

Courtney Carpenter Childers, Ph.D.

Curriculum Vita

Associate Professor

Executive Director, Adam Brown Social Media Command Center

University of Tennessee, Knoxville
College of Communication & Information
School of Advertising & Public Relations
476 Communications Building
Knoxville, Tennessee 37996-0343
childers@utk.edu
(865) 974-5108

EDUCATION

Doctorate of Philosophy, University of Alabama (2006)

Major: Communication & Information Sciences

Specialization: Advertising & Public Relations

Cognate: Consumerism

Dissertation: *What is Most Important to Kids? Developmental Differences in Responses to Spokescharacter Appearance and Behavior Associated with Nutritional Content of Food-Product Advertising Targeting Children*

* Winner of the 2006 American Academy of Advertising Doctoral Dissertation Competition

Committee Members:

Dr. Jennings Bryant, Advisor & Dissertation Chair

Dr. Karla Gower

Dr. Lance Kinney

Dr. Kim Bissell

Dr. Judy Geisler

Master of Arts, University of Alabama (2003)

Major: Advertising & Public Relations

Cognate: Consumer Behavior and Economics

Thesis: *Gender Portrayals in Sports Programming Commercials: A Content Analysis*

Advisor: Dr. Lance Kinney

Bachelor of Arts, Middle Tennessee State University (2001)

Major: Mass Communication, emphasis in Advertising

Second Major: Psychology

Minor: English

Advisor: Dr. Edd Applegate

TEACHING EXPERIENCE

Associate Professor, University of Tennessee

School of Advertising & Public Relations (2014 – current)

- Faculty Service/Outreach Award 2018, University of Tennessee, College of Communication & Information
- Innovative Teaching Award 2017, University of Tennessee, College of Communication & Information
- Best Educator Big Wig Award, American Advertising Federation (AAF) Knoxville (2017).
- Best Educator Big Wig Award, American Advertising Federation (AAF) Knoxville (2016).
- University of Tennessee Outstanding Faculty Member (2015), chosen by all Greek organizations on the UT campus

Assistant Professor, University of Tennessee

School of Advertising & Public Relations (2006 - 2014)

- University of Tennessee Outstanding Faculty Member (2012), chosen by all Greek organizations on the UT campus
- Faculty Teaching Award 2010, University of Tennessee, College of Communication & Information

Courses Taught:

<i>ADV/PR 340</i>	<i>Advertising & Public Relations Research Methods</i> (Fall 06, Spr 07, Fall 07, Spr 08, Fall 08, Spr 09, Fall 09, Spr 10, Fall 10, Spr 11, Spr 12)
<i>ADV/PR 470</i>	<i>Advertising & Public Relations Campaigns</i> (Sum 07, Sum 09, Sum 12, Sum 13, Sum 14, Sum 15)
<i>ADV 360</i>	<i>Advertising Media Strategy</i> (Fall 06, Spr 07, Fall 07, Spr 08, Spr 09, Fall 09, Spr 10, Spr 14, Fall 15, Spr 16, Fall 16, Spr 17, Fall 18)
<i>ADV 450</i>	<i>Advertising Management</i> (Sum 08, Sum 15)
<i>ADV 470</i>	<i>Advertising Campaigns</i> (Sum 08, Sum 11)
<i>ADV/PR 490/590</i>	<i>Special Topics – Social Media</i> (Spr 11, Spr 12, Fall 12, Spr 13, Fall 13, Spr 14, Spr 15)
<i>ADV/PR 461/561</i>	<i>Special Topics – Social Media</i> (Fall 15, Spr 16, Fall 16, Spr 17)
<i>ADV 590</i>	<i>Advertising Masters Projects</i> (Fall 10)
<i>PBRL 340R</i>	<i>Public Relations Research Methods – R distinction</i> (Fall 17, Spr 18, Fall 18)
<i>PBRL 470</i>	<i>Public Relations Campaigns</i> (Fall 17)

Instructor/Adjunct Faculty, University of Alabama

Department of Advertising & Public Relations (2004-2006)

- Winner, 2006 Outstanding Doctoral Teaching Assistant at the University of Alabama
- Winner, 2006 Outstanding Doctoral Teaching Assistant in the College of Communication & Information Sciences at the University of Alabama

Instructor of Record for the following courses:

<i>APR 422</i>	<i>Advertising Media</i> (Spr 04, Sum 04, Fall 04, Spr 05, Sum 05, Sum 06)
<i>APR 424</i>	<i>Advertising Campaigns</i> (Sum 04, Fall 04, Sum 05, Spr 06)
<i>APR 433</i>	<i>Public Relations Campaigns</i> (Summer 04)
<i>APR 332</i>	<i>Public Relations Writing</i> (Fall 05)

Lab instructor, University of Alabama

Department of Advertising and Public Relations (Fall 2001-Sum 2003, Sum 2005)

APR 422/522 Advertising Media Lab

*Winner, 2002-2003 Outstanding Teaching Assistant Award in Advertising and Public Relations for this course

Lab instructor, University of Alabama
College of Communication & Information Sciences (Fall 2003)
MC 102: Media Writing lab instructor

RESEARCH EXPERIENCE

Internally Funded Academic Research Grants

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,500 (2018).

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,000 (2017).

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,200 (2016).

University of Tennessee, College of Communication & Information (CCI), Summer Funding for Co-Chairing Ad-Hoc Committee on Social Media in Higher Education Project, \$2,000 (2013).

University of Tennessee, CCI, Dean's Summer Research Fund, \$2,000 (2012).

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,200 (2011).

University of Tennessee, CCI, *Assessing the potential impact for online advertising on TNJN.com*. Co-primary investigator, along with Jim Stovall, \$2,000 (2010-2011).

University of Tennessee, CCI. *Updating of Simmons Choice III database for teaching and research purposes*. Co-primary investigator, along with Mariea Hoy, \$6,500 (2010).

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,000 (2010).

University of Tennessee Office of Research, SARIF Award, \$3,600 (2008).

University of Tennessee, CCI Faculty/Student Research Assistant Grant \$3,600 (Fall 2007 and Spring 2008).

University of Tennessee Office of Research, SARIF Foreign Travel Grant (2008).

University of Tennessee, CCI, Dean's Summer Research Fund, \$1,200 (2008).

University of Tennessee, CCI, Dean's Summer Research Fund \$1,000 (2007).

Research Assistant, University of Alabama, Dr. Jennings Bryant (Spring & Fall 2005, Spring 2006)

National Academy of Science, Institute of Medicine Commissioned Paper

Co-authored a commissioned paper about children's food marketing with post-doctoral fellow, Dr. Ed Palmer. Also collaborated with several research assistants on children's advertising research projects throughout the semester.

Research Assistant, University of Alabama, Institute for Communication & Information Research
ADECA Telecommunications Assessment Project (Spring 2004)
Project for Excellence in Journalism (Summer & Fall 2004)

Graduate Assistant, Advertising & Public Relations Department
APR Head Computer Lab Monitor (Summer 2002, 2003, 2005)

PUBLICATIONS & RESEARCH

Grant Proposals

Submitted to the University of Tennessee Office of Outreach & Engagement
Title: Think It, Develop It, Sell It: An Advertising Camp for Tennessee High School Students
Co-PI with Professor Robyn Blakeman
Amount: \$2,000
Status: Not funded

Submitted to National Institutes of Health (NIH)
Title: Effectiveness of Music Messaging in Childhood Obesity Prevention
Amount: \$242,000
Status: Not funded

Submitted to the HHS National Institutes of Health (NIH)
Understanding Mechanisms of Health Risk Behavior Change in Children and Adolescents (R01)
Amount: \$327,000
Status: Not funded

Submitted to the Department of Homeland Security (DHS)
Countering Youth Radicalization in Tennessee (CYRIT)
Team member
Amount: \$432,000
Status: Not funded

Submitted to the University of Tennessee, Office of Institutional Technology
CITE Grant: Incorporating Open Educational Resource (OER) Experiences in the Social Media
Course: A Study in Student Engagement and Experiential Learning by Doing
Funding Agency: University of Tennessee, Office of Instructional Technology
Primary Investigator
Award amount \$5,000
Status: Funded

Submitted to Salesforce.org
Salesforce Tech Grant for the Adam Brown Social Media Command Center
Primary Investigator
Amount of Product Requested: \$54,000
Status: Funded

Commissioned Papers

Palmer, E., & **Carpenter, C.** (2005, May). *Food and beverage marketing to children and youth: Current trends and future perspectives*. National Academy of Science, Institute of Medicine.

Refereed Academic Journal Articles

Evans, N., Hoy, M. & **Childers, C.** Parenting “YouTube Natives:” The impact of pre-roll advertising and text disclosures on parental responses to sponsored child influencer videos. Accepted to the *Journal of Advertising* Special Issue on Children and Advertising.

Childers, C., Haley, E., & McMillan, S. (2018). Achieving strategic digital integration: Views from experienced New York City advertising agency professionals. Accepted for publication in the *Journal of Current Issues and Research in Advertising* Special Issue on the Professional Environment and Academic Response. Guest editors: Pat Rose and Beth Egan.

Childers, C., Lemon, L., & Hoy, M. (2018). #Sponsored #Ad: An agency perspective on influencer marketing campaigns. Accepted for publication in the *Journal of Current Issues and Research in Advertising*. DOI: [10.1080/10641734.2018.1503116](https://doi.org/10.1080/10641734.2018.1503116).

McMillan, S., & **Childers, C.** (2017). A decade of change and the emergence of digital media: Analysis of trade press coverage of the advertising industry from 2005-2014. *Journal of Interactive Advertising*. DOI:[10.1080/15252019.2017.1315320](https://doi.org/10.1080/15252019.2017.1315320)

Childers, C. & Levenshus, A. (2016). Bringing the digital world to students: Partnering with the university communications office to provide social media experiential learning projects. *Communication Teacher*, 30(4), 190-194. DOI:[10.1080/17404622.2016.1219041](https://doi.org/10.1080/17404622.2016.1219041)

Bowen, R., Stephen, C., **Childers, C.**, Foster, E. A., & Stripling, C. (2013). Diffusion of Social Media Among County 4-H Programs in Tennessee. *Journal of Agricultural Education*.

Hoy, M. & **Childers, C.** (2012). Trends in food attitudes and behaviors among adults with 6-11 year old children. *The Journal of Consumer Affairs*, Fall, 556-572.

Childers, C. & Hoy, M. (2012). Partnering with parents: Suggestions for food marketers and retailers in the ongoing childhood obesity debate. *Journal of Food Products Marketing*, 18(2), 109-125.

* This article was requested twice by representatives from the Center for Science in the Public Interest (April 15, 2012).

Hoy, C., **Childers, C.**, & Morrison, M. (2012). The evolution of self-regulation in food advertising: An analysis of CARU cases from 2000-2010. *International Journal of Advertising*, 31(2), 1-34.

Reichert, T., **Childers, C. C.**, & Reid, L. (2012). How sex in advertising varies by product category: An analysis of three decades of visual sexual imagery in magazine advertising. *Journal of Current Research and Issues in Advertising*, 33(1), 1-19.

* The publication won “Best Article Award” in the *Journal of Current Issues and Research* for 2012.

Childers, C. C., Haley, E., & Jahns, L. (2011). Insights into freshman weight issues: An ethnographic study of how first-year college students make decisions about eating. *The Journal of Consumer Affairs*, Summer, 306-328.

Palmer, E., & **Carpenter, C.** (2006). Food and beverage marketing to children and youth: Trends and issues. *Media Psychology*, 8(2), 165-190.

Reichert, T., & **Carpenter, C.** (2004). An update on sex in magazine advertising: 1983 to 2003. *Journalism and Mass Communication Quarterly*, 81, 823-837.

Invited Academic Journal Articles

cMillan, S., & **Childers, C.** (2018). Digital technologies and hopeful monsters. *Journal of Interactive Advertising* DOI:[10.1080/15252019.2018.1505394](https://doi.org/10.1080/15252019.2018.1505394)

Encyclopedia Entries in Edited Volumes

Carpenter, C., & Bryant, J. (2005). Eating habits, media influence. (1,000 words) In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Sage Publications.

Carpenter, C., & Bryant, J. (2005). Food advertising, eating disorders (1,000 words) In J. J. Arnett (Ed.), *Encyclopedia of children, adolescents, and the media*. Sage Publications.

Commissioned Research Reports

Childers, C., Cho, M., Levenshush, A. & Lemon, L. (2016). Insights and Recommendations for the University VOLstarter Crowdfunding Program. Report to the Office of Development and Alumni Affairs at the University of Tennessee. Knoxville, TN. (21 pp.)

Bryant, J., Cummins, G., **Carpenter, C.**, & Bryant, T. (2004, May). *Summary of focus groups on Alabama broadband network*. Report to Alabama Department of Economic and Community Affairs. Tuscaloosa, AL: Institute for Communication Research. (8 pp.)

Carpenter, C., Bryant, J., Cummins, G., Davies, J., Dent, J., Dinu, L., Givens, S. B., Hornsby, K., Butler, N., Clifton, K., Maxwell, M., Miron, D., Cho, S-h., Smith, B., Ye, Y. (2004, May). *Full text of focus groups on Alabama broadband network*. Report to Alabama Department of Economic and Community Affairs. Tuscaloosa, AL: Institute for Communication Research. (154 pp.)

Refereed Academic Conference Papers

McMillan, S., & **Childers, C.**, Brotman, S., Lee, J., Bogda, N., & Huang, J. (2018, August). Political campaigning meets digital engagement: “Old” failures and “new” triumphs. Paper presented at the 2018 Association for Education in Journalism and Mass Communication Conference in Washington, D.C.

Hoy, M., **Childers, C.**, & Evans, N. (2018, March). Unboxing parents’ understanding of unboxing videos. Paper presented at the 2018 American Academy of Advertising conference in New York City, New York.

Childers, C., Haley, E. & McMillan, S. (2018, March). Achieving strategic digital integration: Views from experienced New York City advertising professionals. Paper presented at the 2018 American Academy of Advertising conference in New York City, New York.

Childers, C., & Boatwright, B. (2018, March). If You Build It, They Will Come: Engaging Students and Faculty at UT. Paper presented at the Salesforce Higher Education Summit in Washington, D.C.

McMillan, S., & **Childers, C.**, Brotman, S., Lee, J., Bogda, N., & Huang, J. (2018, February). Visualizing agenda setting 2.0 in the “Hive Mind:” exploring political digital engagement through social media. Paper presented at the 40th Annual College of Communication & Information Research Symposium in Knoxville, TN.

Hoy, M., **Childers, C.**, & Evans, N. (2018, March). Unboxing parents’ understanding of unboxing videos. Paper presented at the 40th Annual College of Communication & Information Research Symposium in Knoxville, TN.

Childers, C., Lemon, L., & Hoy, M. (2017, August). #Sponsored #Ad: An agency perspective on influencer marketing campaigns. Paper presented at the 2017 Association for Education in Journalism and Mass Communication Conference in Chicago, Illinois. ** Winner of Top Paper in Special Topics category of the Advertising Division.*

Cho, M., Levenshus, A., Lemon, L., & **Childers, C.** (2016, November). Current students as university donors? Determinants in college students’ intentions to donate and share information about university crowdfunding efforts. Paper presented at the meeting of the National Communication Association Annual Conference in Philadelphia, PA.

Levenshus, A., Lemon, L., **Childers, C.**, & Cho, M. (2016, August). I thought they’d do more: Conflicting expectations, constraints and communication in a university crowdfunding program. Paper presented at the 2016 Association for Education in Journalism and Mass Communication Conference in Minneapolis, Minnesota.

McMillan, S. & **Childers, C.** (2016). Trade Press depiction of advertising practice in the new era of new media. Paper presented at the 38th Annual College of Communication & Information Research Symposium in Knoxville, TN.

Levenshus, A., **Childers, C. C.**, Blakely, A., & Winkler, R. (2015). The forgotten internal agency: Recommendations for partnering with the university communications office to enhance PR undergraduate programs. Paper presented at the 2015 PRSA Educators Academy conference in Atlanta, Georgia.

Childers, C. C. (2013). Service learning at its best: Creating a social media plan for a local nonprofit organization. Presented at the 2013 International Communication Association conference in London, England.

Hoy, M., & **Childers, C. C.** (2010, August). An exploration of trends in food attitudes and behaviors among adults with 6-11 year old children? An agenda setting theory perspective. Presented at the 2010 Association for Education in Journalism and Mass Communication conference in Denver, Colorado.

Childers, C. C. & Hoy, M. (2010, May). The apple won’t fall far from the tree: An investigation into food attitudes and behaviors among adults in households with 6-11 year old children. Presented at the 2010 Marketing and Public Policy conference, Denver, Colorado.

Childers, C. C., & Chen, H. (2010, May). “Target”ing college students with CSR policies and initiatives: Do gender and awareness matter? Presented at the 2010 Marketing and Public Policy conference, Denver, Colorado.

Childers, C.C., Hoy, M., & Morrison, M. (2009, August). "You are what you eat!" An investigation of CARU cases involving nutritional complaints from 2000-2006. Presented at the 2009 Association for Education in Journalism and Mass Communication conference in Boston, Massachusetts.

Childers, C.C., Haley, E., Lambert, C., & Jahns, L. (2009, August). Insights into freshmen weight issues: An ethnographic study of how first-year students make decisions about eating. Presented at the 2009 Association for Education in Journalism and Mass Communication conference in Boston, Massachusetts.

Avery, E., **Childers, C.C.,** Lambert, C., & Kim, S. (2009, May). Peer-ing into Pro-Health Advertisements for Children: Analysis of Their Reactions to and Suggestions for Campaign Visuals. Presented at the 2009 International Communication Association conference, Chicago, Illinois.

Hoy, M., **Childers, C.C.,** & Morrison, M. (2009, March). Come join us, come join us: An analysis of CFBA Initiative vs. Non-Initiative members in CARU cases 2000-2006. Presented at the 2009 American Academy of Advertising conference, Cincinnati, Ohio.

Mills, J., & **Childers, C.C.** (2008, August). Coverage of the female athlete: A comparison of the 1984 and 2004 Summer Olympics. Presented at the 2008 Association for Education in Journalism and Mass Communication conference in Chicago, Illinois.

Hoy, M., **Childers, C. C.,** & Morrison, M. (2008, May). The knights of the food table: Parents' perceptions of the CARU children's food and beverage advertising initiative and its charter members. Presented at the 2008 Marketing and Public Policy conference, Philadelphia, Pennsylvania.

Childers, C. C. (2008, May). Spokescharacter appearance vs. behavior: What's more important when advertising food products to kids in different developmental stages? Presented at the 2008 International Communication Association conference, Montreal, Quebec, Canada.

Childers, C. C. & Hoy, M. G. (2008, March). The missing link: Giving parents a voice in the ongoing childhood obesity debate. Presented at the American Academy of Advertising conference, San Mateo, California.

Childers, C. C. (2007, August). Food for thought: The role of nutritional information on children's purchase influence of food products. Presented at the Mass Communication division of the 2007 Association for Education in Journalism and Mass Communication conference in Washington, D.C.

Childers, C. C. (2007, May). Do looks matter? Presented at the 2007 International Communication Association conference in San Francisco, California.

Childers, C. C. (2007, April). Behavior really does matter: An investigation of the impact of spokescharacter behavior on children's purchase influence of food and beverage products. Presented at the 2007 American Academy of Advertising conference in Burlington, Vermont.

Holt, A., & **Carpenter, C.** (2006, August). Children and sports: Just do it... or not? An investigation of the relationship among children's obesity and media use. Presented at the Association for Education in Journalism and Mass Communication conference in San Francisco, California.

Carpenter, C. & Reichert, T. (2006, August). Stereotypes in advertising: An analysis of sex role portrayals of women and men over 30 years. Presented at the Association for Education in Journalism and Mass Communication conference in San Francisco, California.

Carpenter, C., Fondren, W., Loggins, G., & Xu, J. (2006, April). The impact of entertainment variables on broadcast news recall and enjoyment. Presented at the Broadcast Education Association conference, Las Vegas, Nevada. ** First Place Winner in Debut Category Paper Competition*

Carpenter, C., Holt, A., & Ware, L. (2006, April). Analyzing crisis communication responses of stakeholders: The “hidden epidemic” of childhood obesity and U.S. food marketing. Presented at the Southern States Communication Association, Dallas, Texas. **Winner of Top Student Paper in Public Relations Division*

Carpenter, C., & Edison, A. (2006, March). Coverage of female and minority athletes: A comparison of the 1984 and 2004 Summer Olympics in *Sports Illustrated* magazine. Presented at the AEJMC Southeast Conference, Tuscaloosa, Alabama.

Kim, Y., & **Carpenter, C.** (2005, October). Connecting to multiple places: Internet connectedness and community connectedness of college students as “hybrid” migrants. Presented at the Association of Internet Researchers conference, Chicago, Illinois.

Carpenter, C., & Edison, A. (2005, May). Taking it all off again: The portrayal of women in advertising over the past 40 years. Presented at the International Communication Association conference, New York City, New York.

Carpenter, C., & Reichert, T. (2004, August). Sex in magazine advertising. Presented at the 2004 Association for Education in Journalism and Mass Communication conference in Toronto, Ontario, Canada.

Carpenter, C. (2004, August). Gender stereotypes in sports programming commercials: A content analysis. Presented at the 2004 Association for Education in Journalism and Mass Communication conference in Toronto, Ontario, Canada. **Winner of Top Student Paper in division.*

Refereed Academic Conference Panels

Childers, C., Hoy, M., Evans, N., Fair, L., Hoefges, M., & Freberg, K. (2018). Should digital partnerships be treated differently than traditional media buys? The ethically blurred lines & legal implications of native advertising & influencer marketing. Presented as the only selected Advertising Division panel of the Association for Education in Journalism and Mass Communication conference in Washington, D.C.

Childers, C., Hoy, M., Brett, L., Fraser, D., Gillentine, A. & Jansons, L. (2018). Disclosing paid influencers: Self-regulatory and industry perspectives. Presented at the American Academy of Advertising conference, New York, New York.

Mazer, J., Boatwright, B., **Childers, C.,** Hunt, S., Carpenter, N., Khan, M., Himelboim, I., & Lane, D. (2017). “If you build it, they will post”: The beneficial applications of higher education institutions creating and utilizing social analytics labs. Presented at the National Communication Association conference, Dallas, Texas.

Childers, C., Conway, K., Hanley, M., Menck, L., Parker, B., & Troutman, M. (2013). Mobile technology in the classroom: Teaching through academia-industry partnerships. Presented at the American Academy of Advertising conference, Albuquerque, New Mexico.

Carpentier, F., **Childers, C.**, Fondren, W., Miron, D., Oppliger, P., Raney, A., Robinson, J., Shaia, J., & Ye, Y. (2011). Empowering and enabling people: Contribution by Jennings Bryant Part II. Panel accepted for presentation at the International Communication Association conference, Boston, Massachusetts.

Bortee, D., Bryant, A., Carter, T., **Childers, C.**, & Ryan, E. (2010). Buy, buy, baby: Advertising to children and its ethical, developmental, and health implications. Presented at the Association for Education in Journalism and Mass Communication conference, Denver, Colorado.

SERVICE

Service to the School of Advertising & Public Relations

School liaison, Salesforce Social Studio access and instruction (2015-current).

Advisor, 10-20 advertising majors each semester in the School of Advertising and Public Relations (2006-present).

Member, School of Advertising and Public Relations, Curriculum Committee (2016-current).

Member, School of Advertising and Public Relations, Advertising Scholarship Committee (2008-2011, 2015-2017).

Member, School of Advertising & Public Relations Assistant Professor Search Committee (2013).

Administrator, School of Advertising and Public Relations social media efforts on Facebook & Twitter (2012-2015).

Co-faculty Advisor, School of Advertising and Public Relations, Annual Advertising Trip to New York City (January 2007-2018).

Nominator, AAF Most Promising Multicultural Student Program – Winners Allie Rich and Anna Safren (2016).

Nominator, AAAAs Multicultural Advertising Internship Program – Winner Kaylyn Harris and Amanda Murray (semifinalist), Chima Onunka (semifinalist), Basha Coleman (finalist) (2016).

Nominator, AAAAs Multicultural Advertising Internship Program - Winner Caitlin McCleary (2015).

Co-faculty Advisor, School of Advertising and Public Relations, Advertising Trip to Atlanta (May 2011).

Nominator, American Advertising Federation, Most Promising Student Program – Winner Sarah Adhami (2010).

Member, School of Advertising and Public Relations Ad Hoc Committee on Undergraduate Curriculum & Advising (Fall 2009, Spring 2016, Fall 2016).

Judge, Advertising Campaigns' presentations, School of Advertising and Public Relations, University of Tennessee (Fall 2006, Spring 2007, Fall 2007, Spring 2008, Spring 2009, Fall 2012, Spring 15, Spring 2017, Spring 2018).

Moderator, School of Advertising and Public Relations, Travel and Tourism Conference (February 8, 2008).

Undergraduate Committee Work

Chair

Chancellors Honors Thesis of Caitlin McCleary, Advertising, (2015).

Chancellors Honors Thesis of Steven Woods, Advertising (2016).

Chancellors Honors Thesis of Alex Wade, Advertising (2016).

Committee Member

Chancellors Honors Thesis of Courtney Wainer, Communication Studies (2018).

Graduate Committee Work

Chair, Committee Member, Dissertation Committee for Brandon Boatwright, Public Relations (current).

Chair, Masters' Thesis of Ying (Jane) Zheng, Advertising, (2013-2014).

Dissertation & Comprehensive Exams Committee Member

Committee Member, Dissertation Committee for Betsy Byrne, Advertising (current).

Committee Member, Li-Min Huang, Information Sciences (current).

Committee Member, Meena Trichur Venkitasubramanian, Advertising, (current).

Thesis Committee Member

Committee Member, Jeanie Smith, Information Sciences (current).

Committee Member, Laura Gamo, Public Relations (2017-2018).

Committee Member, Kyungji Lee, Advertising (2017-2018).

Committee Member, Jiyeon Kim, Public Relations (2017-2018).

Committee Member, Umana Anjalin (2015).

Committee Member, Taylor Smith, Communication Studies, (2014).

Committee Member, Seletha Poole, MS-MPH Program, (2014).

Committee Member, Rebekah Bowen, ALEC Masters' Program, (2011-2012).

Committee Member, Tina Mendzigall, Advertising, (2007-2008).

Service to the College

Executive Director, Adam Brown Social Media Command Center (August 2016-current).

A virtual training was arranged for 12 CCI faculty and staff members in July 2016 for integration of the new technology into CCI social media efforts, class and research.

From August 2017 – July 2018, Childers helped facilitate a total of 51 Social Studio formal demonstrations/tours of the ABSMCC to UT classes, student organizations, graduate student orientations, and outside visitors to the college (including BOV members, CCI alumni, media reporters and Pilot, to name a few). UT Athletics employees and members of the UT Communications and Marketing team are frequent guests.

Member, CCI Technology Committee (2009-current).

Co-chair (with Dr. Elizabeth Hendrickson), CCI Exploratory Committee on Social Media Education (2013-2014).

Member, CCI Research Committee (2008-2014).

Invited panelist, CCI Social Media Executive Education series (August 2011).

Member, CCI Scripps Convergence Lab Committee (2009-2011).

Service to the University

UT Faculty Senator, representative from College of Communication & Information (2013-current).

Faculty Senate Representative, UT Student Life Committee (2014–current).

Faculty Representative, Student Programming Appropriations Committee (2015-current).

Faculty Senate Representative, Athletic Committee (2013–2016).

Advisor, Alpha Delta Pi sorority, University of Tennessee (2006–present).

Judge, UT Homecoming Court (2010).

Judge, EURECA, College representative (2007).

Service to the Academy

Editorial Board Member, Special Issue of *Communication Teacher* “Assessing the Impact of Social Media for the Communication Classroom” (2016).

Manuscript reviewer, *Journal of Advertising*, Special Issue on Digital Engagement (2017).

Editorial Board Member, *Frontiers in Child Health and Human Development* (2013-current).

Manuscript reviewer, *Journal of Current Issues and Research in Advertising* (2012-current).

Manuscript reviewer, *Journal of Children, Adolescents, and Media* (2012).

Manuscript reviewer, *Journal of Consumer Affairs* special issue on “Public Health Issues Influenced by Consumer Choice” (2009).

Reviewer, Association for Education in Journalism and Mass Communication conference,
Advertising Division (2006-present),
Mass Communication & Society Division (2006-present).

Reviewer, International Communication Association conference,
Mass Communication Division (2007-present),
Instructional & Developmental Division (2007-2011),
Children, Adolescents, and Media Division (2008-2015).

Member, American Academy of Advertising Research Committee. Review three dissertations for annual dissertation competition (2007-2010).

Reviewer, American Academy of Advertising conference (2006-2010, 2018).

Member, American Academy of Advertising Membership Committee (2007).

Reviewer, American Academy of Advertising Asia-Pacific conference (2008).

Editor, American Academy of Advertising *2005-2006 Directory* (July 2005).

Service to the Community

Member, Junior League of Knoxville Community Advisory Board (2017-current).

Member, Girl Talk, Inc., Board of Directors (Jan. 2018-current).

Currently serving as the Marketing, Communications & Outreach Committee Chair.

Invited Presenter, Knoxville Museum of Art, Media and Visual Literacy Program. Gave presentation on the use of product placement in advertising (2007).

Service the School, College, University and Community

Chair, UT Social Media Week Committee (2011-present).

Chaired committee for first-ever UT Social Media Week in 2011: Prepared a three-day comprehensive seminar featuring social media experts from across the United States. Secured over \$10,000 of grants to support activities of the week. UT Social Media Week 2011 culminated in a student competition where each member of the winning student team received a new Dell XPS13 ultrabook laptop.

UTSMW 2012 included four days of sessions and events with 20 speakers and panelists from across the U.S. Over 718 people attended sessions in the CCI Scripps Lab, with another 200+ viewing sessions via ustream. The four-day event had over 500 mentions on twitter and reached 4,700 Facebook followers during the event.

UTSMW 2013 included three days of sessions and events with 20 speakers and panelists from across the U.S. Over 718 people attended sessions in the CCI Scripps Lab, with another 200+ viewing sessions via ustream. The event had over 500 mentions on twitter and reached 4,700 Facebook followers during the event week.

UTSMW 2014 culminated in four days of panels, speaker sessions and a keynote luncheon featuring UT alum and Voice of the SEC Network, Paul Finebaum. Over 740 people were in attendance. UTSMW was mentioned over 800 times on twitters and was profiled in various media outlets throughout the week.

UTSMW 2015 was a four-day event with well-known speakers and panelists traveling from across the country to share social media expertise. UT head football coach, Butch Jones (the most followed SEC coach on Twitter and mastermind of #brickbybrick and #thirddownforwhat) served as keynote speaker. Over 800 people were in attendance. UTSMW's official hashtag of #utsmw15 had over 2.8 million impressions and reached 470,365 twitters accounts. Three official sponsors gifted media coverage and food and beverage for the special event week.

UTSMW 2016 was a four-day event that brought U.S. based speakers to Knoxville to share social media insights and reflection. CCI Board of Visitors member and UT advertising grad ('94), Adam Brown, served as the keynote speaker. The week featured the grand opening of the Adam Brown Social Media Command Center in 467 Communications. Over 800 people attended

sessions and impressions from social media topped 2.5 million. Three official sponsors provided food and beverage throughout #utsmw16.

UTSMW 2017 was a four-day event featuring numerous social media experts and personalities. Over 1200 people attended panels and presentations. TV and radio sports personality, Clay Travis, served as keynote with over 430 people in the audience. Social media sentiment was at 88.3% for the week and over 2.8 million impressions were generated on Twitter alone.

UTSMW 2018 was a three-day event, February 20-22, 2018. Twenty-four social media professionals shared their expertise during the special event. Students from over 20 classes across campus benefitted from presentations, panels and networking opportunities.

Service at Previous Institution

Developer and Presenter, Advertising Campaign, Greater Tuscaloosa Convention and Travel Bureau, Tuscaloosa, Alabama (Spring 2006).

Invited presenter, UA College of Communication & Information Sciences colloquium on “How to Pass Comprehensive Exams” (November 2005).

Organizer, UA College of Communication & Information Sciences colloquium on “How to Land Your Dream Job in Academia” (October 2005).

Developer and Presenter, Advertising Campaign, Woods–N-Water, Tuscaloosa, Alabama (Summer 2004 & Summer 2005).

Doctoral Student Representative on the Knox Hagood Awards Committee, UA College of Communication & Information Sciences (2004 & 2005).

Attendee, Advertising Teaching Workshop at 2004 Association for Education in Journalism and Mass Communication conference in Toronto, Ontario, Canada (August 2, 2004).

Developer and Presenter, Advertising Campaign, Cobb Theatres Hollywood 16, Gulf Shores, Alabama (Fall 2004).

President, Design Committee, University of Alabama CHES Alumni Web Site creation, CSM 580: e-Commerce (Fall 2002).

AWARDS, HONORS & INITIATIVES

Winner, College of Communication & Information Faculty Innovative Teaching Award (2017). Award presented on October 13, 2017 at CCI Board of Visitors and Scholarship Dinner.

Top Paper, Association for Education in Journalism and Mass Communication Conference (2017).

Childers, C., Lemon, L., & Hoy, M. (2017, August). #Sponsored #Ad: An agency perspective on influencer marketing campaigns. Paper presented at the 2017 Association for Education in Journalism and Mass Communication Conference in Chicago, Illinois.

Winner, American Advertising Federation (AAF) Knoxville, Best Educator Big Wig Award (2017).

Invited Presenter, Scripps Networks Interactive Social Media Summit. Gave presentation on social media education in the College of Communication & Information at the University of Tennessee. (2017).

Attendee, Salesforce Higher Education Summit in Austin, TX (2017).

Winner, American Advertising Federation (AAF) Knoxville, Best Educator Big Wig Award (2016).

University of Tennessee Outstanding Faculty Member, chosen by all Greek organizations (sororities and fraternities) on campus (April 2015).

Winner, "Best Article Award" in the *Journal of Current Issues and Research* for 2012. Given at the American Academy of Advertising meeting in Albuquerque, New Mexico (2012).

Reichert, T., Childers, C. C., & Reid, L. (2012). How sex in advertising varies by product category: An analysis of three decades of visual sexual imagery in magazine advertising. *Journal of Current Research and Issues in Advertising*, 33(1), 1-19.

Wall Street Journal feature, video showcasing use of incorporating mobile marketing in the classroom featuring UT advertising professor, Dr. Courtney Childers, was shown as part of a panel at the 2012 American Academy of Advertising conference and later published on the *Wall Street Journal* website (April 10, 2013):

<http://www.marketwatch.com/story/siteminis-continues-to-grow-mobile-in-the-classroom-initiative-going-on-semester-three-with-great-feedback-from-ball-state-university-of-tennessee-michigan-state-western-michigan-and-others-2013-04-10>.

University of Tennessee Outstanding Faculty Member, chosen by all Greek organizations (sororities and fraternities) on campus (April 2012).

Attendee, Social Slam conference, presented by the Knoxville Social Media Club (2011, 2012).

Faculty Teaching Award 2010, University of Tennessee, College of Communication & Information (April 2010).

Speakers Program nominator, Advertising Educational Foundation's Inside Advertising Speakers Program. Amy Richter, Senior VP and Group Director at Fitzgerald+CO, visited our program for two guest speaking engagements and one career planning session with advertising students (April 2010).

At previous institution

Outstanding Doctoral Teaching Assistant, University of Alabama. University-wide distinction of \$500 presented at UA Honors Day ceremonies (April 8, 2006).

College of Communication & Information Sciences 2006 Knox Hagood Award Recipient, University of Alabama. Awarded \$1,000 for college-wide service and contribution during doctoral program (2006).

Outstanding Doctoral Teaching Assistant, College of Communication & Information Sciences, University of Alabama (2006).

Dissertation Grant, Winner of the 2006 American Academy of Advertising Dissertation Competition (Awarded \$1,250).

First Place Paper Award in Debut Category Competition, Research division, Broadcast Education Association conference, Las Vegas, Nevada (April 2006).

Top Student Paper Award, Public Relations division, Southern States Communication Association conference, Dallas, Texas (April 2006).

Research Grant, UA Graduate School for dissertation research (Awarded \$300, Fall 2005).

Research Grant, UA Graduate Student Association for dissertation research (Awarded \$300, Fall 2005).

UA National Alumni Association Scholarship Recipient, Sponsored by the University of Alabama National Alumni Association (Awarded \$1,000, 2005-2006).

Outstanding Teaching by a Graduate Student Award, Sponsored by the Instructional and Developmental Division of the International Communication Association (Presented May 29, 2005).

Invited presenter, University of Alabama, CCIS Doctoral Student Orientation (2005).

Travel Grant, University of Alabama Graduate Student Services for travel expenses to the International Communication Association conference in New York City, New York (May 2005, \$210).

Top Student Paper Award, Commission on the Status of Women Division, Association for Education in Journalism and Mass Communication conference, Toronto, Ontario, Canada (August 2004).

Travel Grant, University of Alabama Capstone International Association for international travel expenses to the Association for Education in Journalism and Mass Communication conference in Toronto, Ontario, Canada (2004, \$350).

Outstanding Teaching Assistant in the Department of Advertising and Public Relations, University of Alabama (2002-2003).

Invited attendee, Direct Marketing Seminar for Graduate Students, chosen from a national pool of applicants, The Direct Marketing Education Foundation, New York City (February 7-9, 2002).

INDUSTRY EXPERIENCE

Student Marketing Manager, ARAMARK/ Middle Tennessee State University
Dining Services Program (July 1998 – Summer 2001)

Created marketing information, such as flyers, brochures, posters, and table tents, for all special events and promotions; conducted and formulated all MT Dining Marketing Research projects and reports; established monthly newsletter named *The Blue Raider Dining Express*; redesigned the MT Dining website; organized MT Dining Services' meal plan campaign for 2002.

CONSULTING

Social Media Consultant, Appalachian Log & Timber Homes (2017-current).
Helped with social media strategy for family log home business.

Graphic Designer, Meridian Corp., Murfreesboro, Tennessee (2006)
Created logo and designed promotional material for regional cleaning service distributor.

Graphic Designer, Watercolors, Inc., Pulaski, Tennessee (2006)
Created logo, business card, and signage for local retail store.

Graphic Designer, Giles County Furniture, Pulaski, Tennessee (2007)
Created promotional materials for local retail furniture outlet.

PROFESSIONAL AFFILIATIONS

Association for the Education in Journalism and Mass Communication (AEJMC)
Advertising Division & Mass Communication & Society Division

International Communication Association (ICA)
Children, Adolescents, & Media Division

Kappa Tau Alpha National Honor Society

Alpha Epsilon Lambda National Graduate Student Honor Society

REFERENCES

Dr. Jennings Bryant (retired)
Dissertation Chair & Ph.D. Advisor
Distinguished Research Professor
Reagan Chair of Broadcasting
The University of Alabama
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