

Maggie Vail

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Education

Ph.D. in Communication Studies

University of South Florida, Tampa, FL 08/22 - present

M.A. in Mass Communication

Brigham Young University, Provo, UT 08/22

B.A. in General Studies, English Emphasis

Brigham Young University, Provo, UT 04/19

Academic Appointments

Adjunct Professor

University of Tampa, Mass Communication, Tampa, UT 01/24 - present

Courses: Communication Research Methods (COM 374), Media Writing (COM 225)

Graduate Teaching Associate (Communication)

University of South Florida, Communication Studies, Tampa, FL 08/22 - present

Courses: Group Communication (SPC 3425), Public Speaking (SPC 2608)

Graduate Research Assistant (Under Dr. Keith Berry)

University of South Florida, Communication Studies, Tampa, FL 02/24 - 3/24

Graduate Research Associate (Under Dr. Jessica Zurcher)

Brigham Young University, Mass Communication, Provo, UT 08/21 - 8/22

Graduate Research Associate (Under Dr. Kris Boyle)

Brigham Young University, Mass Communication, Provo, UT 08/20 - 8/22

Graduate Research Associate (Under Dr. Pamela Brubaker)

Brigham Young University, Mass Communication, Provo, UT 08/20 - 8/22

Publications

Peer Reviewed Journal Articles

4. Vail, M., Boyle, K., & Brubaker, P. (2023). Religion, COVID-19, and a Sense of Community. *Journal of Religion, Media, & Digital Culture*, 12(2-3), 293-317. <https://doi.org/10.1163/21659214-bja10093>

3. Zurcher, J., **Vail, M.**, Robinson, T., Han, M., Ivanovic, L., & Walz, R. (2023). Returning to faith: Messages that resonate with individuals overcoming a faith crisis. *Pastoral Psychology*. <https://doi.org/10.1007/s11089-023-01112-9>
2. Smith, B., Hallows, D., **Vail, M.**, Burnett, A., Porter, C., & Owens, C. (2021). Lessons from faith-based social media influencers for public relations. *Journal of Public Relations Research*, 33(4), 231-249. <https://doi.org/10.1080/1062726X.2021.2011728>

Book Chapters

1. Buzzanell, P. M., Craine, W., Murray, S., & **Vail, M.** (Forthcoming). Organizational communication research on employee communication. In Kim, S., Buzzanell, P. M., Kim, J-N. & Mazzei, A. (Eds). *Routledge Handbook of Employee Communication and Organizational Process*. Routledge.

Presentations

Academic Conferences

11. **Vail, M.** (2023, October). *Hope is not quarantined: The communicative construction of hope in a global online interfaith prayer group during the COVID-19 shutdown*. LDSMSS Symposium, University of Nevada, Las Vegas, NV.
Award: Top Paper (1st place, Student Division)
10. **Vail, M.** (2023, April). *Stories of faith: A case study of narratives shared online during COVID-19*. Saint Leo University Research Symposium, St. Leo, FL.
9. **Vail, M.***, Boyle, K., & Brubaker, P. (2023, April). *Religion, COVID-19, and a sense of community: A Facebook case study*. Saint Leo University Research Symposium, St. Leo, FL.
8. Boyle, K., **Vail, M.***, Han, M., & Robinson, T. (2022, September). *Why audiences love The Chosen*. Q Conference for the Scientific Study of Subjectivity, Orlando, FL.
7. Zurcher, J., **Vail, M.***, Robinson, T., Han, M., & Ivanovic, L., & Walz, R. (2022, September). *What messages resonate with individuals overcoming a faith crisis?* Q Conference for the Scientific Study of Subjectivity, Orlando, FL.
6. Smith, B.*, **Vail, M.***, Hallows, D., Burnett, A., Porter, C., Kravchenko, K., & Owens, C. (2021, August). *Rise of the religious influencer? Examining faith-based influence on social media*. Association for Education in Journalism and Mass Communication 2021 Virtual Conference, United States.

Invited Talks, Lectures, and Colloquia

5. Zurcher, J., **Vail, M.***, Robinson, T.*, Han, M., & Ivanovic, L., & Walz, R.* (2022). *What messages resonate with individuals overcoming a faith crisis?* The Church of Jesus Christ of Latter-day Saints, Reputation Management Department, Worldwide Headquarters, Salt Lake City, Utah.
4. **Vail, M.** (2022). *Narrative transportation and the power of narratives*, Guest Lecturer for *Media Advocacy & Social Change*, Brigham Young University, Department of Communication, Provo, UT.
3. **Vail, M.** (2022). *Sense of community and the Worldwide Unified*, Guest Lecturer for *Public Relations Research & Measurement*, Brigham Young University, Department of Communication, Provo, UT.
2. Zurcher, J., **Vail, M.***, Robinson, T., Han, M., & Ivanovic, L., & Walz, R. (2022). *Messages that resonate with individuals overcoming a faith crisis*. Guest Lecturer for *Visual Communication in Public Relations*, Brigham Young University, Department of Communication, Provo, UT.
1. **Vail, M.** (2018). *Social Media Networking for English Majors*, Inscape Magazine, Brigham Young University, English Department, Provo, UT.

*Presenter(s)

Manuscripts in Submission, Review, or Revision

Boyle, K., **Vail, M.**, Han, M., & Robinson, T. (2024). Why audiences love *The Chosen*. [Manuscript under review]. *Journal of Media and Religion*.

Manuscripts in Progress

Vail, M. (2024). Hope is not quarantined: The communicative construction of hope in a global interfaith prayer group during the COVID-19 shutdown. [Manuscript in preparation].

Vail, M. (2024). Stories of faith: A case study of narratives shared online during COVID-19. [Manuscript in preparation].

Vail, M. (2024). Communicative resilience of online interfaith group members during the COVID-19 pandemic. [Manuscript in preparation].

Vail, M., & Zurcher, J. (2024). A return to faith: A qualitative exploration of faith restoration after faith crisis. [Manuscript in preparation].

Boyle, K., **Vail, M.**, & Brubaker, P. (2024). Prayer contributions to a sense of community: A Facebook case study [Manuscript in preparation].

Academic Awards & Honors

Top Paper Award 10/23

LDSMS Symposium, University of Nevada, Las Vegas, NV

Research Scholarship

International Society for the Scientific Study of Subjectivity, Orlando, FL 09/22

Academic Scholarship

Brigham Young University, Provo, UT 08/21

Professional Experience (Non-Academic)

Owner | Consultant

Jovetta, Provo, UT | Tampa, FL 05/19 - present

Consultant | Director of Recruiting & Business

Smart Search, Division of Smart Solutions Group, Bluffdale, UT 04/22 - 04/23
04/20 - 9/20

Assistant Director of Recruiting

Express Recruiting Services (ERS), Provo, UT 10/16 - 04/18

Recruiting Manager (project closed)

Primary Residential Mortgage Inc (PRMI), Salt Lake City, UT 09/16 - 04/17

Recruiting Trainer | Senior Recruiter (company closed)

Well, Inc, American Fork, UT 08/15 - 09/16

Academic & Community Service

Reviewer

Journal of Media, Religion, and Digital Culture 02/24 - present

Creative Nonfiction Editing Team

BYU Inscape Magazine, Provo UT 04/19 - 05/19

Marketing Team

BYU Inscape Magazine, Provo UT 04/19 - 05/19

Women's Conference Volunteer

BYU Women's Conference, Provo, UT 08/18 - 12/18

Foster Parent

Washington State Foster Care, Federal Way, WA 01/10 - 01/12