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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: Mass Communication
- 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**

- 1998-present Oklahoma State University  
2022-present Associate Dean and Director, School of Global Studies  
Lawrence L. Boger Chair in International Studies  
2018-present Director, Academic Programs, School of Global Studies and Partnerships  
2008-2022 Professor and Peggy Welch Endowed Chair in Strategic Communications  
1998-2018 School of Media & Strategic Communications  
2014-2016 Director of Graduate Studies  
2003-2008 Associate Professor  
1998-2003 Assistant Professor
- 1997- 1998 Southern Methodist University, Dallas, Texas  
Visiting Assistant Professor of Advertising
- 1994-1996 University of North Texas, Denton  
Adjunct Professor of Advertising
- 1991-1996 Brookhaven Community College, Dallas, Texas  
Adjunct Professor of Marketing

## A. ORIGINAL PUBLICATIONS

### *Books*

1. Holtzhausen, D., Fullerton, J., Lewis, B. & Shipka, D. (2021). *Principles of Strategic Communication*. Routledge.
2. Fullerton, J. & Kendrick A. (Eds). (2017). *Shaping International Public Opinion: A Model for Nation Branding & Public Diplomacy*. Peter Lang Publishing.
3. Fullerton, J., & Kendrick, A. (2006). *Advertising's War on Terrorism: The Story of the U.S. State Department's Shared Values Initiative*. Marquette Books.

### *Refereed Journal Articles*

1. Fullerton, J. and Kendrick, A. and Schoeneman, J. (2023). A 'COVID bump' in communication course evaluations: Implications for future assessment. *Journal of Marketing Communications*. DOI: 10.1080/13527266.2023.2273537
2. Schoeneman, J., Fullerton, J. and Kendrick, A. (2023). Nation branding and international media coverage of domestic conflict: An agenda-setting study. *Journal of Public Diplomacy*.
3. Abdi, K., Fullerton, J., Deheshti, M., Kavand, R., Hamidreza, M., Talebpour, M. (2022) Identifying the conceivable diplomatic outcomes of Sport Diplomacy initiatives. *International Area Studies Review*, DOI: 10.1177/22338659221120973.
4. Schoeneman, J., Fullerton, J. (2022). Exploring relationships between nation branding and foreign direct investment. *Place Brand Public Diplomacy*. <https://doi.org/10.1057/s41254-022-00264-4>
5. McKinnon, L., Fullerton, J. & Kendrick, A. (2022). A Test of PR Students' Ability to Differentiate Native Advertising from Editorial Content in Online Media. *Public Relations Journal*, 15(1).
6. Kendrick, A. & Fullerton, J. (2021). Can US advertising students recognize an ad in editorial's clothing (native advertising)? A partial replication of the Stanford "Evaluating information" test. *Journal of Marketing Communications*, 27(2) 207-228. DOI: [10.1080/13527266.2019.1655086](https://doi.org/10.1080/13527266.2019.1655086)
7. Palmer, M.T., Bempong Nyantakyi, E. & Fullerton, J.A. (2021). The US Peace Corps as a public diplomacy strategy. *Place Branding and Public Diplomacy*. <https://doi.org/10.1057/s41254-021-00205-7>

8. Fullerton, J., McKinnon, L. & Kendrick, A. (2020). Media literacy among public relations students: Analysis of future PR professionals in a post-truth era. *Journal of Public Relations Education*, 6(2). 1-25.
9. Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, MJ & Nooghabi, H.J. (2019). Identifying sports diplomacy resources as soft power tools. *Place Branding & Public Diplomacy*, 15(3), 147–155.
10. Kendrick, A. & Fullerton, J. (2019). Dimensions of news media literacy among U.S. advertising students. *Journal of Advertising Education*, 23(1), 7-21.
11. 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*, 21,(4), 365-381.
12. 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).
13. 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.
14. Fullerton J. & Kendrick A. (2017). Profiles of advertising students: Are “Creatives” different from the rest? *Journalism & Mass Communication Educator*, 72(3) 349-36
15. Fullerton, J., Kendrick, A., & Broyles, S.J. (2017). Diplomatic relations and tourism advertising effectiveness: U.S. travel interest to Cuba. *Journal of Marketing Communications*, 25(3), 328-342.  
<http://dx.doi.org/10.1080/13527266.2017.1359650>
16. 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
17. 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>
18. Fullerton, J. & 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/>

19. 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.
20. 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.
21. Fullerton J. & Kendrick A. (2014). Country reputation as a moderator of tourism advertising effectiveness. *Journal of Marketing Communications*, 23(3), 260-272. Doi: 10.1080/13527266.2014.973436
22. 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).
23. 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>
24. 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
25. 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
26. 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://europa2020.spiruharet.ro/fisiere/Diplomatie%20publica/Marketing%20international/Marketing%20pentru%20Diplomatie%20publica/PD\\_92.pdf](http://europa2020.spiruharet.ro/fisiere/Diplomatie%20publica/Marketing%20international/Marketing%20pentru%20Diplomatie%20publica/PD_92.pdf)
27. Kendrick, A. & Fullerton, J. (2013). Social responsibility in advertising: A marketing communications student perspective. *Journal of Marketing Education*, 35(2), 141-154.
28. Fullerton, J. & Kendrick, A. (2013). The Math problem: Advertising students' attitudes toward statistics. *Journalism and Mass Communication Educator*, 68(2), 134-149.
29. Fullerton, J., Kendrick, A. & McKinnon, L. (2013). Advertising Ethics: Student attitudes and behavioral intent. *Journalism and Mass Communication Educator*, 68(1), 33-49.

30. 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*, 21(3), 185-198. DOI: 10.1080/13527266.2012.740065
31. 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.
32. 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.
33. Fullerton, J. (2011, published March 2013). Measuring change in a transitional economy: Attitude toward advertising in Kazakhstan. *Journal of Central Asian Studies*, 20(1), 77-88.
34. Fullerton, J. & Kendrick, A. (2011). Australian Tourism Advertising: A test of the bleedover effect among US travelers. *Place Branding and Public Diplomacy*, 7(4), 244-256.
35. 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.
36. 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.
37. Kendrick, A., Fullerton, J. & Rodak, M. (2010). Advertising student interns: Career preferences and ethical issues. *Journal of Advertising Education*, 14(2), 42-51.
38. 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.
39. Fullerton, J., Kendrick A., & Kerr, G. (2009). Australian student reactions to U.S. tourism advertising: A test of advertising as public diplomacy. *Place Branding and Public Diplomacy*, 5(2), 141-150.
40. 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.

41. Fullerton J., Kendrick A., & Frazier, C. (2008). A nationwide survey of advertising students' attitudes about advertising. *Journal of Advertising Education*, 12(1), 15-25.
42. 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.
43. 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.
44. 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.
45. Kendrick A., & Fullerton, J. (2004). Advertising as public diplomacy: Attitude change among international audiences. *Journal of Advertising Research*, 44(3), 297-311.
46. Umphrey, D., & Fullerton J. (2004). Attitudes toward grades among advertising majors. *Journal of Advertising Education*, 8(1), 39-47.
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.
48. Kendrick, A., & Fullerton J. (2003). Challenging and pays well: Top advertising students describe their ideal jobs. *Journal of Advertising Education*, 7(1), 47-54.
49. 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.
50. Fullerton, J., & Umphrey, D. (2002). The decision to major in advertising: Gender differences and other factors. *Southwestern Mass Communication Journal*, 18(1), 36-47.

51. Fullerton, J., & Umphrey, D. (2002). Statistics anxiety and math aversion among advertising students. *Journal of Advertising Education*, 6(2), 20-28.
52. 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.
53. 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.
54. 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.
55. Fullerton, J., & Kendrick, A. (2001). Comparing content of commercials from general market and Spanish-language television. *Southwestern Mass Communication Journal*, 17(1), 53-62.
56. 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.
57. 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.
58. 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.
59. 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.
60. 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/Book Chapters*

1. 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.

2. 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*. Pearson Prentice Hall.
3. 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.
4. 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). Pearson Prentice Hall.
5. Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Advertising professors research links industry and academe, *USA Today* special section.
6. Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Student interns experience ethical scenarios on the job, *USA Today* special section.
7. Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). The role of the agency account manager: a study of changing responsibilities, *USA Today* special section.
8. 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.
9. 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* (8<sup>th</sup> ed., p. 513). Pearson Prentice Hall.
10. 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.
11. Fullerton, J., & Nemecek, M. (2008). Creating a more loveable Russia. *Russian Journal of Communication*, 1(2), 202-204.
12. 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*, (2<sup>nd</sup> ed.; pp. 253-264). Copy Workshop.
13. 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*, (2<sup>nd</sup> ed.; pp. 196-208). Copy Workshop.



14. Kendrick, A., & Fullerton, J. (2006, November 22). Let's give pro-U.S. ads a chance. *Daily Oklahoman*, p.13A.
15. Kendrick, A., & Fullerton, J. (2006, October 30). For peace's sake: Why the U.S. should revisit advertising internationally. *Adweek Magazine*, p. 20.
16. Fullerton, J., Kendrick, A., & Forsythe, J. (2006, September 17). Diversity in advertising. *The New York Times Magazine*, Sec. 6, pp. 78-82.
17. 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). Lawrence Erlbaum.
18. Fullerton, J. (2005). Why do they hate us? International attitudes toward America, American brands and advertising. *Place Branding*, 1(2), 129-140.
19. 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). Fitzroy Dearborn.

#### *Refereed Conference Paper Presentations*

1. Fullerton, J. & McKinnon, L. (2023, October) "American Spaces as a tool for nation branding: Stories from a war zone." Paper presented at the International Place Branding Association Conference in Helsingborg, Sweden.
2. Schoeneman, J., Fullerton, J. (2023, March). "Nation branding and international media coverage of domestic conflict: An agenda-setting study." Paper presented at the International Studies Association conference in Montreal, CA.
3. McKinnon, L., Fullerton, J. & Kendrick A. (2021, March). "Public relations students' ability to discern advertising from editorial content in online media." Paper presented at the AEJMC Midwinter Conference in Norman, OK.
4. Fullerton, J., McKinnon, L., & Kendrick, A. (2019, August). "Media Literacy among Public Relations Students: An Analysis of Future PR Professionals in the Post-Truth Era." Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Toronto, ON, Canada.
5. 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 annual conference, Washington DC.

6. 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.
7. 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.
8. 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.
9. 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.
10. 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**
11. 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.**
12. 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.
13. 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.
14. Fullerton, J. & Kendrick, A. (2015, May). *The Model of Country Concept: How attitudes toward Nations Are Formed.* International Communications Association, San Juan, PR.
15. 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.
16. 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.
  17. 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 American Academy of Advertising annual conference, Atlanta, GA.
  18. 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.
  19. 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.
  20. 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.
  21. 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 (3<sup>rd</sup> place) in the PR Division**.
  22. 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.
  23. 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.
  24. 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.

25. 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.**
26. 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.
27. 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.
28. 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.
29. 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."
30. 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.
31. 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.
32. 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.
33. 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.
34. 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."

35. 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.
36. 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.
37. 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.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.

44. 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.
45. 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.
46. 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.
47. 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.
48. 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.
49. 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.
50. 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.
51. 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.
52. 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.
53. 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.

54. 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.
55. 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.
56. 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.
57. Kendrick, A., & Fullerton, J. (2003, April). *Challenging and pays well*. Paper presented at the American Academy of Advertising 2003 Annual Conference, Denver, CO.
58. 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.
59. 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.
60. 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.
61. 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.
62. 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.
63. 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.
64. 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.
  65. 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.
  66. 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.
  67. 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.
  68. 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.
  69. 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.
  70. 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.
  71. 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.
  72. 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.



### C. EDITORSHIP/EDITORIAL BOARDS

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.

#### *Editorial Board Member*

Place Branding and Public Diplomacy

International Journal of Strategic Communications

#### *Ad-hoc Reviewer*

Journal of Marketing Communications

Mass Communication & Society Journal

Journal of Marketing Communications

Communication Research Journal

American Journal of Media Psychology

Journal of Broadcasting & Electronic Media

Southwestern Mass Communication Journal

Journal of Media Economics

Reviewer for the Emerging Scholar Grant Competition, Association for Journalism & Mass Communication

External Reviewer for RPT dossiers at Alabama, Nebraska, Texas Tech, Arkansas State.

### D. EXTRAMURAL FUNDING

1. 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**
2. Research Fellowship at the Center on Public Diplomacy, University of Southern California. 2014-2016 Project Title: The Model of Country Concept. **\$2,000.**
3. Visiting scholar at Queensland University of Technology, in Brisbane, Australia in fall 2012. Received fully funded three-week stay at approx. **\$10,000.**
4. "Public Relations Students' Ethics: An Examination of Attitude and Intended Behaviors". The Arthur W. Page Center awarded **\$2,000.**
5. Arts & Sciences Summer Research and Travel grant. Awarded **\$7600** to support international advertising research in July 2006.

6. American Advertising Federation research grant. Awarded **\$1500** to augment faculty travel and research on advertising education, Jan. 2006.
7. American Advertising Federation research grant. Awarded **\$2000** to augment faculty travel and research on advertising education, Jan. 2005.
8. Arts & Sciences Summer Research and Travel grant. Awarded **\$6200** to conduct international research in London, England in July 2003.
9. 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 Businesswomen's Association of Uzbekistan.
10. Arts & Sciences Summer Research Grant, Oklahoma State University, to support research of Spanish-language television. **\$4700**, July 2001.
11. Dean's Incentive Grant, Oklahoma State University, **\$3000** to support research activities on Spanish-language television and the Hispanic consumer, July 2000.
12. Dean's Incentive Grant, Oklahoma State University, **\$3000**, to support research activities on Spanish-language television and the Hispanic consumer, July 1999.
13. 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.
14. Tulsa Ad Federation, **\$500** for support of the American Advertising Federation National Student Advertising Competition Team.

#### **E. CONTRIBUTIONS TO PROFESSIONAL ORGANIZATIONS**

1. International Studies Association, International Communication Executive Board 2022
2. Tulsa Committee on Foreign Relations, member 2021
3. U.S. Public Diplomacy Council, member 2021-22
4. Phi Beta Delta Honor Society for International Scholars, OSU Chapter President 2019-2020.
5. Non-resident Research Fellow at the Center on Public Diplomacy, University of Southern California. 2014-2016.

6. Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication in 2012-2013 and 2018-2019.
7. American Academy of Advertising Executive Committee - *Elected secretary of the academy in Fall 2014.*
8. Tulsa Global Alliance Executive Board, *Chair for Global Education 2012-2016.*
9. Association for Education in Journalism and Mass Communication Advertising Division Executive Committee (2006-2010). *Division Head 2009-2010.*
10. American Advertising Federation National Academic Committee. *Chair 2006-2007.*
11. Association for Women in Communications – Tulsa, Oklahoma professional chapter. *President 2006-2007.*
12. Global Insights Advisory Council for Brand USA (formerly the Corporation for Travel Promotion), Washington DC. *Board Member, 2011-2014.*
13. Advised on research and measurement for the George W. Bush Institute’s Women Initiative Fellowship Program. December 2011-June 2012.
14. Partner in Education with Tulsa Webster High School. Consulted on development of Journalism and Media program. October 2008.
15. American Advertising Federation, Washington D.C. Provide survey research analysis and interpretation of findings for Education and Multi-cultural divisions. January 2005-present.

**F. INVITED SPEAKER/PANEL MEMBER**

1. Featured speaker at the Tulsa Professional Chapter of the Association for Women in Communications. Monthly luncheon meeting on January 12, 2023. “What is Strategic Communications?”
2. Featured speaker at the Tulsa Professional Chapter of the Association for Women in Communications. Monthly luncheon meeting on September 7, 2016. “What do they really think about us?”
3. Keynote Address at Phi Beta Delta (Honor Society for International Scholars) Induction Ceremony, November 19, 2015 “Castro, Cigars and Communism: Americans’ County Concept of Cuba.”

4. Invited lecturer for the Plus+Series at Michigan State University. October  
“Propaganda, Promotion or Public Diplomacy? How US Government Sponsored  
Global Advertising Campaigns Change Attitudes Toward America” November 2014.
5. Industry roundtable at the Advertising Education Foundation in New York City,  
October 24, 2013 “Work/Life Balance in Advertising.”
6. Keynote speaker at the annual board of directors meeting of Tulsa Global Alliance.  
June 6, 2013, “Propaganda, Promotion or Public Diplomacy? How US Government  
Sponsored Global Media Campaigns Change Attitudes Toward America”
7. Invited to lecture to the San Luis Potosi City Council as part of the Sister-City  
relationship with Tulsa, Oklahoma, July 8, 2011 at San Luis Potosi, Mexico. “How to  
improve ‘Brand Mexico’”
8. Invited speaker at al-Farabi Kazakh National University, International Scientific and  
Practical Conference, Almaty, Kazakhstan May 22, 2009. “Information Security of  
the Media Society of Kazakhstan,”
9. AAF National Student Conference, Keynote Speaker. October 2008, “Washington  
DC
10. Media Week at the University of South Carolina, April 16, 2007 “Advertising’s War  
on Terrorism.”
11. Tulsa Press Club, Tulsa, OK, November 28, 2006, “Advertising's War on Terrorism.”
12. AAF Chapter in Lincoln, NB and at the University of Nebraska, on October 10, 2006  
"Advertising's War on Terrorism."
13. National Press Club, Washington DC on September 21, 2006, "Advertising's War on  
Terrorism."
14. OSU-Tulsa Faculty Research Lecture Series, on September 11, 2006, "Advertising's  
War on Terrorism."
15. American Advertising Federation Academic Committee Meeting, July 2005,  
“Findings of national on-line survey of advertising students.” in Portland, OR.
16. William K. Fung Multidisciplinary Workshop “Communicating with Skeptical  
Audiences,” October 2003, University of Michigan, Ann Arbor, MI. “International  
Reaction to the Shared Values Initiative.”
17. Association of Women in Communications National Conference, October 2. 2003,  
Tulsa, OK. “The Female Media Myth.”

## **G. SPECIAL AWARDS AND RECOGNITIONS**

- 2021 Fulbright International Education Administrator Award to France
- 2018 American Advertising Federation 10<sup>th</sup> District Outstanding Educator Award
- 2018 AEJMC Advertising Division Outstanding Service 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 Research Award
- 2008 Tulsa Newsmaker
- 2007 National Headliner Award - Association of Women in Communication
- 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