

Maggie Vail

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Education

Ph.D. in Communication Studies

University of South Florida, Tampa, FL 2022 - present

M.A. in Mass Communication

Brigham Young University, Provo, UT 2022

B.A. in General Studies, English Emphasis

Brigham Young University, Provo, UT 2019

Academic Appointments

Graduate Teaching Associate

University of South Florida, Communication Department, Tampa, FL 2022 - present
Courses: Group Communication (SPC 3425), Public Speaking (SPC 2608)

Adjunct Professor

University of Tampa, Communication Department, Tampa, UT 2024 - present
Course: Communication Research Methods (COM 374), Principles of Advertising (Com 283),
Principles of Public Relations (COM 284)

Graduate Research Associate (Under Dr. Keith Berry)

University of South Florida, Communication Department, Tampa, FL 02/2024 - 3/2024

Graduate Research Associate (Under Dr. Jessica Zurcher)

Brigham Young University, Communication Department, Provo, UT 2021 - 2022

Graduate Research Associate (Under Dr. Kris Boyle)

Brigham Young University, Communication Department, Provo, UT 2020 - 2022

Graduate Research Associate (Under Dr. Pamela Brubaker)

Brigham Young University, Communication Department, Provo, UT 2020 - 2022

Publications

Peer Reviewed Journal Articles

- Boyle, K., Vail, M., Han, M., Robinson, T. & Callahan, C. (Forthcoming). "You Are Mine:" A Q Methodology Analysis of Why People Choose *The Chosen*. *Journal of Media and Religion*.

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

14. **Vail, M.** (2024, November). *Breaking the glass ceiling: A q methodology study of perspectives of female leaders in the communication industry*. National Communication Association 110th Annual Convention, New Orleans, LA.
13. **Vail, M.** (2024, November). *The communicative construction of resilience of an online interfaith prayer group during the COVID-19 lockdown*. National Communication Association 110th Annual Convention, New Orleans, LA.
12. **Vail, M.** (2024, November). *Returning to faith: A qualitative exploration of faith restoration after faith crisis*. National Communication Association 110th Annual Convention, New Orleans, LA.
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)

Academic Awards & Honors

Top Paper Award, 1st Place in Student Division
LDSMS Symposium, University of Nevada, Las Vegas, NV

2023

Research Scholarship

International Society for the Scientific Study of Subjectivity, Orlando, FL 2022

Academic Scholarship

Brigham Young University, Provo, UT 2021

Professional Experience (Non-Academic)**Founder | Owner**

Jovetta, Provo, UT | Tampa, FL 2019 - present

Consultant | Director of Recruiting & Business

Smart Search, Division of Smart Solutions Group, Bluffdale, UT 2022 - 2023
2020

Assistant Director of Recruiting

Express Recruiting Services (ERS), Provo, UT 2016 - 2018

Recruiting Manager (project closed)

Primary Residential Mortgage Inc (PRMI), Salt Lake City, UT 2016 - 2017

Recruiting Trainer | Senior Recruiter (company closed)

Well, Inc, American Fork, UT 2015 - 2016

Relevant Coursework**Ph.D. in Communication Studies**

◆ **Coursework:** Community Engaged Research, Ethnography, Narrative Inquiry, Identity, Health Illness Narrative & Performance, Autoethnography, Critical Ethnography, Focus Groups, Directed Reading (Resilience, Hope, Storytelling), Communication Histories & Theories, Sociology of Religion, Sociology Independent Study (Faith Crisis Narrative), Content Analyses, Communication & Resistance, Career Strategies, Interpersonal Communication

M.A. in Mass Communication

◆ **Coursework:** Quantitative Research, Qualitative Research, Q Methodology, Media Effects, Communication Theory, Research Practicum (Faith-based Narrative), Health Communication, Creative Nonfiction Writing, Communication Pedagogy

B.A. in General Studies, English Emphasis

◆ **Coursework:** Communication, Applied English (Inscape Literary Magazine), Organizational Behavior, Career Strategies, Composing (Digital Writing), Public Speaking, Rhetoric, Creative Writing, Creative Nonfiction Writing, Persuasive Writing, Religion Courses