

## Tenure Dossier

Dr. Kaye D. Sweetser

University of Georgia, Fall 2009

## Table of Contents

<b>CANDIDATE STATEMENT OF ACCOMPLISHMENTS</b>	<b>1</b>
<b>ACHIEVEMENTS IN TEACHING</b>	<b>2</b>
DEVELOPMENT OR SIGNIFICANT REVISION OF PROGRAMS AND COURSES	3
EFFECTIVENESS SHOWN BY STUDENT EVALUATIONS AND ACCOMPLISHMENTS	3
<b>ACHIEVEMENTS IN RESEARCH</b>	<b>6</b>
RESEARCH AND/OR SCHOLARLY PUBLICATIONS	7
FUNDED GRANTS	10
PRESENTATION OF RESEARCH PAPERS BEFORE LEARNED SOCIETIES	10
DESCRIPTION OF PEER REVIEWING AND PROFESSIONAL ASSOCIATION SERVICE USING CANDIDATE'S RESEARCH EXPERTISE	11
LIST OF HONORS OR AWARDS FOR SCHOLARSHIP	11
OTHER EVIDENCE OF IMPACT ON SOCIETY OF RESEARCH SCHOLARSHIP	11
<b>ACHIEVEMENTS IN SERVICE</b>	<b>12</b>
SERVICE-BASED INSTRUCTIONAL ACTIVITIES	12
SERVICE THROUGH COMMITTEE WORK AT THE DEPARTMENT AND COLLEGE LEVELS	12
SERVICE TO PROFESSIONAL AND LEARNED SOCIETIES	12
<b>CURRICULUM VITAE</b>	<b>14</b>

## Candidate Statement of Accomplishments

**Teaching.** I have received positive reviews of my teaching in settings ranging from a 60-student undergraduate PR Research class to an 18-student graduate course in Research Methods. My instructor effectiveness scores average 4.47 on a 5.00 scale. In written evaluations, students call me “enthusiastic” and praise me for the challenges I provide.

I also interact with students outside the classroom, chairing or acting as a member of the master’s thesis committees of Karen Sines Rudolph (’07) and Cynthia Schnably Rhoten (’09). Rhoten joined Lockheed Martin in its prestigious internship program in Virginia and Rudolph went on to work as a public relations practitioner at an institution of higher learning in Arkansas. I served on the master’s thesis committee of Lindsey Scott (’08).

Grady College recently ranked in the top five colleges in our field as having the most number of peer-reviewed published collaborations between students and faculty. To this end is my most proud teaching achievement: the success I have had in igniting a love for research among my *undergraduate* students. PR Research is known to undergraduates as a difficult course that is traditionally not appreciated while still in school. In the course, student teams collect original, primary data. At the end of each semester, I work with interested students on improving and placing their scholarship. To date, three papers have been published in academic peer-reviewed journals and two presented at major conferences. The success of this project from my view is two-fold. First, the willingness of students to conduct research after a semester ends illustrates a real interest in research, and second, the fact that data from an undergraduate class is of the caliber to be accepted by the academic community is a testament to the quality and rigor of the course itself.

In 2008 I was chosen to be one of nine University of Georgia Lilly Fellows selected from faculty across campus. In 2009, I began using my Lilly Fellow grant to investigate better ways to use communication technology, such as video conferencing, to better serve and connect with students by experimenting with online video conference office hours. These office hours, in addition to my regular on-campus office hours, create an opportunity for students to ask communicate with me face-to-face after normal working hours and ask questions related to the course.

In 2008 I was named the Advertising and Public Relations Department Professor of the Year. That same year I was named the Tate Society’s first-ever Most Outstanding Young Professor of the Year. The Tate Society is a prestigious University of Georgia student organization that inducts the top 24 students at the university each year.

**Research.** Since completion of my doctoral studies to present, I have 26 peer-reviewed journal articles published or in press. Those articles address my interest related to the intersection between social media and public relations. At times, this work is presented in the context of online political public relations, which allows a more practical application of social media in public relations. My articles have been published in some of the top journals in my field.

Beyond publication, my research appears to be making an impact within the field. In 2008, I was the co-investigator on a \$14,000 grant from the Public Relations Society of America Foundation,

funding a national phone survey of corporate public relations and business journalists investigating professional uses of social media for each.

There are 59 citations of my work in 31 different peer-reviewed journals (excludes self-citations).

I actively submit papers to the major conferences in my field. Beginning during my doctoral program and continuing to present, I have 60 conference papers at peer-reviewed academic conferences; five of those papers were presented in top paper panels.

In 2008 I was competitively selected from a group of wide range of international technology scholars to be a Research Fellow for the Society for New Communications Research. The Society for New Communications Research is a global think-tank working to discover how technology is used and impacts society.

### *Service.*

I am an active and recognized public relations practitioner. I serve in the U.S. Navy Reserve as a commissioned public affairs officer (more than 13 years of continued military service). In 2006 I earned an accreditation as a public relations professional from the Public Relations Society of America. This process establishes my ethical and high-quality public relations practice as a professional. In 2007 I was awarded a Silver Anvil by the Public Relations Society of America. This award is known as the Oscars of the public relations field and it recognizes excellence in a public relations campaign. I was bequeathed the honor as a result of my work as the acting media officer for U.S. Naval Forces Central Command in Bahrain during the evacuation of American Citizens from Lebanon in July 2006.

As a recognized expert in both social media and government public affairs, I have been asked to present to a number of organizations, including: all North American vice presidents from the leading global public relations firm Edelman; the U.S. Government Department of Forestry; National Institute of Health; the U.S. Southern Command joint military command overseeing operations in South America, Central America, and the Caribbean; and the Georgia Chapter of the Public Relations Society of America, among others. I acted as advisor to the U.S. Navy in the creation of their service-wide social media policy.

I have served regularly as a reviewer of academic manuscripts for the field's leading journals such as *Journal of Public Relations Research* and *Journalism and Mass Communication Quarterly*, as well as all the major conferences in the field I attend.

Within my department, I serve on the master's comprehensive exams committee. Each semester we write, administer, and grade comprehensive exams for non-thesis master's students in the Advertising and Public Relations department.

### **Achievements in Teaching**

The primary teaching responsibilities for Dr. Sweetser (formerly Trammell) are her department's Public Relations Research, Public Relations Communications, and Public Relations Campaigns courses; on the graduate level she teaches Mass Communication Research Methods

courses. Research and Campaigns are a bit different than some of the strictly skills courses in the major (e.g., Communications). While skills are certainly taught in Research and Campaigns, the primary focus is on strategic thinking and problem solving. These classes help prepare students for their capstone experience in developing a public relations campaign. She also developed a special topics seminar on social media.

### *Development or significant revision of programs and courses*

Dr. Sweetser emphasizes the role of problem analysis and strategic thinking in public relations practice. She designed a Special Topics course on social media and revised the Research course to transition from a 30-student course to a 60-student course to align with the pedagogical needs of the PR department.

### *Effectiveness shown by student evaluations and accomplishments*

Dr. Sweetser's effectiveness in teaching is reflected in her teaching scores, written student evaluations and colleagues' written evaluations.

- a. Information from student evaluations designed to reflect teaching effectiveness.

Course number	Course name	Semester	Enrolled	Teacher effectiveness	ADPR effectiveness	Grady effectiveness
ADPR 5950	PR Campaigns	Spring 2009	24	3.72	4.29	4.37
ADPR 5920	PR Communications	Spring 2009	16	4.83	4.29	4.37
JRMC 8010	Research Methods	Fall 2008	18	4.19	4.29	4.27
ADPR 3510	PR Research	Fall 2008	60	4.59	4.29	4.27
ADPR 5950/7950	PR Campaigns	Spring 2008	21/5	4.32	4.46	4.42
ADPR 3510	PR Research	Spring 2008	30	4.64	4.46	4.42
APDR 5990	Social Media	Fall 2007	21	4.84	4.21	4.33
ADPR 3510	PR Research	Fall 2007	37	4.75	4.21	4.33
ADPR 5920	PR Communications	Spring 2007	14	4.69	4.34	4.29
ADPR 3130	PR Research	Spring 2007	29	4.86	4.34	4.29
ADPR 5920	PR Communications	Fall 2007	11	4.73	4.20	4.26
ADPR 5920	PR Communications	Fall 2007	14	3.57	4.20	4.26

Note: Item measured via course evaluations on 5-point Likert scale with agreement to "In general, the instructor was an effective teacher"; higher number indicates greater agreement.

- b. Representative students' comments from course evaluations that attest to the teacher's abilities to arouse student interest and to stimulate thinking in the students and meet objectives.

Dr. Sweetser's students have repeatedly praised her "enthusiasm" in teaching, calling her "zeal" "infectious." Specific comments on her style as reported in student evaluations include:

ADPR 5990 Special Topics (Social Media):

- Dr. Sweetser is really engaging & very knowledgeable in this field. I can't believe how many doors it has opened up for me. I feel like all of the material is so relevant.
- I feel sorry for PR major who didn't take this class. I feel so prepared now and the opportunities presented through this class were phenomenal.

ADPR 5920 PR Communications:

- (Dr. Sweetser) made it challenging – prepared us for what a real PR job would be like. She always offered additional help, very detailed in explaining assignments.
- This is by far the most helpful class I've taken at UGA – I've learned more new things and have been pushed further than in my other class. I appreciate this step up in the quality of my education.

ADPR 3510 PR Research:

- Dr. Sweetser is by far one of the most knowledgeable, enthusiastic, accessible professors I have had in Grady and at UGA. This course is literally the only Grady course that has challenged me – which speaks to two things: 1) Grady's need to enhance academic vigor, and 2) Dr. Sweetser's commitment to excellence. She is someone I will stay in touch with throughout my career because I know she will support my endeavors – and with a smile!
- Dr. Sweetser pushes hard, but her effort is commensurate with what she asks of her students.
- I have a new appreciation for research and what it brings to the public relations field. The thing I really liked the most was Dr. Sweetser and how extremely smart and helpful she was with our group. She was fun to be around & went above and beyond for every student to learn to love research.
- We were treated like adults – and Sweetser was genuinely concerned w/our learning & development.
- Sweetser is awesome! Best class I've had at UGA. Very challenging.
- Dr. Sweetser was so enthusiastic about the material it rubbed off on us. I like that she let us pick our topic for the paper! Dr. Sweetser is seriously great.
- Dr. Sweetser's enthusiasm was a bright spot in what I was afraid to be a dry course. She was always available to help us – no matter what hour of the day (or night!). She went above & beyond the call of duty as a professor.
- Dr. Sweetser was genuinely invested in her students. She cared that we learned the material and was interested in our projects.
- This is the kind of course that challenges you, but if you work hard – you can succeed. I learned a lot & Sweetser was a great teacher.
- Seriously, Dr. Sweetser had been one of my favorite teachers of college. She was a lot of fun and really made a potentially boring topic interesting.

These evaluations show Dr. Sweetser is a very demanding, yet fair professor.

- c. Effective direction of graduate study including theses, dissertations and an independent study.

Dr. Sweetser chaired two theses, and served on one committee in the college and one outside of the college. She is currently a member of one doctoral committee.

Karen Rudolph Sines, a May 2007 advisee and master's program graduate, said of Dr. Sweetser:

“What especially impressed me about Dr. Sweetser was that, in addition to offering her expertise in the method and implementation of my study, she didn't just accept my interests -- she expanded hers to include them. She always had time to read articles and Internet links that I found related to my thesis. I love that she helped me fine tune my own original research study instead of forcing me into her niche. When her responsibilities to the Navy Reserves took her overseas twice during the year, we stayed in touch by e-mail, instant messenger, and phone calls. Dr. Sweetser's physical absence was never a hindrance. In fact, it probably helped us stay even more focused and on top of our timeline. Ultimately, working under Dr. Sweetser's direction instilled an enormous amount of confidence in me. It's amazing to look back at how much I grew during our almost 10 months together. When I successfully defended my thesis in late April, Dr. Sweetser immediately embraced me as a research partner.”

- d. Successful direction of undergraduate individual student work such as independent study, research and honors option.

In addition to working with undergraduate students in the classroom, Dr. Sweetser has directed undergraduate research efforts outside the classroom

- Supervised one graduate student independent study
- Supervised one honors option student in ADPR 5920
- Supervised one undergraduate student independent study

*Effectiveness shown by peer evaluations of expertise in instruction.*

Dr. Sweetser has guest lectured in several classes at the University of Georgia. Dr. Janice Hume said of her:

“As most of you know, JRM 8000 is the required theory class our master's students take in their first semester. It's a conceptually difficult class with heavy reading and writing loads. Students -- many of whom are industry bound and don't yet understand the importance of mass communication theory --- are shell shocked, and they often become discouraged. It was at that point in the semester last year that I invited Kaye to do a guest lecture. My request: ‘Try to talk about the practical applications of theory and research in the real world of public relations’.” Kaye's lecture was absolutely on target. She told students how she applied such knowledge in the crisis communication campaign for a U.S. Naval Forces team that won a prestigious Silver Anvil Award in 2007 from the PR Society of America. The students were transfixed. They got it. And of course, Kaye was at the top of my list of professors to invite back for a repeat performance this year.

Kaye's teaching style is admirable. She engages students and makes them think. She is well prepared and organized, and her easy presentation style makes lecture time fly."

### *Publication activities related to teaching.*

Dr. Sweetser's research agenda includes work that relates to pedagogy:

- Beebe, A., Blaylock, A., & **Sweetser**, K.D. (2008). "Job satisfaction in public relations internships." *Public Relations Review*, 35 (5), forthcoming.
- Chung, D., Kim, E., **Trammell**, K.D., & Porter, L.V. (2007). "Uses and perceptions of blogs: A report on professional journalists and journalism educators." *Journalism & Mass Communication Educator*, 62 (3), 305 – 322.

Additionally, Dr. Sweetser is known for successfully working with undergraduate students on research projects after completion of ADPR 3150, resulting in conference presentations and academic peer review publication of these projects.

- Curtis, L., Edwards, C., Fraser, K., Gudelsky, S., Holmquist, J., Thornton, K., & **Sweetser**, K.D. (2009). "Adoption of Social Media for Public Relations by Nonprofit Organizations." *Public Relations Review*, forthcoming.
- Beebe, A., Blaylock, A., & **Sweetser**, K.D. (2009). "Job satisfaction in public relations internships." *Public Relations Review*, 35 (2), 156-158.
- Eyrich, N., Padman, M.L., & **Sweetser**, K.D. (2008). "PR practitioners' use of social media tools and communication technology." *Public Relations Review*, 34, 412-414.

## **Achievements in Research**

Dr. Sweetser is developing a national and international reputation for her work in social media and public relations. She has published her work in the leading journals in the field.

Dr. Sweetser writes and publishes in the areas of social media and public relations. On occasion, she has investigated these areas in the specific context of online political public relations to analyze how campaigns use social media to connect with constituents and win elections. She has been recognized as being one of the leading academics examining social media.

- She has 26 journal articles published or in press in peer-reviewed journals, one encyclopedia entry, three invited articles, and five invited book chapters. Other articles are currently in progress.
- Her research has been published in the following journals, among others:
  - *Journalism & Mass Communication Quarterly* (10-15% acceptance rate)
  - *Public Relations Review* (25-33% acceptance rate)
  - *Mass Communication and Society* (17% acceptance rate)
  - *Journal of Computer-Mediated Communication* (13% acceptance rate)
- She has published three projects with undergraduate students as coauthors (research beginning in her ADPR 3510 course), and presented two undergraduate co-authored papers at national conferences.

Early on, Dr. Sweetser forged a research niche for herself breaking new ground. As such, she stands as one of the leading scholars investigating social media. Just as others begin to catch up, Dr. Sweetser moves ahead as was the case in her shift from examining only blogs to transitioning to social media as a whole. Throughout this research program, Dr. Sweetser has



interwoven theory and practice, always ensuring her work provides a substantive picture for academics and professionals alike.

### *Research and/or scholarly publications*

(note Dr. Sweetser was formerly known as Trammell)

a. Referred Journal Articles:

Porter, L.V., **Sweetser**, K.D., & Chung, D. (2009). "The blogosphere and public relations: Investigating practitioners' roles and blog use." *Journal of Communication Management*, forthcoming.

**Sweetser**, K.D., & Brown, C.W. (2008). "Information subsidies and agenda-building during the Israel-Lebanon crisis." *Public Relations Review*, 34 (4), 359 - 366.

**Sweetser**, K.D., & Weaver Lariscy, R.A. (2008). "Candidates make good friends: Candidates use of Facebook." *International Journal of Strategic Communication*, 2(3), 175-198.

**Sweetser**, K.D., Porter, L.V., Chung, D., & Kim, E. (2008). "Credibility and the uses of blogs among professionals in the information industry." *Journalism & Mass Communication Quarterly*, 85(1), 169-185.

**Sweetser**, K.D., Golan, G., & Wanta, W. (2008). "Intermedia agenda setting in television, advertising, and blogs during the 2004 election." *Mass Communication & Society*, 11(2), 197-216.

**Sweetser**, K.D., & Kaid, L.L. (2008). "Stealth Soapboxes: Political Information Efficacy, Cynicism, and Uses of Celebrity Weblogs Among Readers." *New Media & Society*, 10 (1), 73 - 98.

Banning, S., & **Sweetser**, K.D. (2007). "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*, 55 (4), 451 - 466.

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

Chung, D., Kim, E., **Trammell**, K.D., & Porter, L.V. (2007). "Uses and perceptions of blogs: A report on professional journalists and journalism educators." *Journalism & Mass Communication Educator*, 62 (3), 305 - 322.

**Trammell**, K.D., Tarkowski, A., Hofmohl, 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 & 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.

b. Referred Research Brief Journal Articles: 1

Curtis, L., Edwards, C., Fraser, K., Gudelsky, S., Holmquist, J., Thornton, K., & **Sweetser**, K.D. (2009). "Adoption of social media for public relations by nonprofit organizations." *Public Relations Review*, forthcoming.

Lariscy, R.W., Avery, E.J., **Sweetser**, K.D., & Howes, P. (2009). "An examination of the role of online social media in journalists' source mix." *Public Relations Review*, 35, 314-316.

Beebe, A., Blaylock, A., & **Sweetser**, K.D. (2009). "Job satisfaction in public relations internships." *Public Relations Review*, 35 (2), 156-158.

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<sup>1</sup> Note *Public Relations Review* is a leading journal in the public relations field. The journal recently underwent format changes and now primarily only publishes Research Briefs, however the full manuscript is submitted to the blind peer-review process then once accepted the manuscript is reduced in length to meet page requirements.

Eyrich, N., Padman, M.L., & **Sweetser**, K.D. (2008). "PR practitioners' use of social media tools and communication technology." *Public Relations Review*, 34, 412-414.

**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.

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.

c. 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.

d. Referred Encyclopedia Entries:

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

e. Invited Articles:

Kaid, L.L., Williams, A.P., & **Sweetser**, K.D. (2008). "The medium is the message: Comparing campaign communication channels in a gubernatorial debate." *Business Research Yearbook: Global Business Perspectives*.

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.

### *Funded grants*

- Sweetser, Kaye D., Lariscy, R.A., Avery, E.A.J., Howes, P. (co-investigators), 2008, "Monitoring Public Opinion in Cyberspace: How Corporate Public Relations is Facing the Challenge," \$14,000.
- Sweetser, K.D., "Communication Industry Use of Social Media," \$2000

### *Presentation of research papers before learned societies*

Dr. Sweetser actively submits papers to the annual conferences of the International Communication Association (ICA), National Communication Association (NCA), Association for Education in Journalism and Mass Communication (AEJMC), and Institute for Public Relations Research Conference (IPRRC).

- She has had 60 papers accepted and presented at academic conferences; five were presented in top-paper panels. All papers went through a peer-review process.
- Seven have been presented to annual conferences of ICA; one was presented in an international venue (Germany)
- 22 papers have been presented to the annual conference of NCA; four were presented at top paper panels
- 14 papers have been presented to the annual conference of AEJMC
- Three papers have been presented to the annual conference of Association of Internet Research (AoIR); all were presented at top paper panels of the were presented in international venues (England and Canada).
- Two papers have been presented to the annual conference of IPRRC

Peer-reviewed conference papers in top panels are listed below, others are listed in the vita:

Lariscy, R.W., Avery, E.J., **Sweetser**, K.D., & Howes, P. (2009, March). "The role of social media as information sources for journalists." Paper presented to International Public Relations Research Conference annual conference, Miami.

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.

**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*)

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*)

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.**, & 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.

### *Description of peer reviewing and professional association service using candidate's research expertise*

Dr. Sweetser serves regularly as a reviewer of academic manuscripts.

- *Journalism & Mass Communication Quarterly*, since 2007
- *Journal of Public Relations Research*, since 2009
- *Mass Communication & Society*, since 2006
- *New Media & Society*, since 2006
- *Journal of Computer-Mediated Communication*, since 2006

### *List of honors or awards for scholarship*

In 2008, Dr. Sweetser was named a Research Fellow for the prestigious global think-tank Society for New Communications Research. This was an international, competitive selection process where fewer than 10 scholars around the world were named Research Fellows.

### *Other evidence of impact on society of research scholarship*

A citation search revealed 59 citations referring Dr. Sweetser's publications in more than 30 different peer-reviewed journals, including *Journal of Communication*, *Journalism & Mass Communication Quarterly*, *Public Relations Review*, *Harvard International Journal of Press/Politics*, *Journalism Studies*, *Annual Review of Political Science*, *Journal of Computer-Mediated Communication*, *European Journal of Social Science*, among others (both figures exclude self-citations).

Citations were gleaned from various scholarly sources such as Web of Science, PsycINFO, SCOPUS, Business Source Premiere, Google Scholar, etc. (See "Mining Scholarly

Citations in GALILEO Research Databases” by Virginia Benjamin at <http://libs.uga.edu/liasion/citationsearch/citesources.html> for further information).

## **Achievements in Service**

Although she is not budgeted for service, Dr. Sweetser serves society, the University of Georgia and her profession in accordance with the University’s service mission.

### *Service-based instructional activities*

In her APDR 5950 (Public Relations Campaigns), Dr. Sweetser’s students are assigned to clients for whom they develop a public relations campaign to meet a specific need set by the client. Students have produced campaigns to:

- create a training session for PR students and educators in the Southeast on the use of social media in the profession at the Edelman-sponsored digital bootcamp in Feb. 2008
- raise awareness of legal alternatives to downloading media at UGA for EITS and the President’s special committee to combat illegal downloading (Do It Legally campaign) during spring 2008
- assist non-profit TOMS Shoes reach new publics in their cause-marketing efforts to provide shoes for people in Africa and Argentina during spring 2009
- ignite a movement in support of historic preservation for the National Alliance of Preservation Commissions among future practitioners in fields related to historic preservation during spring 2009

Additionally, in her ADPR 5920 (Public Relations Communication), Dr. Sweetser’s students worked with UGA Admissions during the spring 2009 semester to create viral videos aimed at engaging UGA prospects (high school seniors and their parents) by sharing the culture and opportunities available at UGA. Admissions is using these videos in their recruitment efforts.

### *Service through committee work at the department and college levels*

- University Graduate Council, Member, since 2009
- Non-Thesis Comprehensive Exams Committee, Member, since 2008
- Visiting Professor Committee, Member, since 2009

### *Service to professional and learned societies*

Dr. Sweetser’s research has piqued the interest of professionals and she has been invited to present her research and share her expertise to the following:

- Edelman’s leadership conference, presenting to senior vice presidents on social media
- Advisor to U.S. Navy during the creation of their service-wide social media policy
- U.S. Department of Forestry on social media

- National Institutes of Health's National Cancer Institute on social media
- U.S. Southern Command on media assessment
- Public Relations Society of America's Georgia chapter on social media

# 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

Athens, GA 30602

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[sweetser@uga.edu](mailto:sweetser@uga.edu)

## BIOGRAPHY

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Kaye Sweetser, Ph.D., APR (formerly Trammell) 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). In 2007, she worked as media officer on a campaign that earned PRSA’s highest honor, the Silver Anvil, in the government crisis communication category. 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. She was named a Research Fellow for the Society of New Communications Research in 2008.

## EDUCATION

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### Degrees:

**Doctor of Philosophy, Mass Communication**

**August 2004**

*University of Florida, Gainesville, FL*

Dissertation Title: Celebrity Blogs: Investigation in the

Persuasive Nature of Two-Way Communication Regarding Politics

*Chair: Lynda Lee Kaid*

**Doctoral Student**

**Summer 2003**

*University of Oxford, Oxford, England*

Oxford Internet Institute

**Master of Arts, Mass Communication**

**May 2002**

*University of Florida, Gainesville, FL*

Thesis Title: The Health Belief Model in an Interactive Age

*Chair: Mary Ann Ferguson*

**Bachelor of Arts**

**August 1999**

*Old Dominion University, Norfolk, VA*



**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**

---

**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 3130/3510 Public Relations Research Methods, 4 sections, 30-60 students each  
ADPR 5950/7950 Public Relations Campaigns, 2 sections, 22-26 students  
ADPR 5990 Social Media and Communication Technology (special topics), 1 section, 25 students  
ADPR 5920 Public Relations Communications, 4 sections, 16 students each  
ADPR 8010 Research Method, 1 section, 20 students

**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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**Kristin English**, Doctoral Dissertation, *Member*  
**Cindy Schnably Rhoten**, Masters Thesis, *Chair*  
**Lindsay Scott**, Masters Thesis, *Member*  
**Karen Sines**, Masters Thesis, *Chair*  
**Brigitte Brunken**, Masters Thesis, *Chair*  
**Ana Keshelashvili**, Masters Thesis, *Chair*

**Qualifying Exams Fall 2009**  
**Defended Spring 2009**  
**Defended Spring 2008**  
**Defended Spring 2007**  
**Defended Summer 2006**  
**Defended Fall 2004**

**PUBLICATIONS**

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Manuscripts published under names Sweetser and/or Trammell.

**Refereed Journal Articles:**

- Porter, L.V., **Sweetser**, K.D., & Chung, D. (2009). "The blogosphere and public relations: Investigating practitioners' roles and blog use." *Journal of Communication Management*, forthcoming.
- Sweetser**, K.D., & Brown, C.W. (2008). "Information subsidies and agenda-building during the Israel-Lebanon crisis." *Public Relations Review*, 34 (4), 359 - 366.
- Sweetser**, K.D., & Weaver Lariscy, R.A. (2008). "Candidates make good friends: Candidates use of Facebook." *International Journal of Strategic Communication*, 2(3), 175-198.
- Sweetser**, K.D., Porter, L.V., Chung, D., & Kim, E. (2008). "Credibility and the uses of blogs among professionals in the information industry." *Journalism & Mass Communication Quarterly*, 85(1), 169-185.
- Sweetser**, K.D., Golan, G., & Wanta, W. (2008). "Intermedia agenda setting in television, advertising, and blogs during the 2004 election." *Mass Communication & Society*, 11(2), 197-216.
- Sweetser**, K.D., & Kaid, L.L. (2008). "Stealth Soapboxes: Political Information Efficacy, Cynicism, and Uses of Celebrity Weblogs Among Readers." *New Media & Society*, 10 (1), 73 - 98.
- Banning, S., & **Sweetser**, K.D. (2007). "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*, 55 (4), 451 - 466.
- Sweetser Trammell**, K.D. (2007). "Candidate campaign blogs: Directly reaching out to the youth vote." *American Behavioral Scientist*, 50 (9), 1255 - 1263.
- Chung, D., Kim, E., **Trammell**, K.D., & Porter, L.V. (2007). "Uses and perceptions of blogs: A report on professional journalists and journalism educators." *Journalism & Mass Communication Educator*, 62 (3), 305 - 322.
- Trammell**, K.D., Tarkowski, A., & Hofmohl, 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 & 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.

## Refereed Research Brief Journal Articles:<sup>2</sup>

Curtis, L., Edwards, C., Fraser, K., Gudelsky, S., Holmquist, J., Thornton, K., & **Sweetser, K.D.** (2009). "Adoption of Social Media for Public Relations by Nonprofit Organizations." *Public Relations Review*, forthcoming.

Lariscy, R.W., Avery, E.J., **Sweetser, K.D.**, & Howes, P. (2009). "An examination of the role of online social media in journalists' source mix." *Public Relations Review*, 35, 314-316.

Beebe, A., Blaylock, A., & **Sweetser, K.D.** (2009). "Job satisfaction in public relations internships." *Public Relations Review*, 35 (2), 156-158.

Eyrich, N., Padman, M.L., & **Sweetser, K.D.** (2008). "PR practitioners' use of social media tools and communication technology." *Public Relations Review*, 34, 412-414.

**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.

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.

## Refereed 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.

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<sup>2</sup> Note *Public Relations Review* is a leading journal in the public relations field. The journal recently underwent format changes and now primarily only publishes Research Briefs, however the full manuscript is submitted to the blind peer-review process then once accepted the manuscript is edited down to meet page requirements.

**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.

## Refereed Encyclopedia Entries:

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

## Invited Articles:

Kaid, L.L., Williams, A.P., & **Sweetser, K.D.** (2008). "The medium is the message: Comparing campaign communication channels in a gubernatorial debate." *Business Research Yearbook: Global Business Perspectives*.

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>

## HONORS AND AWARDS

### Teaching Honors:

Lilly Fellowship, UGA, 2007-2008

Most Outstanding Young Professor of the Year at UGA, Tate Society, 2008

PR Teacher of Year, ADPR Department at Grady UGA, 2008  
Flagship Faculty Member, *LSU Today*, 2006  
“Rising Star” Faculty Member, LSU, 2005  
Outstanding Graduate Student Teacher, International Communication Association, 2004

#### Research Honors:

Research Fellow, Society for New Communications Research, 2007 - 2008  
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:

Accredited in public relations (APR) by Public Relations Society of America, 2006  
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

#### PEER-REVIEWED PRESENTATIONS

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★ Top Paper

**Sweetser, K.D.** (2009). "Viral video is the new VNR: PR writing project for the next generation." Paper to be presented to Public Relations Division, National Communication Association, Chicago.

**Sweetser, K.D., Avery, E.J., Lariscy, R.W., Howes, P.** (2009). “Examining the diffusion of social media in American corporations.” Paper presented to Public Relations Division, National Communication Association, Chicago.

Lariscy, R.A., Tinkham, S.F., & Sweetser, K.D. (2009). “Kids these days: Examining differences in political uses and gratifications, Internet political participation, political information efficacy, and cynicism based on age.” Paper presented to Communication Technology Division/Interest Group, AEJMC, Boston.

★ Lariscy, R.W., Avery, E.J., Sweetser, K.D., & Howes, P. (2009, March). “The role of social media as information sources for journalists.” Paper presented to International Public Relations Research Conference annual conference, Miami.

Sweetser, K.D., & Brown, C.W. (2008, November). “The forked tongue of Iran: An exploration of propaganda to multiple target audiences.” Paper presented to Public Relations Division, National Communication Association annual conference, San Diego.

Beebe, A., Blaylock, A., & Sweetser, K.D. (2008, November). "Job satisfaction in public relations internships." Paper presented to Public Relations Division, National Communication Association annual conference, San Diego. (published counterpart in *Public Relations Review*)

Sweetser, K.D., Weaver Lariscy, R., & Tinkham, S.F. (2008, November). "The dabblers, devoted, developing, and disinterested: Examining political uses and gratifications, Internet political sophistication, political information efficacy and cynicism." Paper presented to Political Communication Division, National Communication Association, San Diego.

Derville, T., & Sweetser, K.D. (2008, November). "Preparing Students for the "New" Public Relations Industry." Paper presented to Public Relations Division, National Communication Association, San Diego.

Bishop, C, Larisy, R.A., English, K., Tinkham, S.F., & Sweetser, K.D. (2008, August). "Need for cognition and race and gender based judgments of political candidates from an online news excerpt." Paper presented to the annual conference, AEJMC, Chicago.

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. (published counterpart in *International Journal of Strategic Communications*)

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. (published counterpart in *Public Relations Review*)

★ 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, AEJMC, 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, AEJMC, 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., & Kioussis, 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., & Hofmokl, 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.

## PROFESSIONAL SERVICE ACTIVITIES

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### Field of Communication Service:

#### **Invited Speaking Engagements in Areas of Expertise**

*Public Relations Society of America*, Georgia Chapter, Presenter, 2009  
“Creating your Social Media Playbook: Pre-Season Training Camp”

*U.S. Southern Command*, Presenter, 2008  
“Media Assessment of Military Operations”

*Public Relations Society of America*, Georgia Chapter, Moderator, 2008  
“Point. Click. Connect. A Look at Social Media's Impact on PR”

*U.S. National Institutes of Health, National Cancer Institute*, Presenter, 2008  
“Connecting Publics through Social Media”

*U.S. Department of Forestry*, Presenter, 2008  
“Social Media, the Government, and Relationships”

*Edelman*, North American Leadership Meeting, Panel Presenter, 2008  
“Social Media in PR”

*Public Relations Society of America*, Georgia Chapter, Presenter, 2008  
“MySpace in the Workplace: Role of new media in PR”

**Public Relations Industry Work**

Public Affairs Officer, Active Drilling Reservist, U.S. Navy, since 2001

**Journal Article Manuscript Reviewer**

*Journalism & Mass Communication Quarterly*, Since 2007

*Journal of Public Relations Research*, Since 2009

*Mass Communication & Society*, Since 2006

*New Media & Society*, Since 2006

*Journal of Computer-Mediated Communication*, Since 2006

**Conference Paper Reviewer**

Public Relations Divisions, Association for Education in Journalism & Mass Communication

Newspaper Division, Association for Education in Journalism & Mass Communication

Graduate Education Division, Association for Education in Journalism & Mass Communication

Public Relations Division, National Communication Division

Political Communication Division, National Communication Association

Political Communication, International Communication Association

Association of Internet Researchers

**Professional Offices and Committees:****Board of Directors****2002**

Electronic Media Director

Florida Public Relations Association, Gainesville Chapter

**Committee Chair****2001, 2003**

Electronic Media Committee

Florida Public Relations Association, Gainesville Chapter

**University of Georgia Advertising/PR Service:****Committees**

Non-Thesis Comprehensive Exams Committee, Member, Since 2008

Visiting Professor Committee, Member, Since 2009

**RELATED PROFESSIONAL EXPERIENCE**

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**Public Affairs Officer****2001 – Present**

*U.S. Naval Reserve*

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. Southern Command and drill one weekend a month in Miami. Perform annual training (2 weeks a year) in Central and/or South America. Rank: Lieutenant Commander (Select), to be promoted 2010.

**Web Editor****2001 – 2002**

*Shands HealthCare Marketing & Public Relations, Gainesville, FL*

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.

**Mass Communication Specialist in Public Affairs****1996 – 2001**

*U.S. Navy*

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. Rank: Petty Officer Second Class.

## 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:**

Society for New Communications Research  
Oxford Internet Research Network, since 2003