

JANELLE APPLEQUIST

<https://www.janelleapplequist.com/>

University of South Florida
The Zimmerman School of Advertising &
Mass Communications
4202 E. Fowler Ave., CIS 3099
Tampa, FL 33620

applequist@usf.edu
(724) 816-8840

EDUCATION

- Ph.D.** The Pennsylvania State University (main campus), 2015
College of Communications
Ph.D., Mass Communications
Dissertation title: A mixed-methods approach toward primetime television direct-to-consumer advertising: Pharmaceutical fetishism and critical analyses of the commercial discourse of healthcare
Co-Chairs: Dr. Matthew P. McAllister & Dr. C. Michael Elavsky
- M.A.** The Pennsylvania State University (main campus), 2011
College of Communications
M.A., Media Studies
- B.A.** The Pennsylvania State University (main campus), 2009
College of Communications
B.A., Broadcast Journalism
Minor, Psychology

ACADEMIC APPOINTMENTS

Associate Professor with Tenure. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida. Tenured and promoted August 2020.

- Undergraduate courses developed and taught: Introduction to Advertising, Principles of Public Relations, Health Communication and the Mass Media, Mass Communications Internships – Integrated Public Relations and Advertising
- Graduate courses developed and taught: Qualitative Research Methods, M.S. Advertising Proseminar, Advertising Planning

Affiliate faculty member. Department of Communication. University of South Florida. 2019-present.

Affiliate faculty member. Department of Women's and Gender Studies. University of South Florida. 2020-present.

Assistant Professor, Tenure-Track. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida, August 2015 – June 2020.

- Undergraduate courses developed and taught: Introduction to Advertising, Principles of Public Relations, Health Communication and the Media, Media and the 2016 Election
- Graduate courses developed and taught: Qualitative Research Methods, Health Communication and the Mass Media, Advertising Proseminar

Graduate Instructor. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Summer 2012-Spring 2015. Courses taught: International Mass Communications, Media and Democracy.

Graduate Teaching Assistant. Department of Film-Video and Media Studies, The Pennsylvania State University (University Park), Spring 2011-Fall 2012. Courses taught: World Media Systems, Media and Democracy.

ADMINISTRATIVE APPOINTMENTS

Associate Director, Center for Sustainable Democracy. College of Arts and Sciences. University of South Florida. Appointed by Founding Director Dr. Josh Scacco November 2023. Responsibilities:

- Engage with the non-partisan, multi-disciplinary research of the Center to provide:
 - Leadership
 - Public communication
 - Education, workshops, and events on civic foundations
 - Best practices for social/digital media management
 - Executive communication training
 - Partnerships with organizations and communities dedicated to strengthening institutions of democracy, including pluralistic governance (e.g., public policy attitudes and opinions)

Director of Internships. Integrated Public Relations and Advertising (IPRA) major/concentration. Appointed by Director and Associate Director for three-year renewal term beginning August 2023. Responsibilities and accomplishments include:

- Supervision of all for-credit internships in the major/concentration with opportunity to supervise all Zimmerman School internships every third year
- In collaboration with two other Internship Directors, development of a named Internship Program with identification of potential internship partners/sponsors
- Work with Director of Undergraduate Programs and other concentration heads to identify career preparedness activities (e.g., career fairs, alumni workshops)

- Each semester, regularly engage with advertising and public relations agencies, industry events, and professional networks to explore internship opportunities and stay informed on emerging trends and best practices
- In collaboration with Director, Associate Director, and Internship Directors for two other undergraduate majors, readjusted number of internship hours in the field for number of credit hours earned (40 hours/credit hour) to emphasize quality of skills earned above quantity (change made in 2024 to be implemented in Spring 2025)
- Beginning in 2024, spearheaded a comprehensive initiative to enhance student engagement with premier industry internships for IPRA majors by curating a portfolio of "common application" opportunities from leading organizations (e.g., Association of National Advertisers, American Association of Advertising Agencies, Ogilvy, American Advertising Federation), attending high-level information sessions, and developing a streamlined, accessible one-page brief to catalyze student applications to these high-impact positions.
- Assisted with the creation of a master contact database for industry partners, consolidating disparate contact lists into a centralized, real-time, editable document. This system served to streamline our communication channels, facilitating targeted outreach for internship opportunities across each of our majors, enhancing relationship management with key industry stakeholders locally, regionally, nationally, and internationally. (2024).
Engineered and implemented a comprehensive master contact database for industry partners, consolidating disparate contact lists into a centralized, real-time updatable document. This system streamlined communication channels, facilitated targeted outreach for internship opportunities, and enhanced relationship management with key industry stakeholders.
- Led the development of a strategic email campaign to the Zimmerman School's industry contact list, detailing our internship program, outlining procedures for providing the Zimmerman School with internship opportunities for posting to our students, and recommending optimal recruitment timelines to coordinate with semesters. This initiative clarified internship supervisor requirements, streamlined the posting process, and strengthened the Zimmerman School's commitment to internships and industry partnerships to help enhance student opportunities. First email campaign launched Fall 2024, to be continued each semester herein.

Concentration Head. Integrated Public Relations and Advertising (IPRA) major/concentration. Appointed by Director and Associate Director for three-year renewal term beginning August 2023. Responsibilities include:

- Represent IPRA concentration on matters related to recruitment, program/curriculum development, and extracurricular activities.
- 2023-2024. Led effort with advertising faculty to redesign advertising track curriculum for the IPRA major, updating course titles and descriptions, content, and structure. Importantly, the revised curriculum was designed to align with the Association of National Advertisers (ANA) growth agenda, highlighting four priority areas "engineered to lead the industry in creating a stronger, more sustainable economic future for all brands and the people they serve."

AUTHORED BOOKS

Bell, T. R., **Applequist, J.**, & Dotson Pierson, C. (2019). *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. Part of the special series titled *Lexington Studies in Health Communication*. Lanham, MD: Lexington Books. ISBN: 978-1498570565.

***Outstanding Book Award Winner. National Communication Association (NCA), Communication and Sport Division. Award recognizes the most outstanding book in the field of sport and communication for the 2019 calendar year. (2020).**

Applequist, J. (2016). *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*. Lanham, MD: Lexington Books. Hardback and paperback editions. ISBN: 9781498539531.

PUBLISHED REVIEWS OF AUTHORED AND CO-AUTHORED BOOKS

Cossmann, H. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *Journalism & Mass Communication Quarterly*, 97(4), 1180-1182. doi: 10.1177/1077699020952085

Heo, Y. (2020). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *International Journal of Sport Communication*, 13(1), 137-139. doi: 10.1123/ijsc.2019-0128

Lembcke, J. (2019). [Review of the book *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*, by Travis R. Bell, Janelle Applequist, & Christian Dotson-Pierson]. *CHOICE: Current Reviews for Academic Libraries*, 57(4), 452.

Attarabeen, O., & Alkhateeb, F. (2019). [Review of the book *Broadcast pharmaceutical advertising in the United States: Primetime pill pushers*, by Janelle Applequist]. *International Journal of Pharmaceutical and Healthcare Marketing*, 13(4), 541-543. doi: 10.1108/IJPHM-11-2019-075

JOURNAL ARTICLES

Cronholm, P.F., **Applequist, J.**, Krischer, J., Easley, E., Davis, T., Burroughs, C., McAlear, C.A., Borchin, R., Kullman, J., Carette, S., Khalidi, N., Koenig, C., Langford, C.A., Monach, P., Moreland, L., Pagnoux, C., Specks, U., Sreih, A.G., Ytterberg, S.R., & Merkel, P.A. (accepted and forthcoming). A study of implementation factors for a novel approach to clinical trials: Constructs for consideration in the coordination of direct-to-patient online-based medical research. *BMC Medical Research Methodology*.

Hintz, E. A., & **Applequist, J.** (advance online publication). "Saving us to death": Ideology and communicative (dis)enfranchisement in misapplications of the 2016 CDC opioid prescribing guidelines. *Health Communication*. doi: 10.1080/10410236.2024.2363674

Louis-Jacques, A., **Applequist, J.**, Perkins, M., Williams, C., Joglekar, R., Powis, R., Daniel, A., & Wilson, R. (2024). Florida doulas' perspectives on their role in reducing maternal morbidity and health disparities. *Women's Health Issues*, 34(4): 417-428. doi: 10.1016/j.whi.2024.01.003

Applequist, J., Burroughs, C., Merkel, P., Rothenberg, M.E., Trapnell, B., Desnick, R.J., Sahin, M., & Krischer, J. (2023). Direct-to-consumer recruitment methods via traditional and social media to aid in research accrual for clinical trials for rare diseases: Comparative analysis study. *Journal of Medical Internet Research*, 25. e39262. doi: 10.2196/39262

Andrews, J.E., **Applequist, J.**, Ward, H.L., Fuzzell, L.N., & Vadaparampil, S.T. (2023). Cancer-related information behavior among black and hispanics in an NCI-designated comprehensive cancer center catchment. *Patient Education and Counseling*, 114(2023): 107812. <https://doi.org/10.1016/j.pec.2023.107812>

Hintz, E. A., & **Applequist, J.** (2023). E-Sisters and the case of the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events. *Journal of Applied Communication Research*, 51(5), 500-518. doi: 10.1080/00909882.2023.2179417

***Bill Eadie Distinguished Award for a Scholarly Article by the National Communication Association (NCA). 2023. This award is given to the author(s) of an outstanding article published in a communication journal and acknowledges significant contributions in applied communication theory, research, and or/practice. Applied Communication Division.**

***Outstanding Scholarship Award, Sexual Orientation & Gender Identity Caucus, Central States Communication Association. 2024.**

Bell, T. R., & **Applequist, J.** (2022). "Do the things you're gonna do on game day, just don't get hurt": A narrative analysis of the NFL's "Future of Football" advertising campaign. *Journal of Broadcasting & Electronic Media*, 66(1), 110-128. doi: 10.1080/08838151.2021.2005066

Applequist, J., Hintz, E., Quichocho, D., Chesser, S., Price, D., Sturgess, S., Giardino, M., & Young, H. (2021). Information versus influence: An analysis of educational, relational, and identity rewards present in direct-to-consumer prescription drug advertising. *Journal of the American Pharmacists Association*, 61(6), 795-803. doi: 10.1016/j.japh.2021.06.018.

Applequist, J., Burroughs, C., Ramirez, A., Merkel, P. A., Rothenberg, M. E., Trapnell, B., Desnick, R. J., Sahin, M., & Krischer, J. P. (2020). A novel approach to conducting clinical trials in the community setting: Utilizing patient-driven platforms and social media to drive web-based patient recruitment. *BMC Medical Research Methodology*, 20(58), 1-14. doi: 10.1186/s12874-020-00926-y

Hayes, J., Golan, G., Britt, B., & **Applequist, J.** (2020). How advertising relevance and consumer-brand relationship strength limit disclosure effects of native ads on Twitter. *International Journal of Advertising* [Special issue – Native and Covert Advertising formats], 39(1), 131-165. doi: 10.1080/02650487.2019.1596446

Hayes, J., Britt, B., **Applequist, J.**, Hill, J., & Ramirez, A. (2020). Leveraging textual paralinguistic and consumer-brand relationships for more relatable online brand communication: A social presence approach. *Journal of Interactive Advertising*, 20(1), 17-30. doi: 10.1080/15252019.2019.1691093

Gerard Ball, J., & **Applequist, J.** (2019). The use of narratives to deliver information in direct-to-consumer prescription drug commercials: A content analysis. *Journal of Health Communication*, 24(5), 512-524. doi: 10.1080/10810730.2019.1631915

Applequist, J. (2018). The introduction of the medicinal partner in direct-to-consumer advertising: Viagra's contribution to pharmaceutical fetishism and patient-as-consumer discourse in healthcare. *Qualitative Research in Medicine & Healthcare*, 2, 65-76. doi: 10.4081/qrmh.2018.7646

Applequist, J., & Ball, J. G. (2018). An updated analysis of direct-to-consumer television advertisements for prescription drugs. *Annals of Family Medicine*, 16(3), 211-216. doi: 10.1370/afm.2220

Miller-Day, M., **Applequist, J.**, Zabokrtsky, K., Dalton, A., Kellom, K., Gabbay, R., & Cronholm, P. F. (2017). A tale of four practices: A comparative analysis of high and low performing patient-centered medical homes. *Journal of Health Organization and Management*, 31(6), 630-646. doi: 10.1108/JHOM-01-2017-0015

Awarded “most outstanding publication/best article of the year” for *Journal of Health Organization and Management

Applequist, J., Miller-Day, M., Cronholm, P., Gabbay, R. A., & Bowen, D. S. (2017). “In principle we have agreement, but in practice it is a bit more difficult”: Obtaining organizational buy-in to patient-centered medical home transformation. *Qualitative Health Research*, 27(6), 909-922. doi: 10.1177/1049732316680601

Applequist, J. (2014). “The part too often left out involves the perspectives of patients”: Helping health care providers understand the material reality of the everyday for individuals with eating disorders. *Journal of Medicine and the Person*, 12(3), 118-124. doi: 10.1007/s12682-014-0186-1

Applequist, J. (2014). Pinterest, gender reveal parties and the binary: Reducing an impending arrival to “pink” or “blue.” *Pennsylvania Communication Annual*, 70(3), 51-65. ISSN: 2372-6350

Applequist, J. (2013). Constructions of the patient as consumer in the patient-centered medical home. *Journal of Communications Media Studies*, 5(1), 44-58.

JOURNAL ARTICLES CURRENTLY UNDER “REVISE AND RESUBMIT” STATUS

Yang, Fan, & **Applequist, J.** (under review). A decade of ‘dataveillance’ and digital data-driven advertising: A systematic review with qualitative and quantitative evidence. Submitted to *Journal of Advertising*. [Special Issue: Surveillance and Ethics in Advertising]. First revision submitted July 2024, second revision requested November 2024.

JOURNAL ARTICLES UNDER REVIEW

Applequist, J., & Gerard Ball, J. (under review). Narrative engagement with direct-to-consumer advertising: A qualitative assessment of attention to narrative and non-narrative content. Submitted to *International Journal of Advertising*. [Special Issue: Increasing the Effectiveness of Health Communication Advertising]. Submitted September 2024.

Lee, E., Loudon, L., **Applequist, J.**, Wilson, B. J., & Strauss, J. (under review). Perspectives on intravenous iron therapy logistics and adherence: Results from a patient survey. Submitted to *Patient Preference and Adherence*. Submitted September 2024.

PUBLISHED CONFERENCE PROCEEDINGS

Heuberger, A. J., Weerasuriya, W. L., Tomlinson, S., Perkins, M., **Applequist, J.**, & Louis-Jacques, A. (2024, November). Doula intervention on breastfeeding outcomes: A systematic review. Presented at the 2024 Academy of Breastfeeding Medicine (ABM) 29th Annual International Meeting. Research division. Chicago, IL.

Applequist, J., Wilson, R., Perkins, M., Powis, R., Williams, C., Joglekar, R., & Louis-Jacques, A. (2023). Addressing equity in perinatal wellness: Florida doulas’ perceptions of maternal health disparities and Medicaid reimbursement. *American Journal of Obstetrics and Gynecology*, 228(1), Supplement, 2023, Pages S659-S660. ISSN 0002-9378. doi: 10.1016/j.ajog.2022.11.1109.

Joglekar, R., **Applequist, J.**, Perkins, M., Wilson, R., Powis, R., Richardson Cayama, M., Williams, C., & Louis-Jacques, A. (2023). Understanding the role of race in doula communities: Florida doulas’ perceptions of maternal health disparities. *Obstetrics & Gynecology*, 141(5S):p 38S. doi: 10.1097/01.AOG.0000930216.47847.c4.

Applequist, J., & Ball, J.G. (2022, March). "I'm not listening as much as I'm focusing on watching the screen": The effects of narratives on consumer processing of information in broadcast hybrid prescription drug ads. Presented at the American Academy of Advertising (AAA) annual conference. St. Petersburg, FL.
https://aaasite.memberclicks.net/assets/Proceedings/2022/AAA_2022_Proceedings.pdf

Park, H., Hayes, J., Golan, G., & **Applequist, J.** (2021). The role of Twitter usage motivations in influencing brand, influencer, and peer user impacts on native ad brand outcomes. Presented at the American Academy of Advertising (AAA) annual conference. Virtual due to COVID-19.
<https://www.proquest.com/openview/c037a7dcf06919d6f9a6b81258b25aaf/1?pq-origsite=gscholar&cbl=40231>

Ball, J.G., & **Applequist, J.** (2018). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials*. Presented at the American Academy of Advertising annual conference. New York, NY:
<https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf>

Hayes, J., Shan, Y., & **Applequist, J.** (2016). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Presented at the American Academy of Advertising annual conference. Seattle, WA.
http://www.aaasite.org/resources/Documents/AAA_2016FINA.pdf

BOOK CHAPTERS

Applequist, J., & Abrahamsen, J. (2024). Advertising as a form of public health education: An analysis of the Ad Council and COVID Collaborative's "It's Up to You" vaccination awareness campaign. In M. Perreault & S. Smith-Frigerio (Eds.), *Crisis Communication and Covid-19: Multidimensional Perspectives and Applications*. Part of Association for Education in Journalism and Mass Communication (AEJMC) Peter Lang Scholarsourcing series. New York, NY: Peter Lang.

Abrahamsen, J., **Applequist, J.**, & Maduneme, E. (2023). Forged In fire: A case study of how the class of COVID-19 empowered unheard communities in the fight for social justice. In B. Hokanson, M. Exter, M.M. Schmidt, & A.A. Tawfik (Eds.), *Toward Inclusive Learning Design: Social Justice, Equity, and Community*. (pp. 233-241). Part of the *Educational Communications and Technology: Issues and Innovations* book series. New York, NY: Springer.

Applequist, J. (2023). "The show must go on": Thematic representations of hyper-commercialism and spending as a public service amid COVID-19 related advertisements. In M. P. McAllister & E. West (Eds.), *The Routledge Companion to Advertising and Promotional Culture* (2nd ed.). (pp. 234-247). New York, NY: Routledge.

Andrews, J.E., Eldredge, C., **Applequist, J.** & Johnson, J.D. (2023). Evolving opportunities and challenges for patients in clinical research. In R.L. Richesson, J.E. Andrews, & K. Fultz Hollis (Eds.), *Clinical Research Informatics*. (3rd ed.). Springer. Part of the *Health Informatics* book series. New York, NY: Springer.

Bell, T.R., & **Applequist, J.** (2022). Media framing, sport, and public health. In J. Sanders & M. Weathers (Eds.), *Health Communication and Sport: Connections, Applications, and Opportunities*. (pp. 15-30). Lanham, MD: Lexington.

Bell, T.R., Dotson-Pierson, C., & **Applequist, J.** (2022). “Big risks, big rewards”: Framing the NWSL Challenge Cup amid a pandemic. In A. C. Billings, L. A. Wenner, & M. Hardin (Eds.), *American Sport in the Shadow of a Pandemic: Communicative Insights*. Part of Peter Lang Publishing’s “Communication, Sport, and Society” series (Vol. 5). (pp. 95-110). New York, NY: Peter Lang.

Guldin, R. **Applequist, J.**, & Bell, T. R. (2020). Examining depictions of social aggression in early 2000s “Disney is ruining my kid!” A case for cultivation and social learning in tween TV. In C. Bell (Ed.), *Disney Channel tween programming: Essays on shows from Lizzie McGuire to Andi Mack*. (pp. 91-110). Jefferson, NC: McFarland & Company, Inc.

Applequist, J., & McAllister, M. P. (2019). “Don’t mind me, I’m just a dermatophyte”: The use of animation in direct-to-consumer pharmaceutical television advertising. In K. Thompson & M. Cook (Eds.), *Animation and advertising*. (pp. 195-209). United Kingdom: Palgrave Macmillan.

***Awarded international Honorable Mention (third place) in the British Association of Film, Television, and Screen Studies Awards 2021.**

***Awarded runner-up for the 2021 McLaren-Lambart Book Award for Best Book on Animation (awarded by the Society for Animation Studies)**

Bell, T., & **Applequist, J.** (2019). Veiled hyper-sexualization: Deciphering “Strong is Beautiful” as collective identity in the WTA’s global ad campaign. In R. J. Lake (Ed.), *The Routledge handbook of tennis: History, culture and politics (Routledge international handbooks)* (pp. 234-244). London: Routledge.

Bowen, D. S., & **Applequist, J.** (2018). “Save your life! Do what I post!”: Social learning through celebrity health advocacy on social media. In C. Mader (Ed.), *How celebrity lives affect our own: Understanding the impact on Americans’ public and private lives* (pp. 51-65). Lanham, MD: Lexington Books.

Applequist, J. (2016). “Let it go, let it go!”: Resistance via counter-hegemony and traditional representations of hegemony as seen in Disney’s “Frozen”. In K. Roberts (Ed.), *Communication basics for millennials: Essays on communication theory and culture* (pp 73-85). New York, NY: Peter Lang.

ENCYCLOPEDIA ENTRIES

Applequist, J. (2022). Pharmaceutical industry. (2,000 words). In L. A. Schintler & C. L. McNeely (Eds.), *The encyclopedia of big data*. New York, NY: Springer.

Applequist, J. (2017). Response sets. (3,000 words). In R. F. Potter, C. S. Davis, & J. Matthes (Eds.), *The international encyclopedia of communication research methods*. Hoboken, NJ: Wiley-Blackwell.

McAllister, M. P., & **Applequist, J.** (2016). Commercialization of politics. (2,000 words). In G. Mazzoleni, K. G. Barnhurst, K. Ikeda, R. C. M. Maia, & H. Wessler (Eds.), *The international encyclopedia of political communication*. Oxford, England: Wiley-Blackwell.

Applequist, J. (2015). Cosmetic surgery. (1,000 words). In D. T. Cook & J. Ryan (Eds.), *The Wiley-Blackwell encyclopedia of consumption and consumer studies*. Hoboken, NJ: Wiley-Blackwell.

Applequist, J., & Rodino-Colocino, M. (2014). World Internet project. (1,200 words). In K. Harvey (Ed.), *Encyclopedia of social media and politics*. Thousand Oaks, CA: Sage Publications.

BOOK REVIEWS

Applequist, J. (2017). Review of Elaine Hsieh's *Bilingual health communication: Working with interpreters in cross-cultural care*, in *Journal of Language and Social Psychology*, 36(5), 617-619.

Applequist, J. (2014). Review of Joseph Turow's *The daily you: How the new advertising industry is defining your identity and your worth*, in *The Popular Culture Studies Journal*, 2(1&2), pp. 315-318.

Applequist, J. (2014). Review of J. David Johnson's *Dosage: A guiding principle for health communicators*, in *Health Communication*, 29(8), pp. 1-2.

Applequist, J. (2013). Review of David Whitley's *The idea of nature in Disney animation: From Snow White to Wall-E*, second edition, in *Journal of Popular Film and Television*, 41(4), pp. 220-221.

Applequist, J. (2013). Review of Amir Hetsroni's *Advertising and reality: A global study of representation and content*, in *International Journal of Communication*, 7, pp. 903-905.

Applequist, J. (2013). Review of the Michelle Miller-Day's *Family communication, connections, and health transitions: Going through this together*, in *Journal of Communication*, 63, pp. E16-E18.

AWARDED GRANTS

Co-Investigator (Co-I). (2024-2025). Grant title: *Cognitive Training to Reduce Incidence of Cognitive Impairment in Older Adults*. Funder: National Institutes of Health (NIH) – National Institute on Aging (NIA).

- Role: lead qualitative researcher for investigation of: approaches to improve participant retention during various phases of randomized controlled trials, staff communication to explore styles most impactful for participant retention, and study touchpoint opportunities for increased participant engagement (including traditional and innovative advertising and marketing principles in addition to traditional health communication approaches)
- Funding source: R01AG070349
 - o Funding amount: **\$45.732 million**

Research Support. (2023, December). Research support awarded to emphasize continued commitment toward high productivity – to be used toward investment for long-term success at USF (incentive grant). College of Arts and Sciences, University of South Florida.

- o Funding amount: **\$25,000**
 - o invested funds to support establishment and expansion of our School's psychophysiology lab/Human and AI Research (HAIR) Lab to enhance research capabilities in advertising and/or health consumer behavior studies. Purchased:
 - *iMotions hardware: Argus Science ET Vision (eye-tracking glasses) (with software)*
 - *iMotions software: voice analysis software suite*
 - *Comprehensive meta-analysis software*
 - *High-impact laptop to support use of all of the above*
 - *participant costs*

Co-Principal Investigator (Co-PI). (2023-2025). Grant title: *Impacts of Social Determinants of Health for Patients Seeking Intravenous Iron Treatments at a Large Community Hospital Adult Infusion Center*. Funder/Funding Opportunity: PharmaCosmos Therapeutics, Inc. Investigatory Sponsored Study (ISS) Grant Program. Funding period: 01/01/2023-12/31/2025 (three years). Primary Objective: To correlate the association between various social determinants of health in relation to patient compliance with receiving IV iron treatments at a large community hospital adult infusion center. Secondary Objective: To study patient perceptions of IV iron treatment dosing and administration rates. In collaboration with BayCare Health System.

- o Funding amount: **\$50,000.00**
- o clinical trial designation granted in 2024 (clinicaltrials.gov ID [NCT06591182](https://clinicaltrials.gov/ct2/show/study/NCT06591182))

Certified Non-Employee Research Personnel Training – BayCare Health System

Classified as supervised non-employee under BayCare Health System. Completed BayCare training (two curricula – *Contracted Non-Clinical: Protected Health Information* and *Vendor Representatives: Access to Protected Health Information*) to be incorporated into iMedris system. Training included IRB protocol, biomedical research ethics, ethics and organizational responsibilities, codes of conduct, handling of protected health information for research purposes, etc. (December 2023).

Co-Investigator. (2022, September). University of South Florida. College of Public Health. Funding mechanism created to stimulate research collaboration and the exploration of innovative research, with the goal of laying the foundation for future external grant applications. Project Title: *A community-engaged solution to address disparities in maternal deaths*. Submitted with PI Ronee Wilson, Ph.D. (University of South Florida College of Public Health), Co-I Adetola Louis-Jacques, M.D. (University of Florida College of Medicine), Co-I Elizabeth Miller, Ph.D. (University of South Florida Department of Anthropology), and Co-I Dinorah Martinez-Tyson, Ph.D. (University of South Florida College of Public Health). Grant period: September 1, 2023-February 1, 2024.

- Funding amount: **\$30,756**

Grant Recipient. (2019, May). Grant to continue license of SnapStream recording software for research (incentive grant), University of South Florida, Office of Research and Scholarship. Awarded by Dr. Randy Larsen (Dean of Office of Research and Scholarship).

- Funding amount: **\$2,500**

Grant Recipient. (2022, March). University of South Florida Spring 2022 Conference Presenter Support Program. College of Arts and Sciences, Office of Research Support.

- Funding amount: **\$750**

Lead Consultant. (2017-2019). Multiple federal grants, Health Informatics Institute, University of South Florida

- Role: faculty consultant for direct-to-patient marketing approaches and communication content for clinical trial enrollment for rare disease networks. Four-course teaching buyouts in conjunction with grant from 2018-2019.
- Protocol title: *Protocol for increasing accrual using social media (PRISM): The utilization and evaluation of methods of direct participant recruitment and engagement for clinical research trials for rare diseases*.
- Funding sources:
 - R01HL115041, Krischer/Merkel (Co-PIs), 09/01/12 – 05/31/18, Sponsor: National Heart, Lung and Blood Institute, University of Pennsylvania, Project Title: *Novel Methods for the Conduct of Clinical Trials*
 - Grant number: 9U01TR001263-11, Krischer (PI), 09/01/09 – 06/30/19, FAIN: U01TR001263, University of South Florida, Project Title: *Rare Diseases*

Data Management and Coordinating Center, Sponsors: National Institutes of Health, National Center for Advancing Translational Sciences.

- Previous funding for this grant (three prior cycles) provided by the NIH for grant period of 8/1/03-6/30/19 - **\$58 million**
 - Funding amount for period of consultation: **\$17.5 million** - **\$3.5 million** each year/5 years.

Grant Recipient. (2018, May). University of South Florida, College of Arts and Sciences, Office of Research and Scholarship. CAS Travel Award for international conference presentation.

- Funding amount: **\$750**

Co-Principal Investigator (Co-PI), American Academy of Advertising Fellowship. (2018, March). Research fellowship competition for the American Academy of Advertising (AAA) for the promotion of continued scholarship for advertising professors. Grant title: *Drug Tales: The Effects of Narratives on Processing of Expository Risk Information in Hybrid Prescription Drug Ads*. Submitted with co-investigator Jennifer Ball, Ph.D., Temple University, awarded at the American Academy of Advertising's annual conference in New York City.

- Funding amount: **\$3,000**

Principal Investigator (PI). (2018, March). University of South Florida Creative Scholarship Grant. Office of Research & Innovation.

- Funding amount: **\$10,000**

Full Grant Recipient. (2018, March). University of South Florida Faculty International Travel Grant. Office of Research & Innovation.

- Funding amount: **\$2,500**

Incentive Grant Recipient. (2017, March). Successful Teaching and Scholarship Performance Grant, University of South Florida College of Arts and Sciences, Awarded by Eric Eisenberg (Dean of College of Arts and Sciences).

- Funding amount: **\$5,000**

Full Grant Recipient, Principal Investigator (PI). (2016, April). University of South Florida New Researcher Grant, USF Office of Research & Innovation.

- Funding amount: **\$10,000**

Full Grant Recipient. (2013). The Don Davis Program in Ethical Leadership, project titled *Walt Disney World's Representations of Culture: Epcot's World Showcase and Commodified Ethnocentrism*, The Pennsylvania State University, 2013

- Funding amount: **\$2,500**

Full Grant Recipient. (2013). The Arthur W. Page Center for Integrity in Public Communications, project titled *Organizational Communication and the transition to a patient-centered medical home (PCMH): How practices are advertising health and wellness programs to patients in accordance with the PCMH's principles*, The Pennsylvania State University, 2013

- Funding amount: **\$2,500**

Travel Grant Recipient. (2013). European Sociological Association, Turin, Italy; August 2013.

Travel Grant Recipient. (2012). Cultural Studies Association of Australasia, Sydney, Australia; December 2012.

Graduate Consultant and Team Member. (2012). U.S. Department of Health and Human Services – Agency for Healthcare Research and Quality & the Aetna Foundation, for a longitudinal project coordinated with The University of Pennsylvania and the Milton S. Hershey Medical School, conducted research 2011-2013.

- R18HW019150

Internship Grant. The Marvin and Josie Krasnansky Internship Grant recipient (2008). The Pennsylvania State University.

GRANT UNDER REVIEW

Co-Principal Investigator. (submitted October 2024). Florida Department of Health. Ed and Ethel Moore Alzheimer's Disease Research Program. Grant title: *Reading to Connect: A Social Reading Intervention for Managing Neuropsychiatric Symptoms in People Living with Dementia in Assisted Living Communities*. The proposed project will examine the efficacy of a novel social reading intervention – Reading2Connect (R2C). It explores the psychological and behavioral mechanisms through which social reading increases resident-to-resident interactions and reduces neuropsychiatric symptoms by offering an engaging and enjoyable social reading experience for assisted living residents with dementia.

- Funding amount requested: **\$100,000**

GRANTS APPLIED BUT NOT SELECTED

Multiple Principal Investigator. (submitted May 2024). National Institutes of Health (NIH), Other Transaction Research Opportunity (OTA-24-095), “Advancing Health Research through Ethical, Multimodal AI”. Grant title: *Co-designing ethical multimodal AI systems for mapping T1D progression*. Responsible for forming an AI Ethics Advisory Council to actively participate, evaluate, and supervise the two-year development of the ethics-driven MAI-DK (Multimodal AI - from Data to Knowledge) system to predict Type 1 diabetes progression across multiple organs.

- Funding amount requested: **\$3.996 million**

Co-Investigator. (submitted April 2024, August 2023, April 2022, and May 2021). National Institutes of Health (NIH), Office of Strategic Coordination (U01 – May 2021; R01 with Clinical Trial Required – July 2024, August 2023, and April 2022). Grant title: *Deconstructing Maternal Burdens: Doula and the Community Unite for Health*. The proposed community-informed study proposed to test the utility of a doula team-based model among low-income communities of color and provide data to inform an advertising/mass communications campaign with policies to prevent maternal mortality.

- Led qualitative research phase of systematic review related to grant re-submission
- Led focus group moderation research phase for grant re-submission. Led qualitative interview phase to discover challenges of doula work related to Medicaid reimbursement structure in Florida.
- Received NIH request for one-page response to application in August 2023 (received high scores on application)
- Funding amounts requested: **\$3.84 million** (April 2024), **\$3.82 million** (August 2023), **\$5.19 million** (April 2022) and **\$3.87 million** (May 2021)

Principal Investigator. Andrew Carnegie Fellows Program Nominee. November 2023. Sole junior University system-wide nominee put forth by President Rhea Law for the prestigious Andrew Carnegie Fellows Program. Proposed a health equity education messaging framework aimed at bridging political divides to be created for public information specialists and journalists for mass distribution through national partnerships with the Listen First Project and Duke-Margolis Center for Health Policy.

- Funding amount requested: **\$200,000**

Co-Principal Investigator. (submitted August 2023). March of Dimes. Grant title: *From Policy to Practice: Identifying and Addressing Facilitators and Barriers of the Medicaid Doula Benefit*. Proposed to inform the creation of targeted educational materials to support health equity and optimized processes for Medicaid doula benefits that can positively impact doulas, and their Medicaid clients, many of which represent women and families from minoritized communities.

- Funding amount requested: **\$200,000**

Co-Investigator. (submitted December 2023). Grant title: *Institute for Advancing Research Translation (STARR)*. Funder/Funding Opportunity: USF CREATE (Collaborative Research Excellence and Translational Efforts) Award. USF Provost research initiative. Proposed the development of a translational research center at USF focused on Nano-Med-Engineering, an interdisciplinary STEM field that combines nanobiotechnology, medicine, and engineering to create novel applications for healthcare, sustainability, and environmental solutions.

- Funding amount requested: **\$1 million**

Co-Investigator/Core Lead. (submitted June 2019). National Institutes of Health (NIH), Department of Health and Human Services. RFA-TR-13-003. Data Management and Coordinating Center (DMCC) for Rare Diseases Clinical Research Network (RDCRN) (UC2).

- Role: Lead for 20% of grant (Engagement and Dissemination Core)

- Specific aims of core included: providing mechanisms of engagement for individuals, research, and organizations representing or affected by rare diseases studied by the RDCRN, enhancing outreach to industry to inform them about Network activities, providing outreach to various stakeholders, and promotion of access to RDCRN resources.
- Funding amount requested: **\$17.5 million**

FOOD AND DRUG ADMINISTRATION (FDA) PATIENT ENGAGEMENT ADVISORY COMMITTEE MEMBER

U.S. Department of Health and Human Services. Food and Drug Administration. Patient Engagement Advisory Committee Member. Academician Consultant Role. Role entails the FDA requesting my presence at various FDA hearings in Washington, D.C. to provide feedback based on my research expertise. Nominated October 2018 and selected March 2019. Serving 2019-present. Two terms.

- The Committee provides advice to the Commissioner or designee, on complex issues relating to medical devices, the regulation of devices, and their use by patients. The Committee may consider topics such as: agency guidance and policies, clinical trial or registry design, patient preference study design, benefit-risk determinations, device labeling, unmet clinical needs, available alternatives, patient reported outcomes and device-related quality of life or health status issues, and other patient-related topics. The Committee will provide relevant skills and perspectives, in order to improve communication of benefits, risks, clinical outcomes, and increase integration of patient perspectives into the regulatory process for medical devices. It will perform its duties by discussing and providing advice and recommendation in ways such as: identifying new approaches, promoting innovation, recognizing unforeseen risks or barriers, and identifying unintended consequences that could result from FDA policy.
- Also asked to participate on other FDA Advisory Committees and asked to participate in Agency Directed Assignments
- Confirmed Special Government Employee (SGE) as designated by the FDA

INVITED PRESENTATIONS OF RESEARCH TO THE FEDERAL GOVERNMENT - FOOD AND DRUG ADMINISTRATION (FDA)

Applequist, J. *Invited panelist.* (September 24, 2024). The Second Annual Future of Prescription Drug Promotion and Digital Marketing Meeting. Session: The Future of Television Marketing: Economic Drivers of Promotion Practices and Impacts on Public Health. Invited as one of four panelists to evaluate disclosure practices in prescription drug advertisements on digital formats, with a focus on how consumers perceptions of disclosures may vary when viewing prescription drug promotional content on short form compared with long form video. Discussion covered how viewers perceive and understand endorsements and how the contents, duration, and presentation of disclosures may impact perceptions of promotional content. Explored consumer perception of trust and objectivity relative to the length and amount of disclosures as related to my current research. Invited by the Duke-Margolis Center for Health Policy based on my research background and chosen as one of four national/international experts to speak to the

FDA and 300+ online attendees. Provided under a cooperative agreement with Duke University's Margolis Center for Health Policy and the FDA.

Applequist, J. *Invited Expert.* (September 25, 2024). Day two of event. The Duke-Margolis Institute for Health Policy, under a cooperative agreement with the FDA, convened a two-day virtual event that explored the state of digital prescription drug promotion, including the marketing technologies and strategies currently available and commonly used by marketers, and insights on the future direction of marketing in this space. The objective was to understand how recent and emerging trends in this space may have bearing on public health. The event explored new formats and strategies that have emerged since the September 2023 convening on prescription drug digital promotion as well as expanded upon discussions from the prior convening. Day 1 (September 24, 2024) consisted of a virtual public convening with two invite-only panel discussions (of which I was a panelist) on the future of television marketing and endorsements and disclosures in digital formats, respectively. Day 2 featured these invite-only small group discussions in a closed-door format. During this second day, approximately 20 participants explored how current and future digital marketing tools can impact patient, health care provider, and consumer perceptions and behaviors generally, while diving into specific issues discussed during Day 1 of the event. Participants also discussed topics not covered in Day 1, such as the rise of direct-to-consumer (DTC) telemedicine clinics, or clinics that connect consumers to medical advice and treatment options without requiring a patient referral, and their intersection with promotional content for prescription drugs.

Applequist, J. *Invited presentation.* (September 14, 2023). *The Future of Prescription Drug Promotion and Digital Marketing.* Session: The Use of Native Advertising on Digital Platforms. Presented my research portfolio and future directions and considerations for the prescription drug promotion to the Food and Drug Administration's Center for Drug Evaluation and Research and Office of Drug Promotion. Invited by the Duke-Margolis Center for Health Policy based on my research background and chosen as one of four national/international experts to speak to the FDA. Provided under a cooperative agreement with Duke University's Margolis Center for Health Policy and the FDA. This meeting featured an array of research in prescription drug promotion and digital marketing which helped inform the FDA on the state of digital prescription drug promotion, including the technologies and strategies currently available and used by marketers. Panelists during the day-long event addressed the impact of current and future digital marketing tools on patient, health care provider, and consumer perceptions and behaviors; the presentation of risk information and disclosures of material information necessary to ensure that the prescription drug promotion is truthful and not misleading; and emerging trends in both digital and legacy marketing channels, and what those trends may mean for public health. 600+ attendees.

Applequist, J. *Invited presentation.* (November 19, 2021). Presented my research portfolio and future directions and considerations for the prescription drug promotion to the Food and Drug Administration's Center for Drug Evaluation and Research. *Informing and Refining the Prescription Drug Promotion Research Agenda.* Workshop coordinated by the Duke-Margolis Center for Health Policy. Chosen as one of seven national/international experts to speak to the FDA. This meeting featured an array of research in

prescription drug promotion and digital marketing which helped inform the FDA of important emerging trends, effective study designs, and other complementary learnings that may have bearing on the agency's research agenda on prescription drug promotion. Participants explored a wide range of topics related to current and future trends in drug promotion, how drug promotion can affect patient and health care provider thinking and decision making, and how to best support research at the FDA that is both impactful and actionable.

- Importantly, this year, after I discussed ongoing research on message processing (based on the 2018 fellowship listed below (AAA), that was also presented at the 2022 AAA conference and in their published conference proceedings), the [FDA released new guidance on how to deliver risk and efficacy information in television and radio ads](#). The FDA's Office of Drug Promotion Social Science Research Program [cited the 2021 workshop](#) as an avenue for generating their study ideas and garnering important feedback.

Applequist, J., Krischer, J., Ramirez, A., Cronholm, P., Burroughs, C., McAlear, C., Borchin, R., Kullman, J., Merkel, P. (November 15, 2018). *A novel approach to conducting clinical trials in the community setting: Patient-driven platforms and social media as foundations for web-based recruitment and accrual*. Presented at the Food and Drug Administration (FDA) Patient Engagement Advisory Committee (PEAC) Hearing, hosted by the U.S. Department of Health and Human Services. Meeting focused on utilizing real world data from patient-driven platforms that connect and empower patients; discussion of how the FDA can use patient-driven platforms (e.g. social media, digital health technology, and patient registry data) to inform the regulatory evaluation of medical devices. Washington, D.C.

RESEARCH IMPACT: FOOD AND DRUG ADMINISTRATION (FDA) REGULATORY POLICY REVISIONS

Applequist, J. *Invited presentation*. (November 19, 2021). Presented my research portfolio and future directions and considerations for the prescription drug promotion to the Food and Drug Administration's Center for Drug Evaluation and Research. *Informing and Refining the Prescription Drug Promotion Research Agenda*. Workshop coordinated by the Duke-Margolis Center for Health Policy. Chosen as one of seven national/international experts to speak to the FDA. This meeting featured an array of research in prescription drug promotion and digital marketing which helped inform the FDA of important emerging trends, effective study designs, and other complementary learnings that may have bearing on the agency's research agenda on prescription drug promotion. Participants explored a wide range of topics related to current and future trends in drug promotion, how drug promotion can affect patient and health care provider thinking and decision making, and how to best support research at the FDA that is both impactful and actionable.

- My presentation focused on ongoing research related to the FDA's "fair balance" regulation for television advertising. I emphasized how existing fair balance regulation did not sufficiently address, through content or presentation of information, the ways in which consumers process benefit versus risk information

in cognitively different ways, asking the FDA to consider specific concrete guidelines for the conveyance of specific drug information in television ads.

- Importantly, on November 20, 2023, the U.S. Food and Drug Administration issued a final rule to amend its prescription drug advertising regulations, entitled “[Direct-to-Consumer Prescription Drug Advertisements: Presentation of the Major Statement in a Clear, Conspicuous, and Neutral Manner in Advertisements in Television and Radio Format](#)” (CCN Final Rule). The rulemaking implements a requirement of the Food, Drug, and Cosmetic Act (the FD&C Act), added by the Food and Drug Administration Amendments Act of 2007 (FDAAA, P.L. 110-85), that in human prescription drug ads presented directly to consumers in television or radio format stating the name of the drug and its conditions of use, the statement relating to major side effects and contraindications (“major statement”) must be presented in a clear, conspicuous, and neutral manner. As directed by FDAAA, FDA is establishing standards to help ensure that the major statement in these advertisements is presented in the manner required.
 - This final ruling occurred after I discussed ongoing research on message processing (based on my 2018 fellowship with the American Academy of Advertising (AAA), that was also presented at the 2022 AAA conference (and in their published conference proceedings). The FDA’s Office of Drug Promotion Social Science Research Program [cited the 2021 workshop](#) and its research presentations as an avenue for generating their study ideas and garnering important feedback for policy updates to protect consumers. [The Federal Notice of Proposal Rulemaking \(NPRM\) for docket ID FDA-2009-N-0582](#) opened on 3/29/2010, and included my research as supporting/related material.
 - The Office of Prescription Drug Promotion (OPDP) resides in the Office of Medical Policy (OMP) in the Center for Drug Evaluation and Research (CDER).

FELLOWSHIPS

Co-Principal Investigator (Co-PI), Fellowship Recipient. (2018, March). Research fellowship competition for the American Academy of Advertising (AAA) for the promotion of continued scholarship for advertising professors. Grant title: *Drug Tales: The Effects of Narratives on Processing of Expository Risk Information in Hybrid Prescription Drug Ads*. Submitted with co-investigator Jennifer Ball, Ph.D., Temple University, awarded at the American Academy of Advertising’s annual conference in New York City. (\$3,000.00).

Fellow for the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication. (Selected 2018, July). Sixth annual workshop for moving female junior faculty forward in their careers, in coordination with the Association for Education in Journalism and Mass Communication (AEJMC) Commission on the Status of Women event. 25 applicants selected.

AWARDS AND DISTINCTIONS

Outstanding Scholarship Award, Sexual Orientation & Gender Identity Caucus, Central States Communication Association. (2024). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and the case of the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events. *Journal of Applied Communication Research*.

Nominee (under review), Distinguished Publication Award, National Communication Association (NCA), Communication and Law Division. (2024). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and the case of the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events.

Andrew Carnegie Fellows Program Nominee. November 2023. Sole junior University system-wide nominee put forth by President Rhea Law. Proposed a health equity education messaging framework aimed at bridging political divides to be created for public information specialists and journalists for mass distribution through national partnerships with the Listen First Project and Duke-Margolis Center for Health Policy. Amount requested: \$200,000.

Bill Eadie Distinguished Award for a Scholarly Article, National Communication Association (NCA). (2023). For the article (co-author Dr. Elizabeth Hintz): E-Sisters and the case of the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events. *Journal of Applied Communication Research*. This award is given to the author(s) of an outstanding article published in a communication journal and acknowledges significant contributions in applied communication theory, research, and or/practice. Applied Communication Division.

University of Connecticut (UConn) Organization for the Study of Communication, Language & Gender (OSCLG) Outstanding Conference Paper Award Nominee. (2023). College of Liberal Arts and Sciences. For the conference paper "E-Sisters and the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events," presented at the 2022 National Communication Association conference (Health Communication division).

Outstanding Book Award Winner. National Communication Association (NCA), Communication and Sport Division. Award recognizes the most outstanding book in the field of sport and communication for the 2019 calendar year. For *CTE, media, and the NFL: Framing a public health crisis as a football epidemic*. (2020).

First Place Paper Award in the Debut Category, Broadcast Education Association (BEA) annual conference, Sports Division. For *The "Future of Football": A Narrative Analysis of NFL Corporate Social Responsibility through Advertising* with co-author Travis R. Bell. Las Vegas, NV. (April 2020).

Outstanding Paper Award/Article of the Year. (2018). Emerald Literati Award. Winner of the "most outstanding" publication in the *Journal of Health Organization and*

Management for the year 2017. Publication: Miller-Day, M., Applequist, J., Zabokrtsky, K., Dalton, A., Kellom, K., Gabbay, R., & Cronholm, P. F. (2017). A tale of four practices: A comparative analysis of high and low performing patient-centered medical homes. *Journal of Health Organization and Management*, 31(6), 630-646.

Faculty Outstanding Research Achievement Award Nominee. (2018). University of South Florida system. Recognizes faculty who have “received truly exceptional recognition of their research with preeminent awards, grants, or publications in top journals during the 2017 calendar year.” Nominated by Department Chair, Department Graduate Director/Associate Director, and endorsed by the Dean of the College of Arts and Sciences.

Favorite Penn State Professor Award. (2014, November). Nominated and voted by all Penn State students. *The Daily Collegian*. The Pennsylvania State University.

Recipient, The Harold F. Martin Graduate Assistant Outstanding Teaching Award. (2014-2015). The Pennsylvania State University. University-Wide teaching award.

Nominee, The Organization for the Study of Communication, Language & Gender (OSCLG) Feminist Teacher-Mentor Award. (2014). Northern Illinois University, Department of Communication.

Nominee, The Stephen E. Lucas Debut Publication Award. (2014). The National Communication Association (NCA).

Phi Beta Kappa Honor Society. (Inducted 2010).

Kappa Tau Alpha. The national honor society in Journalism and Mass Communication. The Pennsylvania State University chapter. (Inducted 2008).

The New York Times Public Speaking Contest Top-Ten Finalist. (2006). The Pennsylvania State University.

RESEARCH-BASED EXPERT TESTIMONY

(November 2023-present). Contracted with Motley Rice, Attorneys at Law to provide professional expert services related to issues arising in litigation, as mutually agreed by Expert and Counsel. Services related to research expertise in pharmaceutical advertising and marketing, involving conducting reviews, analyses, and advising Motley Rice in relation to first and largest national GLP-1 RA litigation (Ozempic, Wegovy, Mounjaro) on behalf of potential plaintiffs.

EDITORIAL BOARD

Member, editorial board. *Journal of Current Issues & Research in Advertising*. 2024-present.

GUEST-EDITED JOURNAL

Applequist, J. (Guest Editor). (2024-2025). *Frontiers in Communication: Advertising and Marketing Communication, Frontiers in Communication: Science and Environmental Communication, Frontiers in Communication: Health Communication* (three journals). Special Issues on “Using Narratives to Promote Risks and Risky Products: Cautions and Considerations.” Responsibility for writing and publicizing call for manuscripts, coordinating reviewers, and selecting/editing manuscripts for publication.

VISITING PROFESSOR PROGRAMS

Visiting Professor, Association of National Advertisers (ANA) Educational Foundation. Visiting Professor Program. Curriculum title: “Envisioning the Future of Marketing and Advertising.” AEF’s Visiting Professor Program (VPP) enhances professors’ understanding of current developments and practices in advertising and marketing to inform their research and teaching. Weeklong program in New York City hosted by top marketers, ad agencies, and media companies. Also includes classroom workshops and presentations. Coveted in-person program by application only and open to full-time Professors with a terminal degree. On-location sessions at McCann advertising agency, The New York Times, Lego, Ogilvy advertising agency, Discover Card, NFL, Publicis Groupe advertising agency in Manhattan. Hosted by Fordham University in collaboration with the American Academy of Advertising (AAA). Summer 2024. One of 40 applicants selected. New York City, New York.

Visiting Professor, Association of National Advertisers (ANA) Educational Foundation. Visiting Professor Program. The AEF’s Visiting Professor Program (VPP) enhances professors’ understanding of current developments and practices in advertising and marketing to inform their research and teaching. Sessions with Ogilvy, R/GA, IBM, McCann, and Wavemaker. Hosted by Fordham University in collaboration with the American Academy of Advertising (AAA). Summer 2021. Virtual due to COVID-19.

FEATURED TEDx TALK

Applequist, J. (2014, March). *Using reciprocity to inform research and educational instruction*. TED Talk at TEDxPSU.

INVITED SPEAKING ENGAGEMENTS, MODULE DEVELOPMENTS, & FACILITATED WORKSHOPS

Graduate, Ph.D. Level Applied Communication course. (2024, May). Invited lecture focused on recent publication in *Journal of Applied Communication Research* (E-Sisters and the case of the Essure coil: Power, representation, and voice in women’s public docket accounts to the FDA of medical device adverse events) with Dr. Elizabeth Hintz. University of South Florida, Department of Communication.

Applequist, J. (2024, January). Three-hour Workshop Titled: *Political Polarization and Health: Bridging Divides Through Media*. Invited by The Center for Sustainable Democracy at the University of South Florida through a grant from the U.S. Department of State (U.S. Embassy and Consulates in Brazil) to host 15 Brazilian journalists for a two-week *Journalism & Democracy Immersion Program*. The program provides English-language immersion on topics related to democracy, information quality, and technology.

Advertising/Public Relations Speaker Series. Invited talk titled *The Pharmaceutical Industry's Reputation and Subsequent Media Coverage of the Covid-19 Vaccine*. (2021, February). East Tennessee State University, Department of Media and Communication.

Applequist, J., & Abrahamsen, J. (2021, December). Invited lecture series for students, faculty, and staff of Masaryk University (Czech Republic), School of Social Studies & Department of Media Studies and Journalism. Second largest university in the Czech Republic. Series Title: *International Perspectives of Media Studies Experts*. Lecture Title: *Critical Advertising Studies: An International Perspective on Research, Theory, and Practical Application for Future Employment Opportunities in the Advertising Industry Utilizing Emerging and Innovating Technology*.

Graduate Level Public Health course titled “Trending Topics in Pharmacoepidemiology and Pharmacoconomics” taught by Dr. Janice Zgibor & Dr. Skai Schwartz. (2020, April). Lecture on *The Pros and Cons of Direct-to-Consumer Advertising*. University of South Florida College of Public Health.

Undergraduate Patient-Provider Communication Course. (2016, May). *What is Health Communication?*. University of South Florida, Department of Communication.

Invited Online Module Development. Graduate Level Advanced Social Marketing Principles Course taught by Distinguished USF Health Professor Carol Bryant, Ph.D., M.S. (2015, December). *Using the “Step” Approach to Message and Design Testing (SatMDT) for Designing Impactful Social Health Campaigns: Message Design, Execution, and Analyses*. The University of South Florida, College of Public Health, Community and Family Health.

Graduate Level Advanced Social Marketing Principles Course taught by Distinguished USF Health Professor Carol Bryant, Ph.D., M.S. (2015, December). *Utilizing Research Methods to Develop and Pre-Test Health Promotion Messages*. University of South Florida, College of Public Health, Community and Family Health.

Graduate Level Strategic Communications Theory & Research Seminar. (2015, October). *Consumer Culture and Brand Relationship Development*. University of South Florida, Zimmerman School of Advertising & Mass Communications.

Guest Lecturer and Presenter to visiting Shanghai International Studies University students. (2014, November). The Pennsylvania State University.

STUDY ABROAD PROGRAM

Advertising & Storytelling – Focus on Immersive Media (Augmented Reality/AR, Mixed Reality/MR, Virtual Reality/VR, and Extended Reality/XR). (Summer 2022). Co-led program. Based in Brno, Czech Republic with visits in Vienna, Austria, Budapest, Hungary, and Prague, Czech Republic. Hosted by Masaryk University. Notable agency/site visits included:

- Google (Prague, Czech Republic)
 - presented on their ad revenue structure, career paths for national and international opportunities, Google’s investments in the augmented reality sphere, and importance of the global perspective (particularly CEE) in marketing
- NXRT (Vienna, Austria)
 - agency specializing in mixed reality algorithms, virtual reality headsets, and stereoscopic cameras to create transitive mixed realities for clients
 - develops immersive experiences for clients (e.g., driving simulations) with virtual and mixed reality for training and retail purposes
- Three Dragons Agency (Brno, Czech Republic)
 - Developer of Unity and Unreal
 - Software development company focused on augmented and virtual reality software and mobile applications

PEER-REVIEWED CONFERENCE PRESENTATIONS OF RESEARCH MANUSCRIPTS

Hintz, E. A., & **Applequist, J.** (2024, November). “Saving us to death”: Ideology and communicative (dis)enfranchisement in misapplications of the 2016 CDC opioid prescribing guidelines. Presented at the National Communication Association (NCA) annual conference. Health Communication division. New Orleans, LA.

Applequist, J., Wilson, R., Perkins, M., Evans, V., Daniel, A., Rookwood, A., & Louis-Jacques, A. (2024, June). Doulas’ perceptions of (many) barriers and (few) facilitators to Medicaid accessibility for birthing families: Opportunities for improvement to increase accessibility of services. Paper presented at the International Communication Association (ICA) annual meeting. Session title: Communication and Healthcare Providers. Health Communication division. Gold Coast, Australia.

Yang, F., & **Applequist, J.** (2024, June). A decade of “dataveillance” and digital data-driven advertising: A systematic scoping and meta-analytic review. Paper presented at the International Communication Association (ICA) annual meeting. Session title: Information Systems and Considerations in Advertising. Information Systems division. Gold Coast, Australia.

Applequist, J., & Bell, T.R. (2022, November). "Curling up in bed with a favorite book is nice, but I think women would rather curl up with their favorite man": Pharmaceutical ideologies inherent in consumer perceptions of a broadcast advertisement for Viagra. Presented at the National Communication Association (NCA) annual conference. Health Communication division. New Orleans, LA.

Hintz, E. A., & **Applequist, J.** (2022, November). E-Sisters and the Essure coil: Power, representation, and voice in women's public docket accounts to the FDA of medical device adverse events. Presented at the National Communication Association (NCA) annual conference. Health Communication division. New Orleans, LA.

Applequist, J., Burroughs, C., Merkel, P.A., Rothenberg, M.E., Trapnell, B., Desnick, R.J., Sahin, M., & Krischer, J. (2022, May). Direct-to-consumer recruitment methods for clinical trials for rare diseases: A novel approach for testing the application of targeted social media messaging to aid in research study accrual. Presented at the International Communication Association (ICA) annual conference. Health Communication Division. Paris, France.

Applequist, J., & Ball, J.G. (2022, March). "I'm not listening as much as I'm focusing on watching the screen": The effects of narratives on consumer processing of information in broadcast hybrid prescription drug ads. Presented at the American Academy of Advertising (AAA) annual conference. St. Petersburg, FL.

Applequist, J., & Hintz, E. A. (2021, November). *Educational, relational, and identity cues in broadcast direct-to-consumer prescription drug advertising: An analysis of multiple modalities.* Presented at the National Communication Association (NCA) annual conference. Health Communication Division. Seattle, WA.

Bell, T.R., Dotson-Pierson, C., & **Applequist, J.** (2021, November). "*Big risks, big rewards*": Framing the NWSL Challenge Cup amid a pandemic. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Seattle, WA.

Abrahamsen, J., **Applequist, J.,** & Maduneme, E. (2021, July). *Forged In fire: A case study of how the class of COVID-19 empowered unheard communities in the fight for social justice.* Presented at the Association for Educational Communications & Technology Summer Research Symposium. Virtual due to COVID-19.

Park, H., Hayes, J., Golan, G., & **Applequist, J.** (2021, March). *The role of Twitter usage motivations in influencing brand, influencer, and peer user impacts on native ad brand outcomes.* Presented at the American Academy of Advertising (AAA) annual conference. Virtual due to COVID-19.

Bell, T.R., & **Applequist, J.** (November 2020). "*Do the things you're gonna do on game day, just don't get hurt*": A narrative analysis of the NFL's "Future of Football" advertising campaign. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Indianapolis, IN (virtual due to COVID-19).

Applequist, J., & Bell, T.R. (April 2020). *The “Future of Football”*: A narrative analysis of NFL corporate social responsibility through advertising. Presented at the Broadcast Education Association (BEA) annual conference. Sports Division. Las Vegas, NV (conference format adjusted due to COVID-19). ***Top Paper Award, First Place, Debut Category for Broadcast Education Association (BEA).**

Applequist, J., & Hintz, E. A. (2019, November). *Information versus influence: An analysis of rewards present in broadcast direct-to-consumer prescription drug advertising.* Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Guldin, R., **Applequist, J., & Bell, T. R.** (November 2019). *‘Disney is ruining my kid!’: Making a case for cultivation and social learning theories through examining social aggression in 2000s Disney channel series.* Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Grove, Linsey, **Applequist, J.,** Ramirez, A., & DeBate, R. (2018, June). *Mental health literacy and masculine stereotypes: Message testing on a large undergraduate male population at a public university.* Presented at the Annual International Social Marketing Conference. Clearwater, Florida.

Sumner, E., Ramirez, A., & **Applequist, J.** (2018, May). *The role of social media network size and subgroups in predicting indicators of subjective well-being.* Presented at the International Communication Association (ICA) annual conference. Communication & Technology division. Prague, Czech Republic.

Applequist, J., & McAllister, M. P. (2018, May). *“Don’t mind me, I’m just a dermatophyte”*: The use of animation in direct-to-consumer pharmaceutical television advertising. Presented at the International Communication Association (ICA) annual conference. Health Communication division. Prague, Czech Republic.

Ramirez, A., & **Applequist, J.** (2018, April). *Multiple Sclerosis diagnoses: Applying the theory of motivated information management.* Presented at the Kentucky Conference on Health Communication (KCHC) biennial conference. Lexington, Kentucky.

Bell, T. R., **Applequist, J., & Dotson-Pierson, C.** (2018, April). *CTE, media, and the NFL: Framing of an American football crisis.* Presented at the Summit on Communication and Sport annual conference, International Association for Communication and Sport (IACS). Bloomington, IN.

Gerard Ball, J., & **Applequist, J.** (2018, March). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials.* Presented at the American Academy of Advertising (AAA) annual conference. New York, NY.

Bell, T., & **Applequist, J.** (2017, August). *Veiled hyper-sexualization: How the Women's Tennis Association deciphers collective identity through advertising*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising division, Chicago, IL.

Bell, T., & **Applequist, J.** (2017, April). "*Strong is beautiful:*" *A visual textual analysis of hyper-sexualization present in the WTA's global ad campaign*. Presented at the International Association of Communication in Sport (IACS) 10th annual summit. Arizona State University. Phoenix, AZ.

Applequist, J. (2016, December). *Disease branding in Western medicine: Advertising discourse alongside the promotion of pharmaceutical fetishism*. Presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

Applequist, J., & Miller-Day, M. (2016, November). "*In principle we have agreement, but in practice it is a bit more difficult*": *Obtaining organizational buy-in to patient-centered medical home transformation*. Presented at the National Communication Association (NCA) annual conference. Health Communication Division. Philadelphia, PA.

Bell, T., & **Applequist, J.** (2016, November). "*Concussion,*" *Omalu, and the NFL: A quantitative analysis of a media template*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division, Philadelphia, PA.

Hayes, J., Shan, Y., & **Applequist, J.** (2016, March). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Presented at the American Academy of Advertising (AAA) annual conference. Seattle, WA.

Applequist, J. (2015, November). *TEDx Talks: Embracing opportunities for outreach*. Presented at the National Communication Association (NCA) annual conference. Las Vegas, NV.

Applequist, J. (2015, November). *Click "healing": A case study of pharmaceutical advertising online and Nexium's website as a form of the health belief model*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Las Vegas, NV.

Applequist, J. (2015, November). *How the pharmaceutical industry portrays "successful" elements of aging alongside consumerist health discourses in advertising*. Presented at the National Communication Association (NCA) annual conference. Communication and Aging Division. Las Vegas, NV.

Applequist, J. (2015, November). *The commercial elements of constructing a prescription drug: A case study of YAZ and its implications for perceived feminist empowerment.* Presented at the National Communication Association (NCA) annual conference. Women's and Feminist Studies Division. Las Vegas, NV.

Applequist, J. & McAllister, M. (2015, April). *Understanding the commercialization of mediated politics from a political economic perspective.* Presented at the Eastern Communication Association (ECA) annual conference. Philadelphia, PA.

Applequist, J. (2014, November). *The implementation of electronic medical records: Best practices for increasing overall healthcare understanding while decreasing medical costs.* Presented at the National Communication Association (NCA) annual conference. Chicago, IL.

Applequist, J. (2014, November). *Approaching anorexia and recovery via ethnographic research: How the transtheoretical model of change can be used as a supplement to health care provider and patient education.* Presented at the National Communication Association (NCA) annual conference. Chicago, IL.

Applequist, J. (2013, August). *Direct-to-consumer advertising: Obstacles for the aging population in association with health literacy and cognitive age.* Presented at the European Sociological Association (ESA) annual international conference. Turin, Italy.

Applequist, J. (2013, August). *How to advance the field of health communication: Allowing qualitative methods to be equally distributed and empowered.* Presented at the European Sociological Association (ESA) annual international conference. Turin, Italy.

Applequist, J. (2013, March). *Health care messages in support of eating disorder recovery: Obtaining patient voice and having empathy.* Presented at the Communications Graduate Forum conference. University Park, PA.

Applequist, J. (2012, December). *A case study of the purple pill: How the discourse of a brand and its ideology are constructed.* Presented at the Cultural Studies Association of Australasia annual international conference. University of Sydney. Sydney, Australia.

Applequist, J. (2012, November). *The digitization of medical records and the ethical implications: How privacy concerns can be alleviated through proper attention and education.* Presented at the National Communication Association (NCA) annual conference, Orlando, FL.

Applequist, J. (2012, November). *Constructions of the patient-centered medical home's information technology: Viewing the "patient" as "consumer."* Presented at the National Communication Association (NCA) annual conference. Orlando, FL.

Elavsky, M., **Applequist, J.**, & Morar, D. (2012, March). *Global communication pedagogy as hybridized collaborative engagements*. Presented at the Penn State Symposium for Teaching and Learning with Technology. University Park, PA.

Applequist, J. (2010, October). *Direct-to-consumer advertising and health communication research*. Presented at the Union for Democratic Communications annual conference. University Park, PA.

PEER-REVIEWED RESEARCH POSTERS PRESENTED AT ACADEMIC and/or INDUSTRY CONFERENCES

Heuberger, A. J., Weerasuriya, W. L., Tomlinson, S., Perkins, M., **Applequist, J.**, & Louis-Jacques, A. (2024, November). Doula intervention on breastfeeding outcomes: A systematic review. Presented at the 2024 Academy of Breastfeeding Medicine (ABM) 29th Annual International Meeting. Research division. Chicago, IL.

Applequist, J., Wilson, R., Perkins, M., Powis, R., Williams, C., Joglekar, R., & Louis-Jacques, A. (2023, February). Addressing equity in perinatal wellness: Florida doulas' perceptions of maternal health disparities and Medicaid reimbursement. Presented at the Society for Maternal-Fetal Medicine (SMFM) Annual International Pregnancy Meeting. Public health/global health, health disparities/vulnerable populations division. San Francisco, CA.

Joglekar, R., **Applequist, J.**, Perkins, M., Wilson, R., Powis, R., Richardson Cayama, M., Williams, C., & Louis-Jacques, A. (2023, May). Understanding the role of race in doula communities: Florida doulas' perceptions of maternal health disparities. Presented at The American College of Obstetricians and Gynecologists (ACOG) Annual Clinical & Scientific Meeting. Obstetrics division. Health equity subdivision. Baltimore, MD.

Andrews, J.E., **Applequist, J.**, Eldredge, C., & Ward, H.L. (2022, November). *i-GENIS: A proposed framework for developing individualized genetic information seeking skills interventions*. Presented at the American Medical Informatics Association (AMIA) annual conference. Poster Session. Washington, D.C.

Hayes, J., Golan, G., & **Applequist, J.** (2018, August). *How advertising relevance and brand relationship strength limits disclosure effects of native ads on Twitter*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising Division. Poster Session. Washington, D.C.

Applequist, J. (2013, March). *Is it a girl or a boy? Gender reveal parties and Pinterest*. Graduate Student Exhibition. Poster Session. The Pennsylvania State University. University Park, PA.

CONFERENCE PANEL LEADERSHIP – CHAIR & DISCUSSANT ROLES

Applequist, J. (2019, May). Panel Discussant. *Crossing boundaries, connecting domains: Evolving issues and promising topics in health communication*. Panel presented at the International Communication Association (ICA) annual conference. Health Communication Division. Washington, DC.

Applequist, J. (2016, December). Panel Chair and Discussant. *Bodily augmentation regimes*. Panel presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

Applequist, J. (2016, November). Panel Chair and Discussant. *Postdoctoral fellowships and transitioning to faculty*. Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer communication's civic calling*. Philadelphia, Pennsylvania.

Applequist, J. (2016, November). Panel Co-Chair and Discussant. *Integrating teaching, research, and service into a civic calling*. Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer communication's civic calling*. Philadelphia, Pennsylvania.

Applequist, J. (2016, November). Panel Chair. *Mediating politics: Considerations of public policy and social action in TV and punk rock*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

Applequist, J. (2016, November). Panel Discussant. *Applied research in health communication: The role of language and message features in health behaviors, beliefs, and compliance*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

Applequist, J. (2015, November). Panel Chair. *Critical studies in health, technology, and media*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

SERVICE TO THE GOVERNMENT

Requested expert peer review provided for the Food and Drug Administration (FDA). (2018, November). Research Team in the Office of Prescription Drug Promotion at the FDA requested a review of a proposed social scientific study regarding disease awareness and prescription drug promotion on television.

SERVICE TO THE UNIVERSITY

University-Level Service

Member, University System Faculty Senate. Council on Faculty Issues. (2020-2023).
University of South Florida

- The Council on Faculty Issues advises the Provost and the Senior Vice President for USF Health or their designees on matters that influence the personal and professional welfare of the faculty, to include evaluation of the performance of faculty and administrators.
- The Council is responsible for the following:
 - Examining and/or initiating policies and procedures of the University that influence the professional and personal welfare of all faculty of the University. These include, but are not limited to faculty personnel policies, including such matters as: tenure and promotion; sustained performance review; any incentive and excellence programs initiated by the university; any other faculty performance evaluative standard.
 - Examining and proposing University policies and programs associated with faculty development.
 - Gathering and publicizing information on faculty needs and concerns.
 - Developing and implementing procedures for faculty evaluation of administrators' performance.
 - Developing procedures for the formation of Peer Review Committees to hear the cases of tenured faculty who have received notice of termination; forming such committees as needed.

Member, University System Faculty Senate. Council on Faculty Issues. Subcommittee for Visiting Faculty Needs. (2022-2023). University of South Florida

- The Subcommittee for Visiting Faculty Needs reviews the University-wide climate survey to assess visiting faculty issues and concerns for presentation to the Council on Faculty Issues. These matters are then presented to the Provost and the Senior Vice President for USF Health or their designees on matters that influence the personal and professional welfare of the faculty, to include evaluation of the performance of faculty and administrators.

Member, University System Faculty Senate. Research Council. (2019-2022). University of South Florida.

- The Research Council (RC) is a standing council of the USF System Faculty Council (SFC) and reports to the SFC and the Senior Vice President for Research & Innovation. The RC is operated and managed by the Faculty Senate of USF Tampa on behalf of the SFC, and the RC reports to that body. Members of the RC are appointed by the Senior Vice President for Research

& Innovation from nominees provided by the USF Tampa Faculty Senate's Committee on Committees.

- The Research Council is responsible for advising the President, Senior Vice President for Research & Innovation, and other administration officials across the USF System on matters pertaining to policies and procedures intended to promote growth, excellence, and integrity in research and creative activity throughout the university community.
- Agreed to extend service for an additional year to serve on Faculty Research Subcommittee. Subcommittee created, compiled, and reported data to Associate Deans and Deans of Research, President, and Provost on faculty needs across all campuses. Needs assessments for faculty aimed to help identify action items for helping faculty/USF to reach AAU status.

Member, University System Faculty Senate. Research Council Faculty Needs Subcommittee Member. (2019-2022). University of South Florida.

- Agreed to extend service for an additional year to serve on Faculty Research Subcommittee. Subcommittee created, compiled, and reported data to Associate Deans and Deans of Research, President, and Provost on faculty needs across all campuses. Needs assessments for faculty aimed to help identify action items for helping faculty/USF to reach AAU status.

Member, Coordinated Community Response Team (CCRT) in conjunction with the Center for Victim Advocacy. (2020-present). USF President has charged the team with “applying up-to-date research and evidence-based practices related to intervention and prevention of gender-based violence on campus.”

Academic Consultant for Health Communication, System-wide University of South Florida Campaign for COVID-19 Prevention. (2020). University Communications & Marketing (UCM) and USF Administrative Offices.

Faculty Interviewee. (2020). Filmed a series of responses to students’ FAQs for New Student Orientation. Used for newly admitted students and marketing purposes. University of South Florida.

Faculty Interviewee. (2020). INTO series for graduate students on best practices for research. Disseminated to all INTO students. University of South Florida.

Faculty Consultant, Innovative Education. (2019). Provided discussion of discipline-specific pedagogy, creation of online learning activities, and strategizing of ways to include sound instructional practice into the course design with and for the faculty champion, Dr. Marleah Dean Kruzell. Design of online *Health Communication* course. University of South Florida.

Appointed Member, University of South Florida Contemporary Art Museum Acquisitions Committee. (August 2018-August 2022). One of two College of Arts and Sciences representatives. Service includes committee hearing proposals for art

acquisitions for the University, committee then discusses and recommends based on proposed pieces. (2) two-year terms.

Faculty Preceptor for USF College of Public Health graduate student Courtney Henderson. (2018, Fall Semester). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research projects with incorporated interviews and focus groups.

Faculty Preceptor for USF College of Public Health graduate student Cristina Burroughs. (2018, Summer). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research project which incorporated interviews and focus groups.

Appointed Campaign Liaison, Faculty & Staff Campaign for Development. University of South Florida. (2015-2016).

-raised \$1,034.00 among faculty to cap off 9 scholarships in Mass Communications, for a total of \$7,000.00 to be awarded to students

Faculty Affiliate to USF Health's School of Pharmacy and Pharmacy Plus. (2016-2018). Worked with Pharmacy Manager Mariam Gendi and Pharmacogenics Leader Teresa Vo as clients for my graduate-level health communication seminar during the spring 2017 semester. Developed SWOT analysis for Pharmacy Plus and began an internship program for students of the Zimmerman School to work with the College of Pharmacy at USF Health for semester-long internships for credit. Designed and launched survey for patient perceptions of pharmacists to provide feedback for Pharmacy Plus.

Leadership coach to undergraduate student Savannah Westmoreland. (2017). University of South Florida's Center for Leadership & Civic Engagement.

Research Mentor to undergraduate honors thesis advisee Ashleigh White. (2017, Spring Semester). Ashleigh was accepted to present her honors thesis project to be included in the University of South Florida's 2017 Undergraduate Research and Arts Colloquium.

Graduate Student Liaison to Dr. Lisa Borders (Chair of the Coca-Cola Foundation) as part of the 2014 ICT4D Consortium at The Pennsylvania State University. (2015, January).

College-Level Service

College of Arts and Sciences Tenure & Promotion Committee. Appointed at-large member. (2020-2021). Responsible for reviewing mid-tenure and tenure and promotion candidates for the College.

Affiliate faculty member, Department of Communication. (2019-present). University of South Florida.

Affiliate faculty member, Department of Women's and Gender Studies. (2020-present). University of South Florida.

Appointed Member, College of Arts and Sciences at the University of South Florida, Faculty Development Committee. (Fall 2016-Spring 2019). Working as a member of various sub-committees aimed at addressing faculty needs, reviewed and provided feedback for internal grant awards for the overall University (*New Research Grant*, *International Faculty Travel Grant*, *The Outstanding Undergraduate Teaching & Advising Awards*, and the *Outstanding Community-Engaged Teaching Award*).

Nominated my former student and current Undergraduate Research Team member (Sara Sturgess) for the Dean's Student Leadership Society, USF College of Arts and Sciences (2016, October). Student awarded position November 2016.

Czech-Mates. (2012-2015). Embedded program with undergraduate students. Advised and accompanied 10 undergraduate students to the Czech Republic for meetings and interviews with: Google, Ogilvy, international broadcast journalism stations, print journalism agencies, and advertising agencies. The Pennsylvania State University.

Research Report Author for the Don Davis Program in Ethical Leadership. (2013, August). Titled *Walt Disney World's representations of culture: Germany as portrayed in Epcot's World Showcase and commodified ethnocentrism*, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Study Examines How Health Care Practices Communicate with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=423>, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Health Care Pros Assess Their Effectiveness in Communicating with Patients*, <http://blogs.comm.psu.edu/thepagecenter/?p=427>, Penn State University.

Graduate Student Representative for the Faculty Senate. (2013, February). College Meeting with the Pennsylvania State University Faculty Senate.

Graduate Student Representative for College of Communications Department Enrichment Committee. (2011). The Pennsylvania State University.

Lead Student Representative, Harmony Symposium. (2011). Coordinated and executed an Oscar-nominated film with presentations by the Director. In association with the Don Davis Ethical Leadership Program. The Pennsylvania State University.

Graduate Exhibition Judge. (2010, March). The Pennsylvania State University Graduate School Exhibition.

Departmental-Level Service

Chair, Faculty Evaluation Committee. (2024-2025). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Mid-Tenure Committee (two tenure-track faculty members). (2024). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Co-Chair, Tenure Committee. (2024). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Internship Information Sessions. Event Co-Creator and Facilitator with Director of Internship Ferdinand Zogbaum. Provided information sessions to MMC 2100 and AAF at USF on how to seek internship opportunities, criteria for earning internship credit in the Zimmerman School, and application instructions. Highlighted upcoming changes to required hours for Spring 2025. (2024). Zimmerman School of Advertising & Mass Communications.

Internship Resume and Cover Letter Workshop. Primary event creator with Co-Directors of Internships. Faculty Reviewer and speaker for students during event. (October 2023). Provided one-on-one feedback to students seeking employment/internship opportunities in their respective major. Focused on framing of minimum and preferred qualifications, overall impression of materials, presentation of accomplishments and skills, streamlining of cover letter and resume for AI-checkers in a new job market, and ties to SEO optimization/keywords as provided in job search calls. Zimmerman School of Advertising & Mass Communications.

Member, Search Committee for Endowed Professor in Advertising. Zimmerman School of Advertising & Mass Communications. (2023-2024). University of South Florida.

Chair, Search Committee for Endowed Professor in Advertising. Zimmerman School of Advertising & Mass Communications. (2022-2023). University of South Florida.

Member, Faculty Evaluation Committee. (2023-2025). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Graduate Committee. Media Literacy emphasis. (2022-2025). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Departmental IRB Approver/Research Compliance Reviewer. (2022-present). Zimmerman School of Advertising & Mass Communications.

Faculty Adviser, American Advertising Federation College Chapter (formerly known as Ad Club). (2019-2024). University of South Florida.

- Facilitated reinvigoration of the student chapter and leadership of transition of the student Advertising Club to establish a student AAF chapter in 2024 for alignment with professional organizations to integrate with networking activities, greater access to resources, and the National Student Advertising Competition (NSAC)

Adviser, Student Advertising Club, University of South Florida. (2019-2024). Advising undergraduate students on industry standards, local advertising agency events, and coordinating with local and national agencies to facilitate student tours and internship calls. Oversaw re-naming and restructuring of Student Advertising Club to American Advertising Federation (AAF) USF in 2024.

Member, Assessment Committee. (2022-2023). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Coordinated Ad2 Tampa Bay guest lectures for Introduction to Advertising students (2022). Allowed for the integration of Ad2 Tampa Bay with Ad Club and cross-promotion of events.

Assisted PPK with recruitment and coordination of their speed-dating internship event for 70 paid internship slots (April 2022). Coordinated with Ad Club to increase recruitment and provide opportunities for students.

Member, Search Committee for Endowed Professor of Advertising. Zimmerman School of Advertising & Mass Communications. (2021-2022). University of South Florida. Served first half of committee work while on sabbatical.

Chair, Executive Committee. (2020-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Undergraduate Committee. (2020-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for two Visiting Assistant Professor of Advertising positions. Zimmerman School of Advertising & Mass Communications. (2021). University of South Florida.

Invited guest faculty speaker, *Ad Club* at USF. (2021, March). Student organization focused on connecting students (of all majors) with peers, professors, and professionals in advertising to gain experience and advice through creative and strategic approaches. Guest lecture on standing out at the collegiate level/beginning your career in advertising. University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2020, December). Provided assessment for undergraduate and graduate levels.

Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Executive Committee for Faculty Needs. (2019-2020). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Website and Social Media Content Manager. (2019-2021). One of two faculty members appointed to manage all content for the School's public website and social media accounts. Managed content, engagement, and postings via self-designed work order system and HootSuite platform. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for Visiting Instructor of Advertising. Zimmerman School of Advertising & Mass Communications. (2020). University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2019, December). Provided assessment for undergraduate and graduate levels. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Final Project Creator, M.S. degree in Advertising Analytics. (2019, November). Initiated and developed final applied project assignment and all criteria for the graduate degree. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Invited guest faculty speaker, *Ad Club* at USF. (2019, February). Student organization focused on connecting students (of all majors) with peers, professors, and professionals in advertising to gain experience and advice through creative and strategic approaches. Guest lecture on personal branding via social media/opportunities for advancing your career in advertising. University of South Florida.

Invited guest faculty speaker, *Her Campus* at USF. (2019, February). Online magazine available nationwide, featuring college journalists focusing on women's issues. Includes all majors on campus. Guest lecture on my research and career trajectory/opportunities for young women in advertising. University of South Florida.

Member, Search Committee for Assistant Professor and Visiting Assistant Professor of Advertising Analytics Zimmerman School of Advertising & Mass Communications. (2019). University of South Florida.

Instructor Promotion committee member. (2019, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed Instructor's promotion binder to give recommendation to interim director and College of Arts and Sciences.

Graduate Committee Member. (2019-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for the Director of the Zimmerman School of Advertising & Mass Communications. (2018). University of South Florida.

Executive Committee for Faculty Needs. (2015-2018). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Departmental IRB Approver/Research Compliance Committee Member. (2017-2018). Zimmerman School of Advertising & Mass Communications.

Governance Review team member. (2017-2018). Updated faculty governance documents to reflect program goals and vision.

Research Assistant to Deb Smith's National Student Advertising Competition (NSAC) team. (2018, January). Reviewed survey to be used for national competition and made suggestions based on improved workflow and audience segmentation strategies.

Judge. (2017, September). Zimmerman School of Advertising & Mass Communications National Bateman Competition Team.

Instructor Promotion committee member. (2017, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed a total of three Instructor promotion binders to give recommendation to interim director and College of Arts and Sciences.

Program Member and Faculty Adviser to Dr. Deborah Bowen's public relations campaign initiative with the Pasco County Sheriff's Office (PCSO). (2017). Task force leading over 75 public relations students to create, execute, and test campaigns aimed at informing the public about PCSO's new "Family Support Network" which creates and coordinates services for law enforcement officials and their families to come together for encouragement, training and social activities (first program of its kind in the nation).

Faculty Co-adviser. (2016-2017). University of South Florida Public Relations Student Society of America (PRSSA) Bateman Case Study Competition.

Co-facilitator for tour of the Zimmerman School of Advertising and Mass Communications and student visits, guest lecture in my class, for Kevin Shinkle, Vice President of Communications for Delta Airlines, and Vickie Chachere, Director, Special Projects & Communication in the USF Office of the President. (2016, October).

Co-facilitator for tour of the Zimmerman School of Advertising and Mass Communications, provided to Peter Baronoff and guests, USF Alumnus and member of the USF Foundation Board of Directors. (2016, October).

Zimmerman Advertising Agency site visit to aide in the development of the Advertising Research and Advertising Analytics courses for proposed M.S. degree in Advertising. Fort Lauderdale, FL. (2016).

Creator and Facilitator, Undergraduate Research Team. (2016, June-present). The Zimmerman School of Advertising & Mass Communications, University of South Florida. I established a research group for undergraduate students interested in learning more about research. Through this group, I have brought undergraduate students on to my research projects and trained them personally on: research ethics, research structure, media coding, data collection, data analysis, and the peer-review publication process. Ten undergraduate students total.

Member, Graduate Assessment Committee. (2016-present). Created instruments to evaluate graduate student theses. The Zimmerman School of Advertising and Mass Communications, University of South Florida. (June 2016-present).

Member, Advertising Analytics M.S. Degree Committee. (2016-present). Co-created curriculum (including program outline and complete course syllabus creation) for the degree, assisted in pre- and post-proposal phases. The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Social Media Lab Creation Committee for research and teaching. (2016-present). The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Committee Member for S.A.M. (System for Assessment Management) for the Zimmerman School of Advertising and Mass Communications, Undergraduate and Graduate Degree Programs. (2016-present).

Member, Public Relations, Advertising, and Applied Communications (PRAAC) Committee for course design and implementation. (2016-2018). The Zimmerman School of Advertising & Mass Communications, University of South Florida.

Graduate and Professional Student Association Member. (2012-2015). The Pennsylvania State University.

Health and Risk Communication Interest Group member. (2012-2015). The Pennsylvania State University, led by Dr. Roxanne Parrott.

Vice President, two years, Graduate Students in Communications (GSIC). (2012-2013). The Pennsylvania State University.

Qualitative Research Interest Group Member. (2012-2014). The Pennsylvania State University.

SERVICE TO THE STATE

Member, Florida Department of Health (FDoH) Health Equity Coalition. Task force set up through the Children's Health Insurance Program (CHIP) to bring together researchers, stakeholders, and policymakers to focus county- and state-wide efforts toward two goals: 1) addressing severe maternal morbidity and 2) PrEP initiation. (February 2024-present).

SERVICE TO THE COMMUNITY

Co-Director & Chief Marketing Officer, Me/PD Foundation for Parkinson's Disease. (2017-2020). Expertise in health communication, patient-centered communication, and qualitative research methods provided to contribute to the development of local advertising campaign aimed at helping recently diagnosed Parkinson's patients navigate their health care concerns associated with the disease. Continued to provide research guidance and support for the implementation of the advertising campaign by regularly meeting with local Parkinson's patients in the Tampa Bay area and designed future strategies for message testing. Me/PD Foundation filed as a Florida not-for-profit in December 2017 and continuing to seek 501c3 status.

Served as research mentor for college-level research being conducted by a high school student in Mentor, Ohio (Mentor Schools system). (2020). Assisted student with IRB approval, research study design, data collection, data analysis, and study write-up. Student conducted a survey to investigate adolescent-parent bond.

Representative for the Zimmerman School of Advertising & Mass Communications. (2016, December). Invited as special guest to attend the Psychology of Social Media international conference held by the North Atlantic Treaty Organization (NATO) and the United States Department of Defense's (DOD) United States Special Operations Command (USSOCOM). Small sample of partner nations present included Austria, Australia, Finland, and Sweden.

Served as "Qualified Scientific Expert" for 6th grade student at Orange Grove Middle Magnet School of the Arts. (2016, October). Assisted student with IRB application and approval for her science fair project on gender differences in optical illusions and helped student create and distribute informed consent forms for research.

Co-Creator and Lead Facilitator, Message Training for the Hillsborough County Sheriff's Office (HCSO). (2016, September). Trained 15 new Lieutenants on how to properly speak to civic groups, media, and citizens regarding difficult societal issues (e.g. department demographics, civil rights issues, etc.).

Volunteer, Tampa Bay Association of Black Journalists. (2016, April). Zimmerman School of Advertising & Mass Communications student workshop for resume building and professional advice.

Relay for Life Team Captain. (2012, March). Graduate Students in Communication Team. The Pennsylvania State University.

SERVICE TO THE PROFESSION

Service to the American Academy of Advertising (AAA)

Invited panel speaker, American Academy of Advertising (AAA). (September 2022). Graduate Student Symposium. “Navigating the Academic Job Market.” Targeted to current and potential advertising doctoral students on the academic job market attempting to gain an understanding of the application process and the life of a doctoral student at a top advertising Ph.D. program.

Invited panel speaker, American Academy of Advertising (AAA). (September 2021). Graduate Student Symposium. “Navigating the Academic Job Market.” Targeted to current and potential advertising doctoral students on the academic job market attempting to gain an understanding of the application process and the life of a doctoral student at a top advertising Ph.D. program. Virtual event due to Covid-19.

Offices Held in Leading Academic Associations

Member, Research Council. National Communication Association (NCA). 2025-2028.

Chair, Elections Committee. Health Communication Division. International Communication Association (ICA). 2024-2025.

Preconference Major Planning Committee Member, the National Communication Association (NCA) Health Communication Division. (January-November 2016). Preconference held in Philadelphia, Pennsylvania (2016).

Committee Member of the National Communication Association (NCA) Academics and Instruction Committee. (2016-2017). Task force designed to incorporate TED talks into the classroom and annual national conference. Sponsored by the NCA President.

Committee Member. Graduate Student Liaison Committee. (2014-2015). Association for Education in Journalism and Mass Communication (AEJMC). Public Relations Division.

Membership in the Following Academic/Professional Organizations:

American Advertising Federation, Tampa Bay Chapter (2019-present).

National Communication Association (2012-present).

Broadcast Education Association (2020-2023).

American Academy of Advertising (2015-present).

International Communication Association (2014-present).

Association for Education in Journalism and Mass Communication (AEJMC) (2012-2015).

Cultural Studies Association of Australasia (2012-2015).

Manuscript Reviewer for the Following Peer-Reviewed Journals:

- *International Journal of Advertising*
 - *Special Issue: Increasing the Effectiveness of Health Communication Advertising*
- *Journal of Advertising*
- *Health Communication*
- *Journal of Health Communication*
- *Health Affairs*
- *Communication & Sport*
- *New Media Studies*
- *New Media & Society*
- *Journal of Medical Internet Research*

Annual Manuscript Reviewer for the Following Peer-Reviewed Academic Conferences:

International Communication Association (2021-present).

National Communication Association (NCA) (2014-present).

American Academy of Advertising (AAA) (2015-present).

EXTERNAL TENURE AND PROMOTION REVIEW

Boston University. (2023, July). College of Communication. Department of Mass Communication, Advertising, and Public Relations. External reviewer for application to appointment as Associate Professor of the Practice of Advertising.

CERTIFICATIONS

Association of National Advertisers (ANA) Marketing Student (CAMS) Certificate Program. (Summer 2024). Provided by ANA (the largest marketing trade association) and the ANA Educational Foundation. 17-hour, 10-course, on-demand program. The CAMS certificate program provides real-world practitioner-led training by ANA faculty, covering the marketing process from understanding the consumer, brand-building, brand activation, creative briefing and evaluation, and marketing implementation across digital and analytic applications. Completed course as faculty member/concentration head to begin networking for consideration of implementation across our curriculum and/or reinvigoration of current course content. Received overall course certificate, in addition to certificates for each course completed:

- Agency Management
- Insights to Great Messaging
- Fundamental Email Marketing

- Inspiring Great Creative
- Integrated Marketing Planning and Execution
- Marketing Measuring and Analytics
- Mobile Marketing
- Social Media Marketing
- The Art and Science of Brand Building

UX Deep Dive: Foundational Research Certification. Evaluative versus foundational (generative) research in user experience research and design. LinkedIn Learning. (2022).

UX Foundations: Research Certification. Fundamentals of user experience research (UXR); benefits of integrating research into everyday design and development process. Research techniques, testing methods, methodologies, and behavioral versus attitudinal goals based on customer needs. LinkedIn Learning. (2022).

Metaverse and NFTs for Marketing Certification. Key aspects of the metaverse for marketing. Metaverse ecosystem and Web 3.0, as well as the increasing importance of emerging technologies like blockchain and non-fungible tokens (NFTs). Key strategies to drive virtual brand development by minting NFTs, how to tap into the power of augmented reality, and how to leverage avatars to reach a wider audience. LinkedIn Learning. (2022.)

Augmented Reality Marketing Certification. Foundational knowledge for incorporating this immersive technology into marketing strategy. Using AR as a marketing tool, identifying how to add it to your mix, defining brand identity with AR, building a campaign for implementation, and measuring the effectiveness of a campaign. LinkedIn Learning. (2022).

Understanding Augmented and Virtual Reality Certification. How to differentiate and use AR and VR to positively impact your businesses' efficacy and ROI. LinkedIn Learning. (2022).

Adobe Creative Cloud Certification. Complete Adobe toolset training. Spotlight on the apps for design and illustration, photography, video, 3D, animation, web design, and user experience. LinkedIn Learning. (2022).

Adobe Creative Cloud Express Certification. Adobe Creative Cloud Express—formerly Spark, the easy-to-use graphic design software from Adobe—empowers users to create stunning, effective social media posts. Graphic design templates and how to use visuals that resonate with your target audience and work with your content; how to use your brand's colors in a way that creates an emotional connection; how to create branded templates that can save you time and money; and more. LinkedIn Learning. (2022).

Online Instructor Certification. The four-week course included strategies for planning instructor presence, active learning approaches for online presentations, assessment/feedback planning, and more. University of South Florida. (2021-2022).

Hootsuite Academy Certification. Training and industry-recognized certification in social marketing and leading media management platform. Listed in Hootsuite certified professional's directory. (2018).

NVivo Certification. Qualitative data analysis computer software for the import, organization, coding, analysis, and insight of large amounts of qualitative data for research. (2018).

Google News Lab Training Certification. Sponsored by Google. Dataset visualization to be used in the dissemination of research. (2017).

PROFESSIONAL DEVELOPMENT AND ENGAGEMENT

Attended Computational Methods for Social Sciences & Humanities Scholars Workshop. Hosted by the College of Arts and Sciences, School of Information, and the Center for Sustainable Democracy. Introduced diverse computational methods for social sciences and humanities research. (May, 2024). University of South Florida.

Classified as supervised non-employee under BayCare Health System. Completed BayCare IRB training (two curricula – *Contracted Non-Clinical: Protected Health Information* and *Vendor Representatives: Access to Protected Health Information*). Training included IRB protocol, ethics and organizational responsibilities, codes of conduct, handing of protected health information for research purposes, etc. (December 2023).

Visiting Professor Program, Wunderman Thompson (Global Advertising Agency) Immersion Session Attendee. (March, 2022). Focus on Pfizer case study related to my research in pharmaceutical advertising. Hosted by the Association of National Advertisers (ANA) Educational Foundation.

Attended online event hosted by the Florida Scholars Strategy Network titled *Conducting Research to Impact Policy Making*. (November, 2021). Sought information on how to use my research and collaborations with the FDA to inform policy on drug promotion.

Attended 3-day global summit on Virtual Reality/Augmented Reality (September-October, 2021). Hosted by Global VR/AR Association. Global industry association for Virtual Reality and Augmented Reality designed to foster collaboration between solution providers, schools, and brands. Presented as European edition. Attended to inform my continuing teaching and research on advertising and how the industry is quickly evolving.

Designing Your Online Course (DYOC) for ADV 3008 (Introduction to Advertising). Summer 2020. Guides faculty through the process of developing a student-centered online course, with strategies for both synchronous and asynchronous delivery. It includes customizable templates, best practices for quality design, active learning strategies, tips for content development, faculty examples, and technology considerations.

The DYOC prepares faculty to meet the standards in the USF Quality Online Readiness Checklist. University of South Florida.

Member, American Advertising Federation. National and Tampa Bay chapters. (2019-present).

University Research Presentation. (2019, March). University of Oregon. School of Journalism and Communication Research Presentation Series. Presentation: Guldin, R., Applequist, J., & Bell, T. R. *"Disney is ruining my kid!" A case for cultivation and social learning in tween TV.* Eugene, OR.

Attended 2-day workshop/training seminar on digital marketing. Tampa, Florida. (2018, December).

USF Health HIPPA Privacy training completion. (2018, May).

USF Health Core Professional Training & Integrity Compliance training module series completion. (2018, May).

Attended Dale Carnegie Communications/Professional Development training session. Tampa Bay, Florida. (2018, March).

Mentor Program Member. (2016-2017). American Academy of Advertising.

USF Office of Diversity, Inclusion, and Equal Opportunity & Students with Disability Services training. (2016, January).

Mentor to Graduate Students. Association for Education in Journalism and Mass Communications (AEJMC) Mentoring Project. (2015-2016). Public Relations Division.

Teaching with Technology (TWT) Certification. (2013, May). The Pennsylvania State University.

RESEARCH PARTNERSHIPS

Member, Florida Department of Health (FDOH) Health Equity Coalition. Task force set up through the Children's Health Insurance Program (CHIP) to bring together researchers, stakeholders, and policymakers to focus county- and state-wide efforts toward two goals: 1) addressing severe maternal morbidity and 2) PrEP initiation. (February 2024-present).

Faculty Consultant to National Institutes of Health (NIH) Grants, USF Health Informatics Institute. (2018-2019).

- Role: faculty consultant for direct-to-patient marketing approaches and communication content for clinical trial enrollment for rare disease networks. Two-

- course teaching buyout in conjunction with grant for the spring semester of the 2017-2018 academic year. \$17.5 million in grant funding initiatives.
- Protocol title: *Protocol for increasing accrual using social media (PRISM): The utilization and evaluation of methods of direct participant recruitment and engagement for clinical research trials for rare diseases.*
 - Funding sources:
 - R01HL115041, Krischer/Merkel (Co-PIs), 09/01/12 – 05/31/18, Sponsor: National Heart, Lung and Blood Institute, University of Pennsylvania, Project Title: *Novel Methods for the Conduct of Clinical Trials*
 - Grant number: 9U01TR001263-11, Krischer (PI), 09/01/09 – 06/30/19, FAIN: U01TR001263, University of South Florida, Project Title: *Rare Diseases Data Management and Coordinating Center*, Sponsors: National Institutes of Health, National Center for Advancing Translational Sciences.

Report Co-Creator and Researcher. For Presentation to the Pennsylvania Association of Family Physicians (PAFP). (2013-2015). Conducted focus groups with patients and medical residents across the state of Pennsylvania during 2012 to assess effectiveness of PCMH transitioning in medical practices.

- Collaborated on report to share with state physicians in an effort to advance further research and establish more collaborative care in accordance with the PCMH's principles
- Team member under grants from the U.S. Department of Health and Human Services – Agency for Healthcare Research and Quality & the Aetna Foundation, for a longitudinal project coordinated with The University of Pennsylvania and the Milton S. Hershey Medical School, 2012-2015.

GRADUATE ADVISING AND COMMITTEES - University of South Florida
(Zimmerman School of Advertising & Mass Communications unless otherwise noted)

Outside Member, Dissertation Committee

- Kevin Hawley, Department of Communication. Anticipated graduation date 2025.
 - Ph.D. in Communication.

External Chair, Dissertation Committees

- Jessica Lolli, Department of Communication.
 - Graduated Summer 2022.
- Russell Edwards, Department of Anthropology.
 - Graduated Spring 2022.
- Jacob Abraham, Department of Communication.
 - Graduated Summer 2017.
 - Jacob is currently an Assistant Professor at Florida State University, Jacksonville.

Chair, M.S. in Advertising Applied Project Committees

- Litherland, Ainee. Anticipated graduation date Spring 2025.

- Vazquez, Sofia. Graduated Fall 2024. (Co-Chair)
- Metayer, Ceara. Graduated Summer 2022.
- Perez, Shannon. Graduated Summer 2021.
- Dwy, Hayley. Graduated Summer 2020.
- Rodhouse, Sarah. Graduated Summer 2020.

Chair, M.S. in Advertising Portfolio Committee

- Heisey, Morgan. Graduated Spring 2024.

Member, M.S. in Advertising Applied Project Committees

- Young, Jheneel. Graduated Fall 2020.
- Delladonna, Amy. Graduated Fall 2020.

Chair, M.A. in Mass Communications Thesis Committees

- Kierpa, Lauren. Graduated Spring 2024.
- Muskett, McKenzie. Served as Chair Spring 2023 – Spring 2024.
- Fisher, Allison. Graduated Spring 2024.
- Cannon, Kia. Graduated Spring 2024. Began as Chair and switched to committee member due to topic change in Fall 2023.
- Pucha, Srisai Kamakshi. Graduated Fall 2022.
 - Ramya is currently a Ph.D. student in Applied Health Research and Evaluation at Clemson University.
- Patzner, Lisa. Graduated Summer 2022.
- Haywood, Amy. Graduated Spring 2020.
 - Amy was awarded top paper for a research study she co-authored with Elizabeth Hintz (Ph.D. student, College of Communication) by the National Communication Association (NCA) Family Communication division. This work was then published in *Sex Roles* in 2020.
- Madsen, Emilie. Graduated Summer 2020.
 - Emilie is currently a Ph.D. student in Health Communication at Indiana University-Purdue University.
- Bagautdinova, Diliara. Graduated Summer 2018.
 - Diliara earned her Ph.D. from the University of Florida's College of Journalism and Communications in Summer 2023, specializing in Health Communication. Her dissertation advisers were Dr. Janice Krieger and Dr. Carla Fischer.
- Bryant, Brook. Graduated Summer 2017.
- Jing, Chenxin (Jessie). Anticipated graduation date Spring 2017.
 - Jessie passed away unexpectedly and was awarded a posthumous degree in 2018.
- Crane, Casey. Graduated Summer 2017.
- Hall, Maggie. Graduated Spring 2016.

- Maggie is currently employed as Lead Media Coordinator at NFIB in Washington, D.C.
- Michaelos, Maria. Graduated Summer 2016. (Co-Chair)

Member, M.A. in Mass Communications Thesis Committees

- Matthews-Greenleaf, Tierra. Anticipated graduation date Spring 2025.
- Cannon, Kia. Graduated Spring 2024.
- Sidwell, Patrick. Graduated Spring 2022.
- Harrell, Alyssa. Graduated Spring 2021.
 - Alyssa completed a fellowship with the Neuro-Oncology Branch of the National Cancer Institute (NCI).
- Maduneme, Emmanuel Chinezube. Graduated Spring 2021.
 - Emmanuel is currently a Ph.D. student at the University of Oregon.
- Rasul, Muhammad. Graduated Summer 2021.
 - Muhammad is currently a Ph.D. student at the University of California Davis.
- Xin, Le. Graduated Spring 2021.
- Nabors, Michael. Graduated Spring 2021.
- Nguyen, Anh. Graduated Summer 2020.
- Noone, Ryan. Graduated Summer 2020.
- Nafetvaridze, Inga. Graduated Spring 2020.
- Serif Turhan, Sait. Graduated Fall 2019.
- Korte, William. Graduated Spring 2018.
- Quichocho, Danielle. Graduated Fall 2017.
 - Danielle completed a Ph.D. in the College of Media, Communication, and Information at the University of Colorado and was then hired as an Assistant Professor in Ohio. We have since published work together.
- Oliva, Kristina. Graduated Spring 2017.
 - Kristina is currently employed as a Product Designer for Facebook in Seattle, WA.
- Hill, Jayme. Graduated Fall 2016.
 - Jayme is currently employed as Vice President of Customer Relations and Communication at Diamond Media Solutions Inc., Tampa, FL.
- Dedova, Anastasia. Graduated Summer 2016.

Member, M.A. in Mass Communications Applied Project Committees

- Jovan, Bethany. Graduated Fall 2020.
- Fitzgerald, Robert. Graduated Summer 2019.
- Knowles, Kari. Graduated Fall 2019.
- Inthaxoum, Vilaxay. Graduated Spring 2017.

UNDERGRADUATE ADVISING AND COMMITTEES, University of South Florida

Chair, Undergraduate Honors Thesis Committees

- Kelley, Gillian. Graduated Spring 2019.
- White, Ashleigh. Graduated Spring 2018.
 - Ashleigh earned her masters degree at the University of Florida and served as President of the national Public Relations Student Society of America (PRSSA) in 2018.
- Martin, Hannah. Graduated Fall 2016.

Member, Undergraduate Honors Thesis Committees

- Smith, Dana. *Department of Psychology. Anticipated graduation date Spring 2025.
- Watzman, Jessica. Graduated Spring 2017.
- Kelley, McKenna. Graduated Fall 2016.
- Mendez, Marina. Graduated Spring 2016.

SELECT MEDIA INTERVIEWS AND PRESS

Margolies, Jane. The hottest buzzword in wellness seeps into real estate. *The New York Times*. (2024, January 21). [Available online](#) at *The New York Times* website and featured in February 1, 2024 print edition, section B, page 7. Interviewed and quoted for research expertise in health advertising/marketing.

Kalin-Smith, Sarah. Pfizer's Paxlovid and the Murky World of Rx Drug Communication. Pink Sheet – Informa Pharma Intelligence. (2022, July 8). [Available online](#). Quoted for research expertise in pharmaceutical advertising.

New findings on pharmacy practice described by investigators at University of South Florida. (2021, December 18). *Marketing Weekly News*. p. 65.
link.gale.com/apps/doc/A686533216/ITOF?u=tamp44898&sid=bookmark-ITOF&xid=343141be.

Hsu, Tiffany. In hard times, a barrage of ads promises peace of mind. *The New York Times*. (2020, September 2). [Available online](#) at *The New York Times* website and featured in September 2, 2020 print edition on page B1. Interviewed and quoted for research expertise in pharmaceutical advertising.

Featured expert interviewee. (Sanders, J.) (2020, October 21). Cell phone calculator – ask the experts. Retrieved from <https://wallethub.com/cell-phone-calculator/#expert=janelle-applequist>

Research feature: Telling tales in advertising. *American Academy of Advertising Newsletter*. (2019, September).

***Press resulting from *CTE, Media, and the NFL: Framing a Public Health Crisis as a Football Epidemic* book (2019):**

*Banjo, S. Hamlin's injury spurs new concerns about injuries on NFL fields. (2023, January 2). *Bloomberg*. <https://www.bloomberg.com/news/articles/2023-01-03/nfl-postpones-bills-bengals-game-after-player-collapses>

*Featured radio news story on iHeart Radio's *American Medicine Today*. (2022, January). Re-air of 2019 broadcast.

*Featured interview. (2021, February). On *Florida Focus* and PBS WEDQ [Television and digital broadcast]. Retrieved from <https://www.youtube.com/watch?v=HlyRG4D-wVU>

*Featured podcast interview. Rathbone, K. (Host). (2020, March 16). CTE, media, and the NFL: Framing a public health crisis as a football epidemic [Audio podcast]. In *New Books Network*. Retrieved from <https://newbooksnetwork.com/travis-bell-et-al-cte-media-and-the-nfl-framing-a-public-health-crisis-as-a-football-epidemic-lexington-2019/>

*Featured broadcast news story. Youker, E. (Producer). (2020, February 22). *American Medicine Today* [Television broadcast]. Retrieved from https://www.youtube.com/watch?v=hXAnkTl5m_E

*Featured radio news story on iHeart Radio's *American Medicine Today*. (2019, November). Retrieved from <https://www.iheart.com/podcast/139-american-medicine-today-27091412/episode/american-medicine-today-11-2-19-52095767/>

*Featured broadcast news story on ABC Action News 8 Tampa Bay. USF educators study portrayal of CTE in media. (2019, September 8). Video available online at <https://www.abcactionnews.com/news/region-hillsborough/usf-educators-study-portrayal-of-cte-in-media>

*Schreiner, M. (Radio show host). (2019, September 18). NFL, media and head injuries focus of new book by USF faculty members. Retrieved from <https://wusfnews.wusf.usf.edu/post/nfl-media-and-head-injuries-focus-new-book-usf-faculty-members?fbclid=IwAR2UfAdDK1Qj3txTOPYGuMKmyzGJpL7mdlfLwIbWbJzjF96uwqmdp50uJ3A>

*Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. Retrieved from <https://www.wtsp.com/article/news/health/cte-nfl-media-coverage-veterans-domestic-violence-usf/67-937d9142-b0c9-42bd-ae1e-8b486966755d>

*Study finds public perception of CTE-related injuries is misconstrued. (2019, September 5). Retrieved from <https://www.usf.edu/news/2019/book-explores-impact-media-framing.aspx>

***Press resulting from *Annals of Family Medicine* research article (2018):**

*Shannonhouse, R. (2018, July). What TV drug ads aren't telling you. *Bottom Line Health, Inc.* Retrieved from <https://bottomlineinc.com/health/medications/what-tv-drug-ads-arent-telling-you>

*Bulik, B. (2018, May 30). Pharma ads are sunnier than they used to be. But are they better? *Fierce Pharma*. Retrieved from <https://www.fiercepharma.com/marketing/pharma-ads-shifted-to-more-happy-active-lifestyle-message-tv-over-past-decade-study>

*DiGiulio, B. (Radio show host). (2018, May 25). New study on pharmaceutical advertisements in the United States. *The Night Side with Barb DiGiulio on News Talk 1010 Canada*. Canada's number one radio station. Radio interview.

*May, B. (2018, May 25). Promotion trumps education in direct-to-consumer drug advertisements. *Medical Bag*. Retrieved from <https://www.medicalbag.com/home/medicine/promotion-trumps-education-in-direct-to-consumer-drug-advertisements/>

*Perry, S. (2018, May 24). TV ads for prescription drugs focusing more on lifestyle appeals, not on information, study finds. *MinnPost*. Retrieved from <https://www.minnpost.com/second-opinion/2018/05/tv-ads-prescription-drugs-focusing-more-lifestyle-appeals-not-information-stu/>

*Joyce, M. (2018, May 23). Consumer drug ads: The harms that come with pitching lifestyle over information. *Health News Review*. Retrieved from <https://www.healthnewsreview.org/2018/05/direct-to-consumer-tv-drug-ads/>

*What those TV ads for pharma drugs aren't telling you (2018, May 15). *ISHN – Industrial Safety & Hygiene News*. Retrieved from <https://www.ishn.com/articles/108596-what-those-tv-ads-for-pharma-drugs-arent-telling-you>

*Drug companies selling more 'lifestyle,' less 'symptom' (2018, May 15). *Science Daily*. Retrieved from <https://www.sciencedaily.com/releases/2018/05/180515105704.htm>

Featured profile interviewee for the #FacesofUSF campaign. University of South Florida. (2018, February).

Featured interviewee for *Academic Foundations for Mass Communications* course. (2016, October). Total of 6 individual student interviews/projects.

Featured interview for Zimmerman School of Advertising & Mass Communications promotional booklet submitted to Dean Eric Eisenberg. (2016, June). The University of South Florida, College of Arts and Sciences.

Featured on Dr. Marleah Dean Kruzel's "The Patient and The Professor" Blog. (2015, October). In the article, "How to be a critical ePatient and evaluate TV health pharmaceutical advertisements."

Featured Interviewee for International "We Are" Campaign's Inaugural Issue. (2015, August). Full-color, multi-page newsletter sent to large donor audiences highlighting those that represent Penn State "best." Campaign materials can be provided upon request or accessed via personal website. The Pennsylvania State University.

Highlighted Penn State University Student for the Office of Development Communications & the Office of Annual Giving. (2015, February). Interviewed for three separate letters sent to all Penn State active donors, recent graduates, and graduate school alumni. Letters available upon request. The Pennsylvania State University.