

**ELIZABETH AVERY FOSTER, PH.D.**  
CURRICULUM VITAE

School of Advertising and Public Relations  
College of Communication and Information  
The University of Tennessee  
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**BIOGRAPHY**

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Elizabeth Avery Foster, “Beth,” is a Professor of Public Relations at the University of Tennessee and was Co-Director of the Risk, Health, and Crisis Communication Organized Research Unit at UT from 2009-2013. Beth has published 38 articles in peer-reviewed academic journals and has presented more than 50 pieces of original research at national and international academic conferences. Her research unit received \$156,000 in funding from the University of Tennessee Office of Research. In addition to numerous other internal funding awards, Beth has pursued grants from agencies including the Robert Wood Johnson Foundation, the National Institutes of Health, and the National Science Foundation. Beth’s research won the College-wide research award for top faculty researcher in both 2010 and 2017. She recently received a grant from the U.S. Department of Health and Human Services to develop interventions for the opioid epidemic in rural Appalachia. Prior to joining the faculty at the University of Tennessee, Beth completed a post-doctoral assistantship on a \$3.5 million CDC grant, served as Campaign Manager for a mayoral candidate, and was the Environmental Education Coordinator at the Athens-Clarke County Recycling Division for several years.

**ACADEMIC BACKGROUND**

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**Ph.D., Mass Communication**

**University of Georgia, May 2006**

Grady College of Journalism and Mass Communication  
Concentration: Public Relations

Dissertation: Presumed Influence, Planned Behaviors, and Political Advertising: Understanding Political Involvement of the Young Electorate

Committee: Ruthann Weaver Lariscy (chair), Lynne Sallot, Jeff Springston, Spencer Tinkham, and Jerry Hale

**M.A., Communication**

**Wake Forest University, May 2003**

College of Arts and Sciences

Thesis: Virtual Criticism: Negativity in the 2002 Senate Campaign Web Sites

Advisor: Allan Loudon

**A.B.J., Public Relations, *Magna Cum Laude*, with Honors**  
**University of Georgia, May 2001**  
 Grady College of Journalism and Mass Communication

**ACADEMIC APPOINTMENTS**

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<b>Professor</b> School of Advertising and Public Relations <i>The University of Tennessee</i>	Fall 2018-present
<b>Associate Professor</b> School of Advertising and Public Relations <i>The University of Tennessee</i>	Fall 2012-present
<b>Assistant Professor</b> School of Advertising and Public Relations <i>The University of Tennessee</i>	Fall 2006-Spring 2012
<b>Managing Director</b> <b>Risk, Health, and Crisis Communication Organized Research Unit</b> <i>University of Tennessee</i> School of Advertising and Public Relations	2012-2013
<b>Co-Director</b> <b>Risk, Health, and Crisis Communication Organized Research Unit</b> <i>University of Tennessee</i> School of Advertising and Public Relations	2009-2012
<b>Graduate Teaching Assistant</b> <i>University of Georgia</i> Department of Advertising and Public Relations	Fall 2004- Spring 2006
<b>Adjunct Faculty</b> <i>University of Georgia</i> Department of Advertising and Public Relations	Summer 2004
<b>Adjunct Faculty</b> <i>Gainesville College</i> Communication Department	Fall 2004- Spring 2005
<b>Graduate Teaching Assistant</b> <i>Wake Forest University</i> Communication Department	Fall 2001-Spring 2003

## RESEARCH INTERESTS

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Public Relations  
Public Health Campaigns  
Crisis Communication  
Political Public Relations

## COURSES TAUGHT

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### GRADUATE COURSES

#### University of Tennessee

PR 530, Advertising and Public Relations Research Methods, 6 sections, 12 students (average)  
PR 590, Public Relations Projects, 3 sections, 4 students (average)  
CCI 644, Advanced Quantitative Methods II, 1 section, 4 students

### UNDERGRADUATE COURSES

#### University of Tennessee

PR 270, Public Relations Principles, 8 sections, 150 students per section  
PR 310, Advertising and Public Relations Design, 12 sections, 20 students (average)  
PR 320, Public Relations Communication, 2 sections, 20 students (average)  
PR 380, Public Relations Professional Development Seminar, 2 sections, 30 students (average)  
PR 470, Public Relations Campaigns, 3 sections, 15 students (average)  
PR 492, Public Relations Internships, 2 sections

#### University of Georgia

ADPR 3850, Introduction to Public Relations, Teaching Assistant, 300 students  
ADPR 3520, Graphic Communication, Instructor, 2 sections, 16 students  
ADPR 5920, Public Relations Communication, Instructor, 3 sections, 16 students

#### Gainesville College

COM 1100, Introduction to Human Communication, 4 sections, 30 students

#### Wake Forest University

COM 110, Public Speaking, 8 sections, 20 students

**HONORS AND AWARDS**

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**TEACHING HONORS**

Fleishman-Hillard Campaign Award	Campaign Director, Regional Winner <i>University of Tennessee, Spring 2011</i>
Intercollegiate Graduate Statistics Program	Statistics Minor Program Faculty <i>University of Tennessee, 2009-present</i>
CCI Content Module Winner	Undergraduate Studies Committee Award for Group Proposal <i>University of Tennessee, 2007</i>
Outstanding Teaching Assistant Award	University-wide award given to top 10% of graduate teaching assistants <i>University of Georgia, 2006</i>
Teaching Portfolio Certification Award	Award recognizing outstanding teaching portfolios <i>University of Georgia, 2005</i>
Lead Teaching Assistant	Communication Department <i>Wake Forest University, 2002-2003</i>

**RESEARCH HONORS**

Faculty Research Award	College of Communication and Information <i>University of Tennessee, 2017</i>
Top Four Paper	Public Relations Division <i>National Communication Association, 2014</i>
Grant Writing Institute Fellow	Office of Research Summer Grant Institute <i>University of Tennessee, 2013</i>
Top Three Paper	2 <sup>nd</sup> Place, Public Relations Division, <i>Association for Education in Journalism and Mass Communication, 2013</i>
Faculty Research Award	College of Communication and Information <i>University of Tennessee, 2010</i>
First Place Research Poster	Public Relations Division, <i>Association for Education in Journalism and Mass Communication, 2010</i>
Top Three Paper	<i>International Public Relations Research Conference, 2009</i>

Top Three Paper *International Public Relations Research Conference, 2007*

Broun Dissertation Award Complete Funding for Dissertation Research  
Grady College of Journalism and Mass Communication  
*The University of Georgia, 2006*

Top Three Paper Public Relations Division- Teaching Paper  
*Association for Education in Journalism and Mass  
Communication, 2005*

Top Three Poster Public Relations Division  
*Association for Education in Journalism and Mass  
Communication, 2005*

## GRANTS- FUNDED AND APPLICATIONS

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### EXTERNAL GRANTS FUNDED

U.S. Department of Health and Human Services  
Health Resources & Service Administration  
Rural Communities Opioid Response Program- Planning  
Amount: \$200,000  
**Senior Personnel, 2018**

Monitoring Public Opinion in Cyberspace: How  
Corporate Public Relations is Facing the Challenge  
Amount: \$14,000  
**Co-Investigator, 2007**

### EXTERNAL GRANTS UNDER REVIEW AND APPLICATIONS-IN PROGRESS

Department of Defense  
Mitigating Extreme Weather Hazard Risks through Neighborhood Social Network Integration  
Amount: \$1,206,400 (being revised and resubmitted)

National Institutes for Health  
Intervention Campaign to Boost HPV Vaccination Uptake Rates Among Young Males in Rural  
Appalachia  
Amount: \$300,000 (being revised and resubmitted)

### EXTERNAL GRANTS UNDER REVIEW AND APPLICATIONS-UNFUNDED

The United States Department of State  
Assessing the Effectiveness of Digital Safety Methodologies and Interventions  
Amount: \$455,706

National Institutes for Health  
Establishing Cancer Biology Classes at HBC



<b>UT Office of Research, \$48,000</b>	Risk, Health, and Crisis Communication Organized Research Unit, <b>Managing Director</b> , 2011-2012
<b>UT Office of Research, \$66,000</b>	Risk, Health, and Crisis Communication Organized Research Unit, <b>Co-Director</b> , 2010-2011
<b>UT Office of Research, \$30,000</b>	Risk, Health, and Crisis Communication Organized Research Unit, <b>Co-Director</b> , 2009-2010
<b>University of Tennessee, \$2,000</b>	College of Communication and Information Dean's Summer Research Funding, 2011
<b>University of Tennessee, \$2,000</b>	College of Communication and Information Dean's Summer Research Funding, 2010
<b>University of Tennessee, \$1,000</b>	College of Communication and Information Dean's Summer Research Funding, 2009
<b>University of Tennessee, \$2,000</b>	College of Communication and Information Dean's Summer Research Funding, 2008
<b>University of Tennessee, \$3,600</b>	Office of Research Summer Graduate Research Assistantship SARIF Award, 2008
<b>University of Tennessee, \$3,600</b>	Center for Information and Communication Studies Funded Graduate Research Assistant, 2007
<b>University of Tennessee, \$2,000</b>	College of Communication and Information Dean's Summer Research Funding, 2007

## PUBLICATIONS AND RESEARCH

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### REFEREED JOURNAL ARTICLES

Avery, E.J. (*in press*). The Effects of Community Size, Control over Agenda, and Contextual Variables on Zika Virus Preparation of Public Information Officers at Local Public Health Departments. Accepted for publication in *Journal of International Crisis & Risk Communication Research*.

Avery, E. J., & Park, S. (*in press*). The Influences of Relationship Quality with External Partners and Required Levels of Approval of Messaging on Crisis Preparedness. Accepted for publication in *Public Relations Review*.

Park, S. & Avery, E.J. (*in press*). Development and Validation of a Crisis Self-Efficacy Scale. Accepted for publication in *Journal of Contingencies and Crisis Management*.

Avery, E. J., & Park, S. (2018). HPV vaccination campaign fear visuals: An eye-tracking study exploring effects of visual attention and type on message informative value, recall, and behavioral intentions. *Public Relations Review*, 44(3), 321-330.

Park, S. & Avery, E. J. (2018). Effects of media channel, crisis type and demographics on audience

intent to follow instructing information during crisis. *Journal of Contingencies and Crisis Management*, 26, 69-78.

**Avery, E.J.** (2017). Public information officers' social media monitoring during the Zika virus crisis, a global health threat surrounded by public uncertainty. *Public Relations Review*, 43(30), 466-478.

**Avery, E.J. & Park, S.** (2016). Effects of crisis efficacy on intentions to follow directives during crisis. *Journal of Public Relations Research*, 28(2), 72-86.

**Avery, E.J., Graham, M., & Park, S.** (2016). Planning makes (closer to) perfect: Exploring United States' local government officials' evaluations of crisis management. *Journal of Contingencies and Crisis Management*, 24(2), 73-81.

**Park, S. & Avery, E.J.** (2016). Effects of celebrity endorsement and patriotism in military advertising. *Journal of Promotion Management*, 22, 605-619.

**Graham, M., Avery, E.J., & Park, S.** (2015). The role of social media in local government crisis communications. *Public Relations Review*, 41(3), 386-394.

**Avery, E.J. & Lariscy, R.A.** (2014). Preventable disease practices among a lower SES, multi-cultural, non-urban, U.S. community: The roles of vaccination efficacy and personal constraints. *Health Communication*, 29, 826-836.

**Graham, M. & Avery, E.J.** (2013). Government public relations and social media: An analysis of the perceptions and trends of social media use at the local government level. *Public Relations Journal*, 7, 1-21.

**Avery, E.J. & Graham, M.** (2013). Political public relations and the promotion of participatory, transparent government through social media. *International Journal of Strategic Communication*, 7, 274-291.

**Bowen, R.D., Stephens, C., Childers, C., Avery, E.J., & Stripling, C.** (2013). Diffusion of social media among county 4-H programs in Tennessee. *Journal of Agricultural Education*.

**Milam, L. & Avery, E.J.** (2012). Apps4Africa: A new state department public diplomacy initiative. *Public Relations Review*, 38, 328-335.

**Kim, S., Avery, E.J., & Lariscy, R.** (2011). Repair at the expense of providing instructing and adjusting information following crises: Examining 18 years of crisis response strategy research. *International Journal of Strategic Communication*, 5, 183-199.

**Avery, E.J. & Lariscy, R.W.** (2011). Public information officers' perceived control in building local public health agendas and the impact of community size. *Health Communication*, 1-10.

**Haley, E., Avery, E.J., & McMillan, S.** (2011). Developing breast health messages for women in rural populations. *Journal of Consumer Affairs*, 45, 33-51.

**Avery, E.J.** (2010). Contextual and audience moderators of channel selection and message reception of public health information in routine and crisis situations. *Journal of Public Relations Research*, 22, 378-403.

**Avery, E.J. & Kim, S.** (2010). Preparing for pandemic while managing uncertainty: An analysis of the construction of fear and uncertainty in press releases of major health agencies. *Journal of Health and Mass*



*Communication*, 1, 177-193.

**Avery**, E.J., Sweetser, K.D., & Lariscy, R.A. (2010). Social media and shared—or divergent—uses?: A coorientation analysis of public relations practitioners and journalists. *International Journal of Strategic Communication*, 4, 189-205.

**Avery**, E.J., Lariscy, R.A., Amador, E., Ickowitz, T., Primm, C., & Taylor, A. (2010). Diffusion of social media among public relations practitioners in health departments across various community population sizes. *Journal of Public Relations Research*, 22, 332-358.

Lariscy, R.A., **Avery**, E.J., & Sohn, Y.J. (2010). Health journalists and three levels of public information: Issue and agenda disparities? *Journal of Public Relations Research*, 22, 113-135.

Lee, Y.J., Haley, E., & **Avery**, E.J. (2010). The role of gender and message strategy in the perception of advocacy advertising. *Journal of Current Issues and Research in Advertising*, 32, 47-55.

**Avery**, E.J. (2010). The role of source and the factors audiences rely on in evaluating credibility of health information. *Public Relations Review*, 36, 81-83.

Avery, E.J., Lariscy, R.A., Kim, S., & Hocke, T. (2010). A quantitative review of crisis communication research in public relations from 1991-2009. *Public Relations Review*, 36, 190-192.

Kim, S., **Avery**, E.J., & Lariscy, R.W. (2009). Are crisis communicators practicing what we preach?: An evaluation of crisis response strategy analyzed in public relations research from 1991 to 2009. *Public Relations Review*, 4, 446-448.

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

**Avery**, E.J. & Kim, S. (2009). Anticipating or precipitating crisis?: Health agencies may not be heeding best practice advice in Avian Flu press releases. *Journal of Public Relations Research*, 21, 187-197.

Lariscy, R.A., **Avery**, E.J., Sweetser, K.D., & Howe, P. (2009). Monitoring public opinion in cyberspace: How Corporate Public Relations is Facing the Challenge. *Public Relations Journal*, 3(4), 1-17.

**Avery**, E.J., Lariscy, R.A., & Sohn, Y.J. (2009). Public Information Officers' and Journalists' Perceived Barriers to providing quality health information. *Health Communication*, 24, 327-336.

Tinkham, S.F., Lariscy, R.W., & **Avery**, E.J. (2009). Political advertising and the older electorate: Recall, comprehension and persuasive impact. *Journal of Advertising*, 38, 105-119.

**Avery**, E.J. & Kim, S. (2008). Comprising or compromising credibility?: Use of spokesperson quotations in news releases issued by major health agencies, *Public Relations Journal*, 2, 1-18.

McMillan, S., **Avery**, E.J., & Macias, W. (2008). From have nots to watch dogs: Understanding Internet health communication behaviors of online senior citizens. *Information, Communication & Society*, 11, 675-697.

**Avery, E.J. & Lariscy, R.A.** (2007) Public relations practitioners' relationships with media *and* each other as moderators of excellent health information and the local public health agenda. *Public Relations Journal*, 1, 1-21

McMillan, S.J., Haley, E., Zollman-Huggler, P., **Avery, E.J.**, Winchenbach, M.G., & Bell, J.L. (2007). Breast health education for working women in Appalachia: Insights from focus group research. *Cancer, Culture and Literacy*, 14, 265-276.

**Johnson (Avery), E.A. & Sallot, L.M.** (2006). The gatekeeper interview assignment: Teaching public relations students how to write for the news media and to conduct media relations effectively. *Journalism & Mass Communication Educator*, 61, 165-178.

Sallot, L.M. & **Johnson (Avery), E.A.** (2006). To Contact? Or not to contact? Investigating journalists' assessments of public relations subsidies and contact preferences. *Public Relations Review*, 32, 83-86.

Sallot, L.M. & **Johnson (Avery), E.A.** (2006). Investigating relationships between journalists and public relations practitioners: Working together to set, frame and build the public agenda 1991–2004. *Public Relations Review*, 32, 151-159.

#### **REFEREED JOURNAL ARTICLES- UNDER REVIEW**

**Avery, E.J.** Zika Virus Preparedness Among Public Information Officers: Toward a Deeper Understanding of Factors Affecting Crisis Planning.

Park, S. & **Avery, E.J.** The Influences of Relationship Quality with External Partners and Required Levels of Approval of Messaging on Crisis Preparedness. Revision under review.

Graham, M. & **Avery, E.J.** Investigating Citizens' Communication Preferences from Their Local Governments through a Situational Theory Lens.

Graham, M. & **Avery, E.J.** Local Governments: A Co-Orientation Analysis of Relationship Quality.

#### **PEER REVIEWED PUBLISHED CONFERENCE PROCEEDINGS**

**Avery, E.J., Hennink-Kaminski, H., Lariscy, R.W., & Tinkham, S.** (2007). Advertising Message and Media Strategies as Predictors of Election Results. Published in the proceedings of the *American Academy of Advertising*, 129-138.

Lee, H. Lariscy, R.W., Tinkham, S., & **Johnson (Avery), E.** (2006). 2002 Korean Presidential Campaign and the United States Presidential Election. Published in the proceedings of the *American Academy of Advertising*, 29-30.

#### **PEER REVIEWED BOOK CHAPTERS**

**Avery, E.J. & Lariscy, R.A.** (2010). FEMA and the Rhetoric of Redemption: New Directions in Crisis Communication Models for Government Agencies. In W.T. Coombs and S.J. Holladay (Eds.), *The Handbook of Crisis Communication* (pp. 319-334). Malden, MA: Wiley-Blackwell.

McMillan, S.J., **Avery, E.J.**, & Macias, W. (2009). From Have Nots to Watch Dogs: Understanding Internet Health Communication Behaviors of Senior Citizens. In B.D. Loader, M. Hardey, & L. Keeble (Eds.), *Digital Welfare for the Third Age: Health and Social Care Informatics for Older People* (pp. 132-150). New York, NY: Routledge.

#### **BOOK CHAPTERS IN EDITED VOLUMES**

**Avery, E.J.** (2013). Anticipating or Precipitating Crisis? Health Agencies May Not Be Heeding Best Practice Advice in Avian Flu Press Releases. In W.T. Coombs (Ed.) *Crisis Communication*.

Springston, J., **Avery, E.J.**, & Sallot, L.M. (2009). Influence Theories: Rhetorical, Persuasion and Information. In R.L. Heath & H.D. O'Hair (Eds.), *Handbook of Risk and Crisis Communication* (pp. 268-284). New York, NY: Routledge.

Sallot, L.M., **Avery, E.J.**, & Springston, J. (2009). Opportunity Knocks: Putting Communication Research into the Travel and Tourism Literature. In R.L. Heath & H.D. O'Hair (Eds.), *Handbook of Risk and Crisis Communication* (pp. 654-666). New York, NY: Routledge.

#### **ENCYCLOPEDIA ENTRIES IN EDITED VOLUMES**

**Avery, E.J. & Dugger, J.** (in press). Vulnerability. In R.L. Heath & W. Johansen's (Eds.) *International Encyclopedia of Strategic Communication*. Wiley.

**Avery, E.J.** (2014). Infographics. In R.L. Heath's (Ed.) *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage. pp 447-448.

**Avery, E.J.** (2014). Information. In R.L. Heath's (Ed.) *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage. pp. 449-450.

**Avery, E.J.** (2014). Uncertainty. In R.L. Heath's (Ed.) *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage. pp. 941-942.

**Avery, E.J.** (2008). Murray Edelman. In L.L. Kaid & C. Holtz-Bacha's (Eds.), *The Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.

**Avery, E.J.** (2008). Symbolic Uses of Politics. In L.L. Kaid & C. Holtz-Bacha (Eds.), *The Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.

#### **REFEREED ACADEMIC CONFERENCE PAPERS**

**Avery, E.J., Kim, M., & Park, S. (2018).** Examining public perceptions of preparedness and considerations in performance of safeguarding behaviors for Zika virus. Presented at the annual meeting of the International Communication Association, Prague.

**Avery, E.J. & Park, S. (2018).** Effects of relationship quality with external partners and required levels of message approval of messaging on crisis preparedness. Presented at the annual meeting of the International Communication Association, Prague.

**Avery, E.J. (2017).** Zika Virus Preparedness Among Public Information Officers: Toward a Deeper Understanding of Factors Affecting Crisis Planning. Presented at the annual meeting of the International Communication Association, San Diego.

**Park, S. & Avery, E.J. (2017).** Demographic Predictors of Crisis Self-Efficacy. Presented at the annual meeting of the International Communication Association, San Diego.

**Park, S., Graham, M. & Avery, E.J. (2017).** The More the Better? Exploring the Role of Internal Resources in Crisis Management. Presented at the annual meeting of the International Communication Association, San Diego.

**Avery, E.J. & Park, S. (2016).** HPV vaccination campaign fear visuals: An eye-tracking study exploring effects of visual attention on message informative value, recall, and behavioral intentions. Presented at the annual meeting of the National Communication Association, Philadelphia.

**Park, S. & Avery, E.J. & Park, S. (2016).** Exploring the effects of visuals in HPV prevention campaigns: An eye-tracking study. Presented at the annual meeting of the National Communication Association, Philadelphia.

**Graham, M. & Avery, E.J. (2015).** Investigating Citizens' Communication Preferences from Their Local Governments through a Situational Theory Lens. Presented at the annual meeting of the National Communication Association, Las Vegas.

**Avery, E.J. & Park, S. (2015).** Effects of crisis efficacy on intentions to follow directives during crisis. Presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.

**Graham, M. & Avery, E.J. (2015).** Local government-citizen relationships: Using the coorientational approach to analyze the effectiveness of the relationship. Presented at the annual meeting of the International Communication Association, San Juan, Puerto Rico.

**Graham, M., Avery, E.J., & Park, S. (2014).** The role of social media in local government crisis communications. Presented at the annual meeting of the National Communication Association, Chicago. **TOP FOUR PAPER IN PUBLIC RELATIONS DIVISION.**

**Avery, E.J., Graham, M., & Park, S. (2014).** Exploring Crisis Type and Effects of Planning, Magnitude, and Citizen Satisfaction on Local Government Officials' Evaluations of Crisis Management. Presented at the annual meeting of the International Communication Association, Seattle.

Graham, M. & Avery, E.J. (2013). Government public relations and social media: An analysis of the perceptions and trends of social media use at the local government level. Presented at the annual meeting of the International Communication Association, London.

Avery, E.J. & Graham, M. (2013). Crisis Communication and Organizational-Centered Situational Considerations for Management. Presented at the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, D.C. **TOP THREE PAPER IN OPEN RESEARCH COMPETITION.**

Avery, E.J. & Lariscy, R.A. (2012). Preventable Disease Practices Among a Lower SES, Multi-Cultural, Non-urban, U.S. Community: The Roles of Vaccination Efficacy and Personal Constraints Health Communication. Presented at the annual conference of the National Communication Association, Orlando.

Milam, L. & Avery, E.J. (2011). There's an App for Africa: New Public Diplomacy and the U.S. State Department's "Apps4Africa" Contest. Presented at the annual conference of the National Communication Association, New Orleans.

Avery, E.J. & Hocke, T.M. (2011). Quiet, Creeping, and Sudden?!: Exploring Public Information Officers' Definitions of Health Crisis. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, St. Louis.

Avery, E.J. (2010). Contextual and Audience Moderators of Channel Selection and Message Reception of Public Health Information in Routine and Crisis Situations. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver.

Kim, S., Avery, E.J., & Lariscy, R.W. (2010). Reputation Repair at the Expense of Providing Instructing and Adjusting Information following Crises: Examining 18 Years of Crisis Response Strategy Research. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver. **FIRST PLACE RESEARCH PRESENTATION AWARD.**

Sweetser, K.D., Avery, E.J., Lariscy, R.W., Howes, P. (2009). Examining the Diffusion of Social Media in American Corporations. Presented at the annual meeting of the National Communication Association, Public Relations Division, Chicago.

Avery, E.J., Lariscy, R.A., Kim, S., & Hocke, T. (2009). A Quantitative Review of Crisis Communication Research in Public Relations: 1991-2009. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Public Relations Division, Boston.

Lariscy, R.A., Avery, E.J., Sweetser, K.D., & Howes, P. (2009). The Role of Social Media as Information Sources for Journalists. Presented at the annual International Public Relations Research Conference, Miami. **TOP THREE PAPER.**

Avery, E.J., Childers, C.C., Lambert, C.A., & Kim, S. (2009). Peer-ing into Pro-Health Advertisements for Children: Analysis of their Reactions to and Suggestions for Campaign Visuals. Presented at the annual meeting of the International Communication Association, Chicago.

Haley, E., **Avery**, E.J., & McMillan, S. (2008). Developing Breast Health Messages for Women in Rural Populations: Specialized Notions of Empowerment for Attention and Action. Presented at the annual meeting of the National Communication Association, San Diego.

Lee, Y.J., **Avery**, E.J., & Haley, E. (2008). The Role of Gender and Message Strategy in the Perception of Advocacy Campaigns. Presented at the annual meeting of the National Communication Association, San Diego.

**Avery**, E.J. & Kim, S. (2008). Comprising or Compromising Credibility?: Use of Spokesperson Quotations in News Releases Issued by Major Health Agencies. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago.

**Avery**, E.J. & Kim, S. (2008). Preparing for Pandemic while Managing Uncertainty: An Analysis of the Construction of Fear and Uncertainty in Press Releases of Major Health Agencies. Presented at the annual meeting of the International Communication Association, Montreal.

**Avery**, E.J., Lariscy, R.A., & Sohn, Y.J. (2007). Time to Warn the Surgeon General?: Public Information Officers' and Journalists' Perceived Barriers to Providing Excellent Health Information. Presented at the annual meeting of the National Communication Association, Chicago.

**Avery**, E.J., Lariscy, R.A., & Tinkham, S. (2007). Impact of Political Advertising Message Sponsorship, Strategy, and Valence on Members of the Young Electorate. Presented at the annual meeting of the National Communication Association, Chicago.

Vanc, A. & **Avery**, E.J. (2007). Videostyle Analysis of Music and its Relationships with Sponsorship and Valence in the 2006 Tennessee Senate Race Advertising. Presented at the annual meeting of the National Communication Association, Chicago.

McMillan, S., **Avery**, E.J., & Macias, W. (2007). From Have Nots to Watch Dogs: Understanding the Realities of Senior Citizens' Use of the Internet for Health Information. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

**Avery**, E.J. (2007). Application of the Theory of Planned Behavior to Understand Voting Behaviors of the Young Electorate. Presented at the annual meeting of the International Communication Association, San Francisco.

Lariscy, R.A., **Avery**, E.J., & Sohn, Y. (2007). Relationships between Public Information Officers and Health Journalists and Barriers to Excellent Health Stories. Presented at the annual International Public Relations Conference, Miami . **TOP THREE PAPER.**

**Avery**, E.J., & Kaminski, H.J., Lariscy, R.A., & Tinkham, S. (2007). Advertising Message and Media Strategies as Predictors of Election Outcome in State Legislative Campaigns. Presented at the annual meeting of the American Academy of Advertising, Burlington.

**Johnson (Avery)**, E.A. (2006). Implications of Perceptual Bias on Voting Behaviors and Support for Restrictions on Political advertising in the Young Electorate. Presented at the annual meeting of the National Communication Association, San Antonio.

**Johnson (Avery)**, E.A. & Avery, R.O. (2006). "We're Professional Kiss-Assers": The MTVization of Public Relations in *Power Girls*. Presented at the annual meeting of the National Communication Association, San Antonio.

Lariscy, R.A. & **Johnson (Avery)**, E.A. (2006). Sources of Information for Health Journalists: Opportunities for Corporate Health Public Relations. Presented at the annual meeting of the National Communication Association, San Antonio.

Lee, H., Lariscy, R.A., Tinkham, S., & **Johnson (Avery)**, E.A. (2006). Comparison of Televised Political Advertising during the 2002 Korean Presidential Campaign and the United States Presidential Campaign Advertising Model. Presented at the annual meeting of the American Academy of Advertising, Reno.

**Johnson (Avery)**, E.A. & Sallot, L.M. (2005). The Gatekeeper Interview Assignment: Teaching Public Relations Students How to Write for the News Media and to Conduct Media Relations Effectively. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio. **TOP THREE PAPER IN TEACHING PAPERS COMPETITION.**

**Johnson (Avery)**, E.A. (2004). Mudslinging in Cyberspace: Negativity in the 2002 Senate Campaign Web Sites. Presented at the annual meeting of the National Communication Association, Chicago.

**Johnson (Avery)**, E.A. (2004). A Constitutional Analysis of the Bipartisan Campaign Reform Act of 2004: How McCain-Feingold Chills Political Speech at the Core of First Amendment Protection. Presented at the annual meeting of the National Communication Association, Chicago.

Sallot, L.M. & **Johnson (Avery)**, E.A. (2004). War and Peace Between Journalists and Public Relations Practitioners: Working Together to Set, Frame and Build the Public Agenda 1991-2003. Presented to the at the annual meeting of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Sallot, L.M. & **Johnson (Avery)**, E.A. (2004). To Contact? Or Not to Contact? A Longitudinal View of Gatekeeper and PR Practitioner Relationships and Journalists' Contact Preferences. Presented at the annual meeting of the Public Relations Society of America, Educators Academy, New York City.

**Johnson (Avery)**, E. A. (2003). "The [Un]Real World": MTV's "Real" Women and Their Objectification in the Home and Office." Presented at the annual meeting of the National Communication Association, Feminist and Women Studies Division, Miami.

#### **REFEREED AND OTHER ACADEMIC CONFERENCE PRESENTATIONS**

**Avery**, E.J. (2014). Procuring external funding. Pre-conference presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Montreal.

**Avery**, E.J. (2014). Communicating with Funding Sources. Presentation at the College of Communication and Information Annual Research Symposium.

**Avery, E.J.** (2011). Let's Talk About Vaccines: Expert Thoughts on Reframing the Debate. Panel presentation at the annual conference of the Association for Education in Journalism and Mass Communication, St. Louis.

**Avery, E.J.** (2011). Writing External Grant Proposals. Presented at the Annual Research Symposium, College of Communication and Information.

**Avery, E.J.** (2010). The Challenges of Local Health Reporting and Health Public Relations. Panel presentation at the annual conference of the Association for Education in Journalism and Mass Communication, Denver.

Veil, S., Palenchar, M.J., **Avery, E.J.**, & Hilyard, K. (2009). Media Response/Public Relations in Risk/Crisis Communication. Presented at the annual meeting of the National Communication Associate, Boston.

**Avery, E.J.** & Palenchar, M. (2007). Using Real-Time Cases in the Classroom. Presenter on *Learning to Thrive when You Teach Public Relations Courses: Public Relations Boot Camp*. Preconference at the annual meeting of the National Communication Association, Chicago.

**Johnson (Avery), E.A.** (2004). Stay Tuned for More--or Different--Information: How Public Information Officers Communicate Changing Protocols During Health Emergencies. Presented at the annual meeting of the National Communication Association, Public Relations Division, Chicago.

Lariscy, R.A. & **Johnson (Avery), E.A.** (2004). Sources of Information for Health Journalists. Presented at the annual meeting of the National Communication Association, Public Relations Division, Chicago.

Lariscy, R.A., Springston, J., & **Johnson (Avery), E.A.** (2004). Newspaper and Freelance Health Reporters' Evaluations of Public Health Departments as Sources of Information. Presented at the annual meeting of the National Communication Association, Public Relations Division, Chicago.

**Johnson (Avery), E.A.** (2003). Virtual Criticism: An Analysis of the Use of Negativity in Senate Candidates' 2002 Campaign Web Sites. Presented at the annual meeting of the National Communication Association, Miami.

Atchison, R.J., & **Johnson (Avery), E.A.** (2002). The Enemy Within: Construction of Domestic Threats in Bush and Roosevelt's Executive Orders. Presented at the annual meeting of the National Communication Association, Public Address Division, New Orleans.

## SERVICE

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### PROFESSIONAL SERVICE

#### Elected Offices in Professional Organizations



2016-present                      Selection Committee  
National Communication Association

### **Committee Service**

Conflict of Interest Committee    *Journal of Public Relations Research*, 2011  
Created the conflict of interest policy for authors submitting to JPRR and set process for how conflicts are managed by the editor and/or reviewers.

### **Service to Academic Journals**

Editorial Review Board            *Health Communication*, 2015-present  
Editorial Review Board            *Journal of Public Relations Research*, 2009-2018  
Editorial Review Board            *Public Relations Review*, 2017-present  
Editorial Review Board            *International Journal of Risk and Crisis Communication*, 2018-present

### **Manuscript Reviews**

Reviewer                              *Journal of Advertising*  
Reviewer                              *Journal of Communication*  
Reviewer                              *Journal of Communication Management*  
Reviewer                              *Journal of Current Issues and Research in Advertising*  
Reviewer                              *Communication Quarterly*  
Reviewer                              *Journal of Applied Communication Research*  
Reviewer                              *Journal of Crisis and Contingencies Management*  
Reviewer                              *Communication Research*  
Reviewer                              *International Journal of Strategic Communication*  
Reviewer                              *Journalism & Mass Communication Quarterly*

### **Conference Paper Reviewer**

Public Relations Division, *Association for Education in Journalism and Mass Communication*, 2008, 2010, 2011, 2013, 2014, 2015  
Public Relations Division, *National Communication Association*, 2005, 2006, 2007, 2008, 2009, 2012, 2015, 2016, 2017  
Public Relations Division, *International Communication Association*, 2005, 2006, 2007, 2008, 2009, 2012, 2015, 2016, 2017  
Mass Communication Division, *National Communication Association*, 2005  
Political Communication Division, *National Communication Association*, 2007  
Political Communication Division, *International Communication Association*, 2008  
Public Relations Division, *International Communication Association*, 2008, 2014, 2015, 2017  
Public Health Educator's Paper Competition, *PRSA*, 2009

### **Panel Chair**

Public Relations Division, *National Communication Association*, 2012  
Public Relations Division, *National Communication Association*, 2008  
Top 3 Student Papers, Public Relations Division, *National Communication Association*, 2007

Top 3 Student Papers, Public Relations Division, *National Communication Association*, 2006  
 Mass Communication Division, *National Communication Association*, 2005

**Judge** *Zenith Awards*, 2011

**External Tenure Review**

External member of Tenure Review Committee, University of Kentucky, 2013  
 External member of Tenure Review Committee, Florida Institute of Technology, 2013  
 External member of Tenure Review Committee, University of Alabama, 2017

**UNIVERSITY SERVICE**

2018	University of Tennessee Cluster Hire Review Committee <i>Representative from CCI</i>
2017- present	University of Tennessee Curriculum Committee <i>Chair</i>
2016-present	University of Tennessee Undergraduate Council <i>CCI Faculty Representative</i>
2016- present	University of Tennessee Curriculum Committee <i>Undergraduate Council Representative</i>
2016- present	University of Tennessee Research Designation Sub-Committee <i>Curriculum Committee Representative</i>
2015-present	Collegiate DECA <i>Faculty Advisor, Inaugural Advisor</i>
2009-present	UT Intercollegiate Graduate Statistics Program <i>Faculty</i>
2010-present	Alpha Delta Pi, University of Tennessee <i>Faculty Advisor</i>

**COLLEGE SERVICE**

2014-present	Undergraduate Studies Committee College of Communication and Information
2015-2017	Undergraduate Studies Committee College of Communication and Information <i>Chair</i>
2014	Search Committee Associate Dean of Research/Director of CICS

- 2008-2009 Dean's Advisory Council  
College of Communication and Information  
*Chair*
- 2008-2010 Dean's Advisory Council  
College of Communication and Information  
*Member*
- 2008-2009 Communication Studies Assistant Professor Search  
Committee  
College of Communication and Information

**SCHOOL SERVICE**

- 2018-present Search Committee, Assistant Professor  
School of Advertising and Public Relations  
*Chair*
- 2017-2018 Search Committee, Assistant Professor  
School of Advertising and Public Relations  
*Member*
- 2017-present Public Relations Student Society of America  
School of Advertising and Public Relations  
*Faculty Advisor*
- 2017-present Course Supervisor, PR 310  
School of Advertising and Public Relations
- 2017-2018 Ad Hoc Graduate Review Committee  
School of Advertising and Public Relations
- 2016-present Assessment Committee  
School of Advertising and Public Relations
- 2016-present Curriculum Committee  
School of Advertising and Public Relations
- 2016-present Travel Committee  
School of Advertising and Public Relations
- 2014-2015 Search Committee  
School of Advertising and Public Relations  
School Director
- 2008-present Public Relations Scholarship Committee  
School of Advertising and Public Relations  
*Chair*
- 2013 Search Committee  
School of Advertising and Public Relations  
Assistant Professor of Advertising and Public Relations

2013 Teaching Guidelines Revision Committee  
School of Advertising and Public Relations  
*Co-Chair*

2012 Search Committee  
School of Advertising and Public Relations  
Director of School

2011 Search Committee  
School of Advertising and Public Relations  
Assistant Professor of Public Relations

2010-2011 Master's Program- Public Relations  
*Applications and Admittance Chair*

2010-2011 Master's Program- Public Relations  
*Advisor*

2009 PR Day Planning Committee  
School of Advertising and Public Relations  
*Faculty Chair*

2010-2012 Public Relations Student Society of America  
*Faculty Advisor*

2008 EURCA Judge, Creative Division  
University of Tennessee  
*College Representative*

2007 Advertising Campaigns Competition Judge

2007 Search Committee  
School of Advertising and Public Relations  
Assistant Professor of Public Relations

2007 EURCA Judge, Creative Division  
University of Tennessee  
*College Representative*

2006 Search Committee  
School of Advertising and Public Relations  
Assistant Professor of Public Relations

2005 Grady College Faculty Search Committee, *Member*  
Department of Advertising and Public Relations  
Graduate Student Representative

2005	Grady College Graduate Caucus Doctoral Student Mentor
2004	Grady College Faculty Search Committee, <i>Member</i> Advertising and Public Relations Department Graduate Student Representative
2004- 2006	Georgia Troop Supporters, <i>Faculty Advisor</i> University of Georgia
2004- 2006	Kappa Alpha Theta Alumni Advisory Board, <i>VP of Public Relations</i>
2000-2001	Peabody Awards Student Judge, <i>Production Staff, PR Team</i>

**DOCTORAL DISSERTATION COMMITTEES**

2018-present	Ying Xiong, Doctoral Dissertation, <i>Member</i>
2017-2018	Katharine Gomez, Doctoral Dissertation, <i>Member</i> <i>Topic: Political Conflict Discourse</i>
2016-2017	John Dugger, Doctoral Dissertation, <i>Chair</i> <i>Topic: Crisis Communication and Uncertainty</i>
2014-2016	Sejin Park, Doctoral Dissertation, <i>Chair</i> <i>Topic: Crisis Self-Efficacy Scale Development</i>
2012-2014	Melissa Graham, Doctoral Dissertation, <i>Chair</i> <i>Topic: Local Government-Citizen Relationships</i>
2010-2016	Hannah Shinault, Doctoral Dissertation, <i>Member</i> <i>Topic: Breast Health and Rural Women</i>
2012-2016	Hyuk Jun Cheong, Doctoral Dissertation, <i>Member</i> <i>Topic: User-Generated Content and Purchase Decisions</i>
2009-2013	Joo Suk Park, Doctoral Dissertation, <i>Member</i> <i>Topic: Measuring Trust of Public Information</i>
2009-2012	Taewoo Kim, Doctoral Dissertation, <i>Member</i> <i>Topic: The eWOM Phenomenon</i>
2009-2012	Tatjana M. Hocke, Doctoral Dissertation, <i>Member</i> <i>Topic: Processing of Risk/Crisis Communication within Families</i>

**UNDERGRADUATE HONORS THESIS**

2011	Lacey Milam, <i>Advisor</i>
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*Topic: Digital Diplomacy in Africa*

**GRADUATE DEGREE CANDIDATES' COMMITTEES**

2016	Chima Onunka, Master's Project, <i>Committee Member</i>
2016	Robert Lambert, Master's Project, <i>Committee Member</i>
2015	Hollyn Page, Master's Project, <i>Chair</i>
2015	Sarah Rogers, Master's Project, <i>Chair</i>
2015	Elizabeth Floyd, Master's Project, <i>Chair</i>
2016	Minsoo Kim, Thesis, <i>Member</i>
2014	Caroline Fields, Master's Project, <i>Chair</i>
2014	Amy Lawrence, Master's Project, <i>Chair</i>
2014	Ryn Dupes, Master's Project, <i>Chair</i>
2014	Abby Burton, Master's Project, <i>Chair</i>
2013	Ying Zheng, Master's Project, <i>Member</i>
2012	Tanya Ickowitz, Master's Thesis Committee, <i>Member</i>
2010	Charles Primm, Master's Project, <i>Chair</i>
2010	Katie Bennett, Master's Project, <i>Chair</i>
2008	Sarah Fletcher, Master's Project, <i>Member</i>
2008	Elizabeth Abbott, Master's Project, <i>Member</i>
2008	Shuning Feng, Master's Project, <i>Member</i>
2008	Jill Williams, Master's Project, <i>Member</i>
2007	Kate Spears, Master's Project, <i>Member</i>
2007	Chavvah McCoy, Master's Project, <i>Member</i>

**COMMUNITY SERVICE**

Board:	American Heart Association Go Red for Women
Committee:	Helen Ross-McNabb Holiday Fundraiser
Committee:	Sequoyah Elementary Fall Fundraiser
Volunteer:	Knoxville Lakeshore Park, <i>Public Relations Consultant</i>

## PROFESSIONAL EXPERIENCE

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### **Graphic Design/Copy Consulting**, JWA Public Relations, Atlanta, Georgia, 2005-2014

Clients include: Henry County Water Association, Clayton County Water Association, Register-Nelson Environmental Consulting

### **Campaign Manager**, Tom Chasteen for Mayor of Athens-Clarke County, Athens, Georgia, 2006

### **Environmental Education Coordinator**, Athens-Clarke County Recycling Division, Athens, Georgia, 2000-2004

- Planned and implemented several campaigns promoting environmental awareness and recycling in Athens-Clarke County.
- Earned the National Recycling Coalition's award for "Best Government Recycling Program" in the nation as a result of the program's success in recycling and public education.
- Planned and coordinated a large, two-year campaign funded by an EPA grant promoting scrap-tire recycling in Athens-Clarke County.
- Planned publicity for several special recycling events, each one garnering the participation of more than 1,000 Athens-Clarke County residents.
- Managed team of graphic designers in the development of promotional and educational materials for the campaign.

## POST-DOCTORAL ASSISTANTSHIP

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Centers for Disease Control, "Southeast Center on Communication, Health and Poverty" P0-1, 58-

1353149 (\$3.5 million). Freimuth, Vicki, Principal Investigator; Springston, Jeffrey K., Co-Principal Investigator/Core Director, et al. 2005-2008.

## ACADEMIC HONORS

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Kappa Tau Alpha Honor Society

**Top 10% of both undergraduate and graduate class in Grady College of Journalism and Mass Communication**

University of Georgia Charter Scholar  
Knox Terry College of Business Scholar  
Governor's Scholar  
Robert C. Byrd Scholar  
Sam Walton Community Leader Scholar  
Order of Omega Society (top 3% of University of Georgia Greek students)  
University of Georgia Public Speaking Forum 1<sup>st</sup> Place Winner  
University of Georgia Honors Program  
Nominee for the Barnett Outstanding Writer Award  
Order of Omega National Honor Society  
Delta Epsilon Iota Honor Society  
Alpha Lambda Delta Honor Society  
National Collegiate Scholar Honor Society  
Rho Lambda Society

**PROFESSIONAL ASSOCIATIONS**

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**Public Relations Society of America**

Knoxville Chapter

**Association for Education in Journalism and Mass Communication**

Public Relations Division

**National Communication Association**

Public Relations Division  
Political Communication Division  
Health Communication Division

**International Communication Association**

Public Relations Division  
Political Communication Division  
Health Communication Division

**INVITED LECTURES/RESEARCH PRESENTATIONS**

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Presenter: National Weather Service Integrated Warning Team Workshop

Presenter: University of Tennessee Open Mic Night  
Represented College of Communication and Information

Lecture Series: Communication, Campaigns, and Crisis  
Invited Lecture series at Wake Forest University for the "Great Teachers" Seminar



Expert Source: Social Media Use in Local Governments: Trends and Best Practices  
*Governing Magazine*

Lecture: Health Communication Research and Public Relations Theory  
Penn State University Graduate Seminar

Commentary: Political Advertising in the 2010 Tennessee Gubernatorial Race  
WBIR (NBC affiliate)

Commentary: Negative Political Advertising in the 2010 Gubernatorial Race  
WATE (ABC affiliate)

Presenter: The Research Process and Personal Research Agenda  
University of Tennessee, CCI 650, February 2009

Presenter: Welcome to the College: Advertising and Public Relations  
University of Tennessee, CCI 150, August 2007

Presenter: Welcome to the College: Advertising and Public Relations  
University of Tennessee, CCI 150, March 2007

Lecture: Feminist and Media Studies in Public Relations  
University of Tennessee, November 2006

Lecture: The Third-Person Effect and Political Advertising  
University of Georgia, July 2006

Lecture: Structural Equation Modeling  
University of Georgia, April 2006

Lecture: Political Involvement of the Young Electorate  
University of Georgia, March 2006

Presenter: Dynamics of Being a Ph.D. Student  
University of Georgia, Doctoral Student Orientation, August 2005

Presenter: University of Georgia PR Day, 2005  
PR Practitioner/Gatekeeper Relations

Lecture: Public Relations: The History, the Discipline, and the Profession  
Piedmont College, Athens, January 2005

Lecture: Issues, Images, and Negativity in Political Advertising  
University of Georgia, October 2004

Lecture: The Press, Propaganda, and the Illusion of Public Opinion  
University of Georgia, June 2004