

# CURRICULUM VITAE

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## **KATHLEEN “KAYE” D. SWEETSER , Ph.D., APR**

Assistant Professor  
223-C Journalism Building  
Grady College of Journalism & Mass Communication  
University of Georgia  
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## **BIOGRAPHY**

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Kaye Sweetser, Ph.D., APR has more than a decade public relations experience. Since 1996, she has been practicing military public affairs – first as an active duty enlisted Navy mass communication specialist (1996-2001) and then as a commissioned Navy Public Affairs Officer (2001-present). She currently supports U.S. Naval Forces Central Command/U.S. 5<sup>th</sup> Fleet in Bahrain. In 2007, she and the NAVCENT team earned a Silver Anvil in the government crisis communication category for the communication campaign about the evacuation of American citizens from Lebanon (she was the acting media officer in the middle east during that campaign). As an academic, Dr. Sweetser believes the strongest assets she brings into her classroom are her real experiences from her own practice of public relations.

## **EDUCATION**

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### **Degrees:**

<b>Doctor of Philosophy, Mass Communication</b> <i>University of Florida, Gainesville, FL</i> Dissertation Title: Celebrity Blogs: Investigation in the Persuasive Nature of Two-Way Communication Regarding Politics <i>Chair: Lynda Lee Kaid</i>	<b>August 2004</b>
<b>Doctoral Student</b> <i>University of Oxford, Oxford, England</i> Oxford Internet Institute	<b>Summer 2003</b>
<b>Master of Arts, Mass Communication</b> <i>University of Florida, Gainesville, FL</i> Thesis Title: The Health Belief Model in an Interactive Age <i>Chair: Mary Ann Ferguson</i>	<b>May 2002</b>
<b>Bachelor of Arts</b> <i>Old Dominion University, Norfolk, VA</i>	<b>August 1999</b>

**Military Public Affairs Education:**

**Department of Defense Joint Course in Communication**  
*University of Oklahoma, Norman, OK*

Fall 1999

**Public Affairs Instruction**

*Department of Defense, Defense Information School, Ft. Meade, MD*

Spring 1996

**ACADEMIC APPOINTMENTS**

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**Assistant Professor**

*University of Georgia, Athens, GA*

Fall 2006 – Present

**Assistant Professor , Section Head for Visual Communication**

*Louisiana State University, Baton Rouge, LA*

Fall 2004 – Spring 2006

**COURSES TAUGHT**

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**University of Georgia:**

ADPR 5990 Social Media and Communication Technology, 1 section, 25 students

ADPR 3130/3510 Public Relations Research Methods, 2 sections, 30-40 students each

ADPR 5920 Public Relations Communications, 3 sections, 18 students each

**Other Courses:**

News Production for the Internet, Louisiana State University

Visual Communication, Louisiana State University

Public Relations Strategies & Tactics (graduate level), Louisiana State University

Advanced Online Media Production, University of Florida

Reporting and Writing for Online Media, University of Florida

**GRADUATE COMMITTEE SERVICE**

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**Connie Braesch**, Masters Thesis, *Chair*

*Topic:* Dialogic features on U.S. Coast Guard public Web sites

Current

**Karen Sines**, Masters Thesis, *Chair*

*Topic:* University-endorsed admissions blog to recruit students

Defended Spring 2007

**Brigette Brunken**, Masters Thesis, *Chair*

*Topic:* Government crisis communication to Hurricane Katrina

Defended Summer 2006

**Ana Keshelashvili**, Masters Thesis, *Chair*

*Topic:* Self-presentation of Internet's most popular blogs

Defended Fall 2004

**PUBLICATIONS**

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**Referred Journal Articles:**

**Sweetser Trammell**, K.D., Golan, G., & Wanta, W. "Intermedia agenda setting in television, advertising, and blogs during the 2004 election." *Mass Communication & Society*, forthcoming.

Banning, S., & **Sweetser Trammell**, K.D. "How much do they think it affects them and whom do they believe?: Comparing third-person effect and credibility of blogs and traditional media." *Communication Quarterly*, forthcoming.

**Sweetser Trammell**, K.D., & Kaid, L.L. "Stealth Soapboxes: Political Information Efficacy, Cynicism, and Uses of Celebrity Weblogs Among Readers." *New Media & Society*, forthcoming.

Chung, D., Kim, E., **Sweetser**, K.D., & Porter, L.V. "Uses and Perceptions of Blogs: A Report on Professional Journalists and Journalism Educators." *Journalism & Mass Communication Educator*, forthcoming.

**Sweetser**, K.D. (2007). "Blog bias: Reports, inferences, and judgments of credentialed bloggers at the 2004 nominating conventions." *Public Relations Review*, 424-428.

**Sweetser**, K.D., & Metzgar, E. (2007). "Communicating during crisis: Use of blogs as a relationship management tool." *Public Relations Review*, 33 (3), 340-342.

**Sweetser Trammell**, K.D. (2007). "Candidate campaign blogs: Directly reaching out to the youth vote." *American Behavioral Scientist*, 50 (9), 1255 - 1263.

Porter, L.V., **Sweetser Trammell**, K.D., Chung, D., & Kim, E. (2007). "Blog Power: Examining the Effects of Practitioner Blog Use on Roles and Power in Public Relations." *Public Relations Review*, 33, 92-95.

**Trammell**, K.D. (2006). "Blog Offensive: An Exploratory Analysis of Attacks Published on Campaign Blog Posts from a Political Public Relations Perspective." *Public Relations Review*, 32(4), 402-406.

**Trammell**, K.D., Tarkowski, A., & Hofmokl, J., & Sapp, A.M. (2006). "Rzeczpospolita blogów [Republic of Blog]: Examining the motivations of Polish bloggers through content analysis." *Journal of Computer-Mediated Communication*, 11(3), article 2.  
<http://jcmc.indiana.edu/vol11/issue3/trammell.html>

Martin, J.D., **Trammell**, K.D., Valois, J.M., Landers, D., & Bailey, T. (2006). "Journalism and the debate over origins: Newspaper coverage of intelligent design." *Journal of Media and Religion*, 5(1), 49 – 61.

**Trammell**, K.D., Williams, A.P., Postelnicu, M., & Landreville, K.D. (2006). "Evolution of online campaigning: Increasing interactivity in candidate Web sites and blogs through text and technical features." *Mass Communication and Society*, 9(1), 21 – 44.

**Trammell**, K.D., & Keshelashvili, A. (2005). "Examining the new influencers: A self-presentation study of A-List blogs." *Journalism & Mass Communication Quarterly*, 82(4), 968 – 982.

Williams, A.P., & **Trammell**, K.D. (2005). "Candidate campaign e-mail messages in the presidential election 2004." *American Behavioral Scientist*, 49(4), 560 – 574.

Williams, A.P., **Trammell**, K.D., Postelnicu, M., Landreville, K.D., & Martin, J.D. (2005). "Blogging and hyperlinking: Use of the Web to enhance viability during 2004 U.S. campaigns." *Journalism Studies*, 6 (2), 177 – 186.

Dimitrova, D. V., Kaid, L. L., Williams, A.P., & **Trammell**, K. D. (2005). War on the Web: The immediate news framing of Gulf War II. *The Harvard International Journal of Press/Politics*, 10, 22 – 44.

**Trammell**, K.D., & Ferdig, R.E. (2004). “Pedagogical implications of classroom blogging.” *Academic Exchange Quarterly*, 8(4), 60 – 64.

**Trammell**, K.D., & Williams, A.P. (2004). “Beyond direct mail: Evaluating candidate e-mail messages in the 2002 Florida gubernatorial campaign.” *Journal of eGovernment*, 1(1), 105 – 122.

### Referred Book Chapters:

**Sweetser**, K.D., Martin, J.D., & Hendren, A.G. “Media reliance and international perceptions of the European Union among young citizens.” In Kaid, L.L. (Ed.). *The European Union Expansion Election: Communicating Shared Sovereignty in the 2004 European Parliamentary Elections*. New York: Peter Lang, forthcoming.

**Trammell**, K.D., & Perlmutter, D. D. “The new ‘foreign’ foreign correspondents: Personal publishing as public affairs.” *We hold these truths? How new technology is changing foreign affairs reporting*, forthcoming.

**Trammell**, K.D. (2006). “Blogging of the president” in & A.P. Williams and J.C. Tedesco (Eds.) *The Internet Election: Perspective on Web’s role in the 2004 campaign*. Lanham, MD: Roman & Littlefield.

**Trammell**, K.D. (2006). “Is this mic on? Celebrity use of blogs to talk politics during the war in Iraq.” in R.D. Berenger (Ed.) *Cybermedia Go to War*. Spokane, WA: Marquette Books, pp. 303 – 314.

Williams, A.P., Martin, J.D., **Trammell**, K.D., Landreville, K., & Ellis, C. (2004). “Late night talk shows and war: Entertaining and informing through humor” in R.D. Berenger (Ed.) *Global Media Go to War*, pp. 131 – 138. Spokane, WA: Marquette Books.

### Referred Encyclopedia Entries:

**Sweetser Trammell**, K.D. Blogging. *Encyclopedia of Political Communication*, forthcoming.

### Invited Articles:

Ferdig, R.E., & **Trammell**, K.D. (2004). “Content delivery in the blogosphere.” *THE Journal*, 31(7), 12 – 20.

**Trammell**, K.D., Kaid, L.L., Williams, A.P., Landreville, K. (2003). “Under the international spotlight: Marketing politics through debates.” *Business Research Yearbook: Global Business Perspectives Version*, Eds., Bieberman, J., & Alkhaji, A. *International Academy of Business Disciplines*, 10, 902 – 906.

### GRANTS

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<b>Public Relations Society of America</b>	<b>Foundation Grant, \$14,000</b> “Monitoring Public Opinion in Cyberspace: How Corporate Public Relations is Facing the Challenge”	<b>2007</b>
<b>University of Georgia</b>	<b>Grady College Faculty Research Grant, \$2,000</b> “Communication Industry Use of Social Media”	<b>2007</b>

<b>Louisiana State University</b>	<b>Faculty Research Grant, \$9,200</b> “Impact of Non-traditional News Sources on the Rank Order of Issues of Young People”	<b>2005</b>
<b>Remal Das &amp; Lachmi Devi Bhatia Memorial Professorship</b>	<b>Professorship with Steve Banning, \$9,000</b> “Credibility for New and Traditional Media Among the Self and Others”	<b>2005</b>
<b>Louisiana State University</b>	<b>Summer Stipend, \$5000</b> “(Un)Conventional Politics”	<b>2005</b>

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## HONORS AND AWARDS

### Teaching Honors:

Lilly Fellowship, UGA, 2007-2008  
 Flagship Faculty Member, *LSU Today*, 2006  
 “Rising Star” Faculty Member, LSU, 2005  
 Outstanding Graduate Student Teacher, International Communication Association, 2004

### Research Honors:

Top Paper in Public Relations, National Communication Association, 2006  
 Top Paper in Political Communication, National Communication Association, 2005  
 Top Paper in Human Communication & Technology, National Communication Association, 2005  
 Top Student Paper, National Communication Association, 2004  
 Top Paper in Research in Progress, Broadcast Educators Association, 2003  
 Outstanding Graduate Student Researcher, University of Florida, 2004

### Professional Honors:

Member of the Year, Florida Public Relations Association (Gainesville), 2002  
 Junior Shore Sailor of the Year, Naval Space Command, 1999  
 Sailor of the Year, Fleet Surveillance Support Command, 1998

### Professional Awards:

Silver Anvil (preeminent national award for PR practice), Public Relations Society of America, 2007  
 Best Web Site for FPRAgainesville.com, Florida Public Relations Association, 2003  
 Grand Award for Shands.org Web site redesign, APEX, 2002  
 Award of Distinction for Shands.org redesign, Association of American Medical Colleges, 2002  
 Mark of Excellence Award for Shands.org, Florida Hospital Association, 2002  
 Grand Image Award, Speechwriter for “Shands Patriotic Speeches”, FPRA, 2002  
 Image Award for Shands.org Web site redesign, FPRA, 2002

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## PEER-REVIEWED PRESENTATIONS

Lariscy, R.A., & Sweetser, K.D. (2007, November). “Candidates Make Good Friends: An Analysis of Candidates’ Use of FaceBook.” Paper presented to the Political Communication Division, National Communication Association annual conference, Chicago.

Trammell, K.D., & Brown, C.W. (2007, May). “‘The most precious cargo’: The role of information subsidies in attribute-agenda setting in media coverage of the evacuation of U.S. citizens from

Lebanon.” Paper presented to the Public Relations Division, International Communication Association annual conference, San Francisco.

★ Lundy, L.K., & Trammell, K.D. (2006, November). “Connecting to an industry: Media portrayals and the effect on perceptions of public relations practitioners.” Paper presented to the Public Relations Division, National Communication Association, San Antonio, TX.

Porter, L.V., & Trammell, K.D. (2006, November). “Exploring Power & Blogs: A Pilot Test of Practitioners' Use of Blogs.” Paper presented to the Public Relations Division, National Communication Association, San Antonio, TX. (published counterpart in *Public Relations Review*)

Metzgar, E.T., & Trammell, K.D. (2006, November). “Political entrepreneurship verses public relations: An experiment in the effects of activism on the Web.” Paper presented to the Political Communication Division, National Communication Association, San Antonio, TX.

Trammell, K.D. (2006, August). “An experiment testing the agenda-setting function of blogs.” Paper presented to the Communication Technology Division, AEJMC, San Francisco, CA.

Porter, L.V., Trammell, K.D., & Chung, D. (2006, August). “Roles and blogs in public relations.” Paper presented to Public Relations Division, AEJMC, San Francisco, CA.

Trammell, K.D., & Metzgar, E. (2006, August). “Impact of blogs on relationship management during a crisis.” Paper presented to the Public Relations Division, AEJMC, San Francisco, CA. (published counterpart in *Public Relations Review*)

Banning, S.A., & Trammell, K.D. (2006, August). “Revisiting the issue of blog credibility: A national survey.” Paper presented to the Communication Technology Division, AEJMC, San Francisco, CA.

Trammell, K.D., Porter, L.V., Chung, D., & Kim, E. (2006, August). “Credibility and the uses of blogs among professionals in the information industry.” Paper presented to the Communication Technology Division, San Francisco, CA.

Trammell, K.D., & Lundy, L.K. (2006, August). “Perception of public relations: An experiment testing the impact of entertainment portrayals of the profession on students and practitioners.” Paper presented to the Public Relations Division, San Francisco, CA.

Postelnicu, M., Trammell, K.D., & Sapp, A.M. (2006, June). “Agenda-setting effects among elite newspapers, elite political blogs, and non-elite political blogs.” Paper presented at the Political Communication Division, International Communication Association annual conference, Germany.

★ Trammell, K.D. (2005, November). “Negative messages on campaign blog posts.” Paper presented at the Political Communication Division, National Communication Association annual conference, Boston, MA. (published counterpart in *Public Relations Review*)

Trammell, K.D. (2005, November). “Blog bias: Reports, inferences, and judgments of credentialed bloggers at the 2004 nominating conventions.” Paper presented to the Political Communication Division, National Communication Association annual conference, Boston, MA. (published counterpart in *Public Relations Review*)

Trammell, K.D. (2005, November). “Frame analysis of credentialed blogs covering the 2004 national political party conventions.” Paper presented to the Political Communication Division, National Communication Association annual conference, Boston, MA.

Trammell, K.D., & Kaid, L.L. (2005, November). "Political cynicism, political uses, and information efficacy among readers of celebrity weblogs." Paper presented to Political Communication Division, National Communication Association annual conference, Boston, MA. (published counterpart in *New Media & Society*)

★ Keshelashvili, A., & Trammell, K.D. (2005, November). "Impression management and self-presentation online: An analysis of popular blogs." Paper presented to Human Communication and Technology Division, National Communication Association annual conference, Boston, MA. (published counterpart in *Journalism & Mass Communication Quarterly*)

Trammell, K.D., Golan, G., & Wanta, W. (2005, August). "Intermedia agenda setting in the 2004 presidential elections: Issue saliency in television news, political advertising, and blogs." Paper presented to the Radio-Television Journalism Division, AEJMC, San Antonio. (published counterpart in *Mass Communication & Society*)

Trammell, K.D., & Kiouisis, S. (2005, August). "Agenda-setting and blogs: Issue and attribute salience influence on celebrity Web sites." Paper presented to the Communication Technology and Policy Division, AEJMC annual conference, San Antonio.

Trammell, K.D. (2005, May). "Looking at the pieces to understand the whole: An analysis of blog posts, comments, and trackbacks." Paper presented at the Information and Technology Division, International Communication Association annual conference, New York City, NY.

Trammell, K.D., Martin, J.D., & Hendren, A.G. (2005, May). "Media reliance and international perceptions of the European Union among young citizens." Paper presented at the Information and Technology Division, International Communication Association annual conference, New York City, NY.

Trammell, K.D. (2005, April). "An analysis of celebrity influence in the 2004 U.S. presidential election." Paper presented at the Midwest Political Science Association Annual Conference, Chicago, IL.

Trammell, K.D. (2004, November). "Year of the blog: Webstyle analysis of the 2004 presidential candidate blog posts." Paper presented in the Political Communication Division, National Communication Association annual conference, Chicago, IL.

Martin, J.D., Trammell, K.D., & Williams, A.P. (2004, November). "Analyzing non-traditional campaign messages for young voters." Paper presented in the Political Communication Division, National Communication Association annual conference, Chicago, IL.

★ Martin, J.D., Trammell, K.D., Valois, J.M., Landers, D., & Bailey, T. (2004, November). "Looking back at the controversy: newspaper coverage of the Intelligent Design movement." Paper presented in the Student Division, National Communication Association, Chicago, IL. (published counterpart in *Journal of Media & Religion*)

Trammell, K.D., Tarkowski, A., & Hofmohl, J. (2004, September). "Rzeczpospolita blogów: Identifying the uses & gratifications of Polish bloggers." Paper presented at the Association of Internet Researchers annual conference, Sussex, England. (published counterpart in *Journal of Computer-Mediated Communication*)

Trammell, K.D., & Ferdig, R.E. (2004, September). "Blogging from the pedagogical perspective." Paper presented at the Association of Internet Researchers annual conference, Sussex, England.

Williams, A.P., Kaid, L.L., Trammell, K.D., Martin, J.D., Postelnicu, M., & Landreville, K.D. (2004, September). "Hyperlinking, blogging, and fundraising: Candidates' online campaigning in the 2004 U.S. presidential campaign." Paper presented at the Pre-Conference of the American Political Science Association, Chicago, IL. (published counterpart in *Journalism Studies*)

Trammell, K.D., & Gasser, U. (2004, May). "Deconstructing weblogs: An analytical framework for analyzing online journals." Paper presented in the Communication and Technology Division, International Communication Association, New Orleans, LA.

Trammell, K.D., Williams, A.P., Postelnicu, M., & Landreville, K. (2004, May). "Blogging and hyperlinking: Candidates' use of the Web to enhance their viability during the 2003-2004 Democratic Presidential Primary season." Paper presented in the Political Communication Division, International Communication Association, New Orleans, LA. (published counterpart in *Mass Communication & Society*)

Kaid, L.L., Williams, A.P., & Trammell, K.D., (2004, April). "The two lives of the 2003 State of the Union Address." Paper presented in the Public Opinion and Presentation Section, Midwest Political Science Association Annual Conference, Chicago, IL.

Williams, A.P., Martin, J.D., Trammell, K.D., & Kaid, L.L. (2004, April). "Priming political reaction in a primary debate." Paper presented at the Midwest Political Science Association Annual Conference, Chicago, IL.

Trammell, K.D. (2004, March). "Celebrity weblogs: A new public relations strategy in Hollywood." Paper presented at the Seventh Annual International Public Relations Research Conference, Miami, FL.

Trammell, K.D. (2004, March). "Blogucation 101: A primer for teaching with blogs." Invited panelist at South by Southwest (SXSW) Interactive, Austin, TX.

Trammell, K.D. (2003, November). "Reaching a new generation: Politicians stepping into the spotlight on *Saturday Night Live*." Paper presented in the Mass Communication Division, National Communication Association Annual Conference, Miami, FL.

Trammell, K.D., & Williams, A.P. (2003, November). "Beyond direct mail: Evaluating candidate e-mail messages in the 2002 Florida gubernatorial campaign." Paper presented in the Political Communication Division, National Communication Association, Miami, FL. (published counterpart in *Journal of eGovernment*)

Williams, A.P., Trammell, K.D., Wu, X., Parker, B.T., Bortree, D., Valois, J., & Flowers, K. (2003, November). "The State of the Union in 2003: Primed for war and peace." Paper presented in the Political Communication Division, National Communication Association, Miami, FL.

Kaid, L.L., Williams, A. P., & Trammell, K. D. (2003, November). "Channeling political messages through traditional and new media: Reaching out to voters in the 2002 Florida gubernatorial election." Paper presented in the Political Communication Division, National Communication Division, Miami, FL.

Trammell, K.D. (2003, October). "Impact of source credibility in assessing health messages online based on culture." Paper presented in the Identities Division, Association of Internet Researchers, Toronto, Canada.

Trammell, K.D. (2003, October). "Weblogs in education." Invited panelist at BloggerCon, Berkman Center for Internet and Society at Harvard Law School, Harvard University, Cambridge, MA.

Dimitrova, D.V., Kaid, L.L., Williams, A.P., & Trammell, K.D. (2003, August). "War on the Web: The first hours of Operation Iraqi Freedom." Paper presented in the Entertainment Studies Special Interest Division, Association for Education in Journalism and Mass Communication, Kansas City, MO. (published counterpart in *The Harvard International Journal of Press/Politics*)

Trammell, K.D., Williams, A.P., Landreville, K.D., & Martin, J., Ellis, C. (2003, August). "Comedy CENTCOM: Framing the war with humor on late-night TV." Paper presented in the Entertainment Studies Special Interest Division, Association for Education in Journalism and Mass Communication, Kansas City, MO.

Kaid, L.L., Williams, A.P., & Trammell, K.D. (2003, August). "Seeing, reading, listening: Comparing campaign communication channels in the 2002 Florida gubernatorial election." Scholar-to-scholar presentation in the Radio and Television Journalism Division, Association for Education in Journalism and Mass Communication, Kansas City, MO.

Williams, A.P., & Trammell, K.D. (2003, August). "Reviewing male objectification and nudity in *Abercrombie & Fitch Quarterly*." Paper presented in the Magazine Division, Association for Education in Journalism and Mass Communication, Kansas City, MO.

Kaid, L.L., Gagner, N., Williams, A.P., & Trammell, K.D. (2003, May). "Political advertising and the 2002 presidential election in France." Paper presented in the Political Communication Division, International Communication Association, San Diego, CA.

★ Trammell, K.D., & Williams, A.P. (2003, April). "Local news in a global venue: A trend study of how local news station's Web sites deliver content, offer interactivity, provide multimedia, and generate revenue." Paper presented in the Research in Progress Division, Broadcast Educators Association, Las Vegas, NV.

Trammell, K.D., Kaid, L.L., Williams, A.P., & Landreville, K. (2003, April). "Under the international spotlight: Marketing politics through debates." Paper presented in the Political Marketing & Public Affairs Division, International Academy of Business Disciplines, Orlando, FL.

Trammell, K.D. (2003, April). "Experiment of media effects as Al Gore hosts *Saturday Night Live*." Invited paper presentation at the Graduate and Professional Student Forum, University of Florida, Gainesville, FL.

Williams, A.P., & Trammell, K.D. (2003, March). "Doing everything wrong: Trent Lott's public relations nightmare." Paper presented at the International, Interdisciplinary Public Relations Research Conference, Miami, FL.

Kaid, L.L., Trammell, K.D., Williams, A.P., & Landreville, K. (2002, November). "Fight for Florida: Bush again!" Paper presented in the Political Division, National Communication Association Annual Conference, New Orleans, LA.

Floyd, S.F., Trammell, K.D., & Williams, A.P. (2002, October). "Mini-rallies at Super Wal-Mart: Measuring the effectiveness of Janet Reno's 'Red Truck Tour' in the Florida 2002 Gubernatorial race." Paper presented at the Florida Communication Association Annual Conference, St. Petersburg, FL.

★ Top Paper

## Professional Offices and Committees:

<b>Treasurer</b> <i>Uvote at the University of Florida</i>	2003 - 2004
<b>Board of Directors</b> <i>Electronic Media Director</i> <i>Florida Public Relations Association, Gainesville Chapter</i>	2002
<b>Committee Chair</b> <i>Electronic Media Committee</i> <i>Florida Public Relations Association, Gainesville Chapter</i>	2001, 2003

## RELATED PROFESSIONAL EXPERIENCE

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<b>Public Affairs Officer</b> <i>U.S. Naval Reserve</i> Commissioned public affairs officer with various experiences in crisis communication, media escort, communication with internal/external publics, media analysis, and military protocol. Attached to U.S. Naval Forces Central Command/U.S. Fifth Fleet in Bahrain and drill one weekend a month in Boston, MA. Perform annual training (2 weeks a year) in Bahrain. <i>Rank:</i> Lieutenant.	2001 – Present
<b>Web Editor</b> <i>Shands HealthCare Marketing &amp; Public Relations, Gainesville, FL</i> Managed award-winning and nationally-recognized 4,500+ page health Web site for nearly two years; cultivated relationship with regional media; initiated new public relations Web initiatives.	2001 – 2002
<b>Mass Communication Specialist in Public Affairs</b> <i>U.S. Navy</i> Enlisted active-duty public affairs mass communication (MC) specialist; managed command public affairs program, which included monthly electronic newsletter, press releases, community relations, and Web site. <i>Rank:</i> Petty Officer Second Class.	1996 – 2001

## PROFESSIONAL AFFILIATIONS

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### Academic Associations:

Association of Internet Researchers (AoIR), since 2001  
Association of Journalism & Mass Communication Educators (AEJMC), since 2004  
International Communication Association (ICA), since 2003  
National Communication Association (NCA), since 1999

### Professional Associations:

Public Relations Society of America, since 2006  
Florida Public Relations Association, 2001 – 2005

### Research Affiliations:

Oxford Internet Research Network, since 2003  
Uvote International Political Communication Research Team, since 2003