

Sally J. McMillan
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After 15 years as communication practitioner and technology executive, began higher education career in 1994. Now full professor at the University of Tennessee. Also served as Associate Dean of College of Communication and Information and Vice Provost for Academic Affairs.

Education

Ph.D. in Communication and Society – University of Oregon, Eugene, OR 1997

Dissertation: “Who pays for content? Funding in interactive media”

Coursework in the School of Journalism and Communication included advertising, political economy of communication, and international communication as well as communication theory and practice, quantitative and qualitative research methods, and teaching methods. Outside studies in business, history, and sociology included courses in technology and innovation, leadership and organizational change, consumer behavior, consumer culture, American economic history, and statistics.

M.A. in Journalism/Public Relations – University of Maryland, College Park, MD 1984

Thesis: “Public relations in trade and professional associations: Location, structure, model, and function.”

Studies included public relations theory and practice, government communication, news writing, marketing communications, organizational behavior, consumer behavior, communication law, communication theory, and research methods.

B.A. in English – Southern Adventist University, Collegedale, TN 1978

Liberal arts education with studies in broad range of fields from classics to computer science. Minor in behavioral science.

Career Experience

Career Chronology

Professor, University of Tennessee	2009-Present
Vice Provost for Academic Affairs, University of Tennessee	2010-2015
Associate Dean for Academic Programs, University of Tennessee	2005-2009
Associate Professor, University of Tennessee	2003-2009
Assistant Professor, University of Tennessee	1999-2003
Assistant Professor, Boston University	1997-1999
Graduate Teaching Fellow, University of Oregon	1994-1997
Director of Marketing, Supra Corporation, Vancouver, WA	1992-1994
President and other roles at Delta Technology International, Eau Claire, WI	1988-1992
Co-Director, Interfaith Caregivers, Eau Claire, WI	1986-1988
Lecturer, University of Wisconsin, Eau Claire	1984-1988
Correspondent for <i>St. Paul Pioneer Press Dispatch</i> and <i>Milwaukee Journal</i>	1984-1987
Associate Editor, SDA General Conference Education Department, Washington, DC	1980-1984
English Teacher, Highland Academy, Portland TN	1978-1980

University Employment

University of Tennessee – Professor **2009-Present**
Associate Professor **2003-2009**
Assistant Professor **1999-2003**

Teach in the School of Advertising and Public Relations. Teaching assignments focus primarily on advertising management, planning, media, and research. Also teach public relations writing and management. Teach undergraduate, master's and doctoral students.

University of Tennessee – Vice Provost for Academic Affairs **2010-2015**

Provided campus leadership in promoting and developing the excellence of academic programs and ensuring a successful undergraduate experience for the increasingly high-achieving student body at the University of Tennessee, Knoxville. Responsible for the undergraduate priority area in the strategic plan, including General Education, Service Learning, Freshman Seminars, Learning Communities, and Online Education. Also oversaw Academic Program Review and coordinated academic programs such as Summer School, Life of the Mind, and Undergraduate Research.

University of Tennessee – Associate Dean for Academic Programs **2005-2009**

Provided leadership for academic programs in the College of Communication and Information. Worked with the faculty and administrative team to develop strategic and curricular priorities for undergraduate and graduate programs. Worked to recruit and retain high-quality students, and promote diversity and intercultural understanding among students. Served on university-wide committees related to the academic mission and represented the dean as needed to internal and external constituents. Managed academic functions such as convocation and commencement. Monitored operations and initiatives and worked with other administrators to coordinate both planning and reporting of college activities. Key member of leadership team for strategic planning and budgeting.

Boston University – Assistant Professor **1997-99**

Taught in the Department of Advertising, Public Relations and Mass Communication within the College of Communication. Teaching responsibilities included graduate courses in Marketing Communication and Interactive Marketing Communication plus an undergraduate course titled Computers in Communication.

University of Oregon – Graduate Teaching Fellow **1994-1997**

Developed and co-taught Advertising in Cyberspace course that explored marketing communication in interactive environments. Also taught Principles of Advertising.

University of Wisconsin – Eau Claire – Lecturer **1984-1988**

Taught the following classes: Principles of Public Relations, Public Relations Management, and Writing for the Mass Media. Faculty adviser to the student chapter of the International Association of Business Communicators.

Professional Background outside Higher Education

Director of Marketing, Supra Corporation, Vancouver, WA 1992-1994

Managed marketing communications and product marketing for this manufacturer of computer peripheral products. Responsibilities included public relations, advertising, technical writing, product development, customer relations, and sales support. Lead an in-house advertising agency.

Delta Technology International, Inc., Eau Claire, WI 1988-1992

Computer software research and development company manufactured utility products for DOS and Windows platforms before shifting its focus to aircraft flight planning software. (I am a licensed pilot.) As President (1990-1992), I managed all company operations, with hands-on responsibilities in product design and marketing. In Vice President Sales and Marketing (1989-1990) and Marketing Manager (1988-1989) roles, I directed sales and marketing – including public relations and advertising – as a key member of the executive team. In all roles, I had major involvement in strategic planning.

Co-Director, Interfaith Caregivers, Eau Claire, WI 1986-1988

Shared executive leadership of this organization that coordinated volunteer caregiving activities. Primary responsibilities included public relations and fund raising.

Newspaper Correspondent, Eau Claire, WI 1984-1987

Wrote more than 100 news and feature articles for the *St. Paul Pioneer Press Dispatch* and *Milwaukee Journal*. Topics include technology, social and legislative issues, education, health, special events, and outstanding personalities.

Associate Editor, Seventh-day Adventist World Headquarters, Washington, DC 1980-1984

Worked on a 72-book reading series for grades K-12. Responsibilities included writing, copyediting, research, proof reading, computerized vocabulary and copyright management, and production supervision.

Teacher, Highland Academy, Portland, TN 1978-1980

Taught, and advised student publications, at this secondary-level school. Taught English composition and literature, speech, and mathematics.

Professional Development

HERS Wellesley Institute for Leadership Development 2012-13

Sponsored by the University of Tennessee to attend this year-long training program focused on preparing women for leadership roles in academe. The Institute focuses on knowledge, skills and perspectives for achieving institutional priorities and maximizing institutional resources.

SEC Academic Leadership Development Program 2008-2009

One of three faculty members selected from the University of Tennessee to participate in the inaugural Academic Leadership Development Program sponsored by the Southeastern Conference Academic Consortium -- a vehicle for training academic leaders at the Southeast Conference member institutions.

- Insight into Philanthropy Seminar** **2008**
 Participated in a day-long seminar for university administrators conducted by Advancement Resources, LLC about strategies for successful development work
- Direct Marketing Professor's Institute** **1996**
 Participated in a three-day workshop designed to prepare college professors to teach direct marketing. Topics included direct marketing trends and issues, segmentation and database marketing, and integrated and interactive marketing and advertising.
- Sales and Management Training** **1988-1994**
 Participated in multiple training programs related to my practitioner work in sales, marketing, and management (e.g. Executive Course in Marketing Management, Managing and Financing Independent Business, Financial Management for Small Business, and Fundamentals of Finance and Accounting for Non-Financial Managers). Also regularly led training workshops for sales and marketing employees.

Research

Research areas include the impact of new communication technologies on individuals, organizations and society; examining factors that lead to academic success for students from diverse backgrounds; communicating about health with underserved populations.

Refereed Articles Published in Scholarly Journals

- Childers C.C., Haley, J.E., and McMillan, S.J. (2018). Achieving Strategic Digital Integration: Views from Experienced New York City Advertising Agency Professionals. *Journal of Current Issues and Research in Advertising*. This research was also presented at the American Academy of Advertising Annual Conference, New York, NY, March 2018.
- McMillan, S.J. and Childers, C.C. (2017). A Decade of Change and the Emergence of Digital Media: Analysis of Trade Press Coverage of the Advertising Industry, 2005–2014. *Journal of Interactive Advertising*, 17(1), 51-64.
- Park, J.H. and McMillan, S.J. (2017). Cultural Differences in Online Community Motivations: Exploring Korean Automobile Online Brand Communities (KAOBCs) and American Automobile Online Brand Communities (AAOBCs). *Journal of Promotion Management*, 23(2) 1-21.
- McMillan, S.J. (2016). A Comparison of Characteristics and Cultures of Academic Disciplinary Areas in the Context of Advertising and Public Relations. *Journal of Advertising Education*, 20(1), 22-31.
- Park, J.H. and McMillan, S.J. (2015). Typology of Online Brand Communities: An Examination of South Korean Automobile Online Brand Communities. *Journal of Promotion Management*, 21(2), 143-162.
- Morrison, M.A., Cheong, H.J., McMillan, S.J. (2013). Posting, Lurking and Networking: Behaviors and Characteristics of Consumers in the Context of User-Generated Content. *Journal of Interactive Advertising*, 13(2), 97-108.
- Kim, J., Spielmann, N., and McMillan, S.J., (2012). Experience Effects on Interactivity: Functions, Processes, and Perceptions. *Journal of Business Research*, 65(11).

- Haley, E., Avery, E.J., & McMillan, S.J. (2011). Developing Breast Health Messages for Women in Rural Populations: Specialized Notions of Empowerment for Attention and Action. *Journal of Consumer Affairs*, 45(11), 33-51.
- McMillan, S.J. (2010). Soap Box or Box of Soap: Consumer understanding of the news, advertising, and funding sources for user-generated content. *Information Communication and Society*, 13(6), 820-843. This research was also presented at the Association for Education in Journalism and Mass Communication Conference in Boston, MA, August 2009.
- McMahan, C., Hovland, R., & McMillan, S.J. (2009). Online Marketing Communications: Exploring Online Consumer Behavior by Examining Gender Differences and Interactivity within Internet Advertising. *Journal of Interactive Advertising*, 10(1), available online at: <http://jiad.org>
- Choi, Y. K., Kim, J., & McMillan, S. J. (2009). Motivators for the intention to use mobile TV: a comparison of South Korean males and females. *International Journal of Advertising*, 28(1), 147-167.
- Choi, Y.K, Hwang, J.S., & McMillan, S.J. (2008). Gearing up for mobile advertising: A cross-cultural examination of key factors that drive mobile messages home to consumers. *Psychology and Marketing*, 25(8), 756-758. This research was also presented at the Global Marketing Conference in Shanghai, China, March 2008.
- Kim, J. & McMillan, S.J. (2008). Evaluation of internet advertising research: A bibliometric analysis of citations from key sources. *Journal of Advertising*, 37(1), 99-112. This research was also presented at the American Academy of Advertising Annual Conference, Houston, TX, March 2005.
- Macias, W. & McMillan, S.J. (2008). The return of the house call: The role of internet-based interactivity in bringing health information home to older adults. *Health Communication*, 23(1), 34-44.
- McMillan, S.J., Avery, E.J, & Macias, W. (2008). From Have Nots to Watch Dogs: Understanding Internet Health Communication Behaviors of Online Senior Citizens. *Information Communication and Society*, 11(5), 652-674. This research was also presented at the Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC., August 2007. It is also included in B.D. Loader, M. Hardey, and L. Keeble (Eds.), *Third Age Welfare*. London: Routledge.
- McMillan, S.J., Hoy, M.G., Kim, J., & McMahan, C. (2008). A Multifaceted Tool for a Complex Phenomenon: Coding Web-based Interactivity as Technologies for Interaction Evolve. *Journal of Computer-Mediated Communication*, 13(4), 794-826. This research was also presented at the American Academy of Advertising Annual Conference, Burlington, VT, April 2007.
- McMillan, S.J., & Macias, W. (2008). Strengthening the Safety Net for Online Seniors: Factors Influencing Differences in Health Information Seeking Among Older Internet Users. *Journal of Health Communication* (13)8, 778-792.
- 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 Control Journal*, 14(3), 265-276.

- McMillan, S. J., & Morrison, M. (2006). Coming of age in the e-generation: A qualitative exploration of how the internet has become an integral part of young people's lives. *New Media & Society*, 8(1), 73-95. Research also presented at the Association for Education in Journalism and Mass Communication Annual Conference, Kansas City, MO, August 2003 and at University of Tennessee College of Communication 25th Annual Communications Research Symposium, Knoxville, TN, February 2003. Also included in M. Mackey (Ed.), *Media Literacies: Major Themes in Education*. London: Routledge.
- Kim, J., McMillan, S. J., & Hwang, J.S. (2005). Strategies for the super bowl of advertising: An analysis of how the web is integrated into campaigns. *Journal of Interactive Advertising*, 6(1), Available: <http://jiad.org/vol6/no1/kim/index.htm>. This research was also presented at the Association for Education in Journalism and Mass Communication Annual Conference, Kansas City, MO, August 2003.
- Hwang, J.S., McMillan, S. J., & Lee, G. (2003). Corporate web sites as advertising: An analysis of function, audience, and message strategy. *Journal of Interactive Advertising*, 3(2), Available: <http://jiad.org>. This research was also presented at the American Academy of Advertising Annual Conference, Jacksonville, FL, March 2002.
- McMillan, S. J., Hwang, J.S., & Lee, G. (2003). Effects of structural and perceptual factors on attitudes toward the website. *Journal of Advertising Research*, 43(4), 400-409. This research was also presented at the Association for Education in Journalism and Mass Communication Annual Conference, Miami, FL, August 2002.
- McMillan, S. J. (2002). A four-part model of cyber-interactivity: Some cyber-places are more interactive than others. *New Media and Society*, 4(2), 271-291.
- McMillan, S. J. (2002). Longevity of websites and interactive advertising communication. *Journal of Interactive Advertising*, 2(2), Available online: <http://jiad.org>. This research was also presented at the International Communication Association Annual Conference, Acapulco, Mexico, June 2002
- McMillan, S. J., & Hwang, J.S. (2002). Measures of perceived interactivity: An exploration of communication, user control, and time in shaping perceptions of interactivity. *Journal of Advertising*, 31(3), 41-54. This research also included in M.R. Stafford and R.J. Faber (Eds.), *Advertising, Promotion, and New Media*. Armonk, NY: M.E. Sharp, Inc.
- McMillan, S. J., & Hwang, J.S. (2002). Nailing Jell-O to the wall and herding cats: A content analysis of Chinese and U.S. Newspaper coverage of the internet in China. *Journal of Intercultural Communication Research*, 31(2), 107-125. This research was also presented at the International Communication Association Annual Conference, Seoul, Korea, July 2002.
- McMillan, S. J. (2001). Survival of the fittest online: A longitudinal study of health-related web sites. *Journal of Computer Mediated Communication*, 6(3), Available online: <http://www.ascusc.org/jcmc/vol6/issue3/mcmillan.html>. This research was also presented at the University of Tennessee College of Communication 22nd Annual Communications Research Symposium, Knoxville, TN, February 1998.
- McMillan, S. J. (2001). Virtual community: Boundary crossings at health-related web sites. *Electronic Journal of Communication/La Revue Electronique de Communication*, 11(2), Available: http://www.cios.org/getfile/mcmill_v11n201. This research was also presented at the International Communication Association Annual Conference, Haifa, Israel, July 1998.

- McMillan, S. J., Sheehan, K. B., Heinemann, B., & Frazer, C. (2001). What the real world really wants: An analysis of advertising employment ads. *Journal of Advertising Education*, 5(2), 9-21. This research was also presented at the Association for Education in Journalism and Mass Communication conference, Phoenix, AZ, August 2000.
- McMillan, S. J. (2000). Contract teamwork: A way out of the ivory tower. *Journal of Advertising Education*, 4(1), 7-17. This research was also presented at the Association for Education in Journalism and Mass Communication Annual Conference, New Orleans, LA, August 1999.
- McMillan, S. J. (2000). The microscope and the moving target: The challenge of applying content analysis to the World Wide Web. *Journalism and Mass Communication Quarterly*, 77(1), 80-98. This research was also presented at the International Communication Association Annual Conference, San Francisco, CA, May 1999. It is also included in K. Krippendorff and M. Bock (Eds.), *The Content Analysis Reader*. Sage.
- Downes, E. J. & McMillan, S. J. (2000). Defining interactivity: A qualitative identification of key dimensions. *New Media & Society*, 2(2), 157-179. This research was also presented at the Association for Education in Journalism and Mass Communication Annual Conference, Baltimore, MD, August 1998 and at the University of Tennessee College of Communications 20th Annual Communications Research Symposium, Knoxville, TN, April 1998.
- McMillan, S. J. (1999). Health communication and the internet: Relationships between interactive characteristics of the medium and site creators, content, and purpose. *Health Communication*, 11(4), 375-390. This research was also presented at the Advertising and Consumer Psychology Annual Conference, Columbus, OH, May 1997.
- Sheehan, K. B., & McMillan, S. J. (1999). Response variation in e-mail: An exploration. *Journal of Advertising Research* (July/August), 45-54.
- McMillan, S. J. (1998). Who pays for content? Funding in interactive media. *Journal of Computer Mediated Communication*, 4(1), Available: <http://www.ascusc.org/jcmc/vol4/issue1/mcmillan.html>. This article has also been translated into Spanish and published by en.red.ando. It is available online at: <http://enredando.com/cas/en.medi@/masenredandos/msg00013.html>.

Refereed Contributions to Edited Volumes

- McMillan, S.J. (forthcoming). Interactive Advertising: Untangling the Web of Definitions, Domains, and Approaches to Interactive Advertising Scholarship from 2002-2017. In S. Rodgers and E. Thorson (Eds.) *Advertising Theory*, 2nd edition.
- McMillan, S.J. (2018). Internet Advertising. In B. Warf (Ed.) *The SAGE Encyclopedia of the Internet* (pp. 449-453). London: Sage Publications, Inc.
- McMillan, S.J and Ripley, C.D. (2017). Persistence Profiles and Institutional Initiatives: Helping Students Become Ready for the World. In L. Leavitt, S. Wisdom, & K. Leavitt (Eds.) *Cultural Awareness and Competency Development in Higher Education* (pp. 288-303). Portland, OR: Ringold, Inc.
- McMillan, S.J. (2014). Gesundheitskommunikation und das Internet: Gesundheits-Websites auf dem Prüfstand (Health Communication and the Internet: Health Websites Put to the Test). In A. Shorr (Ed.) *Gesundheitskommunikation* (pp. 487-504). Badden-Badden: Nomos Verlagsgesellschaft.

- Shivers, M. & McMillan, S.J. (2013). Collaborating on Assessment of the Undergraduate Student Experience. In J. H. Schuh (Ed.), *Selected Contemporary Assessment Issues* (pp. 49-59). San Francisco: Jossey-Bass.
- McMillan, S. J. (2009). Internet usage patterns: An examination of how interactive features and processes are utilized in the United States. In L. Leung, A. Y. H. Fung & P. S. N. Lee (Eds.), *Embedding into Our Lives* (pp. 3-25). Hong Kong: The Chinese University Press. This research was also presented at the International Conference on Internet Communication in Intelligent Societies, Hong Kong, China, July 2004.
- McMillan, S. J. (2007). Internet advertising: One face or many? In D. W. Schumann & E. Thorson (Eds.), *Internet Advertising: Theory and Research* (2nd ed., pp. 15-35). Mahwah, NJ: Lawrence Erlbaum Associates.
- Hwang, J.S., & McMillan, S. J. (2005). How consumers think about "interactive" aspects of web advertising. In Y. Gao (Ed.), *Web systems design and online consumer behavior* (pp. 69-89). Hershey, PA: Idea Group Publishing.
- Frazer, C., & McMillan, S. J. (1999). Sophistication on the world wide web: Evaluating structure, function, and commercial goals of web sites. In D. Schumann & E. Thorson (Eds.), *Advertising and the world wide web* (pp. 119-134). Mahwah, NJ: Lawrence Erlbaum Associates. This research was also presented at the Advertising and Consumer Psychology Annual Conference, Bloomfield Hills, MI, May 1996.
- McMillan, S. J., Guppy, M., Kunz, W. M., & Reis, R. (1998). Public journalism: What difference does it make to editorial content? In E. Lambeth, P. Meyer & E. Thorson (Eds.), *Assessing public journalism* (pp. 178-190). Columbia, MO: University of Missouri Press.
- McMillan, S. J. (1987). Public relations in trade and professional associations: Location, structure, model, and function. In M. L. McLaughlin (Ed.), *Communication Yearbook 10* (pp. 831-845). Newbury Park, CA: Sage. This research was also presented at the International Communication Association Annual Conference, Chicago, IL May 1986.

Refereed Contributions to Conference Proceedings

- McMillan, S.J. and Matsunaga, S. (2017). Leavers, Stayers and Contemplators: Understanding the Drivers of Success for Low-Income Students. In S. Whalen (Ed.), *Proceedings of the 13th Annual National Symposium on Student Retention* (pp. 184-194). Norman, OK: University of Oklahoma.
- McMillan, S. J., Kim, J., McMahan, C., & Fall, L. T. (2006). Analyze this: Developing a coding scheme for measuring interactivity features in the context of state tourism web sites. In J. Richards (Ed.), *Proceedings of the American Academy of Advertising* (pp. 222-231). Austin, TX: University of Texas.
- McMillan, S. J., Kim, J., & Hwang, J.S. (2004). Searching for the riddle in the web site: Coding interactivity in online content analysis. In P. B. Rose (Ed.), *Proceedings of the American Academy of Advertising* (pp. 255-262). Miami, FL: University of South Florida.
- Hwang, J.S., & McMillan, S. J. (2003). Developing measures of perceived interactivity: Application and expansion of scale-development methods. In L. Carlson (Ed.), *Proceedings of the American Academy of Advertising* (pp. 130-137). Clemson, SC: Clemson University.

- Zhou, X., & McMillan, S. J. (2003). E-government in China: A content analysis of national and provincial websites. In *China & the internet: Technology, economy, & society in transition* (pp. 293-312). Los Angeles, CA: Global interdisciplinary Conference held May 30-31 in Los Angeles, CA.
- Hwang, J.S., & McMillan, S. J. (2002). The role of interactivity and involvement in attitude toward the web site. In A. M. Abernathy (Ed.), *Proceedings of the American Academy of Advertising* (pp. 10). Auburn, AL: Auburn University.
- McMillan, S. J., & White, C. (2001). Survivors: A qualitative study of web sites that endure. In C. R. Taylor (Ed.), *Proceedings of the American Academy of Advertising* (pp. 101-107). Villanova, PA: Villanova University.
- McMillan, S. J. (2000). Interactivity is in the eye of the beholder: Function, perception, involvement, and attitude toward the web site. In M. A. Shaver (Ed.), *Proceedings of the American Academy of Advertising* (pp. 71-78). East Lansing, MI: Michigan State University.
- McMillan, S. J. (1999). Advertising Age and interactivity: Tracing media evolution through the advertising trade press. In M. S. Roberts (Ed.), *Proceedings of the American Academy of Advertising* (pp. 107-114). Gainesville, FL: University of Florida.
- McMillan, S. J. (1998). The role of advertising in new media: A historical analysis of radio with comparisons to computer-mediated communication. In D. D. Muehling (Ed.), *Proceedings of the American Academy of Advertising* (pp. 157-166). Pullman, WA: Washington State University.
- McMillan, S. J. (1996). Radio and online communication: Historical parallels in developmental metaphors and models of financial support. In G. B. Wilcox (Ed.), *Proceedings of the American Academy of Advertising* (pp. 94-99). Austin, TX: University of Texas.

Invited Publications

- McMillan, S.J. and Chlders, C.C. (forthcoming) Digital Technologies and Hopeful Monsters. *Journal of Interactive Advertising*.
- McMillan, S.J., Matsunaga, S.K, Cheek, J.G (2017, November). Growing the Four-year Graduation Rate. Post-Secondary Research Center, University of Tennessee. Available online: <https://perc.utk.edu/wp-content/uploads/sites/52/2017/12/2017.11.10-Improvement-in-Four-Year-Gradation-Rate-UTK.pdf>
- McMillan, S.J., Hardy, J., Smethers, J., and Connor, A. (2013). Course Scheduling as a Strategic Initiative: Using Technology Tools and Timetable Data to Enhance Student Success. *College & University*, 88(4), 53-56.
- McMillan, S. J. (2006). Exploring models of interactivity from multiple research traditions: Users, documents, systems. In L. A. Liverouw & S. Livingstone (Eds.), *The handbook of new media, updated student edition* (pp. 205-229). London: Sage
- McMillan, S. J. (2006). Quest for Understanding Interactivity is a Research Whirlwind. *American Academy of Advertising Newsletter*, (2)4, Available online: <http://www.aaasite.org/newsletter/2006-12.pdf>.
- McMillan, S. J. (2005). The researchers and the concept: Moving beyond a blind examination of interactivity. *Journal of Interactive Advertising*, 5(2), Available online: <http://jiad.org>.

McMillan, S. J. (2002). Exploring models of interactivity from multiple research traditions: Users, documents, and systems. In L. Liverouw & S. Livingstone (Eds.), *The handbook of new media* (pp. 162-182). London: Sage.

McMillan, S. J. (2002). Interactivity. In S. Jones (Ed.), *Encyclopedia of new media*. New York: The Moschovitis Group.

Book Reviews

McMillan, S.J. (2009). Book review: The Medicalization of Cyberspace by Andy Miah and Emma Rich. (London: Routledge.) *New Media and Society*, 11(3), 463-464.

McMillan, S.J. (2008). Book review: Impact of e-commerce on consumers and small Firms by Salvatore Zappalá and Colin Gray. (Hampshire, England: Ashgate Publishing Limited). *Information, Communication and Society*, 11(1), 132-134.

McMillan, S.J. (2008). Book review: The Internet and National Elections: A Comparative Study of Web Campaigning. *Information, Communication and Society*, 11(5), 730-731.

McMillan, S. J. (2003). Book review: Critical perspectives on the internet, by Greg Elmer. (Lanham, Maryland: Rowman & Littlefield publishers). *Journalism and Mass Communication Quarterly*, 80(4), 980-981.

McMillan, S. J. (2000). Book review: Marketing on the internet: Principles of online marketing, by Judy Strauss and Raymond Frost. (Upper Saddle river, NJ: Prentice Hall, 1999). *Journal of Advertising Education*, 4(2), 61.

McMillan, S. J. (1999). Book review: Consuming environments: Television and consumer culture, by Mike Bud, Steve Craig, and Clay Steinman. (New Brunswick, NJ: Rutgers university press, 1999). *Journalism and Mass Communication Quarterly*, 76(3), 607-608.

Compiled Textbook

McMillan, S.J. (2009). *Communication in an Information Age. Second Edition* Boston: Pearson Custom Publishing. ISBN 0-558-23189-7.

McMillan, S.J. (2008). *Communication in an Information Age*. Boston: Pearson Custom Publishing. ISBN 0-555-03220-5.

Refereed Papers Presented at Professional Meetings

The following papers were refereed and presented at academic conferences. They have not yet been published. Note that many publications listed in earlier sections were first presented at conferences. Citations in those sections provide both publication and conference information.

McMillan, S.J., Parker, E.D., and Matsunaga, S. (2018). A Framework for Understanding Family Roles across the Student Lifecycle. Presentation at the Association of Higher Education Parent/Family Program Professionals Annual Conference, Louisville, KY .

McMillan, S.J. Childers, C.C., Brotman, S.N., Lee, J.H., Bogda, N., and Huang, J. (2018, August). Political Campaigning Meets Digital Engagement: “Old” Failures and “New” Triumphs. Presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

McMillan, S.J. (2018, February). Family Socioeconomic Diversity: Using a Research and Writing Exercise to Expand Student Understanding of Diversity. Presentation at the 40th Annual Communications Research Symposium, Knoxville, TN.

- McMillan, S.J., Childers, C.C., Brotman, S.N., Lee, J.H., Huang, J., Bogda, N (2018, February). Spending, Spinning, and Polling Vs. Posting Positively and Often: How the 2016 U.S. Presidential Campaign Changed the Rules. Presentation at the 40th Annual Communications Research Symposium, Knoxville, TN.
- Cho, M.H., Auger, G., and McMillan, S.J. (2017, August). Facts, Alternative Facts, and Politics: A Case Study of How a Concept Entered Mainstream and Social Media Discourse. Presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.
- McMillan, S.J. and Matsunaga, S. (2017, March). Invisible Inclusion: Building a Case for Change in Support of Students with Socioeconomic Challenge. Presentation at the Association of American Colleges & Universities Diversity, Learning, and Student Success Conference, Jacksonville, FL.
- McMillan, S.J. and Gardner, D. (2016, October). From Contemplation to Completion: Understanding How Personal Characteristics, Programs and Services, and Engagement with Faculty Impact Student Success. Presentation at the Southern Association for Institutional Research (SAIR) Annual Conference, Charlotte, NC.
- McMillan, S.J. (2016, August). Time, Space, and Digital Media: An Analysis of Trade Press Depiction of Change in Practice. Presentation at the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Park, J.H. and McMillan, S.J. (2016, June). Cultural Differences in Online Community Motivations: Exploring Korean Automobile Online Brand Communities (KAOBCs) and American Automobile Online Brand Communities (AAOBCs). Presentation at the International Communication Association, Fukuoka, Japan.
- McMillan, S.J. and Childers C.C. (2016, February). Trade Press Depiction of Advertising Practice in the New Era of New Media. Presentation at the 38th Annual College of Communication and Information Research Symposium, Knoxville, TN.
- McMillan, S.J., Bayer, R., Darling, R., and Adams, B.J. (2014, October). Increasing Opportunity and Success: A Nimble and Nuanced Response to the White House College Pipeline Summit. Presentation at the AACRAO Strategic Management Conference, Los Angeles, CA.
- McMillan, S.J., Adams, B.J., and Curry, D. (2014, October). Cross-Campus Partnerships for Developing/Continuous Improving Student Success Programs. Presentation at the Institute for Student Service Professionals (ISSP) conference, Philadelphia, PA.
- McMillan, S.J., Adams, B., Bayer, R., Darling, R., Gardner, D., Smethers, J. (2013, November). A SWAT team approach to Enhancing Student Success. Paper presented at the AACRAO Strategic Management Conference, Chicago, IL.
- McMillan, S.J., (2012, November). Use of Data for Identifying and Resolving Structural Barriers to Graduation. Paper presented at the AACRAO Strategic Management Conference, Orlando, FL.
- McMillan, S.J., Atchley, K., & Gardial, S. (2012, October). Assessing a Leadership and Mentoring Program at the University of Tennessee. Paper present at the Mentoring Institute Mentoring Conference, Albuquerque, NM.
- Haley, E. & McMillan, S.J. (2010, March). The Reach of Advertising Scholars' Research. Paper presented at the American Academy of Advertising Conference in Minneapolis, MN.

- McMillan, S.J. and Morrison, M.A. (2010, March). Oh, User, Who Art Thou: An Examination of Behaviors and Characteristics of Consumers. Paper presented at the American Academy of Advertising Conference in Minneapolis, MN.
- Park, J.H. & McMillan, S.J. (2010, March). A Typology of Online Brand Communities: An Examination of Korean Online Automobile Brand Communities. Paper presented at the American Academy of Advertising Conference in Minneapolis, MN.
- Biswas, T., & McMillan, S.J. (2009, April). Examining the Influence of Culture on the Gratifications Sought and Obtained from the Internet by Immigrants and Sojourners. Paper presented at the Broadcast Education Associate Conference in Las Vegas, NV.
- Haley, E., Avery, E., & McMillan, S.J. (2008, November). Developing Messages for Appalachian Breast Health Outreach Program: Getting Attention and Motivating Action. Paper presented at the National Communication Association Conference in San Diego, CA.
- McMahan, C., Hovland, R., & McMillan, S. (2008, March). Differences in the Ways Males and Females Engage With and Perceive Internet Advertising. Paper presented at the annual conference of the American Academy of Advertising, San Mateo, CA.
- McMillan, S. J., & Hoy, M. G. (2007, June). Standards of interactivity on health-related web sites: Identifying current practice in multiple web domains. Paper presented at the Marketing and Public Policy Annual Conference, Washington, DC.
- McMillan, S. J., & Macias, W. (2007, October). My granny Googles better than yours: Factors influencing differences in how older Americans use the internet for health communication and information. Paper presented at the Association of Internet Researchers Annual Conference, Vancouver, BC.
- McMillan, S. J. (2006, June). The BHOP bridge: How a Komen-funded program in rural Appalachia spans professional and personal health systems. Paper presented at the Susan G. Komen Breast Cancer Foundation Mission Conference, Washington, DC.
- McMillan, S. J. (2005, June). Evaluation of a breast health education program for working women in Appalachia. Paper presented at the Susan G. Komen Breast Cancer Foundation Mission Conference, Washington, D.C.
- McMillan, S. J., Bledsoe, E., & McMahan, C. (2005, October). A new generation of interactivity research: Identifying sub-domains and examining interrelationships among them. Paper presented at the Association of Internet Researchers Annual Conference, Chicago, IL.
- McMahan, C., & McMillan, S. J. (2005, February). Gender portrayals: Advertising images of masculine and feminine forms in teen-targeted media. Paper presented at the University of Tennessee College of Communication and Information 27th Annual Communications Research Symposium, Knoxville, TN.
- McMillan, S. J. (2004, September). Ubiquity extends to senior citizens: A qualitative exploration of how seniors' use the internet for health-related information. Paper presented at the Association of Internet Researchers Annual Conference, Brighton and Hove, England.
- McMillan, S. J., & Morrison, M. (2004, August). Commercialization of cyberspace: Experiences and expectations of young consumers. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada. Research also presented at the Association for Education in Journalism and Mass Communication, Mid-winter Conference, New Brunswick, NJ.

- White, C., McMillan, S. J., & Hwang, J.S. (2003, May). Dot.com fever: Deconstructing the boom and the bust. Paper presented at the International Communication Association Annual Conference, San Diego, Calif. and at the 24th Annual College of Communication Research Symposium, Knoxville, Tenn.
- McMillan, S. J. (2000, November). Interactivity and health-related web sites. Paper presented at the National Communication Association Annual Conference, Seattle, WA.
- McMillan, S. J. (2000, August). What is interactivity and what does it do? Paper presented at the Association of Education in Journalism and Mass Communication Annual Conference, Phoenix, AZ.
- McMillan, S. J. (1999, May). Four models of cyber-interactivity: Individual perceptions of interactivity in computer-mediated environments. Paper presented at the International Communication Association Annual Conference, San Francisco, CA.
- McMillan, S. J. (1999, May). Life histories: An exploration of communication and contradictions in interactive media. Paper presented at the International Communication Association Annual Conference, San Francisco, CA.
- McMillan, S. J. (1999, August). Tracing the evolution of interactive media and funding models through the trade press. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, New Orleans, LA.
- McMillan, S. J. (1998, February). Using the internet for content analysis and survey research. Paper presented at the University of Tennessee College of Communications 20th Annual Communications Research Symposium, Knoxville, TN.
- McMillan, S. J. (1996, August). Writing as theater: The marketing of the digital word. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Anaheim, CA.
- McMillan, S. J., & Campbell, K. B. (1996, August). Online cities: Are they building a virtual public sphere or expanding consumption communities? Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Anaheim, CA.
- McMillan, S. J., Guppy, M., Kunz, W. M., & Reis, R. (1996, August). A defining moment: Who says what about public journalism. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Anaheim, CA.
- Champagnie-Alman, K., Merskin, D. L., & McMillan, S. J. (1996, May). The menstrual taboo and advertising: A survey of women's information dependency. Paper presented at the International Communication Association Annual Conference, Chicago, IL.
- McMillan, S. J., & Merskin, D. L. (1996, August). Personal comfort and personal care products: A survey of women's dependency on advertising. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Anaheim, CA.

Invited Presentations in Seminars, Guest Lectures, and Workshops

- McMillan, S.J. (2017, February). *Researching student success*. Panel presentation at the College of Communication and Information Research Symposium, Knoxville, TN.
- Darling, R., Bayer, R., and McMillan, S.J. (2014, October). *Solving retention challenges with a team approach: A case study*. Webinar presented through Academic Impressions.

- McMillan, S. J. (2007, April). *Please stay tuned for more conversation after these irrelevant interruptions*. Panel presentation at the American Academy of Advertising Annual Conference, Burlington, VT.
- McMillan, S.J. (2007, April). *Integrated marketing communication online*. Guest lecture to master's students studying with the faculty of business and economics at the University of Jyväskylä, Jyväskylä, Finland.
- McMillan, S.J. (2007, April). *Research in interactive marketing communication*. Guest lecture to doctoral students studying with the faculty of business and economics at the University of Jyväskylä, Jyväskylä, Finland.
- McMillan, S. J. (2006, August). *The many face of internet advertising*. Panel presentation at the Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- McMillan, S. J. (2004, August). *The internet and health communication: Questions and directions*. Panel presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada
- McMillan, S. J. (2004, March). *Matrix re-examined: A tool for identifying domains of interactivity research*. Panel presentation at the American Academy of Advertising Pre-conference, Baton Rouge, LA
- McMillan, S. J. (2004, September). *Report on breast health outreach research project*. Panel presentation at the Central Highlands Research Roundtable, The Breaks, KY.
- McMillan, S. J. (2002, August). *An interactive panel of interactive scholars*. Panel presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Miami, FL.
- McMillan, S. J. (2001, February). *Teaching new media at old universities*. Panel presentation at the Association for Education in Journalism and Mass Communication Mid-winter Colloquium, New York: NY.
- McMillan, S. J. (2000, November). *New media technologies and their convergence with traditional media*. Panel presentation at the National Communication Association Annual Conference, Seattle, WA
- McMillan, S. J. (2000, November). *Unraveling the web: Content analysis of web sites*. Panel presentation at the National Communication Association Annual Conference, Seattle, WA.
- McMillan, S. J. (2000, June). *Web quests and questions*. Panel presentation at the Workshop on Website Analysis, Information and Society Program, Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, PA.
- Downes, E. J., & McMillan, S. J. (1998, March). *Research and discovery: The keys to building a targeted audience*. Presentation at the Public Relations Society of America National Conference, Boston, MA.
- McMillan, S. J. (1988, March). *Internships: Experience or exploitation*. Presentation at the Association for Education in Journalism and Mass Communication Midwest Regional Colloquium, Eau Claire, WI.

Other Participation in Seminars and Workshops

- McMillan, S.J. (2016, March). Moderator for panel of refereed papers for the American Academy of Advertising annual conference, Boston, MA.
- McMillan, SJ (2016, August). Discussant for scholar-to-scholar poster session for the Association for Education in Journalism and Mass Communication annual conference, Minneapolis, MN.
- McMillan, S.J. (2016, March). Moderator for panel of refereed papers for the American Academy of Advertising annual conference, Seattle, WA.
- McMillan, S.J. (2012, March). Moderator for panel of refereed papers for the American Academy of Advertising annual conference, Myrtle Beach, SC.
- McMillan, S.J. (2007, August). Discussant for second-place student paper of the Communication Technology Division. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.
- McMillan, S.J. (2006, August). Discussant for the top student paper of the Communication Technology and Policy Division. Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, CA.
- McMillan, S.J. (2004, August). Discussant for Communication Technology and Policy poster session at the Association for Education in Journalism and Mass Communication conference, Toronto, Canada.
- McMillan, S.J. (2003, August). Discussant for research paper session titled Legal and Policy Issues in Online Communication at the Association for Education in Journalism and Mass Communication Annual Conference, Kansas City, MO.
- McMillan, S.J. (2003, May). Discussant for research paper session titled New Research on Newspapers: Online and with Offline Consequences at the International Communication Association Annual Conference, San Diego, CA.
- McMillan, S.J. (2000, August). Discussant for research paper session titled Corporate Uses of the Internet at the Association for Education in Journalism and Mass Communication Annual Conference, Phoenix, AZ.
- McMillan, S.J. (2000, August). Organized and moderated a professional freedom and responsibility panel titled Public Relations on a Two-Way Street for the Association for Education in Journalism and Mass Communication Annual Conference, Phoenix, AZ.
- McMillan, S.J. (2000, June). Moderated research paper session titled Advertising Justice: Crossing Cultural Boundaries with the Commodifications of Social Justice at the International Communication Association Annual Conference, Acapulco, Mexico.
- McMillan, S.J. (2000, June). Moderated research paper session titled Social Cognitive Aspects of the World Wide Web at the International Communication Association Annual Conference, Acapulco, Mexico.
- McMillan, S.J. (1999, May). Moderated research paper session titled Technology and Community at the International Communication Association Annual Conference, San Francisco, CA.
- McMillan, S.J. (1999, August). Moderated research paper session titled Third Person Effects at the Association for Education in Journalism and Mass Communication Annual Conference, New Orleans, LA.

McMillan, S. J. (1998, March). Moderated research paper session titled Brand Equity at the American Academy of Advertising Annual Conference, Lexington, KY.

Grants Received

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|---|-----------|
| College of Communication Faculty Research Grant | 2007 |
| Grant for research conducted with graduate student Taewoo Kim developing an experiment to test actual levels of interaction at Web sites. Total grant amount \$3,000. | |
| Academy of Advertising Research Grant | 2003-2006 |
| Grant for a research proposal with Wendy Macias of the University of Georgia for a proposal titled “The Return of the House Call: The Role of Internet-based Interactivity in Bringing Health Information Home to Older Adults.” Two separate studies (one qualitative and one quantitative) were conducted and Two articles were generated from this research, one with Macias as first author, the other for which I took the lead. Total grant amount \$2,450. | |
| National Cancer Institute | 2003-2005 |
| Grant for research designed to evaluate and improve the effectiveness of the Breast Health Outreach Program (BHOP) that is conducted through the University of Tennessee Medical Center. I was the primary communication researcher on the project and worked in conjunction with BHOP staff and medical cancer researchers. Total grant amount \$49,501. | |
| Scholarly Activity and Research Incentive Funds (SARIF) Grant | 2004 |
| Grant awarded by the University of Tennessee Office of Research based on my research proposal for bibliographic analysis of literature on interactive advertising. The grant funded a graduate research assistant, Juran Kim. Total grant amount \$3,000. | |
| College of Communication Faculty Research Grant | 2003 |
| Grant for research conducted with Margaret Morrison performing qualitative analysis of essays about how individuals are adapting to e-commerce. I am first author on the project. Total grant amount \$2,000. The study was presented at the 2004 University of Tennessee Research Symposium – and at the Association for Education in Journalism and Mass Communication 2004 Mid-Winter meeting. | |
| Wireless Instructional Initiative | 2003 |
| Grant from the University of Tennessee Innovative Technology Center for integrating wireless technology into my advertising management class. Total grant amount \$2,000 | |
| College of Communication Faculty Research Grant | 2002 |
| Grant for research conducted with Margaret Morrison analyzing essays about individuals’ experiences with interactive media. I am first author. The study was presented at the 2003 University of Tennessee Research Symposium. Total grant amount \$2,500. | |
| Scholarly Activity and Research Incentive Funds (SARIF) Grant | 2002 |
| Grant awarded by the University of Tennessee Office of Research to assist faculty with international travel. Presented a paper at the 2002 International Communication Association conference in Seoul, South Korea. The study has been published in the <i>Journal of Intercultural Communication Research</i> . Total grant amount \$2,300. | |

- Scholarly Activity and Research Incentive Funds (SARIF) Grant 2002
 Grant awarded by the University of Tennessee Office of Research to help fund an online survey. Additional funds were also granted by the Department of Advertising and College of Communication Research Center. The study was presented at the 2002 Association for Education in Journalism and Mass Communication conference and published in the *Journal of Advertising Research*. Total grant amount \$600.
- Scholarly Activity and Research Incentive Funds (SARIF) Grant 2001
 Grant awarded by the University of Tennessee Office of Research based on my research proposal for development of a scale designed to measure perceived interactivity. The grant funded a graduate research assistant, Jang-Sun Hwang. The award led to research that has been published in the *Journal of Advertising*. Total grant amount \$4,727.
- College of Communication Faculty Research Grant 2001
 Grant for research conducted with Candace White and Jang-Sun Hwang about media influence on start-up e-commerce companies. I took the initial lead on this project. Candace White is lead author on a paper resulting from this project that was presented at the 2003 International Communication Association conference. Total grant amount \$2,000.

Grants Applied For

- BEST-SURE 2016
 Proposed a 10-week research experience for undergraduate students to the Social, Behavioral, and Economic Sciences (SBE) Directorate of the National Science Foundation. The project will enable undergraduate students from under-represented backgrounds to obtain both depth and breadth of research in the SBE fields as they work directly with four faculty mentors on research projects. The proposal, which is in review, requests approximately \$100,000 per year for each of three summers.
- Project RIGHT 2015
 Proposed program to the Department of Education under the First in the World program for a program to enhance learning and speed time to graduation for students who transition between institutions as well as those who transition to new fields of study after they begin coursework at a community college or a 4-year institution. The project involved both faculty and administrators at the University of Tennessee and requested \$1.5 million over three years. The proposal received high scores, but was not funded.

Teaching and Mentoring

Courses Taught

*Seminar for first-year students; **Taught at both graduate and undergraduate level;
 ***Graduate course;

- Advertising Decision Making***
- Advertising in Cyberspace
- Advertising Management**
- Advertising Media Strategy
- Advertising Principles

- Advertising Research Methods
- Advertising Special Topics – Internet Advertising **
- Computers and Communication
- Dissecting Families *
- Independent Study **
- Orientation to Graduate Study***
- Philosophical and Theoretical Foundations of Communication and Information***
- Public Relations Cases
- Public Relations Management
- Public Relations Principles
- Public Relations Writing
- Research Professional Seminar***
- Social Media **
- Understanding Medical Access Challenges in Haiti and Appalachia*
- Writing for Mass Media

Doctoral Committees Chaired

Taewoo Kim, *Consumers' Correspondence Inference on Celebrity Endorsers: The Role of Correspondence Bias and Suspicion*. Completed in 2012 at the University of Tennessee. Currently an Adjunct Assistant Professor in the School of Communication at Kennesaw State University.

Jae Hee Park, *An Examination of Automobile Online Brand Communities (AOBCs) in the U.S. and South Korea: Linkages among Motivation, Experience, and Satisfaction*. Completed in 2011 at the University of Tennessee. Currently an Assistant Professor in the Department of Communication at the University of North Florida.

Angela Pratt, *Integrated Impression Management: How NCAA Division I Athletics Directors Understand Public Relations*. Completed in 2010 at the University of Tennessee. Currently an Assistant Professor in the Department of Communication Studies at Clemson University.

John Brummette, *University Alcohol Prevention, Public Relations and Organizational Legitimacy from the Parental Perspective*. Completed in 2008 at the University of Tennessee. Currently an Associate Professor in the School of Communication at Radford University.

Cheryl Ann Lambert, *If I'm not sick I don't really pay attention: A qualitative study of female undergraduates' health message perspectives*. Completed in 2008 at the University of Tennessee. Currently an Assistant Professor in the School of Journalism and Mass Communication at Kent State University.

Juran Kim, *Developing an Integrated Model of Interactivity in the Context of Travel-Related Web Sites*. Completed in 2006 at the University of Tennessee. Currently a Professor of Business Administration at Jeonju University, Korea.

Jang-Sun Hwang, *What Is Web-Based Interactive Advertising (WIA) to Consumers? Consumer's Interpretation and Interaction with WIA*, dissertation completed in 2003 at the University of Tennessee. Currently Professor in the Department of Advertising and Public Relations at Chung-Ang University, Korea.

Kyoungtae Nam, *Effects of Personality on the Spiral of Silence Process*, dissertation completed in 2002 at the University of Tennessee. Currently Professor of Advertising at Kyungsoong University, Korea.

Service on Doctoral Committees

Jennifer Bishop, *Emerging Adult Development in the College Context: A Longitudinal Study of Role Balance and Academic Success in the Transition to College*. University of Tennessee. Completed Summer 2018.

Lemon, Laura, *'It's Not Rocket Science': Employees' Lived Experiences and the Essence of Employee Engagement*. University of Tennessee. Completed Spring 2016.

Koh, Jeffrey Tzu Kwan Valino, *Towards a Toolkit for Practicing Experience Designers: Methods for Identifying, Conceptualising, Characterising, Measuring and Implementing Interactivity*. National University of Singapore. Completed Fall 2013.

Samantha Gray, *How technology interacts with emerging adulthood psychosocial developmental tasks: An examination of online self-presentation and cell phone usage*. University of Tennessee. Completed Summer 2013.

Karen Freberg, *Intention to comply with food safety messages in a crisis as a function of message source and message reliability*. University of Tennessee. Completed Spring 2011.

Kunka Ignatova, a study involving health communication and public relations. University of Tennessee. Completed spring 2007.

Larry Taylor, a qualitative study of newspapers and technology. University of Tennessee. Completed fall 2006.

Margot Pantalone, an analysis of how activists use the Internet to communicate about the USA PATRIOT Act. University of Tennessee. Completed fall 2006.

Xiang Zhou, *Framing the Red Internet: Multicultural Comparisons of Newspapers' Coverage of China's Internet*. University of Tennessee. Completed summer 2006.

Carolynn McMahan, a study of gender differences and interactivity at e-commerce Web sites. University of Tennessee. Completed summer 2005.

Saovanee Tesгим, a qualitative study of compulsive shopping behavior. University of Tennessee. Completed spring 2004.

Master's Committees Chaired

Kyungji Lee, *The Influence of Beauty-Related YouTube Content on Consumers' Purchase Intention*. Thesis completed at the University of Tennessee in 2018.

Shilpa Venkateshwaran, wrote a thesis on the impact of the Internet on family communication patterns. Thesis completed at the University of Tennessee in 2004.

Advised students who developed campaigns for the Crest SpinBrush Pro in 2003: Suzanne Cottrell, Josh Hayes, Devi Mehta, and Michaela Rhea

Advised students who developed campaigns for Mike's Hard Lemonade in 2002: Carla Campbell, Sarah Clevinger, Jennifer Ellington, Jennifer Fetzer, J. Claire Johnson, Amanda Killingsworth.

Advised students who developed campaigns for Slimfast.com in 2001: Veronica Barger, Melanie Burleson, Angela Durko, Reid Harper, Morgan Richards, and Kirk Rittenberry.

Noriko Yukimaso, a study of the introduction of voice recognition software in Japan, project competed at Boston University in 1999.

Yun-Hee Kim, developed a marketing communication plan for the introduction of America Online into Korea, project completed at Boston University in 1999.

Directed project for Henrique Pena, a management plan for an alumni Web site. Project competed in 1999 at Boston University.

Jasmine Shoukry, developed a plan for using multimedia to market and sell services, project completed at Boston University in 1998.

Service on Master's Committees

Served on committee for Advertising student Victoria Sudokova, Caring Theory and CSR Communication. Completed 2018 at the University of Tennessee.

Served on committee for Public Relations student Minsoo Kim, Understanding National Branding: The Relationship Between Country Reputation and Corporate Reputation. Completed 2016 at the University of Tennessee.

Served on committee for Advertising student Hyuk Jun Cheong, an examination of electronic word of mouth and consumer product reviews. Completed 2008 at the University of Tennessee.

Served on committee for Master's of Fine Arts project for James Greene. Printmaking thesis titled Valuistics: The Making Of. Completed 2006 at the University of Tennessee.

Served on project committees for Lacy Barr, Brandon Dorton, John Hall, David Smith, and Katie Wright who all developed advertising campaigns for Gold's Gym. Completed 2005 at the University of Tennessee.

Served on thesis committee for Myra H. Ireland, Online Newspapers: Why Do Publishers Do What They Do? Thesis completed in 2005 at the University of Tennessee.

Served on thesis committee for Yoon-Joo Lee, an examination of factors leading to persuasiveness of advertising for pro-social messages. Thesis completed in 2004 at the University of Tennessee.

Served on thesis committee for Joosuk Park, a comparison of research activities between Japanese and Korean public relations practitioners. Project completed in 2002 at the University of Tennessee.

Served on thesis committee for Karin Schweizer, an examination of individualism in German advertising. Thesis completed in 2002 at the University of Tennessee.

Served on thesis committee for Holly Smith Egan, a study of the integration of interactive communication in public relations organizations. Project completed 2001 at the University of Tennessee.

Undergraduate Honors Projects Supervised

Taylor Odle, Baker Scholar Project on policy analysis related to Pell Grant and a College Scholar Thesis on the relationships between distance and leader/member exchange, projects completed 2014 at the University of Tennessee.

Kristi Hintz, development of an experiment to test effect of pop-up advertising, project completed 2005 at the University of Tennessee.

Bradley Burgett, analysis of positioning and development of a creative strategy for Takeout Taxi, project completed 2002 at the University of Tennessee.

Kevin Cook, a creative strategy developed through use of survey and focus group research for the campaign for sheriff in Anderson County, TN, project completed 2002 at the University of Tennessee.

Mark Jarrell, a self-promotional Web site designed to serve as a portfolio for his intended career in multi-media development, project completed 2002 at the University of Tennessee.

Travis Rucker, a “survival guide” for developing advertising campaigns, project completed 2001 at the University of Tennessee.

Service

University Service

Search Committee, Assistant Professor of Advertising 2018

Chaired this search for a new colleague. Organized materials for 35 candidates and led the committee in developing processes for assessing and recommending candidates.

Search Committee, Vice Chancellor for Communication 2018

Serve on this university-wide committee that reviewed more than 60 applications, narrowed the pool, and interviewed candidates for this cabinet-level position.

CCI Internationalization Committee 2018-Present

Serve on this College of Communication and Information Committee that is focused on increasing participation in study abroad programs by both students and faculty.

Big Orange Family Campaign Executive Committee 2016-Present

Serve on this university-wide committee as the representative from the College of Communication and Information. Responsible for helping to set university direction for faculty/staff fundraising campaign. Also coordinate work of five team leaders who solicit funds from their individual units.

Assessment Committee 2016-Present

Serve on the committee that coordinates assessment activities for the School of Advertising and Public Relations.

- Transportation and Parking Authority** **2015-Present**
Serve on this university-wide committee that oversees issues related to transportation and parking at The University of Tennessee.
- Ad Hoc Graduate Curriculum Review Committee** **2015-Present**
Serve on college committee that the associate dean created to review curriculum of CCI graduate programs. Chaired committee in 2017-2108 and developed the framework for an online master's degree program.
- Faculty Senate** **2003-2007 and 2015-2018**
Chair of the campus/system relations committee 2017-2018. Chair of budget and planning committee 2004-2006. Served on both budget and planning and faculty affairs committees 2003-2004. Served on the executive committee 2004-2006 and represented the faculty on the Chancellor's budget and planning committee 2004-2006. Chair of the College of Communication and Information Caucus 2015-2018.
- ACEJMC Reaccreditation Committee** **2015-2017**
Serve on a committee to develop he self-study for reaccreditation by the Accrediting Council on Education in Journalism and Mass Communication.
- Transfer Student Committee** **2014-15**
Chair a cross-functional committee that reviews policies and practices and recommends changes to better serve students who are transferring to the University of Tennessee.
- Taskforce on Serving Underrepresented Students** **2014-15**
Chaired a taskforce charged with reviewing internal and external programs that attract, retain, and graduate students of color and low income students. Prepared recommendations for the provost for programs that are successful, scaleable, cost efficient, and potential recipients of external funding.
- Space Planning Taskforce** **2014-15**
Co-chaired a committee that is examining ways to more effectively utilize space on campus and to also build a common university calendar.
- uTrack Taskforce** **2012-2014**
Formed and now serve on this taskforce that is working to develop systems that will help keep students on track for graduation in four years. Involves both policy and technical changes.
- Search Committee, Chief Information Officer** **2012-13**
Chaired a committee that was successful in filling the Chief Information Officer position for the University of Tennessee.
- Online Taskforce** **2012**
Chaired a taskforce that developed a clear mission, vision, and values for online courses and programs at UTK. Also inventoried current programs and services available for faculty and students and created a job description for a new director of online programs. Will chair the taskforce to hire that new visionary member of the leadership team who will report to me.

- Search Committee, Vice Provost for Faculty Affairs** 2012
Chaired a committee that successfully recruited, screened, and made hiring recommendations for this vice provost position at the University of Tennessee
- Emergency Response Team** 2012
Serve as the representative of the Provost's office on the Emergency Response Team for the University. As part of this responsibility have achieved FEMA certification of achievement in the following areas: National Incident Management System Introduction, National Response Framework Introduction, Introduction to the Incident Command System for Higher Education, ICS for Single Resources and Initial Action Incident.
- Curriculum Revision Process Taskforce** 2012
Chaired a taskforce designed to improve curriculum revision processes to better address coordination between departments and to insure consistency with curriculum policies.
- Summer School Taskforce** 2010-2012
Chair a taskforce designed to reinvigorate summer school with the goal of enabling more students to be able to finish their undergraduate programs in four years.
- Undergraduate Associate Deans Group** 2010-2015
Chair this group that reports through the undergraduate council. Primary function is on coordination of programs and policies related to undergraduate education.
- Strategic Planning Implementation Taskforce** 2010-2015
Chair the taskforce that developed and continues to monitor the action plans for priority 1 of the University of Tennessee strategic plan. Focus is on recruiting, retaining, and graduating high-quality undergraduate students.
- Global Action Committee** 2010-2015
Chair the committee that reviews applications for Ready for the World funding. Funded projects focus on increasing intercultural and international awareness among undergraduate students.
- Independent Study Taskforce** 2010-11
Chaired a taskforce designed to rethink the role of independent study at the University of Tennessee and consider alternative delivery and management options.
- Tuition Taskforce** 2010-11
Co-chaired the taskforce that developed alternative models for changing the tuition cap. Resulted in a new "Take 15, graduate in 4" model.
- Search Committee for Director of Admissions** 2009
Chaired the search for a new Assistant Dean and Director of Undergraduate Admissions at the University of Tennessee. Led an eight-person committee in a review of about 70 candidates that brought a diverse group of four candidates to campus and resulted in successfully filling the position with a well-qualified candidate.
- Library Strategic Planning Facilitator** 2008
At the request of the Dean of Libraries, facilitated a strategic planning process for the library leadership group.

Deans, Directors, and Department Heads Training Programs **2005-2015**

Regularly participate in a series of retreats and workshops that are designed to enhance the skills of academic administrators in areas ranging from recruiting to faculty evaluation. I facilitated a session focused on case studies and problem solving in 2005.

University Councils and Committees **2005-2015**

As Associate Dean for Academic Programs in the College of Communication and Information, served ex-officio on the undergraduate council and graduate council of the university. Also represented college at the Graduate Dean's Group, Classroom Upgrade Committee and other ongoing and ad hoc committees related to academics that require dean-level representation. In Vice Provost role continue to serve on many standing university councils and committees including the Council of Deans, the Undergraduate Council, and the Academic Policy Committee.

Orientation Programs **2005-2009**

Coordinate each year an orientation for new doctoral students in the College of Communication and Information. Also presented at an orientation for new faculty members in 2008 about mentoring and the probationary period.

College Committees **2005-2009**

As Associate Dean for Academic Programs in the College of Communication served ex-officio on the following college committees: undergraduate committee, graduate committee, and strategic planning committee. Also served as a voting member of the departmental review committee for human subjects research.

University Search Committees **2005-2008**

Served as a member of the search committee that selected a new dean for the college of communication and information. Also served on the search committees for Vice Provost for Academic Operations and Vice Provost for Faculty Affairs.

Advisory Committee on Student Financial Aid **2003-2015**

Serve as a member of the university-wide committee that considers appeals from student athletes regarding eligibility for financial aid.

Graduate Council **2003-2005**

Served as a College of Communication and Information representative on the University-wide graduate council. Also served on the sub-committee that reviews credentials for service on doctoral committees in 2003-2004 and chaired that sub-committee 2004-2005.

Graduate Committee **2003-2004**

Served as a member of the college-wide graduate committee that reviews and recommends changes in graduate curriculum and reviews applications to the doctoral program.

Scholarship Selection Committee **2003-2004**

Served on a committee that reviewed applications and selected recipients for college-wide scholarships.

- Strategic Planning Committee Chair** 2002-2005
Chaired a committee that developed a plan for organization and direction for the College of Communication and Information during the transition year after the merger of the College of Communications and the School of Information Sciences. In later years, the committee worked to develop a framework for strategic planning.
- Advisor of Master's Program** 2001-2007
Advised all students enrolled in the College of Communication Master of Science program who were concentrating in advertising.
- Liaison to University Honors Program** 2001-2004
Served as advertising department liaison to the university undergraduate honors program. Includes advising honors students as well as promoting engagement between honors students and members of the department.
- Technology Committee Chair** 2000-2002
Chaired the College of Communications technology committee. Activities included developing budget requests for instructional technology, drafting a strategic plan for instructional technology, and facilitating faculty work on a research server.
- Doctoral Degree Committee** 2000-2002
Worked with an ad hoc joint committee of faculty from communications and information science to review the communications doctoral degree program at the University of Tennessee and focus it appropriately for students.
- Grant-Writing Workshop** 2000
Organized a workshop for the College of Communications faculty on using University of Tennessee Office of Research resources to identify funding opportunities.
- College of Communications Committees, University of Tennessee** 1999-2000
Served on the Technology Committee and Health and Science Committee of the College of Communications. Worked with other committee members to shape policy and action in these key competency areas.
- Department of Advertising Scholarship Coordinator** 1999-2004
Reviewed all applicants for department of advertising scholarships, summarized and ranked the applicants, obtained feedback from faculty members, and recommended scholarships for worthy students.
- Advertising Master's Degree Development, Boston University** 1998-1999
Conducted research on graduates, industry trends, and other universities' programs as background for development of a Master of Science degree in Advertising. Designed a curriculum based on that research and led in moving that curriculum through the stages of department, college and university approval.
- Academic Affairs Committee, Boston University** 1998-1999
Elected by the faculty for a two-year term on this College of Communication committee that reviewed academic policy and heard cases related to academic dishonesty.

Graduate Affairs Committee, Boston University 1997-99

As a committee member, I reviewed applications for graduate admissions in the department of Mass Communication, Advertising, and Public Relations. Served as acting chair of the committee while the permanent chair was on sabbatical in spring 1999.

Adviser to Student Web Site, Boston University 1997-98

Provided general guidance and directed internships for students who develop content for a commercially run Web site targeted to college students.

Graduate Student Representative, University of Oregon 1995-1996

Elected to serve as representative to the School of Journalism and Communication faculty and graduate affairs committee. Worked with students, faculty, and administration to define and create bylaws, and supervised formation of a Graduate Student Association.

*Professional Service***Co-Edited Special Issue of *Journal of Interactive Advertising* 2017-18**

With Courtney Childers, co-edited a special issue on Digital Technologies and Advertising Change. Developed concept and recruiting materials and began recruiting submissions in 2017. Conducted full editorial process from review to final revisions in 2018.

Finance Committee of American Academy of Advertising 2017-18

Served on committee which advises the Executive Committee on handling of monies and audits the Academy finances.

Convened Meeting of Vice Provosts for Academic Affairs 2014

Brought 17 Vice Provosts from SEC and Top 25 Schools to Knoxville for a two-day conference focused on change-management.

Publications Committee of the American Academy of Advertising 2009-2012

Serve on the committee that oversees policies, procedures, budgets, etc. for all of the publications of the American Academy of Advertising. This includes the *Journal of Advertising* and *Journal of Interactive Advertising* as well as internal publications.

Executive Education 2009

Worked with faculty members in the College of Communication and Information to develop and deliver an executive education certificate program in internal communication and information. The 10-week program is targeted to mid-level managers and is delivered through a combination of face-to-face and online instruction. In addition to directing the program, I also taught a module on business writing.

Editor for Special Issue on Interactivity of *Journal of Interactive Advertising* 2004-2005

Served as guest editor for this special issue. Recruited papers, coordinated reviews, gave feedback to authors, and made final selections of papers for the special issue.

Coordinator for Pre-Conference on Interactivity American Academy of Advertising 2004

Responsible for organizing a day-long pre-conference in Baton Rouge, LA that brought together scholars and practitioners to discuss the evolution of interactivity in advertising.

Coordinator for Mid-Winter Conference **2004**
Association for Education in Journalism and Mass Communication

Coordinated a weekend conference at Rutgers University that was co-sponsored by the following divisions and interest groups: Communication Technology & Policy, Media Management & Economics, Visual Communication, Civic Journalism, Science, Entertainment, and Graduate Education.

Communication Technology and Policy Division, **1998-2004**
Association for Education in Journalism and Mass Communication

In 2003-2004 served as head of the division responsible for providing leadership and direction to the division as well as managing the budget and maintaining communication with the office staff. In 2002-2003 served as vice head responsible for programming all of the division's sessions at the national conference of AEJMC. In 2001-2002, as research chair, solicited and coordinate review of research papers for presentation consideration at the national conference of AEJMC. From 1998-2000 served as professional freedom and responsibility chair.

Vice President for Education and Community Relations, International **1992-1994**
Association of Business Communicators – Oregon/Columbia Chapter

Strengthened the professional chapter's ties to the student chapter at the University of Portland including development of a mentor program.

Secretary, Wisconsin Software Publishers Association **1989-1991**

Helped organize association and served as secretary during the first year of operation. Recruited new members, assisted with long-term planning, and helped plan seminars.

Reviewed Grant Proposals for the following Organizations:

- National Institute for Occupational Safety and Health of the Centers for Disease Control
- National Science Foundation

Reviewed Manuscripts for the following Publications:

- *Communication Theory*
- *Communication Yearbook*
- *Health Communication*
- *Information Communication & Society*
- *International Journal of Advertising*
- *International Journal of Information Management*
- *International Journal of Media Management*
- *International Marketing Review*
- *Journal of Advertising*
- *Journal of Advertising Education*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Computer Mediated Communication*

- *Journal of Current Issues and Research in Advertising*
- *Journal of Health Communication*
- *Journal of Interactive Advertising*
- *Journal of Marketing*
- *Journal of the Academy of Marketing Science*
- *Journal of Advertising*
- *Journalism and Communication Monographs*
- *Journalism and Mass Communication Educator*
- *Journalism and Mass Communication Quarterly*
- *Media Psychology*
- *New Media and Society*
- *Political Communication*
- *Psychology and Marketing*
- *Public Relations Review*
- *Southwest Mass Communication Journal*
- *The Information Society*
- *Western Journal of Communication*

Reviewed Conference Papers for the following Organizations:

- Advertising Division of the Association for Education in Journalism Mass Communication
- American Academy of Advertising
- Communication and Technology Division of the International Communication Association
- Communication Technology of the Association for Education in Journalism Mass Communication
- Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication
- Open Division, Southeast Regional Conference of the Association for Education in Journalism Mass Communication
- Southwest Regional Conference of the Association for Education in Journalism Mass Communication
- Theory and Methodology Division of the Association for Education in Journalism Mass Communication

Editorial Boards

<i>Journal of Advertising</i>	2018-Present
<i>International Journal of Advertising</i>	2017-Present
<i>Journal of Interactive Advertising</i>	1999-2010; and 2017-Present
<i>Journal of Communication and Technology</i>	2016-Present

<i>New Media and Society</i>	2006-Present
<i>Studies in Media and Information Literacy</i>	2004-2005
<i>Journal of Advertising Education</i>	2001-2004

Community Service

Advent House	2013-2018
Serve on the board of this non-profit organization that provides on-campus housing for college students at the University of Tennessee.	
Women's Fund of East Tennessee	2017
Supervised students who conducted research and developed management recommendations about how this philanthropic group could expand its mission and communicate more effectively through social media.	
Homeless Veterans Reintegration Project	2016
Supervised students who developed communication materials ranging from radio PSAs to a fundraising web site for this group that serves homeless veterans.	
Tennessee Achieves	2014
Served as a mentor for high school and community college students who are receiving "last-dollar" scholarships through this non-profit organization.	
Cerebral Palsy Center of Knoxville	2003
Supervised students who conducted research and developed management recommendations about how this non-profit organization should staff itself to meet marketing communication needs.	
National Transportation Research Center	2002
Supervised students who developed a promotional plan for the Web site managed by this organization: http://www.fueleconomy.gov . The Web site is funded by grants from the Environmental Protection Agency and the Department of Energy.	
Breast Health Outreach Program	2001
Supervised students who developed a new logo and slogan for this program that provides health education to women in rural counties of east Tennessee.	
International Refugee Center of Oregon – Portland, Oregon	1994
Developed a communication strategy for this non-profit organization. Included identifying opportunities and challenges, defining message strategy, and preparing communication plan.	
Publications Committee, American Diabetes Association – Eau Claire Chapter	1987
Redesigned monthly newsletter to more appropriately target key publics and make better use of new production technologies.	
President, Visiting Nurse Association	1986-1989
Provided leadership to the board of directors for this group that provides skilled, in-home nursing. Also chaired marketing committee that worked to raise awareness of services.	

Eau Claire Downtown Marketing Committee – Eau Claire, Wisconsin 1986-1988

Conducted research and developed marketing activities for downtown merchants. Activities culminated in development of a Main Street organization.

Consulting

TorchStar Education, Inc. – Knoxville, TN 20018-Present

Co-owner and principal in this consulting firm that is focused on the higher education sector. Services are designed to understand the perspectives and needs of stakeholders—students, faculty, staff, parents, and alumni – in order to develop strategies that improve related resource outcomes in recruitment, enrollment, and philanthropy.

Boston University Medical Information Systems Unit – Boston, MA 2002-2003

Worked on an NIH-funded grant for a program titled “TLC vs. WEB Diet Intervention.” I contributed theoretical and practical expertise related to Web-based communication, assisted in study design, and assisted in assembling measurement instruments.

Schneider & Associates – Boston, MA 1999-2003

Provided training for the staff of mid-size public relations agency on incorporating the Internet into public relations planning. Served as on-going consultant for interactive PR.

Embedded Support Tools Corporation Boston, MA 2000

Conducted market research and other marketing communication consulting functions for this manufacturer of software engineering tools.

Student Advantage Network – Boston, MA 1998-99

Conducted focus group research related to the launch of a new Web-based service for students. Included analysis of both marketing and product design issues.

Salve Regina College – Newport, RI 1998

Consulted on curriculum development with English department members developing a concentration in communication. Focused on advertising and marketing communication.

Capital Cities/ABC Inc. 1995

Conducted a marketing survey for an Oregon community newspaper owned by Cap Cities/ABC. Included analysis of demographics, readership, and purchasing behavior.

Marketing Communications Consultant, Eau Claire, WI 1984-1988

Specialized in public relations, research, writing, and editing. Clients included technical companies, small businesses, educators, service groups, and government agencies.

Memberships

- American Academy of Advertising
- Association for Education in Journalism and Mass Communication

Honors

Research

- University of Tennessee College of Communications Faculty Research Award
Based on competitive outside review of research published in previous year, 2000-2001
- Top-three paper, Communication Technology and Policy Division,
Association for Education in Journalism and Mass Communication Convention, 1999
- Top-three paper, Communication Technology Division,
International Communication Association Convention, 1999
- Top-three paper, Communication Technology and Policy Division,
Association for Education in Journalism and Mass Communication Convention, 1998
- Best Doctoral Dissertation Award,
School of Journalism and Communication, University of Oregon, 1997
- Top-three paper, Public Relations Division, International Communication
Association Conference, 1986

Teaching

- University of Tennessee College of Communications Innovative Technology Teaching
Award 2000-2001. Recognition for integration of technology in teaching and providing
technology leadership. One award recipient selected annually by the Dean of the college.

Academic Studies

- Kappa Tau Alpha, journalism honor society, University of Maryland
- Phi Kappa Phi, honor society for general scholarship, University of Maryland
- Graduated *summa cum laude* from Southern Adventist University

Awards Won by Supervised Students

- American Academy of Advertising Dissertation award in 2005 to Juran Kim for her proposal
on a dissertation that examines features, functions, and perceptions of interactivity at tourism
Web sites.
- Award of Excellence in the Exhibition of Undergraduate Research and Creative
Achievement, University of Tennessee, April 2002 for development of a promotional plan
for <http://www.fueleconomy.gov> by: Derek Ashe, Kelly Hawkins, Emily Kirkton, Lindsay
Landrum, and Donald Thompson
- Award of Excellence in the Exhibition of Undergraduate Research and Creative
Achievement, University of Tennessee, April 2001 for a case study of the Breast Health
Outreach program by: Mary Compton, Stephanie Sheridan, Heath Overton, Alison Szuluk,
and Tawana Stoudemire.

Other Honors

- Alumna of the Year award from Southern Adventist University in 2018
- UTK won the Association of Public and Land Grant Universities Trailblazer award for Most Visible Progress in 2014 for improvement in key focus areas of vice provost: recruitment, retention, and graduation of undergraduate students
- Outstanding Young Women of America
- Who's Who in the Computer Industry
- World Who's Who of Women