

## TERESA MASTIN PhD VITAE

Michigan State University  
College of Communication Arts and Sciences  
Department of Advertising and Public Relations  
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## BIOGRAPHICAL INFORMATION

### Academic Appointments

*Professor and Chairperson*, Department of Advertising + Public Relations, College of Communication Arts and Sciences, Michigan State University, June 2018 -  
*Adjunct Lecturer*, Department of Medical Education, Northwestern University Feinberg School of Medicine, Chicago, June 2018 – June 2020  
*Lecturer*, Department of Medical Education, Northwestern University Feinberg School of Medicine, Chicago, August 2016 - May 2018  
*Professor*, Public Relations and Advertising, DePaul University, College of Communication, Chicago, 2013 – 2015  
*Associate Professor*, Public Relations and Advertising, DePaul University, College of Communication, Chicago, 2008 – 2013  
*Fulbright Specialist, Communications Expert in Residence*, Kenya Women Voluntary Rehabilitation Centre (K-VOWRC) and the Centre for HIV Prevention and Research, University of Nairobi, Fall 2011 -- Related Blog: <http://researchleavemusings.blogspot.com/>  
*Fulbright Specialist, Instructor*, National University of Rwanda (NUR), Africa, Butare, Summer 2008  
*Associate Professor*, Michigan State University, Department of Advertising, Public Relations, and Retailing, 2006 - 2008  
*Assistant Professor*, Michigan State University, Department of Advertising, 2003 – 2006  
*Assistant Professor*, Middle Tennessee State University, School of Journalism, 1998 – 2003  
*Instructor*, Michigan State University, Department of Advertising, 1995 - 1997  
*Research Assistant*, Michigan State University, Telecommunication Department, 1995 - 1996

### Professional Appointments

*Senior Consultant*, Diversity and Inclusion Strategic Planning, Partnerships and Inclusive Messaging. Reilly Connect. 2020 -  
*Director, Diversity and Inclusion*, Northwestern University Feinberg School of Medicine, Chicago, August 2015 – May 2018  
*Assistant Vice President of Fixed Income*, Wertheim Schroeder Investment Service, Inc., 1991 – 1994  
*Research Assistant*, Wedbush Morgan Securities, 1990 – 1991

## EDUCATION

Ph.D.	Michigan State University, 1998	Mass Media
M.A.	California State University, Fullerton, 1993	Public Relations
B.A.	Ambassador College, 1989	Theology/Liberal Arts

## Michigan State University (June 2018 -)

## INITIATIVES

*Working Partnership Development.* Commonwealth//McCann Diversity // Inclusion Cohort Plan. Spring 2021 -

*Host.* Weber Shandwick MSU ADPR Mentoring Program. Spring 2021

*Creator/Administrator.* Chinese New Year's Celebration. Developed to promote a collective sense of community. February 2019

*Creator.* Second Fridays at My Place. Developed to promote an environment of inclusion extending into our personal spaces, 2019 –

*Administrator.* Launched ComArtSci Sustained Dialogue. Develop to promote a welcoming, inclusive, equitable environment. Fall 2018 – Fall 2019

## STUDY ABROAD SITE VISIT

Walgren, J. and **Mastin, T.** Storytelling in Kenya. December 2021.

## COMMITTEES

*Chair,* Search Committee, Associate Provost for Graduate and Postdoctoral Studies and Dean of the Graduate School. Fall 2021 -

*Search Committee Member,* Department of Advertising and Public Relations tenure-system faculty member. Fall 2021 -

*Member,* Discipline Process and Sanction Review Task Force. Spring 2021 -

*Member,* Working Group on Best Practices for Risk Management Involving Faculty Activities. Summer 2021 -

*Member,* Search Committee, Associate Provost for Faculty and Staff Development. Spring 2021 -

*Member,* Panel, Training Series for Campus Leaders (AHR; OIE; HR), Creating and sustaining a respectful work environment. Fall 2020

*Member,* Search Committee, Director, Academic Human Resources (AHR). Fall 2020

*Member,* HR Subcommittee (Reopening Campus Task Force). Michigan State University. Summer 2020 -

*Member,* William J. Beal Outstanding Faculty Awards. All-University Awards Committee, 2020-2023

*Participant,* on behalf of College and Department, Second Annual African American Family Day. March 30, 2019

*Committee Member,* Gender & Equity Review Committee. ComArtSci, 2018 – 2019

## PROFESSION LEADERSHIP

*Member of 2021 – 2022 Cohort*, Big Ten Academic Alliance Leadership Program (ALP).  
*Chair*, Nominations and Elections Committee. Association for Education in Journalism and Mass Communication (AEJMC), Fall 2020  
*Committee Member*, Nominations and Elections Committee. Association for Education in Journalism and Mass Communication (AEJMC), Fall 2019

## PRESENTATIONS, JUDGING, PROFESSIONAL COMMUNITY

*Co-facilitator*, Building Inclusive Community. DePaul University Libraries. February 11, 2022  
*Discussion Leader*, Black Profs Unit. Semester Debrief. December 1, 2021  
*Presenter*, StratCom Black Student and Alumni Engagement Event. April 7, 2021  
*MSU Co-host*, MSU/FORBES CMO Symposium: Leadership in Marketing: Hindsight is 2020 In Partnership with Forbes CMO. In conjunction with Department of Marketing, Broad College of Business. March 22 & 23, 2021.  
*Presenter*, GTE List + Learn Series. Ads Need Soul. March 19, 2021.  
*Panel Member*, Inclusive Pedagogy: Incorporating DEI into the Curriculum. Office of Diversity, Equity and Inclusion. ComArtSci. Spring 2021, February 12.  
*Reviewer*, AAA, conference manuscript (1); proposal review (1). Fall 2020  
*Reviewer*, Advertising Division (3); Magazine and Media Division (3); History Division (3); Mass Communication and Society (5); Public Relations Division (4). AEJMC. Spring 2020  
*Reviewer*, Entertainment Studies Interest Group, AEJMC annual conference (Toronto), two manuscripts. Spring 2019  
*External Reviewer*, Temerlin Advertising Institute, Southern Methodist University. February 2019  
*Evaluator* (N=7). MID-SURE. Mid-Michigan Symposium Research Experiences. Undergraduate Research MSU. July 24, 2018

## ACADEMIC, PROFESSIONAL JOURNALS, SCHOLARSHIP, AND GRANT REVIEWER

Manuscript Reviewer, *Health Communication*, Fall 2021 (September)  
Manuscript Reviewer, *Health Communication*, Fall 2020 (December)  
Manuscript Reviewer, *Health Communication*, Fall 2020 (September)  
Manuscript Reviewer, *Health Communication*, Fall 2018 (November)

## GRANTS

MSU Trifecta Initiative Facilitating Funds Awards. Spring 2020. *Motivating Adolescents to Use Mindfulness Strategies to Promote Self-Regulation and Wellness: Boys Y Girls Club of Lansing Pilot*.  
**Principal Investigator:** Teresa Mastin PhD; **Co-PIs:** Rebecca Lehto, PhD, Nursing and Dennis Phillips, PhD, Department of Computer Science & Engineering. February 11, 2020.

**TEACHING**  
**Areas of Specialization**

**Fall 2020**

Developed and taught one of the two inaugural required diversity, equity and inclusion course for the public relations major, *Diversity, Equity and Inclusion for Public Relations and Advertising*

DEI in Public Relations and Advertising	Non-profit Public Relations
Sustained Dialogue/Intergroup Dialogue	Advertising and Public Relations Ethics
Strategic Public Relations	Advertising and Society
Media Advocacy	Public Relations and Health Care
Contemporary Issues in ADPR	Health Communication

*Syllabi, course materials and student evaluations available upon request*

**STUDENT-RELATED**

**Thesis Chair**

**Binbin Wang**, completed thesis Fall 2021

**Thesis Title:** *An Examination of How So-Young International, Inc., Uses WeChat to Promote Cosmetic Surgery*

**Committee Member**

**Robyn Adams**, 2019 -, passed comprehensive exam, Spring 2021

**MSU Inquires**

**Chrissa Katsamak**, Chicagoland high school student

**MEDIA COVERAGE**

*Interviewee, Great Lake Bay and 517 magazines (2020, July). Topic:* Rebranding taking place as corporations respond to the call for systemic change. Writer, Teece Aronin.

**CONFERENCES**

Association for Education in Journalism and Mass Communication (AEJMC). Annual Conference 2021.

**Minorities and Communication Division.** *High Density Refereed Paper Session.* Overall session topic: Promises and Perils in Media Portrayal, Politics and Activism. Mastin, Freeman & Reilly (2021). Virtual. August 4.

Association for Education in Journalism and Mass Communication (AEJMC). Annual Conference 2021.

**Communicating Science, Health, Environment, and Risk and Political Communication Divisions.** *Teaching Panel Session.* Topic: Assisting the Student in Crisis: How to Identify Resources, Balance Expectation and Needs and Support Well-being for Students Facing Difficulty Challenges. Moderating/Presiding Ashley Anderson, Colorado State. Panelists: Deni Chamberlin, Iowa State; Michelle Dusseau, Central Florida; Teresa Mastin, Michigan State; Katherine McComas, Cornell.

### PRESENTATIONS -- INVITED ADDRESSES, PANELS, & INTERVIEWS

- Co-host.* Black Grad Chat, Zoom Q&A Session. October 14, 2020.
- Guest Speaker.* Methods: Focus Groups, Interviewing, Ethnography, Observation, and Case Studies. Qualitative Research Methods. Spring semester 2020, University of North Carolina at Chapel Hill. Instructor Dr. Lucinda Austin. Zoom Presentation. February 27, 2020.
- Presenter,* First Generation College Students: Some things to consider. (2020, July) SQ Scholars.
- Keynote Speaker.* [SQ Scholars](#). Five-year competitive, selective scholarship program that provides both financial and academic support for students in Chicago's Catholic schools, CPS Selective Enrollment schools, and selective charter schools. January 18, 2020. Chicago, IL.
- Keynote Speaker.* MSU Museum Teal Talk: *Using Sustained Dialogue to Address Sexual Misconduct*. The Teal Talks are in conjunction with the exhibition at the MSU Museum, "Finding Our Voice: Sister Survivors Speak. January 10, 2020. East Lansing, MI.
- Guest Speaker.* Truth, lies and the future of Journalism. Journalism Special Topics (JRN 492). Fall 2019.
- Guest Speaker.* What is Advertising and Public Relations? Upward Bound Michigan State University. Fall 2019.
- Interviewee,* Big message, big money: What's wrong with Kaepernick commercializing his cause? Nothing. Nike's dollars and reach are the boost that will keep Kap's place in history, Downloaded July 14, 2019 from, <https://bleacherreport.com/articles/2794416-colin-kaepernick-and-nike-just-do-it-campaign>.
- Participant,* Failure Lab. November 9, 2018
- Panel Member,* Theorizing the senate hearings: Survivor narratives at this moment of crisis. Conversation at MSU Museum. October 30, 2018

### TRAININGS/PROFESSIONAL DEVELOPMENT

- Participant,* MSU ADPR Women's Writing Group. Hosted by Associate Professor Bree Holtz. Summer 2021
- Participant,* [Anti-racist Path Five-week Workshop](#) Series for dialogue, skill—building and action. Diversity Research Network. Inclusion and Intercultural Initiatives. July 15 – August 12. Summer 2020
- Volunteer,* Crisis Chat and Hotline. Sexual Assault Crisis Intervention (SACI). MSU Center for Survivors. Summer 2020 –
- Volunteer,* Medical Advocate. Sexual Assault Crisis Intervention (SACI). MSU Center for Survivors. Summer 2020 –
- Participant.* Online Course Development. Summer Online Instructional Readiness for Educational Excellence program (SOIREE 6 / Review Group 4). Summer 2020

### EXPERIENTIAL LEARNING/BOOTCAMPS

- ComArtSci Street Team.** Critique of Team Cerise work. Spring 2020.
- Experiential Learning Chicago (ADV 402)** (December 2019). Accompanied students and faculty -- Chicago experiential learning trip. The purpose of this class is to provide students interested in PR access to the Chicago PR community through site visits and other activities. N=28. December 2019.
- Edelman Immersion Mixer** (November 2019). Accompanied five outstanding ADPR students to engage with Edelman professionals. N=5. Chicago, IL.
- Edelman Immersion Mixer** (November 2018). Accompanied seven outstanding ADPR students to engage with Edelman professionals. N=7. Chicago, IL.

## **BOARDS AND INSTITUTIONAL REVIEW**

*Review Editor*, Health Communication, 2021 -  
*Board Member*, Mid-Michigan Creative Alliance. 2018 – 2019 Academic Year  
*Participant Advisory Group Member*, Black Women’s Health Study. Slone Epidemiology Center at Boston University, 2018 –  
*Member*, SQ Advisory Board, SQ Scholars, 2015 –  
*Member*, Executive Committee, Community Counseling Centers of Chicago (C4), Summer 2016  
*Chair*, Governance Committee, Community Counseling Centers of Chicago (C4), 2014 –2016  
*Member*, Board of Director, Community Counseling Centers of Chicago (C4), 2013 – 2018  
*Member*, Editorial Board, *Health Communication*, 2011 –  
*Member*, Editorial Board, *The Howard Journal of Communications*, 2009 -  
*Affiliated faculty/Staff member*, Master of Public Health (MPH), DePaul University, 2012 – 2015  
*Member*, HerStory Centre Board of Directors, 2011 – 2015  
*Member*, DePaul University Public Health Advisory Board, summer 2010 – 2012  
*Member*, Executive Board, Rafiki Collaborative, summer 2010 – 2014  
*Public Relations Advisor*, Mid-Michigan Children’s Initiative (MMCI), 2005 – 2008  
*Member*, Michigan Afterschool Partnership (MASP), Marketing Committee, 2005 - 2008  
*Member*, MSU Extension Marketing Advisory Committee (MAC), 2008

## **PROFESSIONAL ORGANIZATIONS**

American Public Health Association (APHA), 2003 –  
Association for Education in Journalism and Mass Communication (AEJMC), 1997 –  
Public Relations Society of America (PRSA), 1996 –  
Midwest Association for Public Opinion Research (MAPOR), 1998 – 2005; 2008 -2009  
Central Michigan Chapter PRSA, 2003 – 2008  
Chicago Chapter PRSA, 2008 – 2009

## **COMMUNITY SERVICE**

*Precinct 7 Chairperson*. November 2, 2021 City General Election. Location: St. Paul Lutheran Church. East Lansing.  
*Election Worker*. August 2020 Primary Election. Location: Martin Luther Chapel, East Lansing.

## **SERVICE TO THE PROFESISON**

### ***Dossier Reviewer***

S.I. Newhouse School of Public Communications  
Syracuse University  
2021

Stan Richards School of Advertising & Public Relations  
Moody College of Communication  
The University of Texas at Austin  
2021

Department of Broadcast & Electronic Communication Arts  
San Francisco State University  
2020

Hussman School of Journalism and Media  
University of North Carolina Chapel Hill  
2020

College of Communication  
Florida State University  
2018

## **HONORS & AWARDS**

*Nominee*, 2019 Michigan State University. All-University Diversity and Inclusion Award.  
*2019 Kopenhaver Center Fellow*, Kopenhaver Center for the Advancement of Women.

**NORTHWESTERN UNIVERSITY FEINBERG SCHOOL OF MEDICINE  
2015 – 2018**

**INITIATIVE**

*Administrator.* Launched inaugural Sustained Dialogue Program at an academic medical center under the guidance of the [Sustained Dialogue Institute](#). August 2017.

**PROFESSIONAL DEVELOPMENT**

**Certificate Programs**

*2016 Cohort*, AAMC Healthcare Executive Diversity and Inclusion Certificate  
*2016*, Intercultural Development Inventory (IDI) Qualified Administrator License

**Institute Program**

*2017*, The 11<sup>th</sup> Annual Intergroup Dialogue Institute. The National Intergroup Dialogue Institute. University of Michigan, June 19 – 22.

**Conferences**

**Annual Medical Education Conference (AMEC).** Student National Medical Association (SNMA). Atlanta, GA. April 15-16, 2017.

**Latino Medical Student Association, National Conference.** Hofstra Northwell School of Medicine. Hofstra University, Long Island, NY. April 7- 9, 2017.

**Association of American Medical Colleges (AAMC),** Seattle, WA. November 11-15, 2017.

**Annual Medical Education Conference (AMEC).** Student National Medical Association (SNMA). Austin, TX. March 23-27, 2016.

**Greater Chicago Midwest Higher Education Recruitment Consortium (HERC):** Fall 2016 Conference: Creating an Inclusive Workplace for Transgender Employees. November 2, 2016.

**Association of American Medical Colleges (AAMC),** Baltimore, MD. November 6-10, 2016.

**University Service**

*Committee Member.* Panel Member Training, Student Conduct, University Hearing and Appeals System Preventing Sexual Misconduct and Sex Discrimination, December 7, 2015

## **NORTHWESTERN UNIVERSITY FEINBERG SCHOOL OF MEDICINE, 2015 – 2018** *continued*

### **Committees**

*Member*, Cultural Competency/Sensitivity Task Force, Public Health, Fall 2016 – Spring 2018  
*Member*, Health Equity and Advocacy (HEA) Advisory Committee, Fall 2016 – Spring 2018  
*Member*, Education Diversity Operations Committee, Spring 2016 – Spring 2018  
*Judge*, Judge, MLK Chicago Campus Oratorical Competition, 1/19/16 (Pritzker Law and Feinberg School of Medicine Collaboration)  
*Member*, Day in Remembrance of the Accomplishments of Dr. Martin Luther King, Jr. (DREAM COMMITTEE), Fall 2015 – Spring 2018  
*Member*, Feinberg School of Medicine (FSM) Diversity and Inclusion Council, Fall 2015 – Spring 2018  
*Member*, Faculty Excellence and Diversity Committee, Fall 2015 - Spring 2018  
*Member*, University Diversity and Inclusion Committee, Diversity Leaders Group, Fall 2015 - Spring 2018  
*Member*, McGaw Diversity Council, Fall 2015 - 2016  
*Member*, Search Committee, Director of Center for Bioethics and Medical Humanities, Fall 2015  
*Participant*, 2015-2016 Change Makers for Faculty Cohort

### **Advisor**

Chicago Graduate/Professional Students of Color  
Association Disability Student Group

### **Mentor**

Northwestern Medicine Scholars Mentorship Program. <http://scholars.nm.org/>. Fatima Ortega.  
Fall 2016 – Spring 2018  
National Research Mentoring Network (NRMN)  
Mentor for Leeshia Crayton. March 2016 – July 2016  
Mentor for Joanne D’Silva. October 2016 – February 2017 Mentor for DeJa Love.  
November 2016 – March 2017

### **Teaching/Facilitation**

#### **Humanities Seminars**

**Title:** Practicing Intergroup Dialogue: Learning to Skillfully Engage in Hot Topic Conversations with a Focus on Sexual Misconduct  
January 2017, 1/16; 1/23; 1/30; 2/6; 2/13

**Title:** Practicing Intergroup Dialogue: Learning to Skillfully Engage in Hot Topic Conversations with a Focus on Race Relations  
August 2017, 8/8; 8/15; 8/22; 8/29; 9/5

**NORTHWESTERN UNIVERSITY FEINBERG SCHOOL OF MEDICINE, 2015 – 2018** *continued*  
**Teaching/Facilitation** *continue*

**Title:** Practicing Intergroup Dialogue: Learning to Skillfully Engage in Hot Topic Conversations  
January 2017, 1/9; 1/16; 1/23; 1/30; 2/6

**Title:** Practicing Intergroup Dialogue: Learning to Skillfully Engage in Hot Topic Conversations  
August 2016, 8/1; 8/8; 8/15; 8/22; 8/29

**Health Equity and Advocacy (HEA)**

*Facilitator, Small Group Faculty Leader, Interdisciplinary Curriculum Phase 2 (IC2), Health Equity and Advocacy, 2016-2017 Academic Year*

*Facilitator, Small Group Faculty Leader, Interdisciplinary Curriculum Phase 2 (IC2), Health Equity and Advocacy, 2015-2016 Academic Year*

**GRANTS**  
**Funded**

Northwestern University Provost Grants for Faculty Innovation in Diversity and Equity.

**Title:** *Northwestern University Feinberg School of Medicine Alternative Spring Break (NU DOC ASB)*. Amount: \$20,250 to establish an alternative spring break fed by the undergraduate campus pre-med students, 2018 – 2019 academic year. Principal Investigators: Teresa Mastin, PhD, Constance Faith Wright, JD

Northwestern University Provost Grants for Faculty Innovation in Diversity and Equity.

**Title:** *Feinberg School of Medicine (FSM) Mentoring Circles for Underrepresented Minority (URM) Students*. Amount: \$19,000 to establish a mentoring circles program for URM medical students. 2007 – 2019. Principal Investigators: Khalilah Latrece Gates, MD; Teresa Mastin, PhD

**Keynotes and Presentations**

*Presenter. Diversity and Inclusion at Northwestern University Feinberg School of Medicine.*

Graduate Program in Genetic Counseling, Feinberg School of Medicine. March 27, 2018.

*Presenter. Safe Space Training. General Internal Medicine and Geriatrics.* Northwestern Medicine, Feinberg School of Medicine. February 21, 2018.

*Concluding Keynote Speaker. 2018 Northwestern University Feinberg School of Medicine Health Professions Recruitment and Exposure Program (HPREP).* February 17, 2018.

**DePaul University  
2008 – 2015**

**Certifications**

QM Rubric Update Certificate of Completion, Quality Matters Online Teaching Program, Winter 2012, (February 29). (DePaul University)  
Peer Reviewer Course (PRC) Certificate of Completion, Quality Matters Online Teaching Program, Summer 2012, (June 27). (DePaul University)

**Teaching/Facilitation**

**Undergraduate Courses:**

PRAD255 Public Relations  
PRAD 291 Research Methods for the Public Relations and Advertising Professional  
PRAD334 Advertising and Public Relations Ethics (face-to-face; blended; online)  
PRAD335 Advertising and Society  
PRAD338 Public Relations and Health  
PRAD382 Non-Profit Public Relations (face-to-face; blended)  
PRAD396 Capstone for Public Relations and Advertising Professionals

**Course Development:**

Non-profit Public Relations, approved as a Junior Year Experiential Learning credit

**Graduate Courses:**

PRAD555—Public Relations  
PRAD535—Healthcare PR  
PRAD562—Media Relations  
PRAD560—Political/Government Public Relations

**National University of Rwanda (NUR)**

Undergraduate Courses:  
Communication for Activities and Specific Audiences  
Introduction to Advertising

**SERVICE TO THE UNIVERSITY**

*Master's Theses Directed*

Chun Zhou (Awarded Summer 2011) April  
Callen (Spring 2010 - Fall 2010)

## DePaul University 2015 – 2018 *continued*

### Independent Studies

Michael Wallace, Spring 2012

**Topic/Title:** *Communication and Mass Media Outreach Methodology in LGBTQ and Sexual Minority Communities*

Tracy Sluciak, Spring 2011

**Topic/Title:** *Communication in Public Health*

Abbey Lichten, School of Public Health, 2011

**Topic/Title:** *Assessing Meaningful Social Media Uses for Healthcare Communication Practice*

Marzia Castelpietra, Spring 2011

**Topic/Title:** *Communicating to Hispanics: A case study of Chicago-based pharmaceutical companies*

### Interdisciplinary Studies Program Culminating Projects

Paulette Pierre, Winter and Spring 2012

**Topic/Title:** *Reworking K-VOWRC Promotional Materials*

### College Service

*Judge*, Diversity Images Student Contest. [Office of Institutional Diversity and Equity](#) Autumn/Fall 2014 (December)

*Participant*, Passport to DePaul: Black Global Village, Autumn/Fall 2014 (September 15) *Committee*

*Member*, Service and Outreach team, DePaul Women's Network, 2014-2015 service year

*Peer Teaching Evaluator* (Elissa Foster), Winter 2014

*Committee Member*, Dean Search, College of Communication, Autumn 2013 –

*Committee Member*, University Board on Promotion and Tenure (UBPT), Autumn 2013 –

*Interim Director*, Public Relations and Advertising, Autumn 2013 –

*Committee Member*, University, President's Diversity Council, spring 2013 –

*Committee Member*, QIC Excellence in Teaching Award, Spring 2013

*Committee Member*, Frank Karel Fellowship, Spring 2012 –

*Committee Member*, University, Contingent Faculty Task Force Committee, 2012 – Spring 2013

*Committee Member*, University, Writing Center Advisory Board, 2008 – 2012

*Committee Member*, Personnel (Promotion and Tenure), Autumn 2011 – Spring 2014

*Committee Member*, Strategic Planning College Team for the College of Communication, Spring 2011

*Committee Member*, University Promotion and Tenure Appeal Board, Autumn 2010

*Peer Teaching Evaluator*, (Sean Horan), Autumn 2010

*Director*, M.A. Public Relations and Advertising Graduate Program, Autumn 2010 – Summer 2011

*Academic Director*, M.A. Public Relations and Advertising Graduate Program, Autumn 2011 –

## DePaul University 2015 – 2018 *continued*

*Committee Member*, M.A. Health Communication Graduate Program Development Initiative, Autumn 2010

*Chair*, College Research Committee, Summer Grants, Autumn 2010 –

*Committee Member*, Graduate Program Directors Committee, Summer 2010 –

*Chair*, PRAD Graduate Committee, Summer 2010 –

*Committee Member*, University Quality Matter Review of Online Course, Spring 2010

*Committee Member*, College Direction on Online Education, Autumn 2009 –

*Committee Member*, College Online Education Committee, Autumn 2009 –

*Chair*, PRAD Advertising Tenure-track Faculty Search, Autumn 2009 –

*Committee Member*, PRAD Public Relations Tenure-track Faculty Search, Autumn 2009

*Participant*, University, Quality Matters Online Course Peer Review Training Workshop, Autumn 2009

*Committee Member*, University Promotion and Tenure Appeal Board, Autumn 2009

*Committee Member*, College Tenure and Promotion Revision Taskforce, Autumn 2009

*College Representative*, Academic Affairs New Faculty Orientation, September 2, 2009

*PRAD Graduate Representative*, Communication Informational Session Open House, Summer 2009

*Committee Chair*, PRAD, Advertising tenure-track position, Autumn 2009

*Participant*, Ethics Across the Curriculum Workshop, *Institute for Business and Professional Ethics*, June 10 - 12, summer 2009

*Committee Member*, Revamp Introduction to Mass Communication (CMN 102) Committee, Spring 2009

*Participant*, DePaul Online Teaching Series (DOTS), Faculty Development Online Learning Program, Spring 2009

*Coordinator*, PRAD Outstanding Senior Award, Spring 2009

*Committee Member*, University Handbook Committee, Winter 2009 – Winter 2010

*Committee Member*, University Writing Curriculum Committee, Winter 2009

*Committee Member*, College Award Taskforce, Winter 2009

*Committee Member*, College Summer Research Grant Committee, Autumn 2008 –

*Committee Member*, College Space Planning Committee, Summer 2008 –

*Committee Member*, PRAD Graduate Council, Autumn 2008 –

*Committee Member*, Personnel (Promotion and Tenure), Autumn 2008 – Spring 2011

*Peer Teaching Evaluator*, Autumn 2008

## Funded Grants

*LGBT Media Advocacy in Vietnam*. Waterhouse Family Institute for the Study of Communication and Society, 2016 – 2017. **Funded Amount:** \$9,654. **Principal Investigators:** Jason Zingsheim, PhD; Dustin Bradley Goltz, PhD; Alexandra G. Murphy, PhD; Teresa Mastin, PhD.

**Workshops Presented to:** ICS Center, Equal Rights for LGBT

March 17- 20

Ho Chi Minh City, VIETNAM

Media Advocacy

Intercultural Development Inventory (IDI)

Emotional Labor

**DePaul University 2015 – 2018** *continued*  
**Funded Grants** *continued*

*Initiating LGBTI-related Conversations with Kenyan Society-at-large: Phase II*, Public Service Council, DePaul University, December 2014 - May 2016. **Funded Amount:** \$4,500. **Principal Investigators:** Teresa Mastin and Alexandra Murphy.

*Initiating LGBTI-related Conversations with Kenyan Society-at-large*, Public Service Council, DePaul University, March 2014 – September 2015. **Funded Amount:** \$4,500. **Principal Investigators:** Teresa Mastin and Alexandra Murphy.

*Partnering with ISHTAR and the Rafiki Collaborative to increase awareness of and knowledge about human and health rights challenges faced by the LGBT community in Nairobi, Kenya*. Public Service Council, DePaul University, June 1, 2012 – December 1, 2013. **Funded Amount:** \$2,780. **Principal Investigator:** Teresa Mastin.

*Using communication theory and application to aid Kenyan female and girl-children sex workers' transition to safer and healthy lives*. College of Communication Faculty Development Summer Research Grant 2011 – 2012. **Funded Amount:** \$5,300. **Principal Investigator:** Teresa Mastin.

Kenya Voluntary Women's Rehabilitation Centre (K-VOWRC): Providing food supplements for vulnerable members and their children. Under auspices of Rafiki Collaborative. **Funding Agency:** AIDS Foundation of Chicago. **Timeframe:** December 1, 2011 – November 30, 2012. **Funded Amount:** \$5,000. **Principal Investigator:** Teresa Mastin. **Co-Investigators:** Rafiki Collaborative Board Members.

*Using communications to help Kenyan female and girl-children sex workers reach self-reliance*. **Funding Agency:** Vincentian Endowment Fund (Community Service), DePaul University. **Timeframe:** December 1, 2011 – November 30, 2012. **Funded Amount:** \$4,000. **Co-Principal Investigators:** Teresa Mastin and Alexandra Murphy.

*Peer-based communication mobilization and HIV prevention with vulnerable women in Kenya*. Alexandra Murphy, Ph.D. and Teresa Mastin, Ph.D., College of Communication. **Funding Agency:** Public Service Council (PSC), DePaul University. **Timeframe:** December 1, 2010 – June 1, 2012. **Funded Amount:** \$3,900. **Co-Principal Investigators:** Alexandra Murphy and Teresa Mastin.

**RESEARCH**  
**Publications, Papers, and Reports by Year**  
**Present – 2011**

**Popular Press**

Mastin, T. (2014, January 20). Why Chiara de Blasio matters. *Ebony.com*, <http://www.ebony.com/news-views/why-chiara-de-blasio-matters-405#ixzz2r2EhteTJ>

**Mastin, T.** (2014, February 27). Students can't solve Chicago's homelessness problem, but they can learn to serve. *The Blog. Huffington Post*. [http://www.huffingtonpost.com/teresa-mastin-phd/students-cant-solve-homelessness\\_b\\_4861907.html](http://www.huffingtonpost.com/teresa-mastin-phd/students-cant-solve-homelessness_b_4861907.html)

### Refereed, Blind Peer-Reviewed Journal Articles

- Zingsheim, J., Goltz, D. B., Murphy, A. G., & Mastin, T. (2017). Narrating sexual identities in Kenya: "Choice," value, and visibility. *Journal of Lesbian Studies*, DOI: 10.1080/10894160.2016.1147007.
- Goltz, D. B., Zingsheim, J., Mastin, T., Murphy, A. G. (2016). Discursive negotiations of Kenyan LGBTI identities: Cautions in cultural humility. *Journal of International and Intercultural Communication*, DOI: 10.1080/17513057.2016.1154182.
- Mastin, T.**, Murphy, A., Riplinger, A., & Ngugi, E. (2015). *Nairobi-based Kenyan sex workers and media representatives discuss sex work: A culture-centered approach. Health Care for Women International*. Retrieved April 7, 2015 from, <http://www.tandfonline.com/doi/ref/10.1080/07399332.2015.1020538#.VSRtu5MQG4p>
- Mastin, T.** (2014). Diversity lessons from the Obama 2008 presidential campaign. *PRism* 11(2): [http://www.prismjournal.org/fileadmin/11\\_2/Mastin.pdf](http://www.prismjournal.org/fileadmin/11_2/Mastin.pdf)
- Zhou, C. & Mastin, T. (2014). Framing the Google China Internet issue: A comparative study of newspaper coverage in China and the United States. *Newspaper Research Journal*, 35, 52-65.
- Yoon, K., & Mastin, T. (2013), Benefits of Group Knowledge Sharing for Student Teams. *College Teaching*, 153-154.
- Ngugi, E. N., Roth, E., Mastin, T., Nderitu, M.G., & Yasmin, S. (2012). Female sex workers in Africa: Epidemiology overview, data gaps, ways forward. *SAHARA-J: Journal of Social Aspects of HIV/AIDS: An Open Access Journal*, 9, 148 – 153.
- Schiemberg, L.B., Oehmke, J., Zhang, Z., Barboza, G.E., Griffiore, R.J., Von Heydrich, L., Post, L.A., Weatherill, R.P., & Mastin, T. (2012). Physical abuse of older adults in nursing homes: A random sample survey of adults with an elderly family member in a nursing home. *Journal of Elder Abuse & Neglect*, 24, 1, 65-83.
- Mastin, T.**, Campo, S., & Askelson, N. A. (2012). African American women and weight loss: Disregarding environmental challenges. *The Journal of Transcultural Nursing*, 23, 38-45.
- Campo, S., Askelson, N. A., Mastin, T., & Slonske, M. (2011). The secondhand effects of college drinking: The need for media relations. *Public Relations Journal*, 5, 1-21.
- Zhang, Z., Schiemberg, L. B., Oehmke, J., Barboza, G. E., Griffiore, R. J., Post, L. A., Weatherill, R. P., & Mastin, T. (2011). Neglect of older adults in Michigan nursing homes. *Journal of Elder Abuse & Neglect*, 23, 58-74.

### 2010 and Prior

- Cho, H., Hall, J.G., Kosmoski, C., Fox, R.L., & Mastin, T. (2010). Tanning, skin cancer risk, and prevention: A content analysis of eight popular magazines that target female readers, 1997-2006. *Health Communication*, 1-10.
- Campo, S., Askelson, N.A., Mastin, T., & Slonske, M. (2009). Using evidence-based research to redirect a conversation: Newspapers' coverage of strategies to address college binge drinking. *Public Relations Review*, 35, 411-418.
- Askelson, N. A., Campo, S., Mastin, T., & Slonske, M. (2009). The missing role of parents: A content analysis of newspaper coverage of parenting practices and communication strategies for addressing binge drinking. *Communication Research Reports*, 26, 50-61.

### 2010 and Prior continued

- Griffore, R., Barboza, G., **Mastin, T.**, Oehmke, J., Schiamberg, L., & Post, L. A. (2009). Family members' reports of abuse in Michigan nursing homes. *Journal of Elder Abuse & Neglect*, 21, 105-114.
- Kang, D., & **Mastin, T.** (2008). How cultural difference affects international tourism public relations websites: A comparative analysis using Hofstede's cultural dimensions. *Public Relations Review*, 34, 54- 56.
- Mastin, T.**, Barboza, G. E., Choi, J., & Post, L. (2007). Newspapers' framing of elder abuse: It's not a family affair. *Journalism and Mass Communication Quarterly*, 84, 777-794.
- Campo, S., & **Mastin, T.** (2007). An individual problem with individual solutions: Overweight and obesity in black and mainstream women's magazines. *Health Communication*, 22, 229-240.
- Mastin, T.**, Andsager, J. L., Choi, J. & Lee, K. (2007). Targeting Black and female audiences with direct-to- consumer prescription drug advertising: A content analysis of magazines, 1992 – 2002. *Health Communication*, 22, 49-58.
- Mastin, T.**, & Campo, S. (2006). Conflicting messages: Overweight and obesity advertisements and articles in Black magazines. *The Howard Journal of Communications*, 17, 265-285.
- Woodard, J. B., & **Mastin, T.** (2005). Black Womanhood: *Essence* and its treatment of stereotypical images of black women. *Journal of Black Studies*, 36, 264-281.
- Mastin, T.**, Campo, S. & Frazer, M.S. (2005). In Black and White: Coverage of U.S. slave reparations by mainstream and Black press. *The Howard Journal of Communications*, 16, 201-223.
- Mastin, T.**, Coe, A., Hamilton, S., & Tarr, S. (2004). Product purchase decision-making behavior and gender role stereotypes: A content analysis of advertisements in *Essence and Ladies' Home Journal*, 1990-1999. *Howard Journal of Communications*, 15, 229-243.
- Campo, S., **Mastin, T.**, & Frazer, M.S. (2004). Predicting and explaining public opinion regarding U.S. slavery reparations. *Howard Journal of Communications*, 15, 115-130.
- Andsager, J. L. and **Mastin, T.** (2003). Racial and regional evaluations of newspaper columnist credibility by race and sex. *Journalism & Mass Communication Quarterly*, 80, 57-72.
- Mastin, T.** (2000). Media use and civic participation in an African-American population: Exploring participation among professionals and non-professionals. *Journalism & Mass Communication Quarterly*, 77, 115-127.
- Mastin, T.** (1998). Employees' understanding of employer-sponsored retirement plans: A knowledge gap perspective. *Public Relations Review*, 24, 521-534.
- Mastin, T.** (1996). *Essence*: Advertising and editorial content. *The Howard Journal of Communications*, 7, 221-229.

### Refereed Book Chapters

- Mastin, T.**, & Mpambara, I. (2008, September). Using laptops to deliver health information in rural Rwanda. In Whitten, P.S., Bokemeier, J. L., & Fitzgerald, H. E (Eds.). *New directions in family research at Michigan State University*. Michigan State University, University Outreach and Engagement.
- Mastin, T.**, Campo, S., & Askelson, N. M. (2008). You are what you consume: the role of media in obesity. In H. D. Davies & H. E. Fitzgerald (Set Eds.) & H. D. Davies (Vol. Ed.), *Obesity in Childhood and Adolescence: Vol. 1. Medical, biological, and social issues* (pp. 161-181). Westport, CT: Praeger.

### Invited Book Essays and Reviews

- Mastin, T.** (2010). Review of ethical communication: Moral stances in human dialogue, edited by Clifford G. Christians and John C. Merrill, The University of Missouri Press, for *Journalism & Mass Communication Quarterly*, 87, 425-426.
- Mastin, T.** (2008). Review of *Gender in the Media*, by Rosalind Gill, Polity Press, for *Journalism & Mass Communication Quarterly*, 85, 199-201.
- Mastin, T.** (2006). Review of *Representing 'Race': Racisms, Ethnicities and Media*, by John Downing and Charles Husband and *Color Television; Fifty Years of African American and Latino Images on Prime Time Television*, by Cristina Pieraccini and Douglass L. Alligood. *Journalism & Mass Communication Educator*, 61, 218-222.

### FULBRIGHT SENIOR SPECIALIST-RELATED ACTIVITIES Presentations/Workshops, Nairobi, KENYA Spring 2012

Consultant, Kenya Episcopal Conference (KEC) regarding logo development and media relations, March 16.

Developed *covering sensitive issues, especially as related to HIV/AIDS* presentation, for Nairobi-based Health Care Journalists, March 18.

Guest Lecturer, St. Paul's University, Church HSE Campus, Public Relations Classes, March 21.

Media Advocacy Workshop, ISHTAR MSM staff and invited community activists, March 21.

**Organizations in Attendance:** ISHTAR MSM; Transgender Education and Advocacy (TEA); Gay and Lesbian Coalition of Kenya (GALCK); Gay Kenya Trust (GKT); and Minority Women in Action (MWA).

Follow up meetings/ working sessions regarding Spring 2012 Fulbright Specialist/Research Leave Projects

1. Food Supplement Program
2. My Story, Your Story Project
3. Grants and Awards
4. 20<sup>th</sup> Anniversary Celebration
5. Addressing Sensitive Topics

### Deliverables

Launched new name, logo, and website, July

2012 Brochure, August 2012

Media Advocacy Booklet/Toolkit, August 2012

**Fulbright Specialist/DePaul University Research Leave Presentations/Workshops,  
Nairobi, KENYA  
Fall 2011**

*Branding K-VOWRC.* Presented to K-VOWRC staff and peer leaders, Fall 2011 (September 2).  
*K-VOWRC staff media advocacy workshop.* Conducted Fall 2011(November 28).  
*K-VOWRC peer leaders' media advocacy workshop.* Conducted Fall 2011 (November 29).  
*Nairobi-based health journalists' media advocacy workshop.* Conducted Fall 2011 (November 30).  
*Joint media advocacy workshop:* K-VOWRC staff, K-VOWRC peer leaders, Nairobi-based journalists, Conducted Fall 2011 (November 30).  
*K-VOWRC editorial board cocktail hour meeting.* Prepared materials and formal comments, Fall 2011 (December 2).  
*One-on-one strategic planning session.* Samuel Waweru, Information Officer, Kenya Episcopal Conference—Catholic Secretariat, Fall 2011 (December 5).  
*One-on-one strategic planning session.* Eliud K. Mbugua, Communication Assistant and Jeffery Walimbwa, Health Assistant, ISHTAR, MSM, Fall 2011 (December 5).

**REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS**

**Presented**

*Team Member,* Best Practices Excellence Award. Best Practices Forum Presenter. Impacting Underrepresented Minority Education Through Mentoring: The Feinberg STRIVE Program. **10<sup>th</sup> Annual Best Practices Forum. Northwestern University,** April 25, 2017.

*Member,* Needs Assessment Team, Tran Khac Tung, Director, ICS, Equal rights for LGBT, **Ho Chi Minh City, Vietnam,** Fall 2015 (December 14 – 17).

Only, E., Sims, C., Curry, G., & **Mastin, T.** (2015, November). Million step challenge: Community, church, and city working together to promote healthy behaviors. **APHA Annual Conference,** Chicago, IL.

**Mastin, T.** Murphy, A., Goltz, D. & Zingsheim, J. (2015, August 8). Can we talk? Kenyan LGBTI advocates and media representatives launch a conversation. **Association for Education in Journalism and Mass Communication (AEJMC).** San Francisco, CA.

Goltz, D., Zingsheim, J., Murphy, A. & **Mastin, T.** (2015, May 23). *Myths and Labels for Kenyan LGBTI Identities: Cautions for Queer Cultural Humility.* **International Communication Association (ICA).** LGBTQ Division. San Juan, Puerto Rico. *TOP FACULTY PAPER*

Participant, Bringing Quality and Equity Together: How Higher Education Leaders—Together—Are Tackling the Deepening Equity Divides. **A LEAP Centennial Forum Sponsored by the Association of American Colleges & Universities.** The Drake Hotel. Chicago, IL. May 29, 2015.

*Participant,* Fulbright Webinar. Opportunities Through the Occasional Lecturer Fund. February 5, 2013. **The Plank Center Leadership Summit.** A Forum for Unveiling the Results of a Major Study of PR Leadership in 23 Countries. November 1, 2012, The Union Club of Chicago, Chicago, IL.

Honoring Milestones in Mentoring. The Plank Center for Leadership in Public Relations at The University of Alabama. November 1, 2012. The Union Club of Chicago, Chicago, IL.

**REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS**  
**Presented, continued**

*Integrated social media marketing strategy workshops: Transforming your company's social media experiments into an organizational capacity.* April 21, 2010. DePaul University. Presenter: Ben Foster, Senior Vice President, Digital Strategist, Ketchum Chicago.

16<sup>th</sup> Annual Sloan Consortium International Conference on Online Learning: *The Power of Online Learning: Stimulating New Possibilities*, November 3-5, 2010, Orlando, FL.

**LGBTI Community, Kenya-based Workshops**

**Mastin, T., Murphy, A., Goltz, G., & Zingsheim, J.** (2014). *Initiating LGBTI-related Conversations with Kenyan Society-at-large.* Series of workshop with LGBTI Community Representatives and Nairobi- based journalists. Nairobi, Kenya. March 17 – 21.

**Mastin, T.** Media Advocacy Workshops for Kenya's LGBTI communities. Nairobi, Kenya. April 29 – May 2, 2013.

**ISHTAR MSM Workshop Topics**  
**Nairobi, Kenya**

*(Each workshop topic was used to strengthen the foundation of the next workshop)*

**Workshop 1:** Awareness and understanding of basic public relations and journalism practices

**Workshop 2:** Outline for a broad communication strategy

**Workshop 3:** Develop a media advocacy strategy based on joint media advocacy workshop— ISHTAR staff, community partners, media representatives

**Workshop 4:** Develop a media monitoring coding worksheet

**Mastin, T., & Pellegrino, J.** (2013, April 12 – 13). *Advocating for sexual health rights for the Kenyan MSM community.* Third Annual Gender Matters Conference: Instabilities, Spotlight Presentation. Governors State University and DePaul University.

**Mastin, T., Murphy, A., & Riplinger, A.** (2013, February 1) *Providing care and nutrition support for Kenyan commercial sex workers (CSWs) and their dependents.* Sixth Annual Health Disparities Conference - A Focus on Maternal and Child Health. Chicago, IL.

**Mastin, T., Murphy, A., Riplinger, A., & Ngugi, E.** (2012, August). Using peer-led community mobilization and media advocacy to aid HIV prevention and economic stability with transitioning, former, and mature minor sex workers in Nairobi, Kenya. V Coloquio Brasil – Estados Unidos de Estudos da Comunicacao, 5<sup>th</sup> Brazil-US Colloquium on Communication Research.

## REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS

### Presented, continued

- Mastin, T.**, Murphy, A., Riplinger, A., & Ngugi, E. (2011, November). *Using peer-led community mobilization and media advocacy to aid HIV prevention and economic stability with former sex workers and orphans and vulnerable children (OVCs) in Nairobi, Kenya*. International Association for Research on Service-Learning and Community Engagement Annual Conference. Chicago, IL.
- Mastin, T.** (2010, March). *Selected stakeholders' involvement in framing the health care reform debate*. 13<sup>th</sup> Annual International Public Relations Research Conference. Miami, FL.
- Liu, Brooke, F., & **Mastin, T.** (2009). *Three peas in a pod?: Toward a theory that guides effective public relations practices via the three sectors*. Presented to the AEJMC Communication Theory & Methodology Division. Boston, MA.
- Mastin, T.** (2009). *What the Obama presidential campaign can teach the Public Relations profession about diversity*. Presented at the 12<sup>th</sup> Annual International Public Relations Research Conference, Institute for Public Relations (IPRRC), March 14, Miami, FL.
- Mastin, T.** (2008). *Black magazines' framing of Barack Obama: Is the elusive African American community ready for change?* Presented at the Midwest Association for Public Opinion Research (MAPOR), November 22, Chicago, IL.
- Mastin, T.**, & Everling, K. (2008) *From Britney Spears to Burger King: Incorporating the Public Relations RACE process into current event discussions*. Presented at The Point of Connection 2008 PRSA International Conference, October 25, Detroit, MI.
- Showcase of 20 Best Practices in Education**
- Mastin, T.**, & Walker, S. (2008). *How Black magazines framed mental health coverage, 2000-2007*. Presented at the 136<sup>th</sup> APHA (American Public Health Association) Annual Meeting & Exposition. October 27, San Diego, CA.
- Mastin, T.**, & Walker, S. (2008). *Selected black magazines' coverage of mental illness, 2000 – 2007*. Presented at the annual meeting of the Association for Education in Journalism & Mass Communication. August 9, Chicago, IL.
- Campo, S., Askelson, N. M., **Mastin, T.**, & Slonske, M. (2008). Building blocks, missteps and successes in health campaigns session. *Ignoring the evidence: Newspaper coverage of strategies to address college binge drinking*. Presented at the annual meeting of the International Communication Association. May 23, Montreal, Quebec, Canada.
- Cho, H., Choi, J., & **Mastin, T.** (2008). *Influence of presumed influence of television on perceived benefits of a tan*. Presented at the annual meeting of the International Communication Association. May 24, Montreal, Quebec, Canada.
- Hall, J. G., Kosmoski, C., Fox, R. L., **Mastin, T.**, & Cho, H. (2008). *Tanning, skin cancer risk, and prevention: A content analysis of articles in eight popular women's magazines, 1997-2006*. Presented at the annual meeting of the International Communication Association. May 23, Montreal, Quebec, Canada.
- Kang, D. S., & **Mastin, T.** (2008). *An examination of international tourism public relations websites using Hofstede's cultural dimensions*. Presented at the annual meeting of the International Communication Association. May 25, Montreal, Quebec, Canada.
- Cho, H., Choi, J., & **Mastin, T.** (2007, November). *Magazines' presumed influence on young women's perceived benefits of tanning*. Presented at the annual meeting of the National Communication Association, Chicago, IL.

## REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS

### Presented, continued

- Askelson, N., Campo, S., **Mastin, T.**, & Slonske, M. (2007, October). *Where are the parents?: Newspaper coverage of parent strategies to address college drinking*. American Public Health Association. Washington, D.C.
- Lee, E., **Mastin, T.** & Edwards, S. (2006, March 30) *Revisiting the Effect of Models' Race on Attitudes in Advertisements*. American Academy of Advertising. Reno, Nevada.
- Mastin, T.**, & Campo, S. (2005, December 14). *Overweight and obesity messages presented in Black women's magazine advertisements*. American Public Health Association, Philadelphia, PA.
- Mastin, T.**, Corner, A., Choi, J., & Chiou, Y. (2005, November). *Michigan gaming law and the battle for public opinion*. Present at the Midwest Association for Public Opinion Research, Chicago.
- Mastin, T.**, & Andsager, J. (2005, August). *Targeting Black and female audiences with direct-to-consumer prescription drug advertising: A content analysis of magazines, 1992-2002*. Minorities and Communications Division (MAC), 2005 Association for Education in Journalism and Mass Communication Educators, San Antonio, TX.
- Lee, E., Choi, J., & **Mastin, T.** (2005, August). *Are you talking to me?: Advertising content analysis of Queer Eye for the Straight Guy*. Advertising Division, 2005 Association for Education in Journalism and Mass Communication, San Antonio, TX.
- Rifon, N.J., Bix, L., **Mastin, T.**, Choi, S.M., & VanHurley, V.L. (2004, August). *Cigarette warnings and phantom smokers: Does belief in warnings relate to smoking status?* Societal, Public Policy and Ethical Issues Track, 2004 American Marketing Conference, Houston, TX.
- Mastin, T.** (2003, November). *Women's magazines' coverage of mental illness*. American Public Health Association 131<sup>st</sup> Annual Meeting & Exposition, Poster. San Francisco, CA.
- Woodard, J.B., & **Mastin, T.** (2003, July/August). *Black womanhood: Essence and its treatment of stereotypical images of Black women*. Association for Education in Journalism and Mass Communication (AEJMC), Kansas City, MO.
- Mastin, T.**, Blake, K., Wyatt, R.O., & Fan, D. P. (2003, May). *Annus mirabilis horibilis: How news of the events of 2001 affected confidence in the press, the military, organized religion, major companies, and financial institutions*. American Association for Public Opinion Research (AAPOR), Nashville, TN.
- Bodle, J.V., Burriss, L., Blake, K., **Mastin, T.**, & Wyatt, R. O. (2003, May). *Perceptions and purchasing of the phrase 'God Bless America.'* American Association for Public Opinion Research (AAPOR), Nashville, TN.
- Bodle, J.V., Burriss, L., Blake, K., **Mastin, T.**, & Wyatt, R. O. (2003, May). *Public perceptions of the phrase 'God Bless America.'* American Association for Public Opinion Research (AAPOR), Nashville, TN.
- Mastin, T.**, Campo, M., and Frazer, M.S. (2002, November). *In black and white: Public opinion of U.S. slave reparations*. Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Campo, S., **Mastin, T.**, and Frazer, M. S. (2002, November). *Predicting and explaining public opinion regarding U.S. slave reparations: Preliminary findings from the MTSU Poll*. Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.

## REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS

### Presented, continued

- Frazer, M. S., Campo, S., and **Mastin, T.** (2002, November). *Examining one medium's role in shaping public opinion regarding upstate New York land claims*. Midwest Association for Public Opinion Research (MAPOR), Chicago.
- Andsager, J. L. and **Mastin, T.** (2002, August). *Racial and regional evaluations of newspaper columnist credibility by race and sex*. Minorities and Communication Division, Association for Education in Journalism and Mass Communication (AEJMC), Miami, FL.
- Betz, M. and **Mastin, T.** (2002, August). *The mentor-mentee relationship: A co-orientation perspective of National Public Radio training projects*. Radio-Television Journalism Division, Association for Education in Journalism and Mass Communication (AEJMC), Miami, FL.
- Mastin, T.**, Coe, A., Hamilton, S., and Tarr, S. (2002, August). *Black women's portrayals in women's magazines: The decade of the 1990s*. Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC), Miami, FL.
- Mastin, T.**, Coe, A., Hamilton, S., and Tarr, S. (2002, August). *Black women's portrayals in Essence, Ladies Home Journal, and Working Woman on the brink of the 21<sup>st</sup> century*. Magazine Division, Association for Education in Journalism and Mass Communication (AEJMC), Miami, FL. **Best Faculty Paper**
- Blake, K., Wyatt, R., **Mastin, T.**, and Edy, J. (2000, November). *Religiosity as a predictor of media credibility*. Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Wyatt, R. O., Edy, J. L., Blake, K., & **Mastin, T.** (2000, May). *How general confidence in institutions predicts media credibility: A case against journalistic exceptionalism*. Paper presented at the meeting of the World Association for Public Opinion Research, Portland OR.
- Chan, A., & **Mastin, T.** (2000, August). *Internet use and knowledge about retirement financial planning*. Communication Technology & Policy Division, Association for Education in Journalism and Mass Communication (AEJMC), Phoenix, AZ.
- Blake, K. and **Mastin, T.** (1999, November). *The effects of working as a poll interviewer on students' attitudes toward polling and the public*. Midwest Association for Public Opinion Research (MAPOR), Chicago.
- Wyatt, R., Blake, K., and **Mastin, T.** (1999, November). *How news media credibility is related to support for journalistic rights*. Midwest Association for Public Opinion Research (MAPOR), Chicago.
- Mastin, T.** (1999, August). *Issues African Americans would like to see receive more coverage in the media*. Minorities and Communication Division, Session Title: Analyzing Minority and Immigrant Discourses and Their Content Preferences. Association for Education in Journalism and Mass Communication, New Orleans, LA.
- Chan, A.P., & **Mastin, T.** (1999, August). *Internet use and issue knowledge of the college-age population*. Communication Technology and Policy division, Session Title: Information Processing of Internet Content. Association for Education in Journalism and Mass Communication, New Orleans, LA.
- Mastin, T.** (1999, May). *An examination of relationships that exist between mass media use, new communication technology use, and community and political involvement within an African American population*. Paper presented at the International Communication Association Annual Conference, Communication and Technology Division, San Francisco, CA.

## REFEREED CONFERENCE/CONVENTION PAPERS/WORKSHOPS

### Presented, continued

- Mastin, T.** (1999, February). *Question posed to an African American population: What issue(s) would you like to see receive more coverage in the media?* Paper presented at the Association for Education in Journalism and Mass Communication, Mid-Winter Conference Credibility and Accountability, Minorities.
- Mastin, T.** (1997, October). *What isn't being discussed in conversations about universal Internet access.* Paper presented at the College of Communication's Eleventh Annual Communication Research Conference, E. W. Scripps School of Journalism, Ohio University.  
**Third Place Best Paper Competition**

### Invited Convention Papers

- Mastin, T.** (2003, August). *Research methods: Teaching about demographics.* Panel member, Association for Education in Journalism and Mass Communication (AEJMC). Annual Conference, sponsored by the Commission on the Status of Women and the Media & Disability Interest Group, Kansas City, MO.
- Mastin, T.** (2003, August). *How to write for the Journalism & Communication Monograph.* Panel member at the Association for Education in Journalism and Mass Communication (AEJMC). Annual Conference, sponsored by Journalism & Communication Monographs, Kansas City, MO.
- Mastin, T.** (1999, August). *Images of social responsibility in the pages of selected magazines.* Panel member at the Association for Education in Journalism and Mass Communication Annual Conference, sponsored by the Public Relations and Minorities in Communication Divisions, New Orleans, LA.
- Mastin, T.** (1999, May). *Message from a VbPro software content analysis study: The fragile relationship between African American magazines' editorial content, results of a National Policy Issue Survey.* Panel Title: New Problems, Innovations, and Adaptations of Mass Media Content Analysis. Panel member at the International Communication Association Annual Conference, San Francisco, CA.
- Mastin, T.** (1999, February). *Responsible coverage of race and racial incidents: How can it be taught?* Panel member at the Association for Education in Journalism and Mass Communication, AEJMC Mid- Winter Conference Credibility and Accountability, Nashville, TN.
- Mastin, T.** (1998, August). *A possible role for university internship programs in emphasizing the complementary nature of theoretical and applied methods.* Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Internships and Careers Research Session, Baltimore, MD.
- Mastin, T.** (1998, August). *Advertising and public relations students need career counseling, and it is our responsibility as educators to provide it.* Panel member at the Association for Education in Journalism and Mass Communication Annual Conference. Internships and Careers InterestGroup. Baltimore, MD.

## HONORS & AWARDS

*Northwestern University Feinberg School of Medicine. Health Equity and Advocacy Small Group Outstanding Teacher Pin. 2016 – 2017.*

*DePaul University Distinctions Campaign. Autumn 2014 – Spring 2015.*

*Honoree, Louise de Marillac Women of Spirit & Action, DePaul's Women's Network. Fall 2014.*

*Honoree, Louise de Marillac Women of Spirit & Action, DePaul's Women's Network. Spring 2013. OpEd Project at DePaul, 2013-2014 Cohort.*

*Steans Center Community-based Research Faculty Fellow, 2013-14. Community Partner: Healthy Washington Heights Coalition.*

*Marshal, DePaul University's 115<sup>th</sup> Commencement, College of Communication. June 16, 2013.*

*Featured Profile, DePaul University Newslines. Winter 2013 (January).*

*Participant, DePaul University/Symbiosis International University (SIU) (Pune, India), Faculty Research Collaborative. Autumn 2012.*

*Recipient, 2012 College of Communication Quality of Instruction (QIC) Excellence in Teaching Award.*

*Recipient, DePaul QM Star Award for Excellence in Online Course Design. Spring 2012.*

*Recipient, Certificate of Completion. Recognition of successful completion of the Fulbright Specialist Program. Fall 2011.*

*Honoree, Louise de Marillac Series: Woman of Spirit & Action, DePaul's Women's Network. Spring 2011, June 1.*

*Guest Blogger. Culpwrit. August 27, 2010. Topic: View from The Outside: Agency, Volunteer Insights, <http://www.culpwrit.com/>.*

*2010 Plank Educators Fellow. The Plank Center for Leadership in Public Relations. Ketchum Public Relations, Chicago. July 26 – August 6, 2010.*

*Faculty advisor to Shalane Walker. Walker, S. (2008). Hear no illness, see no illness, read no illness: Mental health coverage in black magazines, 2008 Undergraduate Research and Arts Forum, Michigan State University, April 11, 2008.*

*Faculty advisor to Vidya Sawhny, winner, 2008 Ketchum Excellence in PR Education Award (KEPPRA) KEPPRA consists of a \$2,500 study grant and a \$7,500 eight-week internship with Ketchum in New York City. Topic: Measurement imperative of corporate social responsibility (CSR).*

*Fulbright Senior Specialists Roster—Approved Candidacy. J. William Fulbright Foreign Scholarship Board (FSB), the Bureau of Education and Cultural Affairs of the Department of State (ECA) and the Council of for International Exchange of Scholars (CIES), May 2007.*

*AEJMC Presidential Citation, for Outstanding Service and Dedication as an AEJMC Officer during 2005- 2006, Head, Commission on the Status of Women, Fall 2006.*

*Mental illness anti-stigma campaign, The Pinnacle Award, PACE Awards, Top Research Award, Central Michigan Chapter, Public Relations Society of America (PRSA), 2005.*

*Faculty Advisor to Jounghwa Choi, 2005 Arthur W. Page Society Case Study Competition, 3<sup>rd</sup> Place Winner, How dumplings became garbage? The Korea Food and Drug Administration's handling of a food scare, 2005.*

*Golden Apple Award, Order of Omega, Middle Tennessee State University, 2003.*

*Faculty Leadership Academy, Middle Tennessee State University, 2003.*

*Significant Contribution to Success of Student, MTSU, Spring 2003; Spring and Fall 2002; Spring and Fall 2001; Spring and Fall 2000; Spring and Fall 1999.*

*Golden Apple Award Nominee, Middle Tennessee State University, 2002, 2001.*

## **HONORS & AWARDS**, *continued*

*Association for Education in Journalism and Mass Communication (AEJMC)*, Presidential Citation, Outstanding Service and Dedication, AEJMC Officer, 2000-2001.  
*Professor of the Month*, Alpha Omicron Pi, MTSU, 2001.  
*Nominee*, Best Older Wiser Learners (OWLs) Professor of 2000 Award.  
*Participant*, MTSU Leadership Institute, 2000.  
*Participant*, 1998 NCA Mass Communication Doctoral Honors Seminar, 1998.  
*Outstanding Graduate Student*, Cohort Award, Michigan State University Mass Media Ph.D. Program, 1997.  
*Graduate School Summer Acceleration Fellowship*, Michigan State University, 1997.  
*Distinguished Service Award*, Office of Minority Affairs, Central Michigan University, 1997.  
*Graduate Office Scholarship*, College of Communication Arts and Sciences, 1995 – 1998.  
*Graduate Scholar*, Department of Advertising, Michigan State University, 1995 – 1998.

## **SERVICE** **Service to the Profession**

### ***Mentor***

Inez Kaiser Graduate Student Award Winner, ***Candace Parrish***  
AEJMC Public Relations Division (PRD) 2015

### ***Reviewer, Tenure***

#### ***Dossiers***

College of Arts & Sciences  
Georgia State University  
2012

Gaylord College of Journalism and Mass Communication  
University of Oklahoma  
2009

William Allen White School of Journalism and Mass Communications  
University of Kansas  
2008

School of Journalism and Mass Communication  
The University of North Carolina at Chapel Hill  
2006

## PRESENTATIONS, JUDGING, PROFESSIONAL COMMUNITY

*Lecturer*, ProSeminar Northwestern University, Center for Communication and Health, July 18 (Summer 2015).

*Presenter*, Rotary Financial Club of Chicago. Topic: HerStory Centre, working together for self-reliance. February 19 (Winter 2015).

*Invited Faculty*, 3rd Annual Building Bridges Networking Social Michigan State University PRSSA Ned S. Hubbell Chapter November 28, 2006

*Invited Presenter*, IPREX Fall General Membership Meeting. Title: The Future of PR Practitioners September 23, 2006

*Invited Faculty*, Hard-to-Reach Populations (COM 892). October 23, 2006

## ACADEMIC, PROFESSIONAL JOURNALS, SCHOLARSHIP, AND GRANT REVIEWER

*Manuscript Reviewer*, Health Communication, Summer 2017 (August).

*Manuscript Reviewer*, Women, Gender, and Families of Color, Summer 2016 (August).

*Manuscript Reviewer*, Health Communication, Winter 2016 (February)

*Peer Review Member*, 2014-2015 Communications and Journalism Peer Review Committee, Fulbright Specialist Program, Council for International Exchange of Scholars (CIES), 9 applications Fall 2015

*Manuscript Reviewer*, Howard Journal of Communications, second review, Fall Summer 2015 (October)

*Manuscript Reviewer*, Howard Journal of Communications, Summer 2015 (July)

*Peer Review Member*, 2014-2015 Communications and Journalism Peer Review Committee, Fulbright Specialist Program, Council for International Exchange of Scholars (CIES), 5 applications Summer 2015

*Manuscript Reviewer*, Health Communication, Summer 2015 (June) *Manuscript Reviewer*, Health Communication, Spring 2015 (May)

*Reviewer*, LAGRANT Foundation Scholarship. Burson-Marsteller Chicago Office. Spring 2015 (April 18)

*Manuscript Reviewer*, *Du Bois Review* at the Hutchins Center, Spring 2015 (April)

*Manuscript Reviewer*, The Howard Journal of Communications, 2<sup>nd</sup> review, Spring 2015 (April)

*Manuscript Reviewer*, Health Communication, Winter 2015 (March)

*Reviewer*, Washington Fellowship for Young African Leaders, 40 applications and supporting documents, Fall 2014 (September)

*Reviewer*, Fulbright Senior Specialist Applications, Communication and Journalism (N=7), Winter 2014 (March)

*Reviewer*, Washington Fellowship for Young African Leaders, 40 applications and supporting documents, Winter 2014 (February)

*Peer Review Member*, 2013-2014 Communications and Journalism Peer Review Committee, Fulbright Specialist Program, Council for International Exchange of Scholars (CIES), 13 applications Autumn 2014

*Peer Review Member*, 2013-2014 Communications and Journalism Peer Review Committee, Fulbright Specialist Program, Council for International Exchange of Scholars (CIES), 3 applications Summer 2014

*Peer Review Member*, 2013-2014 Communications and Journalism Peer Review Committee, Fulbright Specialist Program, Council for International Exchange of Scholars (CIES), 11 applications Fall 2013 *Manuscript Reviewer*, Journal of Health Care for the Poor and Underserved, Autumn 2014 (December)

**ACADEMIC, PROFESSIONAL JOURNALS, SCHOLARSHIP, AND GRANT REVIEWER** *continued*

*Manuscript Reviewer, Health Communication, Autumn 2014 (December)*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn 2014 (October)* *Manuscript Reviewer, Health Communication, Summer 2014 (August)*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, second review, Spring 2014 (May)*  
*Manuscript Reviewer, The Howard Journal of Communications, Spring 2014 (May)*  
*Manuscript Reviewer, Health Communication, Winter 2014 (February)*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Winter 2014 (January)*  
*Manuscript Reviewer, Health Communication, second review, Winter 2014 (January)*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, second review, Fall 2013 (December)*  
*Manuscript Reviewer, Health Communication, Autumn Fall 2013 (November)*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, second review, Fall 2013 (November)*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, second review, Fall 2013 (November)*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, second review, Autumn Fall 2013 (September)*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, Summer 2013 (August)*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, Summer 2013 (July)*  
*Manuscript Reviewer, Health Communication, second review, Summer 2013 (July)*  
*Manuscript Reviewer, Health Communication, Spring 2013 (April)*  
*Manuscript Reviewer, The Howard Journal of Communications, Winter 2013 (March)*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, second review, Winter 2013*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, Winter 2013*  
*Manuscript Reviewer, The Howard Journal of Communications, Winter 2013 (February)*  
*Manuscript Reviewer, Journal of Health Care for the Poor and Underserved, Winter 2013*  
*Manuscript Reviewer, Health Communication, Autumn 2012*  
*Manuscript Reviewer, Journal of Health Communication, second review, Autumn 2012*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, second review, Autumn 2012*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, second review, Autumn 2012*  
*Manuscript Reviewer, Health Communication, Autumn 2012*  
*Manuscript Reviewer, Journal of Health Communication, second review, Autumn 2012*  
*Manuscript Reviewer, The Howard Journal of Communications, Summer 2012* *Manuscript Reviewer, Journalism & Mass Communication Quarterly, Summer 2012*  
*Manuscript Reviewer, Health Communication, Spring 2012*  
*Manuscript Reviewer, Health Communication, second review, Spring 2012*  
*Manuscript Reviewer, Health Communication, Winter 2012 (2 of 2)*  
*Manuscript Reviewer, Health Communication, Winter 2012 (1 of 2)*  
*Manuscript Reviewer, Journal of Health Communication, Winter 2012*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, Winter 2012*

**ACADEMIC, PROFESSIONAL JOURNALS, SCHOLARSHIP, AND GRANT REVIEWER** *continued*

*Manuscript Reviewer, Health Communication, second review, Winter 2012*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn/Fall 2013*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, second review, Winter 2012*  
*Manuscript Reviewer, Health Communication, Autumn 2011*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Autumn 2011*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, Autumn 2011*  
*Manuscript Reviewer, The Howard Journal of Communications, Special Edition, Autumn 2011*  
*Manuscript Reviewer, Health Communication, second review, Autumn 2011*  
*Manuscript Reviewer, Health Communication, Summer 2011 Manuscript Reviewer, Sex Roles, Summer 2011*  
*Manuscript Reviewer, Health Communication, second review, Spring 2011*  
*Chapter Reviewer, Handbook of Strategic Public Relations & Integrated Communications, Clarke L. Caywood, Spring 2011*  
*Manuscript Reviewer, Health Communication, Spring 2011*  
*Manuscript Reviewer, The Howard Journal of Communications, Spring 2011*  
*Manuscript Reviewer, Journal of Magazine & New Media Research, Winter 2011*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, Winter 2011*  
*Manuscript Reviewer, The Howard Journal of Communications, Winter 2011*  
*Manuscript Reviewer, Journal of Youth and Adolescence, Winter 2011*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Winter 2011*  
*Manuscript Reviewer, Health Communication, Winter 2011*  
*Manuscript Reviewer, Journal of Health Care for the Poor and Underserved, Autumn 2010*  
*Manuscript Reviewer, Health Communication, second review, Autumn 2010*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, second review, Autumn 2010*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn 2010*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn 2010*  
*Manuscript Reviewer, Health Communication, Autumn 2010*  
*Manuscript Reviewer, Journal of Magazine & New Media Research, Autumn 2010*  
*Manuscript Reviewer, Women's Health Issues, Summer 2010*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Summer 2010*  
*Manuscript Reviewer, Health Communication, second review, Summer 2010*  
*Manuscript Reviewer, Health Communication, Spring 2010*  
*Manuscript Reviewer, Health Communication, second review, Spring 2010*  
*Manuscript Reviewer, Communication Yearbook 35, Winter 2010*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Winter 2010*  
*Manuscript Reviewer, Health Communication, Winter 2010*  
*Manuscript Reviewer, Health Communication, Autumn 2009*  
*Manuscript Reviewer, Journal of Health Care for the Poor and Underserved, Autumn 2009*  
*Manuscript Reviewer, Health Communication, Autumn 2009*  
*Manuscript Reviewer, Journal of Communication, Summer 2009*  
*Manuscript Reviewer, Communication Theory, Summer 2009*  
*Manuscript Reviewer, The Howard Journal of Communications, Summer 2009*  
*Manuscript Reviewer, Journal of Magazine and New Media Research, Summer 2009*  
*Manuscript Reviewer, Journal of Nutrition Education and Behavior, Spring 2009*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Spring 2009*

## **ACADEMIC, PROFESSIONAL JOURNALS, SCHOLARSHIP, AND GRANT REVIEWER** *continued*

*Manuscript Reviewer, Health Communication, Winter 2009*  
*Manuscript Reviewer, The Howard Journal of Communications, Winter 2009*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn 2008*  
*Manuscript Reviewer, Health Communication, Autumn 2008*  
*Manuscript Reviewer, Communication Culture and Critique, summer 2008*  
*Manuscript Reviewer, Communication Yearbook 33, Winter/Spring 2008 (January & May)*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Autumn 2007*  
*Manuscript Reviewer, Journal of Communication Inquiry, Autumn 2007*  
*Manuscript Reviewer, Social Behavior and Personality: An International Journal, Summer 2007*  
*Manuscript Reviewer, Journalism & Mass Communication Quarterly, Spring 2007*  
*Grant Reviewer/Reader, 21st Century Community Learning Centers Grant Program, Michigan Department of Education, Office of Early Childhood Education and Family services, Spring 2007*  
*Manuscript Reviewer, Journalism and Mass Communication Quarterly, Autumn 2006*  
*Manuscript Reviewer, Journalism and Mass Communication Quarterly, Spring 2006*  
*Manuscript Reviewer, The Howard Journal of Communication, Spring 2006*  
*Manuscript Reviewer, Mass Communication and Society, Autumn 2005*  
*Manuscript Reviewer, The Howard Journal of Communications, Autumn 2005*  
*Reviewer, FY05 Planning Grant Proposals, Child and Adolescent Health Centers and Programs, Michigan Department of Community Health, Spring 2005*  
*Manuscript Reviewer, Journalism & Mass Communication Educator, 2004*  
*Manuscript Reviewer, Journalism & Communication Monographs, 2003 Manuscript Reviewer, Communication Research, 2001*  
*Manuscript Reviewer, Southwestern Mass Communication Journal, 2000*

## **PROFESSION LEADERSHIP & SERVICE POSITIONS**

*Reviewer, 2015 Southeast Colloquium, Magazine Division, AEJMC, two manuscripts. Autumn/Fall 2014*  
*Reviewer, Washington Fellowship for Young African Leaders, 40 applications and supporting documents, Autumn 2014 (December)*  
*Reviewer, Paper (N=3), AEJMC Commission Magazine Division Annual Conference. Spring 2014*  
*Research Paper Reviewer, 2014 Southeast Colloquium. Association for Education in Journalism and Mass Communication (AEJMC) (N = 3): Magazine Division. Reviewed December 2013.*  
*Session Chair, Gender Matters, Continuities & Instabilities Conference. Sponsored by Governors State University and DePaul University. April 12 – 13, 2013. Spring 2013*  
*Reviewer, Panel (N=2) and Abstract (4), AEJMC Commission on the Status of Women (CSW) Midwinter Conference. Winter 2013*  
*Committee Member, Inez Kaiser Award Committee AEJMC PRAD Division, 2012 – 2013*  
*Member, MSU Extension Marketing Advisory Committee (MAC). Spring 2008*  
*Member, Association for Education in Journalism and Mass Communication (AEJMC) Gender, Race, Ethnicity & Diversity Assessment Committee (GREDA), Fall 2007 – Fall 2008*  
*Journalism and Mass Communication Leadership Institute for Diversity (JLID) Advisory Board, AEJMC, 2006*  
*Executive Board Member, AEJMC, 2005 – 2006*  
*Head, Commission on Status of Women, AEJMC, 2005 – 2006*  
*Secretary/Treasurer, MAPOR, 2003 – 2005*  
*Head, Public Relations Division, AEJMC, 2004 – 2005*

## PROFESSION LEADERSHIP & SERVICE POSITIONS *continued*

*Vice Head*, Commission on the Status of Women, AEJMC, 2004 – 2005  
*Vice Head & Program Chair*, Public Relations Division, AEJMC, 2003 – 2004  
*Research Chair*, Commission on the Status of Women (CSW), AEJMC, 2003 – 2004  
*Board Member*, PRSA Central Michigan Chapter Board of Directors, MSU PRSSA Representative, 2003 – 2006  
*Membership Committee*, AEJMC, Appointed by 2003 – 2004 AEJMC President Janette Dates, 2003 - 2006  
*Vice Head Elect*, Public Relations Division, AEJMC, 2002 – 2003  
*Elected Board Member*, Midwest Association for Public Opinion Research (MAPOR), 2002  
*Executive Committee*, Appointed Member, Public Relations Division, AEJMC, 2002 *Student Awards Committee*, Ex officio member Public Relations Division, AEJMC, 2001  
*Vice Head & Program Chair*, Internships & Careers Interest Group, AEJMC, 1998 – 1999  
*Member*, Task Force on Public Outreach, AEJMC Appointed by AEJMC President, Stephen Lacy, 1996 – 1998  
*Research Paper Reviewer*, Association for Education in Journalism and Mass Communication (AEJMC) (N = 6), 2012 Conference: Commission on the Status of Women (n = 3); Magazine Division (n = 3) *Research Paper Reviewer*, Association for Education in Journalism and Mass Communication (AEJMC) (N = 3), 2011 Conference: Commission on the Status of Women  
*Research Paper Reviewer*, 2011 American Academy of Advertising (AAA) Conference (N=1)  
*Research Paper Reviewer*, 2010 Association for Education in Journalism and Mass Communication (AEJMC) (N = 18): Commission on the Status of Women (n = 2); Internships and Careers Interest Group (n = 3); Magazine Division (n = 4); Mass Communication and Society Division (n = 5); Public Relations Division (n = 4)  
*Research Paper Reviewer*, 2009 American Academy of Advertising (AAA) Conference (N=2)  
*Research Paper Reviewer*, 2009 Association for Education in Journalism and Mass Communication (AEJMC) (N = 14): Commission on the Status of Women (n = 3); Internships and Careers Interest Group (n = 1); Magazine Division (n = 5); Public Relations Division (n = 5)  
*Judge*, Commission on the Status of Women (CSW) AEMC Awards Committee, 2008: Mary Ann Yodelis Smith Award (MAYS Award) and the Outstanding Woman in Journalism and Mass Communication *Research Paper Reviewer*, 2008 Association for Education in Journalism and Mass Communication (AEJMC) (N = 15): Commission on the Status of Women (n = 3); Internships and Careers Interest Group (n = 2); Minorities and Communication (n = 4); Newspaper Division (n = 4); Public Relations Division (n = 2)  
*Research Paper Reviewer*, 2008 American Academy of Advertising (AAA) Conference (N=3)  
*Judge*, AEJMC Standing Committee on Research: Tankard Book Award Competition, spring 2008  
*Judge*, The Stevie Awards for Women in Business, Autumn 2007  
*Research Paper Reviewer*, 2007 AEJMC Conference, Minorities and Communication Division (N = 3)  
*Research Paper Reviewer*, 2007 AEJMC Conference Public Relations Division (N = 5)  
*Research Paper Reviewer*, 2007 American Academy of Advertising (AAA) Conference *Research Paper Reviewer*, AEJMC Magazine Division 2007 Southeast Colloquium  
*Judge*, AEJMC Standing Committee on Research: Tankard Book Award Competition, spring 2007  
*Research Paper Reviewer*, 2006 American Academy of Advertising (AAA) Conference

## PROFESSION LEADERSHIP & SERVICE POSITIONS, *continued*

*Judge*, Commission on the Status of Women (CSW) AEMC Awards Committee, 2006: Mary Ann Yodelis Smith Award (MAYS Award) and the Outstanding Woman in Journalism and Mass Communication, 2006

*Research Paper Reviewer* for the Public Relations Division (PRD) AEJMC, 2005, 2006

*Judge*, Central Iowa PRSA Campaigns on behalf of the Central Michigan PRSA Chapter, 2005

*Moderator*, Animals in the Food System, MSU Extension, 2004

*Judge*, Commission on the Status of Women (CSW) AEJMC Awards Committee, 2004: Mary Ann Yodelis Smith Award (MAYS Award) and the Mary Gardner Graduate Student Research Award

*Presider*, "I'm Not 'Mental'" —Mental Health Needs of Teenaged Youth, American Public Health Association (APHA) Annual Conference, 2003

*Research Paper Reviewer* for the following Divisions/Interest Groups: Public Relations Division; Minorities in Communication Division; Internships and Careers Interest Group; and Commission on The Status of Women (CSW), AEJMC Annual Conference, 2003

*Discussant*, Magazine Division, AEJMC Annual Conference, 2003

*Moderator*, Commission on the Status of Women, AEJMC Annual Conference, 2003

*Research Paper Reviewer* for the following Divisions/Interest Groups: Minorities in Communication Division; Radio-Television Division; Commission on the Status of Women, AEJMC Annual Conference, 2002

*Discussant*, Public Relations Division, Top Student Papers, AEJMC Annual Conference, 2002

*Moderator*, Internships and Careers Interest Group, AEJMC Annual Conference, 2002

*Coordinator*, Inez Kasier Graduate Student of Color Award Public Relations Division, AEJMC, 2001

*Judge*, Society of Professional Journalists Mark of Excellence Awards Competition, Feature Writing Category, *honoring the best in student journalism*, MTSU, 2001

*Research Paper Reviewer*, International Communication Association (ICA), 2000

*Research Paper Reviewer*, Internships and Careers Interest Group, AEJMC, 2000

*Moderator*, MAPOR Annual Conference, 2000

*Research Paper Reviewer*, AEJMC Annual Conference, for the following Divisions: Minorities and Communication Division; Communication Technology and Policy Division, 2000

## INVITED SPEAKING ENGAGEMENTS

*Presenter. Inextricably Linked: Cultural Competency and Diversity and Inclusion.* Institute for Public Health and Medicine (IPHAM). December 15, 2017.

*Presenter. Using Sustained Dialogue to Tackle Differences in Care. Ophthalmology Residents' Didactics.* December 8, 2017.

*Presenter. No Malicious Intent and Yet Vast Differences in Care.* Ophthalmology Grand Rounds. December 8, 2017.

*Moderator. Diversity and Inclusion Lunch Talk.* Association of Northwestern University Women (ANUW). December 5, 2017.

*Presenter. Cultural Competency and Diversity and Inclusion: Critical Components of Medicine.* Department of Radiology, August 25, 2017.

### INVITED SPEAKING ENGAGEMENTS *continued*

- Panelist.* Breaking the Cycle of Burnout for Minority Professors: Tips for Coping in the Present and Advocating for the Future. Co-sponsored by the Small Programs Interest Group and the Public Relations Division. Association for Education in Journalism and Mass Communication (AEJMC) August 10, 2017.
- Presenter.* Diversity and Inclusion/Cultural Competency Training. NIH [All of Us](#) Research Program Illinois Research Assistants. July 25, 2017.
- Presenter.* LGBT Safe Space Training. ChicagoCHEC Fellows, July 11, 2017.
- Presenter.* NU FSM Diversity and Inclusion/Cultural Competency. Emergency Medicine Interns. June 27, 2017.
- Presenter.* Cultural Competency and Intercultural Development Inventory (IDI). Pulmonary and Critical Care Medicine. April 11, 2017.
- Co-Presenter w/Clyde W. Yancy, MD., MSc: Diversity & Inclusion: A Primer.* Chief Nurse Executive Council Northwestern Memorial Hospital. March 7, 2017.
- Presenter.* Cultural Competency: Critical Component of a STRONG Healthcare Bedrock Society. Ann & Robert Children's Hospital of Chicago. February 9, 2017.
- Facilitator.* Cultural Competency: Ophthalmology Residents' Interactive Discussion. December 2, 2016.
- Presenter.* Cultural Competency: A Critical Component of a STRONG Bedrock Society. Department of Ophthalmology. Grand Rounds, December 2, 2016.
- Presenter.* Cultural Competency Matters... Now More than Ever, Rehabilitation Institute of Chicago (RIC) Grand Rounds, November 23, 2016.
- Interviewee,* How medical schools can create a more welcoming, comfortable learning environment for LGBTQ+ students and resident—safe space training. Association of American Medical Colleges (AAMC), author Martha Jablow. August 11, 2016.
- Interviewee,* Unpacking heated rhetoric surrounding safe spaces – what students really mean when they ask for them. Katie Mangan, senior writer, Chronicle of Higher Education. August 30, 2016
- Moderator,* URM Medical Student Panel. Northwestern Medicine Scholars at Westinghouse College Prep, July 20, 2016.
- Interviewee.* "Open" Doors Professional Series, features PhDs in a variety of careers. University of Iowa. Graduate College, Graduate Student Development & Postdoctoral Affairs. April 29, 2016.
- Keynote speaker and panelist.* Perspective of homelessness. Sponsored by Roosevelt University & Illinois Association of School Social Workers. [www.chicagohopesforkids.org](http://www.chicagohopesforkids.org). Chicago, IL. April 8, 2016.
- Presenter,* Alumni University. Talk Title: *The Power of Classroom storytelling: From south side Chicago to Nairobi.* DePaul University. Spring 2015 (April 18)
- Presenter,* Talk Title: *Partnering with the Healthy Washington Heights Coalition (HWH) to foreground behavioral change to develop healthier lifestyle behaviors and or to managing chronic diseases.* Spring 2015 (April 23)
- Interviewee,* Professor Lisa Pecot-Hebert's Broadcast Journalism (JOUR240) class. Topic: Volunteer Work In Nairobi, Kenya, June 16, Spring 2013
- Panelist,* DePaul College of Communication Panel (2012 Presidential Election)/Reception. Reunion Weekend, October 18, Autumn 2012
- Sister2Sister magazine,* lifestyle magazine for young Black women. Topic: Sustainable, long-term weight management regime for Black women, April 29, 2011

### INVITED SPEAKING ENGAGEMENTS, *continued*

- Community Health and Relationship Building*. Kenya Episcopal Conference-Catholic Secretariat (KECCS), Commission for Education and Religious Education, May 13, 2010
- Interviewee*, New York-based freelance writer Jori Lewis. Topic: Overweight and obesity in African American communities. Generated from Campo & Mastin (2007) article. April 1, 2008
- Guest Lecturer, Strategic Communication Research*, public relations graduate class, Topic: Qualitative Research Method, February 11, 2008
- Faculty Colloquium*, Disseminating Health Information in Rural Rwanda, Autumn 2007
- Interviewee*, L. Simone Byrd, Ph.D. Student, Johnson School of Communications, Department of Mass Communication & Media Studies, Howard University. Topic: Reflect on their teaching, public relations education, and the courses specifically that they teach, April 16, 2007
- Guest Lecturer, Minorities in the Media, Children in the Media (CAS 492)*, April 11, 2007
- The Flint Study, Strategic Communication Research (ADV 892)*, February 12, 2007
- Mass Media and Obesity*, Kiwanis of East Lansing, June 27, 2005
- Know your audience: Using Public Relations as an educational tool to increase interest and participation*, Earned Income Tax Credit Statewide Initiative, Michigan Statewide EITC Learning Exchange, June 6, 2005
- Overweight and obesity messages in magazines' editorial content and advertisements—complimentary or contradictory?* Health Communication Campaigns, Department of Community and Behavioral Health, University of Iowa, via telephone conference, summer 2005
- Overweight and obesity messages presented in Black media research project: Why content analysis?* Research Methods, Human Ecology, Michigan State University, April 25, 2005
- Ethics and Tobacco: The Public Relations Link*, Health Communication Campaigns, Department of Community and Behavioral Health, University of Iowa, via telephone conference, April 27, 2005
- Interview*, Cause-related marketing, *Business Review of Lansing and Jackson*, Reporter Alex Nixon, February 2005
- Interview*, Women's magazines, *Essence* magazine in particular. Juanita Josefina Covert, Roy H. Park MA Fellow, University of North Carolina, Chapel Hill, 2004
- Polling and Minorities*, Taskforce for Refugees and Immigrants, MTPoll Team, Middle Tennessee State University, February 25, 2003
- Understanding Tobacco Advertisements*, Smart Girls Club, Boys and Girls Club, Rutherford County, Murfreesboro, TN, September 21, 2001
- Decoding Tobacco Industry Advertising Directed at African American Youth*, Workshop for Rutherford County Minority Youth, Middle Tennessee State University, April 7, 2001
- Decoding Tobacco Advertising Directed at African American Youth*, Prosperity Missionary Baptist Church, Middle Tennessee State University, March 13, 2002
- Decoding Tobacco Advertising Directed at African American Youth*, Walnut Grove Baptist Church, Middle Tennessee State University, March 5, 2002
- Decoding Tobacco Advertising Directed at African American Youth*, Bethel Missionary Baptist Church, Middle Tennessee State University, February 20, 2002
- Decoding Tobacco Advertising Directed at African American Youth*, LaVergne High School, January 18, 2002
- Necessary Elements of Productive Mentor-Mentee Relationships*, The Johnella Martin/Tennessee Education Association Statewide Minority Affairs Conference, Nashville, TN, March 31, 2001

### **INVITED SPEAKING ENGAGEMENTS, *continued***

*Break-out Session for Tennessee Teens*. Tennessee Tobacco Youth Summit, Tennessee Center for Health and Human Services, Middle Tennessee State University, April 27, 2001  
*Professional Women in the Workplace: Nuances, Changes and Status Quo*, Ladies Into Networking Knowledge (LINK), Nashville, TN, Spring 2000  
*The Black Man According to the Evening News*, Family, Community and Ancestral Links, African American Studies Lecture Series, Middle Tennessee State University, Fall 1999  
*Advertising's Role in Solidifying and Perpetuating Racial and Ethnic Stereotypes*, The Evolution of Racism, African American Studies Lecture Series, Middle Tennessee State University, 1999  
*The Black Man According to the Evening News*, Ethics and Mass Communication, College of Mass Communication Middle Tennessee State University, 1999  
*The Road to a Career in Public Relations: My Story*, Women in the Media, College of Mass Communication, Middle Tennessee State University, 1999

### **Michigan State University (During Doctoral Program)**

*African Americans in the Media*, Black History Month Presentation, Central Michigan University, 1997  
*Advertising to Special Populations: The Elderly and Ethnic Minority Groups*, Principles of Advertising, Michigan State University, 1997  
*Investor/Financial Public Relations*, Public Relations Research, MSU, 1997

### **SERVICE TO THE UNIVERSITY**

#### **Michigan State University 2003 – 2008**

*Committee Member*, All-University Awards Committee 2007-2008, Teacher-Scholar Awards & Excellence-in-Teaching Citations  
*Reviewer*, Health Communication Masters Program Applicants, Spring 2008  
*Committee Member*, All University Giving Campaign, APRR College Representative, Spring 2008  
*Committee Member*, APRR Faculty Search, summer – Fall 2007  
*Committee Member*, All University Giving Campaign, APRR College Representative, Spring 2007  
*Reviewer*, Health Communication Masters Program Applicants, Spring 2007  
*Visit Coordinator*, Ines Mpambara, Director of Public Relations, Rwanda Center for Health Communication, Rwanda Ministry of Health, September/October 2006  
*Committee Member*, Teaching (and Learning) Effectiveness, 2006 *Chair*, Public Policy and Public Information Faculty Member, 2006 *Committee Member*, Feasibility of PR Major, 2006  
*Faculty Judge*, Super Bowl Media Event, APRR, 2006  
*Faculty Member*, Health Communication Master of Arts Program, 2005 – 2008 *Reviewer*, Health Communication Masters Program Applicants, Spring 2006 *Representative*, APRR, Health and Risk Communication Center (HRCC), 2005 – 2008  
*Member*, Graduate Committee, Department of Advertising, Public Relations, and Retailing, 2005 - 2008  
*Member*, Bylaws Committee, Department of Advertising, Public Relations, and Retailing, 2005 - 2008  
*Member*, Retailing Faculty Search, 2005, 2006

## **SERVICE TO THE UNIVERSITY**

### **Michigan State University 2003 – 2008 *continued***

*Member*, Chair Search Committee, 2004, 2005  
*Member*, Search Committee, Postdoctoral position for Vulnerable Medicaid Populations: A Public Policy Assessment of Abuse Reduction, 2005  
*Moderator*, 2005 Communication Conference and Career Fair, Panel Title: *Event Planning & Public Relations Careers*, January 29, 2005  
*Faculty Judge*, Super Bowl Media Event, Department of Advertising, Public Relations, and Retailing, 2003, 2004, 2005, 2006, 2008  
*Search Committee*, Public Relations Faculty Member, Department of Advertising, 2004  
*Member*, Undergraduate Curriculum Committee, Department of Advertising, 2004  
*Visit Coordinator*, John Edelman, Edelman PR Worldwide, largest independently owned public relations firm, November 4 – 5, 2004  
*Invited Panel Member*, Recognition of Martin Luther King, Jr. Day, Program Title: *The African American Experience in Higher Education*, January 19, 2004  
*Moderator*, 2004 Communication Conference & Career Fair, Panel Title: *Just What is Public Relations?*, February 19, 2004  
*Faculty Judge*, Super Bowl Media Event, Department of Advertising, Public Relations, and Retailing, 2004  
*Member*, Diversity Committee, College of Communication Arts and Sciences, 2003 – 2008  
*Search Committee*, Advertising Faculty Member, 2003  
*Member*, Public Relations Major Committee, 2003 *Member*, Peer Review Committee, 2003  
*Member*, Undergraduate Curriculum Committee, 2003  
*Faculty Judge*, Student Advertising Campaigns, 1995 – 1997  
*Internship Coordinator*, Department of Advertising, Michigan State University, 1997 – 1998

### **SERVICE TO THE UNIVERSITY Middle Tennessee State University 1998 – 2003**

*Faculty Member “At-Large”*, June Anderson Women’s Center Advisory Board, 2001 – 2003  
*Academic Appeals Committee*, College of Mass Communication Subcommittee, 1999 – 2003  
*Mentor*, University Mentoring Program, Multicultural Affairs, 1998 – 2003  
*Member*, African American History Month Advisory Committee, 1999 – 2003  
*Media Depictions of Women*, Urban Outlook, NewsChannel 5+, Nashville, TN, Host: April Eaton, Taped January 27, 2003 for periodic showings throughout February 2003  
*Panel Guest*, Discussion of spring 2002 Statewide MTPoll Results, Open Line, NewsChannel 5+, Nashville, TN, Host: Scott Couch, March 21, 2002  
*Member*, Public Relations Search Committee, 2002  
*Chair*, Public Relations Search Committee, 2002

**SERVICE TO THE UNIVERSITY**  
**Middle Tennessee State University**  
**1998 – 2003, continued**

*Faculty Judge*, Writing Division, 2002 Baptist Communicators Awards Competition, February 21, 2002  
*Member*, Committee on Other-Race Undergraduate Recruitment and Retention, 2001 – 2002  
*Advisory Search Committee Member*, Vice President for Development & University Relations,  
2002 *Panel Guest*, Discussion of fall 2001 Statewide MTPoll Results, Open Line, NewsChannel 5+,  
Nashville, TN, Host: Chris Clark, December 18, 2001  
*Panel Guest*, Discussion of First Statewide MTPoll Results, Open Line, NewsChannel 5+, Nashville, TN,  
Host: Scott Couch, spring 2001  
*Panel Guest*, Discussion of fall 2001 Statewide MTPoll Results, Open Line, NewsChannel 5+, Nashville,  
TN, Host: Chris Clark, December 18, 2001  
*Established*, Public Relations Sequence Advisory Board, 2001  
*Member*, School of Journalism Faculty Search Committee, 2000, 2001  
*Dean's Search Committee*, College of Mass Communication, 2000, 2001  
*Visit Coordination*, Carl Chancellor, Reporter, Pulitzer Prize Winner, *Akron Beacon Journal*, 2001  
*Panel Guest*, Racial Issues in Middle Tennessee, Discussion of Fall 2000 MTPoll Results, Open Line,  
*Visit Coordination*, Cynthia Tucker, Editorial Page Editor, *Atlanta Journal Constitution*, 2000  
*Member*, Seigenthaler Grant Committee, 2000, 2001  
*Advisory Committee*, African American Studies, 1999 – 2003  
*Panel Guest*, Retirement Planning, Discussion of Fall 1999 MTPoll Results, Open Line, NewsChannel 5+,  
Nashville, TN, Host: Chris Clark, 1999  
*Retirement Planning*, Discussion of Fall 1999 MTPoll Results, Various Middle Tennessee Radio News  
Directors, 1999  
*You Can Earn A Cool Million-Guaranteed!* Satellite Videoconference to Rural High School Students, 1999  
*Panel Guest*, Discussion of Spring 1999 MTPoll Results, Open Line, NewsChannel 5+, Nashville, TN, Host:  
Chris Clark, 1999  
*Advertising's Role in Perpetuating Racial and Ethnic Stereotypes*, WHRT-TV, Murfreesboro, TN, 1999  
*Panel Guest*, Advertising's Role in Perpetuating Racial and Ethnic Stereotypes, Open Line, NewsChannel  
5+, Nashville, TN, Host: Chris Clark, 1999  
*Presenter*, Resume Workshop, Collegiate Business Women, MTSU, 1999  
*Invited Speaker*, "Passing the Baton, Living the Legacy . . . Let's Talk About It" African American History  
Month Activity, MTSU, 1999  
*Conference Coordinator*, Seigenthaler Chair of Excellence, *The Transformation of Civic Life Conference*,  
Featuring Michael Schudson, 1999  
*Member*, Assistant to the Dean, Search Committee, 1999  
*Panel Guest*, Crime and Race, Discussion of Fall 1998 MTPoll Results, Open Line, NewsChannel 5+,  
Nashville, TN, Host: Chris Clark, 1998  
*Featured Guest*, Public service announcement to promote MTPoll, WDCN-TV, Channel  
8, 1998 *Visit Coordination*, Carolyn Phillips, Assistant Managing Editor, *The Wall  
Street Journal*, 1998 *Appointed Member*, Public Relations Interest Group  
Curriculum Reform Committee, 1998

## COMMUNITY SERVICE

*Facilitator\**, SQ Scholars SQ PREP Summer Enrichment Program. The House on Mango Street. Summer 2015.

*Advanced Branding Workshop*. The Commission for Education and Religious Studies of the Kenya Episcopal Conference (KEC). Spring 2012

*Volunteer*, Working in the Schools (WITS). Winter & Spring 2012; Autumn/Fall 2013

*Branding Workshop*. Rafiki Collaborative. September 29, 2011

*Branding Workshop*. Kenya Voluntary Women's Rehabilitation Centre (K-VOWRC). Summer 2011

*Adult CPR/AED Training*. American Red Cross, November 3, 2009

*Interviewee*, New York-based freelance writer Jori Lewis. Topic: Overweight and obesity in African American communities. Generated from Campo & Mastin (2007) article, Spring 2008

*Interviewed by* Sue Carter, WLS 1320 AM (Lansing). Topic: Crisis management. Winter 2008

*Interviewed by* Charles Hallman, *Minnesota Spokesman-Recorder* regarding Campo & Mastin (2007) article, Winter 2008

Discussed Campo & Mastin (2007) article with Harlem-based freelance writer Ta-Nehisi Coates, Winter 2008

Interviewed for *Statenews.com* article: *Market value: Now in its 70<sup>th</sup> year, Lansing City Market continues to promote local business*, by Laura Leeove, The State News, Published, January 22, 2008

Interviewed for *Statenews.com* article: *Women given different tips for losing weight*, by Stephanie Goldberg, the State News

*Public Relations Consultant*, Historical Society of Michigan, Spring 2006

*Interviewed by* Journalism 306 Students, Spring 2006, Topic: *Super Bowl Advertisements Committee Member*, Marketing/Public Awareness Committee, Michigan After-School Partnership, 2006 - 2008 *Chair*, Public Information Committee, Michigan Program for Background Checks, 2005

*Media Chair*, 2005 Lansing Wine Opener & Car Raffle, Cystic Fibrosis Foundation, 2005, 2006 *Host*, MSU Library Friday Night Movie Series, *The Antwone Fisher Story*, November, 15, 2004 *Interview*, Television interview with MSU Student Jessica Gershel, Topic: Court Appointed Special Advocate (CASA), 2004

*Guest Speaker*, Public Relations Committee, The Michigan Association of Community Mental Health Boards, Topic: *Media Matters*, March 3, 2004

*Children's Advocate*, Court Appointed Special Advocate (CASA), Swearing-in Ceremony—November 10, 2003, 30<sup>th</sup> Judicial Court, Family Division (Michigan)

*Co-Club Facilitator*, Smart Girls Club, Rutherford County, TN, Boys and Girls Club, 2001

*Consultant*, Internet Training and Development, Lansing Housing Commission, 1995 – 1998

*\*Received stipend*

## CONSULTING IN-KIND

The Commission for Education and Religious Studies of the Kenya Episcopal Conference (KEC).  
Media relations advice. Conference call and written feedback, May 12, 2011

Genesee Intermediate School District, Health, Safety, and Nutrition Services Department. *Nutrition on the Move Campaign*, fall 2007 – 2008

## CONSULTING/FEE-BASED PRESENTATIONS

*Silvergate Evaluations, 2015 -*  
*Media Now, Advertising Chapter 11, Winter 2012*  
*Consultant, The Gateway For Cancer Research, Autumn 2011*  
*Media Now, Advertising Chapter 11, Winter 2010*  
*Reviewer, Public Relations textbook proposal, Winter 2010*  
*Mid-Michigan Postal Customer Council. Ethnic Marketing, October 23, 2007*  
*Mental illness anti-stigma campaign. Contracted by The Rossman Group. Client: Jackson and Hillsdale Counties, December 2003 – September 2*

## Michigan State University 2003 – 2008 Funded Grants

*\*Nutrition on the move: Promoting youth health in novel environments.* Teresa Mastin, Ph.D., Department of Advertising, Public Relations, and Retailing; Jessica V. Barnes, Ph.D., University Outreach and Engagement; Jason B. Almerigi, Ph.D., University Outreach and Engagement at Michigan State University & Gloria Bourdon, Health, Safety, and Nutrition Services at Genesee Intermediate School District. **Funding Agency:** Families and Communities Together Coalition (FACT), Michigan State University. **Timeframe:** April 1, 2008 – March 31, 2010. **Funded Amount:** \$40,000. **Principal Investigator:** Teresa Mastin.  
*\*FACT withdrew the grant upon my accepting a position at DePaul University.*

*Using tablets to disseminate health information in rural Rwanda, Africa.* March 2007- July 2007. Family Research Initiative, Michigan State University **Funded Amount:** \$2,500. **Principal Investigator:** Teresa Mastin.

*Vulnerable Medicaid populations: A public policy assessment of abuse reduction: Year 2,* October 1, 2005 – September 30, 2006, Michigan Department of Public Health. **Funded Amount:** \$800,000. **Principal Investigators:** Lori Post, Ph.D., Jason Almerigi, Ph.D., **Teresa Mastin, Ph.D.**, Sarah Swierenga, Ph.D., Connie Page, Ph.D., Tom Conner, Ph.D., Charles Salmon, Ph.D., Robert Griffore, Ph.D., James Oehmke, Ph.D., Ruben Parra, Ph.D., and Lawrence Schiamberg, Ph.D.

### ***Vulnerable Medicaid Populations Related Poster Presentations***

Mastin, T., Barboza, G., Choi, J., & Post, L. (2006, November 28). Newspapers' framing of elder abuse: It's not a Family Affair. *Medicaid Match Projects. Institute for Health Care Studies*. Kellogg Center, Michigan State University.

Mastin, T., Choi, J., Meyer, E., & Post, L. (2006, November 28). Magazines' portrait of elder care and family relationships, 1995-2005. (2006, November 28). *Medicaid Match Projects. Institute for Health Care Studies*. Kellogg Center, Michigan State University.

*Vulnerable Medicaid populations: A public policy assessment of abuse reduction: Year 1, May 1, 2005 – September 30, 2005*, Michigan Department of Community Health, Centers for Medicare and Medicaid, Department of Health and Human Services. **Funded Amount:** \$197,000. **Principal Investigators:** Lori Post, Ph.D., James Oehmke, Ph.D., Jason Almerigi, Ph.D., **Teresa Mastin, Ph.D.**, Sarah Swierenga, Ph.D., Connie Page, Ph.D., Tom Conner, Ph.D., and Charles Salmon, Ph.D.

*Overweight and obesity messages presented in Black media, April 1, 2005 – December 30, 2006*, Families and Communities Together (FACT), Michigan State University. **Funded Amount:** \$25,000. **Principal Investigator:** Teresa Mastin.

### **Unfunded Grant Activity (Michigan State University)**

Rebuilding the family unit in genocide-torn Rwanda: A role for community mental health services. March 2007- July 2007. Family Research Initiative, Michigan State University, \$2,500. **Principal Investigator:** Teresa Mastin.

*Invited to submit a full proposal for Food with a Story: Guiding Promotion Strategy for Pasture-Based Farmers, North Central Region Sustainable Agriculture Research and Education (NCR-SARE) Research and Education program, \$128,000, August 2005. Principal Investigator:* David Conner, Department of Natural Resources, Michigan State University; **Co-investigator:** Teresa Mastin, Department of Advertising, Public Relations, and Retailing. Public Relations Institute, RFP for Research in Public Relations and Diversity. *Walking and talking it off!: Combating and overcoming overweight and obesity in low-income communities. Requested Amount:* \$9,872. Submitted September 4, 2006.

Robert Wood Johnson Foundation. **Title:** *Walking and Talking It Off: Combating Overweight and Obesity in Low-Income Communities. Requested Amount:* \$400,000 to establish pilot project in Lansing, MI prior to establishing the program throughout the country.

**Teaching/Facilitation**  
**Michigan State University**  
**2003 – 2008**

**Undergraduate Courses:**

ADV260—Principles of Public Relations CAS492—  
Public Relations Techniques ADV340—Advertising  
and Public Relations Research

**Honors Course:**

PRO200H—U.S. Newspaper Portrayals of Abuse and Neglect of Older Adults

**Graduate Courses:**

ADV850—PR Planning ADV860—  
Media Relations

**Middle Tennessee State University**  
**1998-2003**

**Funded Grants**

*Media conversations about reparations for African American descendant of U.S. slaves*, MTSU Summer 2002 Research Grant, Faculty Research and Creative Activity. **Funded Amount:** \$5,410. **Principal Investigator:** Teresa Mastin.

*Moving past the taboo: Women's magazines' coverage of mental health*, MTSU University Faculty Grant, MTSU Summer 2001 Research Grant. **Funded Amount:** \$3,400. **Principal Investigator:** Teresa Mastin.

*Rutherford County African American Youth Anti-Tobacco Use Campaign*, October 2000 – May 31, 2003, Department of Health, State of Tennessee. **Funded Amount:** \$150,000—\$50,000 per year for three years. **Principal Investigator:** Teresa Mastin.

**Practical Outcomes:** *Clearing the Smoke* and *Cool Kids Don't Smoke* videos. These videos were shown repeatedly in the middle Tennessee television market and placed in all middle Tennessee libraries, public, elementary, and secondary schools.

**Middle Tennessee State University  
1998-2003**

**Teaching/Facilitation**

**Undergraduate Courses:**

PR3040—Principles of Public Relations  
PR3360—Public Relations Communication  
PR3380—Public Relations Publications  
PR4740—Public Relations Campaigns  
JOUR4000—Public Relations Internships  
ADV4490—Advertising in Contemporary  
Society  
JOUR1710—Media Writing

**Graduate Courses: Middle Tennessee State University**

MC6000—Introduction to Communication Science  
MC6430—Women and Minorities, PR & Health Issues  
MC6600—Seminar in Applied Research

**Cornell University Summer**

**Undergraduate Courses:**

COMM272—Principles of Public Relations and Advertising