dynamics.*

Committee member: Kate Rand (2017, Spring), Jordan Chatham (2011, Spring), Megan Dawson (2007, Spring)

GRANTS AWARDED

Jordan Institute for Families (10/1/18-3/31/20) \$170,000

The Effect of Intensive Alternative Family Treatment on Rates of Admission to Psychiatric Residential Treatment Facilities

Role: Co-Investigator (Lanier, P. PI)

5% effort/9 months.

National Institutes of Health (3/30/18-2/28/23) UL1TR002489-02, \$6,281,669

UNC Clinical and Translational Science Award (CTSA)

Role: Co-Investigator (Buse, PI)

Each Year: 5% effort/12 months

National Collegiate Athlete Association and Department of Defense (05/20/16-04/20/18) \$400,000

Concussion disclosure behaviors, attitudes, norms, and knowledge in civilian and military emerging adults.

Role: Co-Investigator (Register-Mahalik, J. and Marshall, S., PIs)

5% effort/9 months and 10% Summer (3 months)

National Institutes of Health (07/01/13-06/30/18) UL1TR001111-02, \$7,651,702
UNC Clinical and Translational Science Award (CTSA)

Role: Co-Investigator (Runge, PI)

Each Year: 5% effort/12 months

National Institutes of Health (12/1/2013-04/30/2019) 5R01HL120969-05

Our Year of Healthy Living: A social marketing intervention for child care & home

Role: Co-Investigator (Ward, D. PI)

Year 1: 25% effort/12 months

Year 2: 10% effort/12 months

Year 3 5% effort/12 months

Year 4: 10% effort/12 months

Year 5: 15% effort/12 months

Year 6: 10% effort/12 months

Blue Cross Blue Shield Foundation of North Carolina (2012-2014), \$100,000,

“BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan”

Role: Co-Investigator (Ammerman, A., PI)

NIH National Center for Advancing Translational Sciences (5/01/2008 – 05/01/2014) UL1TR000083

The North Carolina Translational and Clinical Sciences (NC TraCS) Institute

Role: Co-Investigator (Runge, PI)

Doris Duke Charitable Foundation (2007-2012) \$2.1 million.

“The Period of Purple Crying: Keeping Babies Safe in North Carolina”

Role: Co-Investigator (Barr, R. G., PI)

Centers for Disease Control and Prevention (2007-2012) 1 U49 CE001275-01, \$2.6 million.

“The Period of Purple Crying: Keeping Babies Safe in North Carolina”

Role: Co-Investigator (Runyan, D. K., PI)

Ueltschi Service-Learning Course Support Grant (2014, Spring) \$500.

Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Support Grant (2013, Spring) \$500.

Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Support Grant (2011, Spring) \$700.

Funding for research participant incentives for social marketing campaigns course.

Ueltschi Service-Learning Course Development Grant (2009, Fall) \$2,000.

Award to design a social marketing campaigns service-learning course.

UNC-CH Faculty Development Grant (2007, Summer) \$10,000.

Began program of research following first year on faculty.

GRANT APPLICATIONS

UNC Center for Health Equity Research and NC TraCS, Integrating Special Populations component
Project Title: “Development of a Mobile Health intervention to Promote Physical Activity among African American Adolescents”

Role: Co-investigator (PI, Michelle White UNC SOM)

Proposed project period 9/1/18-8/31/18

Award requested: \$50,000

NICHHD P50 CAPSTONE Center (RFA-HD-18-012)

<https://grants.nih.gov/grants/guide/rfa-files/RFA-HD-18-012.html>

CAPSTONE Center for Multidisciplinary Research in Child Abuse and Neglect

Project title: “Breaking the Cycle of Maltreatment: A National Implementation Approach to Intervention, Implementation, and Education.”

Role: Co-Investigator (Co-PIs: Paul Lanier, David Rubin, Joanne Wood)

Proposed project period: 07/01/2018–07/01/2023

Total UNC sub-award requested = \$886,252

CDC National Center for Injury Prevention and Control R01 (RFA-CE-16-001) (2016) \$557,585

“Developing Evidence-Based Implementation Strategy to Engage Parents in Primary Prevention of Maltreatment”

Role: Co-investigator (Lanier, P PI, School of Social Work)

Gordon and Betty Moore Foundation, Patient Care Program (2016) \$504,818

“Family Engagement in Evidence-Based Maternal and Child Health Home-Visiting”

Role: Co-investigator (Lanier, P PI, School of Social Work)

NIH Center for Scientific Review R01 HL140303-01 (2017, July) \$3,758,382

“A social marketing campaign in child care to reduce excess beverage calories.”

Role: Co-investigator (Ward, D. PI, UNC Center for Health Promotion and Disease Prevention)

Centers for Disease Control and Prevention AN:3913393 (2015, June) \$182,492

“Developing an Evidence-based Implementation Strategy to Engage Parents in the Primary Prevention of Maltreatment.”

Role: Co-Investigator (Lanier and Zolotor, PIs)

NIH National Center for Advancing Translational Sciences (2015, July), \$15.7 million.

“The Clinical and Translational Science Award Network Recruitment Innovation Center”

Role: Co-Investigator (P.I.s: Buse, J., Alexander, J. & Peterson, E.)

Robert Woods Johnson Foundation (2015, May), \$700k.

“Creating a Culture of Health in Appalachia: Disparities and Bright Spots”

Role: Co-Investigator (PI: Graham, J.)

Robertson Foundation (2012, April) \$405,000.

“Effectively Communicating about Sea-Level Rise in the Carolinas”

Role: Primary Investigator, collaborating with five units across the University: Institute for the

Environment, the School of Journalism and Mass Communication, the Institute for Marine Sciences, the Department of Marine Sciences, and the Kenan-Flagler Business School.

United States Department of Agriculture (2010, Summer) \$1.1 million.

“Farm-to-School in Robeson County: A Local Food System Approach to Childhood Obesity”

Role: Co-Investigator (Ammerman, A., PI)

LEADERSHIP TRAINING

ACC Academic Leaders Network (2023).

Institute for the Arts and Humanities Academic Leadership Program (2016-17). *The Institute for the Arts and Humanities selects eight fellows annually to help them develop leadership skills, clarify their career commitments, build a leadership network within the campus and extend their contacts to other leaders beyond the University.*

Scripps Howard Academic Leadership Academy, Manship School of Mass Communication, Louisiana State University (Summer 2016). *This program is designed for new chairs, deans and directors, and faculty and professionals interested in journalism education leadership. The Academy selects 12-15 participants. By bringing together professionals and scholars with seasoned administrators, the program aims to give participants the opportunity to learn about the challenges and rewards of leading an academic program.*

Faculty Administrator Development Program, Center for Faculty Excellence, UNC-Chapel Hill (Fall 2014). *The Faculty Administrator Development Program (FADP) is an extensive introduction and overview to UNC Administrative Groups and Services for current or newly appointed leaders. Participants will strengthen their network of support and contacts across UNC, become oriented to campus administrative systems, and develop as leaders.*

SERVICE

Service to the Discipline

Leadership

Chair, Graduate Studies Subcommittee, Alliance of Schools and Colleges of Communication and Journalism, 2020-21 to present

Chair, Professional Freedom and Responsibility, Advertising Division, Association for Education in Journalism and Mass Communication, 2012-13

Chair, Student Research Papers, Advertising Division, Association for Education in Journalism and Mass Communication, 2011-12

Program Reviewer

School of Journalism, Moody College of Communication, University of Texas at Austin, Spring 2019

Promotion and Tenure Dossier Reviewer

Donald P. Bellisario College of Communication, The Pennsylvania State University, Fall 2021

Moody College of Communication, University of Texas at Austin, Summer 2021

College of Journalism and Communications, University of Nebraska-Lincoln, Fall 2018

Department of Advertising, University of Florida, Fall 2017

Department of Advertising and Public Relations, University of Alabama, Summer 2015

Manuscript Reviewer

Science Communication

Journal of Communication

Journal of Health Communication

Journal of Interactive Advertising

Sexuality and Culture

American Academy of Advertising (conference submissions) 2009 to present

Association for Education in Journalism and Mass Communication, ComSHER Division (conference submissions) 2010 to present

Association for Education in Journalism and Mass Communication, Advertising Division (conference submissions) 2009 to present

Committees

Academic Publications Committee, American Academy of Advertising, 2020-21 to present

Task Force on Regional Conferences, Association for Education in Journalism and Mass Communication, 2022-23

Advertising Division Executive Committee, Association for Education in Journalism and Mass Communication, 2011-2014 (three-year term)

Presidential Task Force on Graduate Education, Association for Education in Journalism and Mass Communication, 2017-18

Membership Committee, American Academy of Advertising, 2007-2011

Guest Lectures

The intersection of social marketing and health communication. Grady College of Mass Communication, University of Georgia, February 2016.

Academic Conference Participation

Organizer and Moderator (2012, August). *Brands under fire: The importance of authenticity, transparency and trust*. Association for Education in Journalism and Mass Communication

Conference, Chicago, IL.

Discussant (2010, August), *Top Papers Session*, Advertising Division, Association for Education in Journalism and Mass Communication Conference, Denver, CO.

Service to UNC-Chapel Hill

Advising

Strategic communication adviser to the North Carolina Translational and Clinical Sciences Institute (NC TraCS) (2008 to present). Provide strategic communication assistance to the chief operating officer and communication specialist of NCTraCS to communicate to internal stakeholders, position UNC as a communication leader among peer CTSA's and to improve recruitment efforts for UNC-based clinical trials.

Affiliate Faculty, Injury Prevention Research Center (2014 to present).

Strategic planning adviser for the Associate Vice-Chancellor for Research, 2011-2012. Directed the strategic planning process to restructure the role of the Office of Research Communication and develop a communication plan to more effectively communicate about UNC's research and creative activities and their impact on North Carolina.

Strategic communication adviser, Medical Decision Aid project, UNC Internal Medicine Clinic (2010-2011). Conducted formative research and developed a branded campaign to encourage participatory decision-making between medical providers and patients.

Committees

Member, (2022-23) UNC Conflict of Commitment/EPAP Working Group

Member, (2018-19 to present) UNC Graduate School Administrative Board

Member, (2021-22 to present) UNC Academic Policy Committee

Member, (2022-23) E3P Executive Committee

Member, (2021-22) Dual Bachelor-Graduate Program Working Group

Member, (2018-19 to present) UNC Graduate School Fellowship Committee

Member, (2020-21 to present) Faculty Advisory Board, Master of Arts in Educational Innovation, Technology, and Entrepreneurship Program, UNC School of Education

Member, (2016-17 to 2019-20) Faculty Advisory Committee, UNC Institute for the Environment

Member, (2013-14 to 2017-18) Selection committee for the UNC Graduate Education Advancement Board Impact Awards

Member, (2017-18) Selection committee for the UNC Graduate School Summer Research

Fellowships

Co-Chair, Education Sub-Committee, Provost's Task Force on the Environment (2015-16)

Member (2013-14), Member, Search Committee for Director of Office of Research Communication.

Member (2012-2013), University Teaching Awards Committee, Tanner/Friday Committee, UNC-CH Office of the Provost

Guest Lectures

Guest lecturer, UNC Research Ethics Grand Rounds (2016, March). The clinical trial recruitment conundrum: Prospective participant behaviors, attitudes and knowledge.

Guest speaker (2014, November), Skills and Practices of Engaged Scholarship: Engaged Teaching and Fundamentals of Service-Learning, Carolina Center for Public Service

Guest lecturer (2013, November), Social & Behavioral Aspects of Pharmaceutical Use (DPOP 803), Eshelman School of Pharmacy.

Guest speaker (2011, November), presentation with Dr. Daren Brabham on strategic messaging and channel trends at the UNC Research Centers and Institutes retreat, Chapel Hill, NC.

Guest lecturer (2010, June), Marketing and Public Relations for Health Leaders (HPM 962), DrPH program, UNC-CH Gillings School of Global Public Health.

Other

Faculty Host, Robertson Scholar Finalists (2010 to 2014)

Judge, Carolina Challenge, Social Track (2010 to 2014)

Service to Hussman School of Journalism and Media

Leadership

Senior Associate Dean for Graduate Studies, 2013 to present.

Member, Dean's Cabinet, 2013 to present.

Chair, Graduate Admissions Committee, 2013 to present.

Chair, PhD Advisory Committee, 2019-20 to 2020-21.

Chair, Online Master's Program Working Group, 2017-18,

Chair, Task Force for Review of Residential M.A. Program, 2011-12 to 2015-16.

Director, Master's Program, 2011 to 2013.

Committees

Member, selection committee for North Carolina Advertising Hall of Fame, 2022-23

Member, Undergraduate Advisory Committee, 2017-18 to present.

Member, search committee for Health Communication and Marketing/fixed term, Fall 2021.

Member, Promotion and Tenure Committee, Spring 2020.

Member, search committee for Knight Chair in Digital Advertising and Social Media, 2019.

Member, PhD Advisory Committee, 2014-15 to present.

Chair, search committee for Edgar Cato Distinguished Professorship in Public Relations/fixed term, Fall 2014.

Chair, search committee for Graduate Program Marketing and Instructional Design Coordinator, Fall 2014.

Member, search committee for digital research scholar – tenure track, Fall 2014

Member, David Brinkley Teaching Excellence Award committee, Spring 2015 and 2016.

Member, Edward Vick Prize for Innovation in Teaching, Spring 2015

Chair, David Brinkley Teaching Excellence Award committee, Spring 2014

Member, search committee for assistant professor in visual communication/MATC program, Fall 2013

Member, search committee for assistant professor in public relations/professional tenure track, Fall 2013

Member, School of Journalism and Mass Communication assessment planning committee, 2012-13

Member, search committee for assistant professor in strategic communication/MATC program, Fall 2012

Member, Reese Felts Steering Committee, 2012-13

Member, graduate admissions committee, 2010 to present

Member, Edward Vick Prize for Innovation in Teaching committee, 2012-13

Member, search committee for Knight Chair in Digital Marketing and Advertising, 2011-2012

Chair, Edward Vick Prize for Innovation in Teaching committee, Spring 2011

Member, search committee for Richard Cole Eminent Professorship, 2007-2008

Member, research center committee, 2006-2007

Member, selection committee for North Carolina Advertising Hall of Fame, 2006-

2010 Member, Reese Felts gift committee, School of Journalism and Mass

Communication, 2009 Interviewer, Ph.D. candidates, Spring 2012

Interviewer, M.A. candidates, Spring 2010, 2011, 2012

Guest Lectures

Guest lecturer, Mass Communication Research Methods (JOMC 701), 2012, 2013, 2014, November. Using multi-method research in campaign development and evaluation.

Guest lecturer, Interdisciplinary Health Communication Seminar (JOMC 825), 2009-2013. November. Social marketing and the *Period of PURPLE Crying: Keeping Babies Safe in North Carolina* research project.

Guest speaker, Mass Communication Pedagogy (JOMC 702), 2011, April. Panel on merging academic and personal life.

Guest lecturer, Talk Politics: An Introduction to Political Communication (JOMC 244), 2007-2008, March. Media planning and advertising.

Guest speaker, Principles of Advertising (JOMC 137), 2008, April. Panel on the use of sexual appeals in advertising.

Other

Moderator, UNC Ad Club Advertising Symposium, February 2007, 2008.

Service to the Community

Public Lectures

Strategic Communication 101, presentation given to Fort Bragg communicators, 2018, October.

Moderator, Chief marketing officer panel, Triangle Chapter of the American Marketing Association, 2010, March.

Guest speaker, North Carolina Division of Public Health, Presentation on social marketing best practices, 2008, November.

Committees

Judge, National Council of Farmer Cooperatives Information Fair, 2007 to present
Professional Memberships

American Academy of Advertising (AAA)

Association for Education in Journalism and Mass Communication (AEJMC)

- Advertising Division
- Communicating Science, Health, Environment & Risk Division

Social Marketing Association of North America (SMANA)