

Jami Armstrong Fullerton, Ph.D.
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EDUCATION

- 1997 University of North Texas, Denton
Doctor of Philosophy
major field of study: Higher Education Administration
minor field of study: Advertising
- 1990 University of North Texas, Denton
Master of Journalism
major field of study: Advertising
minor field of study: Marketing
- 1984 University of Oklahoma, Norman
Bachelor of Arts in Journalism and Mass Communication
major field of study: Radio/TV/Film

ACADEMIC EXPERIENCE

- 2018-present Director, Academic Programs, School of Global Studies and Partnerships
Oklahoma State University
- 2008-present Professor and Peggy Welch Endowed Chair in Strategic Communications
Oklahoma State University
- 1998-present School of Media & Strategic Communications
- 2014-2016 Director of Graduate Studies
- 2003-2008 Associate Professor
- 1998-2003 Assistant Professor
Undergraduate Courses taught: Principles of Advertising
Advertising Media & Markets, Integrated Marketing
Communication, Advertising Campaigns.
Graduate Courses taught: Process & Effects of Mass Communication,
Advanced Theories of Persuasion, International Communications,
Research Methods in Mass Communication
- 1997- 1998 Southern Methodist University, Dallas, Texas
Visiting Assistant Professor of Advertising
Courses taught: Graphics of Communication, Advertising Campaigns
- 1994-1996 University of North Texas, Denton
Adjunct Professor of Advertising
Courses taught: Advertising Media & Marketing Strategy
- 1991-1996 Brookhaven Community College, Dallas, Texas
Adjunct Professor of Marketing

PROFESSIONAL EXPERIENCE

- July 1996-
Aug 1997 Director, Field Marketing
 “TCBY” Systems, Little Rock, Arkansas
Developed national marketing and advertising programs to support 1800 unit frozen treats chain. Coordinated franchise advertising co-ops in planning and implementation of local advertising. Managed field marketing staff and agency. Reported to the Senior Vice-President of Marketing.
- 1992-1996 Marketing Manager
 CiCi's Pizza, Carrollton, Texas
Directed all marketing and advertising activities for fast growing restaurant chain. Responsible for advertising strategy, promotional development, creative production, media, budgeting, grand openings, public relations, and new product introductions. Managed a \$3 million ad budget for a 150-unit chain. Served as chief marketing officer for over two years reporting directly to the company president.
- 1988-1992 Field Marketing Manager
 Grandy's Restaurants, Lewisville, Texas
Responsible for planning, implementing and evaluating advertising programs and local store marketing efforts for multi-unit regional fast food chain. Duties included special events marketing, new product introductions and grand openings
- 1986-1988 Marketing Manager
 Little Caesar's Pizza, Addison, Texas
Responsible for executing advertising and promotional activities for 30-store franchise owner in North Texas.
- 1984-1986 Account Executive
 Ads Plus Advertising, Norman, Oklahoma
Serviced clients for small agency. Sold advertising in college publications to local retailers.

SCHOLARLY RESEARCH

Editorship

- 2017 - present Editor of *Journalism & Mass Communication Educator*. Flagship academic journal of the the Association for Education in Journalism and Mass Communication published by SAGE.

2011- 2018 Co-editor of *Journal of Advertising Education*. A publication of the Advertising Division of the Association for Education in Journalism and Mass Communication now published by SAGE.

Books

Fullerton, J. & Kendrick A. (2017). *Shaping International Public Opinion: A Model for Nation Branding & Public Diplomacy*. New York: Peter Lang Publishing.

Fullerton, J., & Kendrick, A. (2006). *Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative*. Spokane: Marquette Books.

Refereed Journal Articles

Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, MJ & Nooghabi, H.J. (2019). Identifying Sports Diplomacy Resources as Soft Power Tools. *Place Branding & Public Diplomacy*. <https://doi.org/10.1057/s41254-019-00115-9>

Kendrick, A. & Fullerton, J. (2019). Dimensions of News Media Literacy among U.S. Advertising Students. *Journal of Advertising Education*, 23,(1), 7-21..

Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, MJ & Nooghabi, H.J. (2018). Converting sports diplomacy to diplomatic outcomes: Introducing a sports diplomacy model. *International Area Studies Review*. <https://doi.org/10.1177/2233865918808058>

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Cultural factors in tourism advertising effectiveness: Segmenting the U.S. market for Cuba. *Southwestern Mass Communications Journal*,32(1).

Kendrick, A. & Fullerton, J. (2017). Mentors and minority advertising students: A survey of the 2017 Most Promising Multicultural Student class. *Journal of Advertising Education. Special Issue on Diversity*, 21(2), 25-32.

Fullerton J. & Kendrick A. (2017). Profiles of advertising students: Are “Creatives” different from the rest? *Journalism & Mass Communications Educator*, 72(3) 349-365.

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Diplomatic Relations and Tourism Advertising Effectiveness: U.S. travel interest to Cuba. *Journal of Marketing Communications*, 3 Aug. online first. <http://dx.doi.org/10.1080/13527266.2017.1359650>

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Attitude change among U.S. adults after the Castro-Obama announcement: The role of soft power in agenda setting. Special series on Soft Power. *Palgrave Communications* 3, Article number: 17018, doi:10.1057/palcomms.2017.18

Fullerton, J., Kendrick, A., & Broyles, S.J. (2016). Cigars, Castro and Communism: Country Concept as a factor in Cuban tourism advertising effectiveness. *Southwestern Mass Communications Journal*, 31(2). Online at <http://swecjmc.wp.txstate.edu/files/2016/05/fullerton-kendrick-broyles.pdf>

Fullerton, J. A. & McKinnon, L. M. (2015). Public Relations Students' Perceptions of PR: What college students think about PR Education and the PR Profession. *Public Relations Journal*, 9(2). Online: <http://www.prsa.org/Intelligence/PRJournal/Vol9/No2/>

Kendrick, A., Broyles, S.J. & Fullerton, J. (2015). Would I go? US citizens react to a Cuban tourism campaign. *Place Branding and Public Diplomacy*, 11, 249–262. doi:10.1057/pb.2015.14

Fullerton, J. & Kendrick A. (2015). Perceptions of gun violence in the US as a moderator international tourism advertising effectiveness. *Place Branding & Public Diplomacy*, 11(2), 101-110. Doi:10.1057/pb2014.32

Fullerton J. & Kendrick A. (2014, advanced online Nov. 4). Country reputation as a moderator of tourism advertising effectiveness. *Journal of Marketing Communications*. Doi: 10.1080/13527266.2014.973436

Fullerton, J., McKinnon, L & Kendrick, A. (2014, Fall). A comparison of advertising and public relations students on ethics: Attitudes and predicted behavior. *Southwestern Mass Communications Journal*, 30(2).

McKinnon, L., & Fullerton, J. (2014, summer). Public Relations Students' Ethics: An Examination of Attitude and Intended Behaviors. *Teaching PR Monographs*, 90. <http://www.aejmc.us/PR/tpr/tpr90su14.pdf>

Fullerton, J. & Kendrick, A. (2014). Perceptions of work/life balance among advertising students in America: A study of gender differences. *Advertising & Society Review*, 14(4). doi: 10.1353/asr.2014.0004

Fullerton, J. & Kendrick, A. (2013). Strategic uses of mediated public diplomacy: International reaction to US tourism advertising. *American Behavioral Scientist*, 57(9), 1332-1349. doi: 10.1177/0002764213487737

Fitzpatrick, K., Fullerton, J. & Kendrick, A. (2013). Public relations and public diplomacy: Conceptual and practical connections. *Public Relations Journal, Special Issue on Political Public Relations*. 7(4), online at: <http://www.prsa.org/Intelligence/PRJournal/Documents/2013FitzpatrickFullertonKendrick.pdf>

Kendrick, A. & Fullerton, J. (2013). Social responsibility in advertising: A marketing communications student perspective. *Journal of Marketing Education*, 35(2), 141-154.

Fullerton, J. & Kendrick, A. (2013). The Math problem: Advertising students' attitudes toward statistics. *Journalism and Mass Communication Educator*, 68(2), 134-149.

Fullerton, J., Kendrick, A. & McKinnon, L. (2013). Advertising Ethics: Student

attitudes and behavioral intent. *Journalism and Mass Communication Educator*, 68(1), 33-49.

Holtzhausen D. & Fullerton, J. (2013). The 2010 FIFA World Cup and South Africa: A study of longer-term effects and moderators of Country Reputation. *Journal of Marketing Communications*, DOI: 10.1080/13527266.2012.740065

Fullerton, J. & Holtzhausen, D. (2012). Americans' attitudes toward South Africa: A study of country reputation and the 2010 FIFA World Cup. *Place Branding and Public Diplomacy*, 8(4), 269-283.

Fullerton, J., Kendrick, A. & Weir, T (2012). Online Behavioral Targeting Practices: Student Views on Controversial Issues. *Journal of New Communication Research: Anthology 2011*, 61-73.

Fullerton, J. (2011, published March 2013). Measuring change in a transitional economy: Attitude toward advertising in Kazakhstan. *Journal of Centre of Central Asian Studies*, 20, 1, 77-88.

Fullerton, J. & Kendrick, A. (2011). Australian Tourism Advertising: A test of the bleed over effect among US travelers. *Place Branding and Public Diplomacy*, 7(4), 244-256.

Fitzpatrick, K., Kendrick, A., & Fullerton, J. (2011). Factors contributing to anti-Americanism among people abroad: A Retrospective view from the frontlines of U.S. Public diplomacy. *International Journal of Strategic Communication*, 5(3), 154-170.

Fullerton, J., & Kendrick, A. (2010). Where shall I go to work in advertising? Employment preferences of advertising majors in the Southwestern U.S. *Southwestern Mass Communication Journal*, 26(1), 71-82.

Kendrick, A., Fullerton, J. & Rodak, M. (2010). Advertising Student Interns: Career Preferences and Ethical Issues. *Journal of Advertising Education*, 14(2), 42-51.

Randolph, O., Fullerton, J., & Kendrick, A. (2010). International attitudes toward America – Relationship status: It's complicated. *Place Branding and Public Diplomacy*, 6(3), 244-255.

Fullerton, J., Kendrick A., & Kerr, G. (2009). Australian student reactions to US tourism advertising: A test of advertising as public diplomacy. *Place Branding and Public Diplomacy*, 5(2), 141-150.

Fullerton, J., Kendrick, A., & Wallis, C. (2008). Brand Borat? Americans' reaction to a Kazakhstani place branding campaign. *Place Branding and Public Diplomacy*, 4(2), 159-168.

Fullerton J., Kendrick A., & Frazier, C. (2008). A nationwide survey of advertising

- students' attitudes about advertising. *Journal of Advertising Education*, 12(1), 15-25.
- Fullerton, J., Kendrick A., Chan, K., Hamilton, M., & Kerr, G. (2007). Attitudes towards American brands and brand America. *Place Branding and Public Diplomacy*, 3(3), 205-212.
- Fullerton, J., Hamilton, M., & Kendrick A. (2007). U.S.-produced entertainment media and attitude toward Americans. *Mass Communication and Society Journal*, 10(2), 171-187.
- Fullerton, J., Kendrick, A., & Frazier, C. (2006). An analysis of career aspirations of 1,200 U.S. advertising students. *Journal of Advertising Education*, 10(1), 5-16.
- Kendrick A., & Fullerton, J. (2004). Advertising as public diplomacy: Attitude change among international audiences. *Journal of Advertising Research*, 44(3), 297-311.
- Umphrey, D., & Fullerton J. (2004). Attitudes toward grades among advertising majors. *Journal of Advertising Education*, 8(1), 39-47.
- Fullerton, J., (2003). Images in post-Soviet advertising: An analysis of gender portrayal in Kazakhstani television commercials. *Proceedings of the 2003 Conference of the American Academy of Advertising*, Carlson, L. (ed.), 16.
- Kendrick, A., & Fullerton J. (2003). Challenging and pays well: Top advertising students describe their ideal jobs. *Journal of Advertising Education*, 7(1), 47-54.
- Kendrick, A., & Fullerton, J.A. (2002). Employment preferences of students in the 2001 AAF National Student Advertising Competition. *Journal of Advertising Education*, 6(2), 29-36.
- Fullerton, J., & Umphrey, D. (2002). The decision to major in advertising: Gender differences and other factors. *Southwestern Mass Communication Journal*, 18(1), 36-47.
- Fullerton, J., & Umphrey, D. (2002). Statistics anxiety and math aversion among advertising students. *Journal of Advertising Education*, 6(2), 20-28.
- Kendrick, A., & Fullerton, J. (2002). 'Ideal jobs' among top talent: A survey of finalists in the 2001 AAF National Student Advertising Competition. *Proceedings of the 2002 Conference of the American Academy of Advertising*, Abernathy, A. (ed.), 67.
- Fullerton, J., & Weir, T. (2002). Perceptions of advertising in the newly independent states: Kazakhstani students' beliefs about advertising. *Journal of Advertising Education*, 6(1), 45-53.
- Fullerton, J., & Kendrick, A. (2001). An analysis of role portrayal in U.S. Spanish-language television promotional announcements. *Southwestern Mass Communication Journal*, 17(1), 63-75.

Fullerton, J., & Kendrick, A. (2001). Comparing content of commercials from general market and Spanish-language television. *Southwestern Mass Communication Journal*, 17(1), 53-62.

Umphrey, D., & Fullerton, J. (2001). A study of SAT scores, GPA and gender: A comparison of advertising and other majors. *Proceedings of the 2001 Conference of the American Academy of Advertising*, Taylor, C. R. (ed.), 147.

Fullerton, J., & Kendrick, A. (2000, Spring). Portrayal of men and women in U.S. Spanish-language television commercials. *Journalism & Mass Communication Quarterly*, 77(1), 128-142.

Umphrey, D., & Fullerton, J. (2000). An analysis of SAT Scores, GPA and gender: How do communication majors compare?" *Southwestern Mass Communication Journal*, 15(2), 38-46.

Fullerton, J. (2000). Images in post Soviet advertising: An analysis of gender portrayal in Uzbekistani television commercials. *Proceedings of the 2000 Conference of the American Academy of Advertising*, Shaver, M.A. (ed.), 126.

Armstrong, J., & Lumsden, D.B. (1999). The impact of university promotional materials on college choice. *The Journal of Marketing for Higher Education*, 9(2), 83.

Invited Articles/Chapters

Fullerton, J. & Kendrick A. (2018). How is international public opinion shaped? In *Introduction to Strategic Public Relations Digital, Global, and Socially Responsible Communication*, Page, J. & Parnell, L (Eds) SAGE:Thousand Oaks, CA.

Fullerton, J. & Kendrick, A. (2018). Cuban Tourism advertising – a key to improved diplomatic relations? In S. Moriarty, N. Mitchell & W. Wells (Eds.), *Advertising & IMC: Principles and Practice*. Upper Saddle River, NJ: Pearson Prentice Hall.

Fullerton, J. & Kendrick, A. (2014) "Can a country be a brand?" In Belch, G., Belch, M., Kerr, G. and Powell, I. (Eds), *Advertising: An Integrated Marketing Communication Perspective*, McGraw-Hill: Sydney, Australia.

Kendrick, A., & Fullerton, J. (2012). Can advertising help the U.S. government sell ideas and attract tourists? In S. Moriarty, N. Mitchell & W. Wells (Eds.), *Advertising & IMC: Principles and Practice* (9th ed., p. 467). Upper Saddle River, NJ: Pearson Prentice Hall.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Advertising professors research links industry and academe, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Student interns experience ethical scenarios on the job, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). The role of the agency account manager: a study of changing responsibilities, *USA Today* special section.

Research mentioned in: Diversity Special Issue, "Perspective: Turning Hope Into Action" by Tiffany Warren, *Adweek Magazine*. September 26, 2010.

Fullerton, J., Kendrick A. & Frazier, C. (2009). Advertising student career preferences: A national survey. Special Report for the *Journal of Advertising Education*, 13(2), 70-74.

Kendrick, A., & Fullerton, J. (2009). Should advertising play a role in the war on terror? In W. Wells, S. Moriarty, & N. Mitchell (Eds.), *Advertising: Principles & Practice* (8th ed., p. 513). Upper Saddle River, NJ: Pearson Prentice Hall.

Fullerton, J & Kendrick A. (2008). The national student advertising competition: Chapter advisers describe structure, resources and issues. Special Report for the *Journal of Advertising Education*, 12(2), 40-44.

Fullerton, J., & Nemecek, M. (2008). Creating a more loveable Russia. *Russian Journal of Communication*, 1(2), 202-204.

Fullerton, J., & Kendrick, A. (2008). Can advertising sell America? Winning hearts and minds in the Muslim world. In T. Reichert (ed.), *Issues in American Advertising*, (2nd ed.; pp. 253-264). Chicago: Copy Workshop.

Fullerton, J., Kendrick, A., & Reichert, T. (2008). Opportunities for minorities in advertising: Growth is in multicultural agencies and media, not on Madison avenue. In T. Reichert (ed.), *Issues in American Advertising*, (2nd ed.; pp. 196-208). Chicago: Copy Workshop.

Kendrick, A., & Fullerton, J. (2006, November 22). Let's give pro-U.S. ads a chance. *Daily Oklahoman*, p.13A.

Kendrick, A., & Fullerton, J. (2006, October 30). For peace's sake: Why the U.S. should revisit advertising internationally. *Adweek Magazine*, p. 20.

Fullerton, J., Kendrick, A., & Forsythe, J. (2006, September 17). Diversity in advertising. *The New York Times Magazine*, Sec. 6, pp. 78-82.

Fullerton, J., & Kendrick, A. (2006). Selling Spanish-language programming: A comparison of sex and gender in Univision and NBC promotional announcements. In T. Reichert & J. Lambiase (eds.), *Sex in Consumer Culture* (pp. 107-122). Mahwah, NJ: Lawrence Erlbaum.

Fullerton, J. (2005). Why do they hate us? International attitudes toward America,

American brands and advertising. *Place Branding*, 1(2), 129-140.

Fullerton, J. (2003). Couponing and retail advertising. In J. McDonough & K. Egoff (eds.), *The Advertising Age Encyclopedia of Advertising* (Vol. 1, pp. 415-416, and Vol. 3, pp. 1359-1364). New York: Fitzroy Dearborn.

Refereed Conference Paper Presentations

Kendrick A., & Fullerton, J. (2018 August). "Dimensions of News Media Literacy among U.S. Advertising Students." Paper presented at the Association for Education in Journalism and Mass Communication national conference, Washington DC.

Kendrick A. & Fullerton, J. (2018 April). Can advertising students recognize an ad in editorial's clothing? Scores from the Stanford "Evaluating Information" test. Paper presented at the America Academy of Advertising annual conference, New York, NY.

Kendrick, A. & Fullerton, J. (2017 August). Mentors and minority advertising students: A survey of the 2017 Most Promising Multicultural Student class. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Chicago, IL.

Fullerton, J., Kendrick, A., & Broyles, S.J. (2017, March). Cultural Factors in Tourism Advertising Effectiveness: Segmenting the U.S. market for Cuba. Paper presented at the AEJMC Midwinter Conference in Norman, OK.

Fullerton, J., Kendrick, A., & Broyles, S.J. (2016, August). Attitude change among US adults after the Castro-Obama announcement: the role of agenda-setting. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Minneapolis, MN.

Fullerton, J., Kendrick, A., & Broyles, S.J. (2016, February). Attitude change among US adults after the Castro-Obama announcement: the role of agenda-setting. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK. **Top Paper Abstract Award**

Fullerton, J., Kendrick, A., & Broyles, S.J. (2015, November). The case of Cuba: Country concept as a factor in tourism effectiveness. Paper presented at the 2015 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Fort Worth, TX. **Top Paper Award.**

Kendrick, A., Broyles, S.J. & Fullerton, J. (2015, August). *Would I go? US citizens react to a Cuban tourism campaign.* Paper presented at the Association for Education in Journalism and Mass Communication national conference, San Francisco, CA.

Fullerton J. & Kendrick A. (2015, July). *Profiles of Advertising Students: Are*

“Creatives” Different from the Rest? Paper presented at the American Academy of Advertising Asia Pacific Conference, Auckland, NZ.

Fullerton, J. & Kendrick, A. (2015, May). *The Model of Country Concept: How attitudes toward Nations Are Formed*. International Communications Association, San Juan, PR.

Kendrick, A., Broyles, S.J. & Fullerton, J. (2015, March). *Would I go? US citizens react to a Cuban tourism campaign*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Fullerton, J. & Kendrick, A. (2014, August). *Country Reputation as a Moderator of Tourism Advertising Effectiveness*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Montreal, Canada.

Fullerton, J. & Kendrick A. (2014, April). *Perceptions of gun violence in the US as a moderator of international tourism advertising effectiveness*. Paper presented at the America Academy of Advertising annual conference, Atlanta, GA.

Fullerton, J. & Kendrick, A. (2014, March). *Country Reputation as a Moderator of Tourism Advertising Effectiveness*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Fullerton, J., McKinnon, L & Kendrick, A. (2013, November). *A Comparison of Advertising and Public Relations Students on Ethics: Attitudes and Predicted Behavior*. Paper presented at the 2013 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Tulsa, OK.

Fullerton, J. & Kendrick, A. (2013, August). *Advertising America: International Reactions to US Tourism Advertising*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington DC.

McKinnon, L. & Fullerton, J. (2013, August). *Public relations students' ethics: An examination of attitude and intended behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington DC – **Top Paper (3rd place) in the PR Division**.

Fullerton, J. & Kendrick A. (2013, May). *A Propaganda Analysis of the Tourism Promotion Act*. Paper presented at the American Academy of Advertising Asia Pacific Conference, Honolulu, HI.

Fullerton, J. & Kendrick, A. (2013, March). *International reaction to a US tourism campaign: A test of the bleed-over effect of advertising*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

McKinnon, L. & Fullerton, J. (2013, March). *Public relations students' ethics: An examination of attitude and intended behaviors*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Kendrick, A. & Fullerton, J. (2013, March). *Millennial advertising students' attitudes toward multicultural marketing*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.
Awarded top paper abstract.

Fullerton, J. & Kendrick, A. (2012, August). *Perceptions of work/life balance among advertising students in America: A study of gender differences*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Chicago, IL.

Fullerton, J. & Kendrick, A. (2012, March). *The Math problem: Advertising students' attitudes toward statistics*. Paper presented at the America Academy of Advertising annual conference, Myrtle Beach, SC.

Fullerton, J. & Holtzhausen, D. (2012, March). *Sports Media Behavior as a Moderating Variable of Country Reputation: The case of the 2010 FIFA World Cup*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Fullerton, J., Kendrick, A. & McKinnon, L. (2012, March). *Advertising Ethics: Student attitudes and behavioral intent*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK. Awarded "top paper."

Fullerton, J. & Holtzhausen, D. (2011, August). *Country Reputation, Place Branding and ethnocentricity: South Africa and the 2010 FIFA World Cup*. Paper presented at the Association for Education in Journalism and Mass Communication conference, St. Louis, MO.

Fullerton, J. & Kendrick, A. (2011, August). *Job Satisfaction Among Minority Advertising Professionals: An Update*. Paper presented at the Association for Education in Journalism and Mass Communication conference, St. Louis, MO.

Fullerton, J. (2011, June). *Measuring Change in a Transitional Economy: Attitude Toward Advertising in Kazakhstan*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.

Fullerton, J. & Kendrick, A. (2011, June). *Australian Tourism Advertising: A test of the bleed-over effect among US travelers*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Brisbane, Australia.

Fullerton, J. & Holtzhausen, D. (2011, March). *Country Reputation, Place Branding and ethnocentricity: South Africa and the 2010 FIFA World Cup*. Paper presented at the

Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK. Awarded “Top Paper.”

Kendrick, A., & Fullerton, J. (2010, August). *Practical and ethical aspects of advertising internships: The good, the bad and the awkward*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver, CO.

Fitzpatrick, K., Kendrick, A., & Fullerton, J. (2010, August). *Factors contributing to anti-Americanism among people abroad: The frontlines perspective of U.S. public diplomats*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver, CO.

Randolph, O., Fullerton, J., & Kendrick, A. (2010, August). *International attitudes toward America – Relationship status: It’s complicated*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Denver, CO.

Fullerton, J. (2010, March). *Changes in attitude toward advertising in Kazakhstan: A comparative study*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Randolph, O., Fullerton, J., & Kendrick, A. (2010, March). *International attitudes toward America – Relationship status: It’s complicated*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Fullerton, J., & Kendrick, A. (2009, November). *Where shall I go to work in advertising?” Employment preferences of advertising majors in the Southwestern U.S.* Paper presented at the 2009 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Arlington, TX.

Fullerton, J., Kendrick A., & Kerr, G. (2009, May). *Australian student reactions to U.S. tourism advertising: A test of advertising as public diplomacy*. Paper presented at the America Academy of Advertising Asia-Pacific Conference, Beijing, China.

Barrow, A., & Fullerton, J. (2009, March). *The effect of celebrity athlete models in food advertising on the perceived healthiness of food products*. Paper presented at the Association for Education in Journalism and Mass Communication Midwinter conference, Norman, OK.

Fullerton, J., Kendrick, A., & Frazier, C. (2008, August). *The national student advertising competition: Chapter advisers describe structure, resources and issues*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Chicago, IL.

Fullerton, J., Kendrick, A., & Frazier, C. (2007, August). *Job satisfaction among minority advertising professionals*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Washington D.C.

Fullerton, J., Kendrick, A., Chan, K., Hamilton, M., & Kerr, G. (2007, May). *Attitudes toward American brands and brand America in three Pacific Rim countries*. Paper presented at the American Academy of Advertising Asia-Pacific Conference, Seoul, Korea.

Fullerton, J. (2007, April). *Brand America: Can advertising help improve America's image abroad?* Special session presented at the American Academy of Advertising National Conference, Burlington, VT.

Fullerton, J., Kendrick, A., & Frazier, C. (2006, August). *Advertising students' attitudes about advertising: A nationwide survey of generation Y*. Paper presented at the Association for Education in Journalism and Mass Communication conference, San Francisco, CA.

Fullerton, J., Kendrick, A., & Frazier, C. (2006, August). *An analysis of career aspirations of 1,200 U.S. advertising students*. Paper presented at the Association for Education in Journalism and Mass Communication conference, San Francisco, CA.

Fullerton, J., & Hamilton, M. (2005, August). *Learning to hate Americans in Singapore: A test of the DeFleur & DeFleur's master theory of effects of mass communicated entertainment*. Paper presented at the Association for Education in Journalism and Mass Communication conference, San Antonio, TX.

Kendrick, A., Fullerton, J., & Hamilton, M. (2005, May). *Reactions of Singaporeans to U.S. public diplomacy Advertising*. Paper presented at the American Academy of Advertising Asia-Pacific Conference, Hong Kong, China.

Fullerton, J., & Deushev, R. (2005, May). *Perceptions of advertising in the newly independent states: Uzbekistani students' beliefs about advertising*. Paper presented at the American Academy of Advertising Asia-Pacific Conference, Hong Kong, China.

Fullerton, J. (2004, August). *Why do they hate us? International attitudes toward America, American brands and advertising*. Paper presented at the Association for Education in Journalism and Mass Communication conference, Toronto, ON.

Kendrick A., & Fullerton, J. (2004, March). *International reaction to the Shared Values Initiative: The first U.S. advertising campaign to the Muslim world*. Paper presented at the American Academy of Advertising 2004 Annual Conference, Baton Rouge, LA.

Kendrick A., & Fullerton, J. (2003, August). *A propaganda analysis of the Shared Values Initiative: The first U.S. advertising campaign to the Muslim world*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Kansas City, MO.

Umphrey, D., & Fullerton, J. (2003, August). *Attitudes toward grades among advertising students: Creative orientation, GPA, gender and other factors*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Kansas City, MO.

Fullerton, J. (2003, April). *Images in post Soviet advertising: An analysis of gender portrayal in Kazakhstani television commercials*. Paper presented at the American Academy of Advertising 2003 Annual Conference, Denver, CO.

Kendrick, A., & Fullerton, J. (2003, April). *Challenging and pays well*. Paper presented at the American Academy of Advertising 2003 Annual Conference, Denver, CO.

Fullerton, J., & Ahmad, A. (2002, August). *Advertising in the Islamic world: The portrayal of women in Egyptian television commercials*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Miami, FL.

Fullerton, J., & Umphrey, D. (2002, August). *The decision to major in advertising: Gender differences and other factors*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Miami, FL.

Kendrick, A., & Fullerton, J. (2002, March). *Career aspirations among 'top talent': A survey of finalists in the 2001 AAF national student advertising competition*. Paper presented at the American Academy of Advertising 2002 Annual Conference, Jacksonville, FL.

Fullerton, J., & Kendrick, A. (2001, November). *A comparison of promotional announcements: Univision v. NBC*. Paper presented at the 2001 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Tulsa, OK.

Umphrey, D., & Fullerton, J. (2001, November). *A review and synthesis of the Third Person Effect: Judgments of media influence on others*. 2001 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Tulsa, OK.

Fullerton, J., & Umphrey, D. (2001, August). *An analysis of attitudes toward statistics. Gender differences among advertising majors*. Paper presented at the Association for Education in Journalism and Mass Communication National Conference, Washington, D.C.

Fullerton, J., & Weir, T. (2001, August). *Perceptions of advertising in the newly independent states: Kazakhstani students' beliefs about advertising*. Paper presented at the Association for Education in Journalism and Mass Communication National Conference, Washington, D.C.

Umphrey, D., & Fullerton, J. (2001, April). *An exploratory study of SAT scores, GPA and gender: A comparison of college graduates in advertising and other majors*. Paper

presented at the American Academy of Advertising national conference, Salt Lake City, UT.

Fullerton, J., & Kendrick, A. (2000, August). *What a difference a channel makes: Commercial images in general market v. Spanish-language television*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, Phoenix, AZ.

Chong, S.H., & Fullerton, J. (2000, April). *Gender roles: A comparative analysis of Malaysian and U.S. television commercials*. Paper presented at the Broadcasting Educators' Association Conference, Las Vegas, NV.

Fullerton, J. (2000, April). *Images in post Soviet advertising: An analysis of gender portrayal in Uzbekistani television commercials*. Paper presented at the American Academy of Advertising National Conference, Newport, RI.

Umphrey, D., & Armstrong, J. (1999, November). *Exploration of SAT scores, GPA and gender among college graduates*. Paper presented at the 1999 Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Arkansas State University, Jonesboro, AR.

Armstrong, J., & Kendrick, A. (1999, August). *An analysis of role portrayal in U.S. Spanish-language television promotional announcements*. Paper presented at the Association for Education in Journalism and Mass Communication national conference, New Orleans, LA.

Minaeva, N., & Armstrong, J. (1999, May). *Models of public relations practices in the CIS Countries*. Paper presented by at the International Scientific Conference on Uzbekistan in the XXI Century, Samarkand, Uzbekistan.

Armstrong, J., & Kendrick, A. (1999, March). *Portrayal of men and women in U.S. Spanish-language television commercials*. Paper presented at the American Academy of Advertising National Conference, Albuquerque, NM.

Competitive Panel Presentations

"A Master of Science in Public Diplomacy: A Cross-College Collaboration," (2019, May). Panel presentation at the International Communication Association Conference, Washington, DC

"What's New in Strategic Communication Education" (2018, August). Panel presentation at the AEJMC conference, Washington DC.

"So you want to be an editor?" (2017, August). Panel presentation at the AEJMC conference, Chicago, IL.

"ThinkUBAAator 2017: The Citizen Scholar" (2017, July) Panel presentation at the

American Academy of Advertising Global Conference, Tokyo, Japan.

“Integrating Specialized Business/Marketing Topics into the Advertising and Public Relations Curriculum.” (2016, August). Competitive Panel presented at the AEJMC conference, Minneapolis, MN.

“Nation Branding from around the world. Explicating the Model of Country Concept with Campaign Cases.” (2015, July). Competitive Special Topics session presented at the American Academy of Advertising Asia Pacific Conference, Auckland, NZ.

“Nation Branding: From Native America to Brand America,” (2013, November) Presented at the Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication, Tulsa, OK.

“Digital Dinosaurs: A Special Session Proposal to Develop a Collective Agenda on Digital Education.” (2013, June) Panel presentation at the American Academy of Advertising Asia-Pacific Conference, Honolulu, HI.

“The Future of Advertising” (2011). AAA Asia-Pacific Conference in Brisbane, Australia.

“The Need for a Shared Approach to Advertising Education: The Role of Academic Associations” (2009). Presented at the AAA Asia-Pacific Conference in Beijing, China.

“Brand America,” (2007). Presented at the AAA Conference in Burlington, VT.

“Advertising and Diversity: Industry Leaders Speak Out on Hiring Issues,” (2007). Presented at the AEJMC Conference, Washington DC.

“Strange Bedfellows: The Role of Advertising and Public Relations in the War on Terrorism,” (2005). Presented at the AEJMC Conference, San Antonio.

Reviewer

2013-15	<i>Place Branding and Public Diplomacy</i> <i>Journal of Marketing Communications</i> American Academy of Advertising Conference
2012	<i>Mass Communication & Society Journal</i> <i>Journal of Marketing Communications</i>
2011	American Academy of Advertising Conference <i>Communication Research Journal</i> <i>American Journal of Media Psychology</i>
2008-13	Editorial Reviewer for <i>International Journal of Strategic Communication</i>
2003	Editorial Reviewer for <i>Journal of Broadcasting & Electronic Media</i>
2002	Editorial Reviewer for <i>Southwestern Mass Communication Journal</i>
2000	American Academy of Advertising Conference
1998	Editorial Reviewer for <i>Journal of Media Economics</i>

Graduate Student Thesis Supervision

- 2018 **Vidya Ayuningtias**, “Nation Branding Through Investment Promotion.”
- 2017 **Mandie Rowden**, “Attitudes toward homosexual imagery in advertisements: An examination of moderating variables.”
- 2016 **Sean Kennedy**, “*Breaking Bad* at Denny’s: The influence of narrative transportation on brand placement effects in antihero television.”
Amanda Franklyn, “Celebrity feminism: Exploring the influence of a famous feminist.”
- 2015 **Jordan Cavanaugh**, “South Korean Tourism Advertising: A Test of the bleedover effect among Americans.”
- 2012 **Brad Epperley**, “Lurkers and posters on collegiate sports message boards: A uses and gratifications study,” Presented at AEJMC Midwinter conference.
- 2011 **Amber Remke**, “Body esteem and the effects of using ‘real women’ in advertising.” - Accepted for presentation at AEJMC in St. Louis.
Joy Jenkins, “Characteristics of Online Editors at City and Regional Magazines,” – Accepted for presentation at AEJMC in St. Louis and award “top paper” by the magazine division.
- 2010 **Bentley, Joshua**, “Contemporary Christian Radio Web Sites: A Uses and Gratifications Study.” – Presented at AEJMC Midwinter Conference and selected as Top Student Paper by the Religion and Media Division of AEJMC.
- 2009 **Barrow, Allen**, “The Effects of Celebrity Athlete Models in Food Advertising on the Perceived Healthiness of the Food Products.” - Presented at AEJMC Midwinter Conference.
- 2008 **Danker-Dake, Joshua**, “Images of Africa in U.S. news reports.”
McBeath, Trish, “Recruiting Generation Y: The role of authority in higher education advertising.” – Presented at the American Academy of Advertising conference.
- 2007 **Courtney Wallis**, “Propaganda analysis: A study of Kazakhstan’s 2006 tourism advertising campaign.”
- 2005 **Graham, Kenneth W.**, “Direct mail advertising to Hispanics: The influence of acculturation on attitude toward the ad.” Awarded Top Student Paper at AEJMC national conference in August 2006.
Hamilton, Matthew D., “Globalization and anti-Americanism: A study of Singaporean college students” (dissertation).
- 2004 **Hendren, Abby Gail**, “Framing gender in statewide elections; Female candidates for statewide elective office and the press”
Nelson, David, “Agenda-setting and gatekeeping functions in higher education: An analysis of the coverage of two state institutions by the state’s two metropolitan newspapers” (dissertation).
Sullivan, Ryan, “A study measuring product-related reactions to the use of black models in advertising”
- 2003 **Hooper, Bobbi Kay**, “Holy rock ‘n rollers: Contemporary Christian music and Oklahoma college students.” Awarded top paper at the

- Southwest Symposium -- Southwest Education Council for Journalism and Mass Communication
- 2002 **Ahmad, Azza**, "Gender portrayal in Egyptian television commercials"
- 2001 **Caswell, Amy**, "Portrayal of men and women in South African television commercials"
- 2000 **Chong, Suit-Heng**, "Gender roles: A comparative analysis of Malaysian and U.S. television commercials"

Invited Presentations

- 2016 "What do they really think about us?" Featured speaker at the Tulsa Professional Chapter of the Association for Women in Communications. Monthly luncheon meeting on September 7, 2016.
- 2015 "Castro, Cigars and Communism: Americans' County Concept of Cuba," Keynote Address at Phi Beta Delta (Honor Society for International Scholars) Induction Ceremony, November 19, 2015.
- 2014 "Propaganda, Promotion or Public Diplomacy? How US Government Sponsored Global Advertising Campaigns Change Attitudes Toward America" invited lecturer for the Plus + Series at Michigan State University.
- 2013 "Work/Life Balance in Advertising." Industry roundtable at the Advertising Education Foundation in New York City, October 24, 2013.
- "Propaganda, Promotion or Public Diplomacy? How US Government Sponsored Global Media Campaigns Change Attitudes Toward America" Keynote speaker at the annual board of directors meeting of Tulsa Global Alliance. June 6, 2013.
- 2011 "How to improve 'Brand Mexico'" July 8, 2011 at San Luis Potosi, Mexico, Invited to lecture to the San Luis Potosi City Council as part of the Sister-City relationship with Tulsa, Oklahoma.
- 2009 "Information Security of the Media Society of Kazakhstan," May 22, 2009 at al-Farabi Kazakh National University, International Scientific and Practical Conference, Almaty, Kazakhstan.
- 2008 AAF National Student Conference, October 2008, "Washington DC
- 2007 Media Week at the University of South Carolina, April 16, 2007 "Advertising's War on Terrorism."
- 2006 Tulsa Press Club, Tulsa, OK, November 28, 2006, "Advertising's War on Terrorism."

AAF Chapter in Lincoln, NB and at the University of Nebraska, on October 10, 2006 "Advertising's War on Terrorism."

National Press Club, Washington DC on September 21, 2006, "Advertising's War on Terrorism."

OSU-Tulsa Faculty Research Lecture Series, on September 11, 2006, "Advertising's War on Terrorism."

- 2005 American Advertising Federation Academic Committee Meeting, July 2005, "Findings of national on-line survey of advertising students." in Portland, OR.
- 2003 International Reaction to the Shared Values Initiative. Presented at the William K. Fung Multidisciplinary Workshop "Communicating with Skeptical Audiences," October 2003, University of Michigan, Ann Arbor, MI.
- 2003 The Female Media Myth. Presented at the Association of Women in Communications National Conference, October 2, 2003, Tulsa, OK.
- 2001 Central Asia 101: How the School of Journalism and Broadcasting faculty's USIA/State Department grant opportunities in Kazakhstan and Uzbekistan have informed our teaching, collegiality and research." Presented at the 24th Annual conference of the Southwest Education Council for Journalism and Mass Communication, November 1, 2001 Tulsa, OK.

GRANTSMANSHIP

Grants Secured

Arthur W. Page Center/Page and Johnson Legacy Scholar Grant Competition *Public Relations Students' Attitudes and Aptitudes In Media Literacy and 'Fake News': An analysis of future PR professionals.* 2018-2019. **\$8000**

Non-resident Research Fellowship at the Center on Public Diplomacy, University of Southern California. 2014-2016 Project Title: The Model of Country Concept. **\$2,000.**

Visiting scholar at Queensland University of Technology, in Brisbane, Australia in fall 2012. Received fully funded three-week stay at approx **\$10,000.**

"Public Relations Students' Ethics: An Examination of Attitude and Intended Behaviors" named Page Legacy Scholars for the 2012/2013 academic year. The Arthur W. Page Center awarded **\$2,000.**

Arts & Sciences Social Science Seminar Series, hosted Dr. Don E. Schultz, Professor (Emeritus-in-Service) of Integrated Marketing Communications in the Medill School of Journalism at Northwestern University in April 2010.

Arts & Sciences Summer Research and Travel grant. Awarded **\$7600** to support international advertising research in July 2006.

American Advertising Federation research grant. Awarded **\$1500** to augment faculty travel and research on advertising education, Jan. 2006.

American Advertising Federation research grant. Awarded **\$2000** to augment faculty travel and research on advertising education, Jan. 2005.

Arts & Sciences Summer Research and Travel grant. Awarded **\$6200** to conduct international research in London, England in July 2003.

Uzbekistan Women's Leadership Training. US State Dept. Grant, **\$108,000**. Awarded to conduct three one-week training seminars for 78 women business leaders in Uzbekistan in May 2001. The grant also provided 13 computers and training for the Business Women's Association of Uzbekistan.

Arts & Sciences Summer Research Grant, Oklahoma State University, to support research of Spanish-language television. **\$4700**, July 2001.

Dean's Incentive Grant, Oklahoma State University, **\$3000** to support research activities on Spanish-language television and the Hispanic consumer, July 2000.

Dean's Incentive Grant, Oklahoma State University, **\$3000**, to support research activities on Spanish-language television and the Hispanic consumer, July 1999.

Service Learning Grant, Oklahoma State University, **\$650**, to cover expenses related to the Advertising Campaigns course's work for a non-profit client (Gilcrease Museum), July 2000.

Tulsa Ad Federation, **\$500** for support of the American Advertising Federation National Student Advertising Competition Team.

EXTENSION

International Teaching

July 2018. Taught international advertising and PR seminar to OSU students at Regents College, London England.

July 2014. Taught international advertising and PR seminar to OSU students at Regents College, London England.

October 2012. Visiting Scholar in the Department of Advertising, Marketing and Public Relations at Queensland University of Technology, Brisbane, Australia.

May 2012. Taught international advertising and PR seminar to OSU students at Regents College, London England.

July 2010. Taught international advertising and PR seminar to OSU students at Regents College, London England.

May 2009. Taught Research Methods in Mass Communication to doctoral students at Al-Farabi Kazakh National University in Almaty, Kazakhstan on an invited grant from the Kazakhstani government.

July 2006. Taught international advertising and PR seminar to OSU students at Regents College, London England.

May 2004. Taught international advertising and PR seminar to OSU students at Regents College, London, England.

July 2003. Guest Lecturer in Advertising at Regents College, London, England.

May/June 2001. Supervised and coordinated Women's Leadership Training Program for Uzbekistani women. Competitive program provided business and computer training for 78 Uzbekistani women in Samarkand, Uzbekistan. Funded by U.S. State Department Grant. (Did not travel due to pregnancy).

May 2000. Visiting Professor at Kazakhstan State University in Almaty, Kazakhstan, funded by United States Information Agency grant. Taught principles of advertising and conducted research with students and mass media professionals.

Summer 1999. Visiting Professor at Samarkand Institute of Foreign Languages, Samarkand, Uzbekistan, funded by United States Information Agency. Taught Tourism Promotion course and conducted research by interviewing post-Soviet women and analyzing Uzbekistani mass media.

Consulting

Global Insights Advisory Council for Brand USA (formerly the Corporation for Travel Promotion). 2011-2014

Advised on research and measurement for the George W. Bush Institute's Women Initiative Fellowship Program. December 2011-June 2012.

Partner in Education with Tulsa Webster High School. Consulted on development of Journalism and Media program. October 2008-present.

American Advertising Federation, Washington D.C. Conducted survey research and provided analysis and interpretation of findings for Education and Multi-cultural divisions. January 2005-present.

Association of Women in Communication, Professional Workshop. "P.R. Magic Tricks" Organized and facilitated workshop for 105 communication professionals at the OSU-Tulsa campus, January 29, 2004.

Frank and Associates, Ellicott City, Maryland. Provided background documentation on local store marketing and franchise chain advertising to an advertising agency pursuing new business, October 2000.

CCB Creative Marketing, Tulsa, Oklahoma. Conducted training seminars with newly hired employees on the topic of media planning and buying, October 1999.

SERVICE

Professional Committees

2014 American Academy of Advertising Executive Committee
elected secretary of the academy in Fall 2014.

2012-16 Tulsa Global Alliance Executive Board. Chair for Global Education

2004 - present Association for Education in Journalism and Mass Communication
Advertising Division Executive Committee
Division Head 2009-2010
Discussant for International Div. at 2010 Midwinter Conference

1999 - present American Advertising Federation National Academic Committee
Chair 2006-2007

2001 - present Association for Women in Communications – Tulsa, Oklahoma
professional chapter.
President 2006-2007

University Committees

2014-15 Chair of the SMSC Personnel Committee

2011-12 Reappointment, Promotion & Tenure Committee for the College of Arts
& - Sciences

2010 OSU-Tulsa Strategic Planning Committee

2010 Search Committee for Dean of the College of Osteopathic Medicine
Hosted visiting scholars, Dilara Istybayeva and Azel Zhanibek, from
Kazakhstan for a one-month stay in Stillwater.

2009-2010 University Committee for Enrollment and Recruiting

2009 Faculty Mentor for Junior Faculty Development Program (JFDP)
participant Tarana Mahmudova.

2008-2009 Dean's committee for the selection of Endowed Chairs and
Professorships.

- 2003-2005 Oklahoma State University Faculty Council member representing OSU-Tulsa. Member of the Budget Committee.
- 2004 College of Arts & Sciences Strategic Planning Committee
- 2001 Co-chaired the departmental committee to organize and host the Southwest Symposium of the Southwest Education Council for Journalism
And Mass Communication (Regional Academic Conference) at OSU-Tulsa, November 2-3, 2001.
- 1998 - present Personnel Committee for the School of Journalism and Broadcasting
Curriculum Committee for the School of Journalism and Broadcasting
Graduate Faculty member

University Co-Appointments

School of International Studies Faculty
OSU Women's Faculty

Student Organizations

- 1998-2002 Faculty sponsor of Women in Communications
- 1998-2012 Co-sponsor of American Advertising Federation National Student Competition Team - finished second place in district competition in 1999, 2003, 2006 and 2010. Finished first place in district in 2011.
- 2000-2009 Sponsored undergraduate students for the American Advertising Federation's "Most Promising Minority Student Award." Students were named in the top 25 in the nation-wide competition and participated in a three-day all-expense paid workshop with top agency executives in New York, NY.

MEMBERSHIPS & ACTIVITIES

Tulsa Global Alliance
American Advertising Federation
Association for Education in Journalism and Mass Communication
Association of Women in Communication
American Academy of Advertising
Phi Beta Delta Honor Society for International Scholars

HONORS & AWARDS

2018 American Advertising Federation 10th District Outstanding Educator Award

2018 AEJMC Advertising Division Outstanding Service Award

2015 Finalist OSU Regents Research Award

2014 OSU International Education Faculty Excellence Award

2013 AEJMC Advertising Division Outstanding Service Award

2013 OSU-Tulsa President's Outstanding Research Award

2009 Billy I. Ross Advertising Education Award

2008 Tulsa Newsmaker

2007 National Headliner Award - Association of Women in Communication

2007 Finalist OSU Regents Distinguished Research Award

2001 College of Arts & Sciences Junior Faculty Research Award

1994 Telly Award for non-network television commercial

1993 Bronze TOPS Award (local Dallas Addy) for regional television commercial

Phi Beta Kappa Honor Society