HOLLY KATHLEEN HALL

Professor of Strategic Communication | J.D., APR, Pg. Cert. in Data Protection & Information Governance

hollyhall@astate.edu | 870-972-3135 Jonesboro, AR 72404 | linkedin.com/in/holly-kathleen-hall

EXPERIENCE

Tenured Professor of Strategic Communication

Arkansas State University, State University, AR | June 2019–Present

Tenured Associate Professor of Strategic Communication, May 2014–June 2019

Assistant Professor of Strategic Communication, Aug. 2008–May 2014

Undergraduate Courses Taught	Graduate Courses Taught
JOUR 1003 Mass Communications in Modern Society	MCOM 6023 Advanced Communications Law
PR 3003 Principles of Public Relations	STCM 5213 Social Media in Strategic Communications
CMAC 4073 Communications Law and Ethics	STCM 5013 EU and US Data Protection Law
PR 3013 Public Relations Tools and Techniques	STCM 6033 Communication Regulations and Policy
PR 4033 Public Relations Cases Studies and Campaigns	STCM 5213 International Intellectual Property Law
JOUR 3023 Principles of Advertising	STCM 5143 Privacy Law
STCM 4773 Strategic Communication Internship	STCM 6313 Information Technology Law
STCM 4213 Social Media in Strategic Communications	**Courses & Programs Developed**
STCM 4073 Strategic Communication Law and Ethics	Social Media in Strategic Communications
HNRS 291V Doctor Who and Ethics (Honors College)	Strategic Communication Law and Ethics
STCM 4753 Strategic Communication Case Studies	Internship
STCM 4513 AI in Strategic Communication	International Intellectual Property Law
	EU and US Data Protection Law
	Privacy Law
	AI in Strategic Communication (with Dr. Manu Bhandari)
	Information Technology Law
	Doctor Who and Ethics (Honors College)
	Communication Regulations and Policy

Program Development & Leadership

- Social Media Management emphasis area and certificate; Online Degree Program Coordinator (2015–2016).
- Master of Science in Strategic Communication, co-developed with Dr. Myleea Hill (2018).
- Graduate Track in Information Technology Law and Policy (2018).
- Certificate in Athlete Name, Image, and Likeness (NIL) Promotion (2021).

Customer Relations & Communications Manager

Soderquist Center for Leadership & Ethics, Siloam Springs, AR | March 2006–Aug. 2008

Adjunct Faculty

Kaplan University, Online | Jan. 2008–Oct. 2017

Undergraduate: Advocacy and Opposition in the Modern Workplace; Communication and Organizational Change; Communication and Conflict; Public Relations Strategies; Organizational Communication; Interpersonal Communications; Mass Communications; Intro to Administrative Law; The Oversight and Administration of Public Funds.

Graduate: Grant Writing; Program Evaluation.

Adjunct Faculty

John Brown University, Siloam Springs, AR | Aug. 2005–May 2008

Undergraduate: Writing for Multiple Media; Media Law and Ethics.

Marketing Officer

Arvest Bank, Siloam Springs, AR | Dec. 2004–March 2006

Director of Marketing and Planning

Mercy Health System of Northwest Arkansas, Rogers, AR | May 2003–Dec. 2004

Director of Alumni Relations

William Jewell College, Liberty, MO | Aug. 2002–May 2003

Director of Marketing
Regional Medical Center of NEA, Jonesboro, AR | Jan. 1999–Aug. 2002

Law Clerk
Womack, Landis, Phelps, McNeill Law Firm, Jonesboro, AR | Summers 1996, 1997

Intern
Cable News Network (CNN), Atlanta, GA | Summer 1993

Announcer/D.J.
KWEZ-FM, Jonesboro, AR | April 1991–July 1992

Freelance Voiceover Artist
1991–Present

Selected National & International Voiceover Clients

AIC Hotel Group • Barrymore Film Museum • Amelia Island Music Festival • Coravin • Disney Cruise Lines • Laser Lounge Spa • Brightview Senior Living • Sanofi • 3M • World Health Organization (WHO) • Amazon Web Services • HP • Germbusters • Seattle Children's Hospital • Hillrom • Dollywood • Medtronic • UL • Whirlpool • Dove • Smile Train • Tire Group International • Roche Diagnostics • Calm Radio • Similisan • Brinks Home Security • Goldman Sachs • Stryker • Ameritas Dental • Home Buddy Ice • Ria Money Transfer • Hygate • Shoptalk Meetup • Wiley Online Library • Bühler

EDUCATION & CERTIFICATIONS

Arkansas State University | 1994
B.S., Radio-TV News; Minor in English

University of Arkansas at Little Rock | 1998
J.D., Law; supervised research in Communication Law; Top Paper Award for Disability Law

Northumbria University | 2020
Pg. Cert. in Data Protection & Information Governance, With Commendation

Cambridge University, England | 1997
Summer law program: Law, Computers, & Technology; Comparative Criminal Procedure

University of Missouri | 2007
Media Management and Leadership graduate class

Public Relations Society of America | 2007
Accredited in Public Relations (APR)

Hootsuite | 2014
Certified Social Media Professional

Auburn University | 2024
Teaching with AI (8-module online course)

HubSpot | 2024
Inbound Marketing Certificate

Institute for Advertising Ethics | 2026
AI Integrity Shield Certification

PUBLICATIONS

Refereed Articles

(2022) "Love, Little Rock: A Case Study of 'Breaking Up' with Amazon," Southwestern Mass Communication Journal, with Marceline Hayes, Ph.D; Myleea Hill. Ed.D.; and Catherine Bahn, M.S., Volume 38, No. 1.

(2020) "Justice for Sale? The Shadow of Dark Money in State Judicial Elections," Communication Law Review, Volume 19, Issue 1, p. 22-50.

(2019) "Deepfake Videos: When Seeing Isn't Believing," Journal of Law and Technology at The Catholic University of America, Volume 27, Issue 1, p. 51-76.

(2018) "Restoring Dignity and Harmony to EU/U.S. Data Protection Regulations," Communication Law and Policy, Volume 23, Issue 2, p. 125-157.

(2018) "Oversharenting: Is It Really Your Story to Tell?" John Marshall Journal of Information Technology and Privacy Law, Volume 33, p. 121-142.

(2017) “Arkansas v. Bates: Reconsidering the Limits of a Reasonable Expectation of Privacy,” Journal of Media Law and Ethics, Volume 6, Issue 1/2, 2017, p. 22-38.

(2017) “The New Voice of America: Countering Foreign Propaganda and Disinformation Act,” First Amendment Studies, available at http://www.tandfonline.com/doi/full/10.1080/21689725.2017.1349618.

(2016) “Media Education v. Censorship: A 100 Year Old Solution for 21st Century Media,” Communication Law Review, with Michael Bowman, Ph.D., Volume 16, Issue 1, 2016, p. 55-78, available at http://commlawreview.org/Archives/CLRv16i1/CLRv16i1_Media_Education_v_Censorship_

Bowman_Hall.pdf.

(2015) “Exploring and Enhancing School Leader Preparation: Using Communications Technology with Online Educational Leadership Internship Programs,” Journal of U.S.-China Education Review, with Leonard Clark, Ed.D., Thillainatarajan Sivakumaran, Ph.D., Brooke Keels, M.A., Volume 5, No. 6, June 2015.

(2015) “Privacy Remedies and Costs in the UK: Uncertainties in Access and Relief” for special paper call “Communication Law and Technology: The Next Twenty Years,” in Communication Law and Policy, Volume 20, Issue 1, January 2015, p. 3-33.

(2014) “Ordinance 556: The Comic Book Code Comes to Blytheville, Arkansas,” Communication Law Review, with Michael Bowman, Ph.D., Volume 14, Issue 2, Fall 2014.

(2014) “Social Media Use Among International Students,” International Student Experience Journal, with Thillainatarajan Sivakumaran, Ph.D., Volume 2, Issue 3, Spring 2014, available at http://isejournal.weebly.com/uploads/1/6/3/1/16311372/isej_holly_final.pdf.

(2014) “Electronic Assessment Systems – Pros and Cons of a Homegrown, Commercial and Hybrid Systems,” International Journal of Business, Humanities and Technology, with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., Volume 3, No. 8, December 2013, p. 1-4.

(2013) “Super-injunction, What’s Your Function?,” Communication Law and Policy, Volume 18, Issue 3, July 2013, p. 309-347.

(2013) “Exploring Factors Determining Motivation to Participate in Study Abroad Programs for Teacher Education Students in the U.S.A. and Japan,” International Journal of Business and Social Science, with Thillainatarajan Sivakumaran, Ph.D., Eiji Tomida, Ph.D., and Manabu Sumida, Ph.D., Volume 4, No. 6, June 2013, p. 1-8.

(2013) “Trials and Tribulations of Developing International University Partnerships,” American International Journal of Contemporary Research, with Thillainatarajan Sivakumaran, Ph.D., Volume 3, No. 1, January 2013, p. 19-23.

(2013) “From Classroom to Computer Screen: Adjustments Educators Make to Facilitate the Optimal Online Learning Experience,” International Journal of Business, Humanities and Technology, with Thillainatarajan Sivakumaran, Ph.D., Katie Nelson Garcia, M.A., & Brooke Keels, M.A., Volume 3, No. 1, January 2013, p.1-4.

(2012) “Joseph Weston and the Death of Criminal Libel in Arkansas,” Communication Law Review, Volume 12, Issue 1, May 2012, p. 29-39.

(2010) “The Orphan Copyright Act: An Open Door or a Deluge,” Visual Communications Quarterly with John B. (Jack) Zibluk, Ph.D., Volume 17, Issue 2, April 2010, p. 68-76.

Non-refereed Contributions

(2026) Holly Kathleen Hall, J.D., APR, and Devin T. Knighton, Ph.D., APR, “Your Most Valuable AI Skill May Be Ethical Judgment,“ PRSay, Sept. 2026.

(2026) H.K. Hall, J.D., APR, “Building Ethical AI Governance Frameworks,” in Talent Acquisition and AI: Enhancing Workforce Engagement, S. Smith, Ed. Routledge.

(2025) Version 2.0 of “Promise & Pitfalls: The Ethical Use of AI for Public Relations Practitioners” for PRSA’s Board of Ethics and Professional Standards. Mark Dvorak, APR, Fellow PRSA; Michele E. Ewing, APR, Fellow PRSA; Holly Kathleen Hall, J.D., APR; James R. Hoeft, APR; Cayce Myers, Ph.D., LL.M., J.D., APR; Linda Staley, APR, Fellow PRSA; Board of Ethics and Professional Standards (BEPS).

Version 2.0 Editors: Michael Cherenson, APR, Fellow PRSA; Michele E. Ewing, APR, Fellow PRSA; Andrea Gils Monzón; Jon Goldberg; James R. Hoeft, APR; Holly Kathleen Hall, J.D., APR; Lisa Low, APR; Mark McClennan, APR, Fellow PRSA; Cayce Myers, Ph.D., LL.M., J.D., APR. Release date: October 2025.

(2025) Holly Kathleen Hall, J.D., APR, authored 5 new case studies on behalf of PRSA for educators and chapter ethics officers to use in ethics training.

(2025) Holly Kathleen Hall, J.D., APR, “Your Chapter’s Secret Weapon: An Ethics Officer,” PRSay, Sept. 2025 https://prsay.prsa.org/2025/09/15/your-prsa-chapters-secret-weapon-an-ethics-officer/

(2025) Holly Kathleen Hall, J.D., APR, “Fresh Scenarios, Timely Questions: New Ethics Resources for Communicators,” Strategies & Tactics, Sept. 2025.

(2025) Case study “Bit-Con” in Social Media Law and Ethics, Jeremy Harris Lipschultz, Ed. New York: Routledge, 2025.

(Invited Revision).

(2024) Holly Kathleen Hall, J.D., APR and Cayce Myers, Ph.D., LL.M., J.D., APR, "Decoding Tomorrow: The Unfolding Saga of AI Regulation," Strategies & Tactics, Sept. 2024.

(2024) Holly Kathleen Hall, J.D., APR and Meredith Libbey, APR, Fellow PRSA, "Mastering the Machine: Creating an AI Policy for Your Organization," PRSay, July 23, https://prsay.prsa.org/2024/07/23/mastering-the-machine-creating-an-ai-policy-for-your-organization/.

(2023) Linda Staley, APR, Fellow PRSA; Mark Dvorak, APR, Fellow PRSA; Michele E. Ewing, APR, Fellow PRSA; Holly Kathleen Hall, J.D., APR; James R. Hoeft, APR; and Cayce Myers, Ph.D., LL.M., J.D., APR; "Promise & Pitfalls: The Ethical Use of AI for Public Relations Practitioners" for PRSA's Board of Ethics and Professional Standards, https://www.prsa.org/professional-development/ai-insights

(2022) H.K. Hall, "Social Media Policies for Advertising and Public Relations" in Social Media and the Law, 3rd Ed., D. Stewart, Ed. New York: Routledge, 2022 (Invited Revision).

(2021) Case study "Bit-Con" in Social Media Law and Ethics, Jeremy Harris Lipschultz, Ed. New York: Routledge, 2021.

(2017) H. K. Hall, "Social Media Policies for Advertising and Public Relations" in Social Media and the Law, 2nd Ed., D. Stewart, Ed. New York: Routledge, 2017, p. 239-254. (Invited Revision).

(2016) H.K. Hall and M.J. Pitts, "Being Your Own Chief Marketing Officer: Student Perceptions of Personal Branding" in Social Media in the Classroom, H.S. Noor Al-Deen, Peter Lang Publishing, 2016, p. 37-54.

(2013) H.K. Hall, M. Hill and M. J. Pitts, "#knowwhatyoutweet: The FTC is Watching" in book Social Media and Strategic Communication, H.S. Noor Al-Deen & J.A. Hendricks, Palgrave MacMillan, 2013, p. 199-217.

(2012) H. K. Hall, "Social Media Policies for Advertising and Public Relations" in Social Media and the Law, D. Stewart, Ed. New York: Routledge, 2012, p. 212-226.

(2012) L. Zeng, H.K. Hall, and M. J. Pitts, "Cultivating a Community of Learners: The Potential and Challenges of Social Media in Higher Education" in Social Media Usage and Impact, J.A. Hendricks & H.S. Noor Al-Deen, Lanham: Lexington Books, 2012, p. 111-128.

Proceedings

(2010) "Policing the Blogosphere: An Examination of the New FTC Guides on

Testimonials and Endorsements," Proceedings of the International Academy of Business and Public Administration Disciplines, Vol. 7, No. 2. ISSN 1547-4836.

Interviews Provided

(Fall 2024) Michele Ewing, APR, Fellow PRSA, "Empowering the Next Generation of PR Professionals: Integrating AI Ethics Into Curriculum", Strategies & Tactics.

(Spring 2010) Alpha Gamma Delta Quarterly Magazine, "Reconstructing the Conversation: The Undeniable Influence of Social Media". http://www.alphagammadelta.org/pdf/quarterly/Winter%202010.pdf

PRESENTATIONS

PRSA, Memphis Chapter, Update on AI Ethics, Sept. 18, 2026.

PRSA, Central Michigan Chapter, Update on AI Ethics, Sept. 22, 2026.

Public Relations Society of America ICON, "Your Society at Work: Navigating Ethical Challenges" with members of the Board of Ethics and Professional Standards, Oct. 16, 2023.

Western Social Science Association, "Love, Little Rock: A Case Study of One City's 'Break Up' with Amazon" (with Myleea Hill, Ed.D. and Catherine Bahn [study presented by Mary Jackson Pitts, Ph.D.]), April 4-7, 2018.

Association for Education in Journalism and Mass Communication, "EU v. U.S. Data Protection: An Unsafe Harbor?," August 4-7, 2016.

Western Social Science Association, "Creating Your Personal Brand: Differences Among Communication and Business Students," with Mary Jackson Pitts, Ph.D., April 13-16, 2016.

Society for Information Technology and Teacher Education, "The Effectiveness of Specific Types of Interactions in Large-Scale Distance Learning Courses," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., March 21-24, 2016.

Hawaii International Conference on Education, "Internet Safety and Cyberbullying," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2015.

Hawaii International Conference on Education, "Types of Interactions Occurring in Large Scale Distance Learning Courses," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2015.

Hawaii International Conference on Education, "Student Perceptions of 5-Week vs. 7-Week Online Courses," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2015.

Hawaii International Conference on Education, "Is the Market Saturated or Are There Still Career Advancement and Financial Opportunities for Graduates in Online Educational Leadership Programs?," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2015.

Association for Education in Journalism and Mass Communication, "Privacy Remedies and Costs in the UK: Uncertainties in Access and Relief," August 5-10, 2014.

EdMedia International Conference, "Electronic Assessment Systems – Pros and Cons of a Homegrown, Commercial and Hybrid System," with Annette Hux, Ed.D. and Thillainatarajan Sivakumaran, Ph.D., June 24-26, 2013.

EdMedia International Conference, "Social Media Use Among International Students," with Thillainatarajan Sivakumaran, Ph.D., and Satoshi Shiramatsu, Ph.D., June 24-26, 2013.

Hawaii International Conference on Education, "Trials and Tribulations of Developing International University Partnerships," with Thillainatarajan Sivakumaran, Ph.D., January 5-8, 2013.

Western Social Science Association, "Social Media Policies for Advertising/Public Relations Practitioners," April 12-13, 2012.

Western Social Science Association, "Joseph Weston and the Death of Criminal Libel in Arkansas," April 13-16, 2011.

Western Social Science Association, "Cultivating the Community of Learners: The Potential and Challenges of Social Media in Higher Education," April 13-16, 2011.

Association for Education in Journalism and Mass Communication, "Perceptions of Public Relations Ethics Instruction: Faculty and Student Insights," August 4-7, 2010.

International Academy of Business and Public Administration Disciplines, "Policing the Blogosphere: An Examination of the New FTC Guides on Testimonials and Endorsements," April 22-25, 2010.

Southern States Communication Association, "Blogger Outreach Programs and the Momosphere: An Examination of the Pepperidge Farms 'Fishful Thinking' Campaign," April 7-11, 2010.

Western Social Science Association, "Teaching Public Relations Ethics to the Millennial Generation," April 15-18, 2009.

Midwinter Conference for the Association for Education in Journalism and Mass Communication, "The Orphan Copyright Act: An Open Door or a Deluge," with John B. (Jack) Zibluk, Ph.D., March 6-8, 2009.

GRANTS AWARDED

- Hux, A., Hall, H., Sivakumaran, T., (Awarded May 2015) – The Effectiveness of Specific Types of Interactions in Large-Scale Distance Learning Courses. (Academic Partnerships Research Grant, $3,000)
- Hux, A., Hall, H., Sivakumaran, T., (Awarded September 2013) – Is the Market Saturated or Are There Still Career Advancement and Financial Opportunities for Graduates in Online Educational Leadership Programs? (Academic Partnerships Research Grant, $4,950)
- Kappa Tau Alpha Chapter Advisor's Grant ($800) and the ASU Eleanor Lane Endowment ($771) –to conduct interviews in London, England in May 2012 for research project on "super-injunctions" and Twitter.

MEMBERSHIPS

Public Relations Society of America (PRSA), national and Little Rock Chapter membership

- Member of PRSA Board of Ethics and Professional Standards (BEPS) (March 2023-Present)
- Ethics Month Task Group Chair (2025, 2026)
- AI Guidance Task Group (2023, 2025)
- Ethics Issues Task Group (2024, 2025)
- Ethics Officers Task Group (2025)
- Ethics Case Study Development (2025)

Kappa Tau Alpha National Honor Society (National Vice President and President-Elect 2016-2018), President (2018-2020)

Phi Kappa Phi

PROFESSIONAL ACTIVITIES

Reviews

Judge for West Virginia PRSA chapter's Crystal Awards, 2025.

Reviewer for Southern Communication Journal, April 2024.

Judge for Society of Professional Journalists Connecticut Mark of Excellence Awards, 2024.

Judge for Society of Professional Journalists Mark of Excellence Awards, 2023, 2024, 2025, 2026.

Judge for Society of Professional Journalists competitions in Arkansas and Minnesota, 2022.

Reviewer for Routledge/Taylor & Francis Group publishers regarding social media book proposals, 2019, 2021.

Reviewer for UCL Press of monograph proposal "Content Generation on Social Media: Regulation by Copyright Laws, the Terms of Service and Technological Features," 2016.

Reviewer for Pearson Education, Inc. of book "Communication Law: Practical Applications in the Digital Age," 2016.

Reviewer in Law and Policy Division of the AEJMC Midwinter conference, 2016, 2017, 2019, 2020, 2021, 2022, 2024, 2025, 2026.

Reviewer of book proposal on the politics of data transfer for Routledge/Taylor & Francis Group publishers, 2015.

Reviewer of book proposal on global privacy issues for Routledge/Taylor & Francis Group publishers, 2015.

Paper reviewer for International Communication Division of AEJMC, Annual Conference, 2015.

Paper reviewer for journal "Communication Law and Policy" 2012, 2013, 2015, 2017.

Paper reviewer in Law and Policy Division of AEJMC, Annual Conference, 2011-2015, 2017-2024.

Panel Reviewer for Southern States Communication Association, Annual Convention, 2010.

Paper reviewer in PR Division of AEJMC, Annual Conference, 2009, 2010, 2011.

Reviewed books for the Kappa Tau Alpha- Mott Book Award, 2010, 2012, 2013, 2021-2026. Finals judge: 2017-2020.

Abstract reviewer in Mass Communications Division of the AEJMC Midwinter conference, 2010.

Paper reviewer in the Mass Communications Division for the AEJMC annual conference, 2010, 2011, 2013.

Discussant/Moderator

Moderator for Hawaii International Conference on Education panel: "Educational Administration," January 2015.

Moderator for Hawaii International Conference on Education panel: "Educational Leadership and Policy," January 2015.

Moderator for Western Social Science Association panel: "Media Law, Policy and Diversity Issues," April 2012.

Proposed and moderated AEJMC teaching panel session: "New Territory: Developing Social Media Law and Ethics Instructional Approaches," August 2011.

Moderator for Western Social Science Association panel: "Media and Society: From Past to Present," April 2011.

Chair for Southern States Communication Association panel: "Crossing Disciplinary Borders: Theories that Translate Well in Public Relations," April 2010.

Chair for International Academy of Business and Public Administration Disciplines panel: "Legal, Social, and Ethical Issues in Business Session," April 2010.

Discussant for poster session in Mass Communications and Society Division, AEJMC, Annual Conference, August 2010.

Discussant for poster session in PR Division, AEJMC, Annual Conference, August 2009.

Invited Talks

Guest Speaker for The Agency (A-State student-run Ad/PR agency) on ethics, November 2025.

Guest Speaker for Delta Kappa Gamma (retired teachers' organization) in Jonesboro, "Fake or Real? Recognizing and Combating Misinformation and Disinformation in the Age of AI," April 2025.

Guest Speaker for P.E.O. chapter in Jonesboro, "Fake or Real? Recognizing and Combating Misinformation and Disinformation in the Age of AI," April 2025.

Guest Speaker covering AI ethics in Dr. Lillie Fears' Special Topics course (March 2025).

Guest Speaker for 20th Century Club in Jonesboro, "Fake or Real? Recognizing and Combating Misinformation and Disinformation in the Age of AI," January 2024.

Speaker for Arkansas Scholastic Press Association annual conference, "Copyright and Trademark Law for Student Journalists," April 22, 2022.

Speaker for Global Youth Academy summer camps, "Personal Branding," June and July 2018.

Instructor for ITTC (Interactive Teaching & Technology Center) Summer Institute Workshop for faculty at ASU, "Using Social Media in the Classroom," June and July 2015, February 2016.

Breakout speaker for Youth Move Arkansas, "Responsible Social Media Use," June 2015.

Keynote speaker for ASU College of Nursing and Health Professions Clinical Instructors' Annual Seminar, "The Power and Pitfalls of Social Media in Healthcare," April 2015.

Instructor for City of Jonesboro employees, "Responsible Social Media Use and Personal Branding," September 2014.

Developed module in Media Relations for Public Relations Society of America online study course for Accreditation in Public Relations, 2014.

Panelist and planning committee member for conference on bullying for teachers and administrators of Arkansas public schools, "Cyberbullying: Perceptions of Teachers and Administrators in Northeast Arkansas," September 2014.

Speaker for Northeast Arkansas Counseling Board conference, "Responsible Social Media Use," June 2014.

Speaker for Visual and Performing Arts Magnet School 5th and 6th grades, "Responsible Social Media Use," May 2014.

Speaker for ASU College of Continuing Education and Community Outreach Adult Mini-College, "Fostering the Brand Called You," June 2013.

Speaker for 16th annual Clinical/Field Instructors Seminar at the ASU College of Nursing and Health Professions: "Social Media and Nursing," March 2013.

Media Interview Training provided to ASU Principles of Disaster Preparedness class - Fall 2010, Spring 2011, Spring 2012, Spring 2013, Fall 2014, Spring 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2021, Spring 2022.

Speaker for Jonesboro Kiwanis Club: "Social Media Update 2012," July 2012.

Speaker for Arkansas Bar Association Continuing Legal Education Session: Social Media Law and Ethics, April 2012.

Breakout Session Speaker for Northwest Arkansas Business Women's Conference: "Protecting Your Personal Brand," September 2011.

Media Interview Training provided to Arkansas Credit Union Managers, November 2009.

AWARDS & RECOGNITION

2021- Kappa Tau Alpha Taft Award for Advisor of the Year

2019 - Keith P. Sanders Kappa Tau Alpha Outstanding Service Award

2016 – "Professor of the Game" – voted by A-State student-athletes

2013 Fellow – Arkansas State University Institute for Research Development

2011, 2012, 2013, 2014, 2018, 2020 Nominee for Arkansas State University "You Make a Difference" Advisor Award

2011 AEJMC Law and Policy Division, 2nd place award in the teaching ideas competition for ideas on incorporating diversity into communications law and policy classrooms

2010 ASU College of Communications Faculty Award for Teaching

UNIVERSITY SERVICE

Member of search committee for two faculty positions in the School of Media & Journalism (2026)

Donated voice over services for the on-hold phone system for A-State and for an instruction video for students applying to the new College of Veterinary Medicine (2026)

Member of A-State Historical Committee, Chair of College of Liberal Arts and Communication Historical Committee (2025-2029)

Chair Department of Communication PRT Committee (2025-Present)

Member of College of Liberal Arts and Communication PRT Committee (2025)

Chair of Communication Department Program Review for ADHE (2024-2025)

Moderated panel of young alumni for annual Communications Day event at A-State (2025)

Participated on panel for faculty at A-State's Center for Excellence in Teaching and Learning on AI in the curriculum (2025)

Participated on panel for College of Liberal Arts and Communication Brown Bag Lunch Series for faculty on AI in the curriculum (2025)

Reviewer/Grader of Communication Studies M.A. Comprehensive Portfolios (2023-2026)

Member of Criminology, Sociology & Geography PRT Committee (2023)

Member of A-State 100 Mentor Program (2020)

Communication Department PRT Chair (2020-2023)

Distinguished Faculty Award Committee (2020)

PRSSA A-State Chapter Advisor (2019-2020)

Faculty Mentor for PRSA Principles of Public Relations Certificate Program (2017-Present)

Member of search committee for Associate Dean of Business, Strategic Communication and General Studies for A-State Campus in Queretaro, Mexico (2016-2017)

Member of Title IX Committee (2016)

Member of Academic Hearing Committee (2015-2017, 2020-2025)

Member of ITTC (Interactive Teaching and Technology Center) Faculty Center Advisory Committee (2015-2016)

Developed and facilitated two 2-week summer camps on digital media for international students with colleagues Sandra Combs, Larz Roberts, Manu Bhandari, Gabriel Tait and Michael Bowman in cooperation with the ASTATE Global Initiatives office (2016).

Developed and facilitated two 3-week summer camps on digital and social media for international students with colleagues Sandra Combs and Larz Roberts in cooperation with the ASTATE Global Initiatives office (2015).

Commencement Marshall, College of Liberal Arts and Communication (2015-2018)

Chapter Advisor for Kappa Tau Alpha (2009-present)

Job Search Chair for position in Strategic Communication (2014)

College of Media and Communication Assessment Committee (2013-2016)

Chair for strategic communication program assessment (2014-present)

College of Media and Communication Student Recruitment Committee (2012-2013)

ASU Global Teaching Conference Board (2013)

Wilson Award/Distinguished Service Awards Committee (2013)

Member of Disability Services Committee (2009-2012)

Financial Aid and Scholarships Committee (2014-2015)

Member of Honors Council (2010-2020; Secretary (2011-2012, 2012-2013, 2013-2014); Chair (2014-2015)

Communications Day (formerly Journalism-Broadcasting Day) Chair, (2011, 2012), Scorekeeper (2009-2017)
College of Media and Communication Back-to-School Ice Cream Social Chair (2012)
International Students and Scholars Committee (2013)
HLC Subcommittee V member: Engagement and Service; Chair of University Advancement Subcommittee (2011)

COMMUNITY SERVICE

Certified Laubach Literacy Tutor
Leadership Jonesboro Class of 2000
Greater Jonesboro Chamber of Commerce Leadership Link Member (2000-2002)
American Heart Association Craighead County Board Member (2000-2002)
Jonesboro Council on Ministries Board Member (2001-2002)
Northeast Arkansas Foundation of Arts Board Member (2001-2002)
Greater Jonesboro Chamber of Commerce Education Committee Member (2000-2002)
Greater Jonesboro Chamber of Commerce Board Member (2002)
Graduate of 2001 Tenet Leaders Program
Rogers Rotary Club Member (2005-2006)
Benton County Leadership Class of 2004
Volunteer for American Heart Association in Benton County (2003-2005)
PR Committee member for Rebuilding Together of NWA 2004
NWA Business Women's Conference Committee 2004
Siloam Springs Chamber Ambassador (2005-2006)
Siloam Springs Chamber Business Expo Committee Member (2005-2006)
Relay for Life Team Captain 2005
Siloam Springs Memorial Hospital Foundation Board Member (2005-2008)
Siloam Springs Rotary Club Member (2004-2008)
Arkansas Hugh O'Brian Leadership Seminar Media Panelist 2006, 2007
Chair of NWA Chapter of Public Relations Society of America's annual awards for 2008
Member of First United Methodist Church, Jonesboro; Sunday School class teacher (2010-2011, 2016-2017)
Jonesboro Kindergarten Center PATHS (2011-2012)
Volunteer for NEA Charitable Clinic Foundation events (2009-2010)
Visual and Performing Arts Magnet Elementary School PATHS (2013-2017)
Visual and Performing Arts Magnet Elementary School Designated Homeroom Parent for 4th grade classroom (2015-2016)
Social Media Consultant, The Learning Center 2016 DogFest event
Volunteer for Humane Society of Northeast Arkansas (2019-2020)
Leadership Team for Stay FUMC Jonesboro (May 2022-March 2023)
Lay Leader for First United Methodist Church (March 2023-Present)
Board of Trustees Member for First United Methodist Church (March 2023-Present)
Ex-officio Church Council Member for First United Methodist Church (March 2023-Present)
Secretary for Church Council, Staff Parish Relations Board, Finance Committee for First United Methodist Church (January 2025-Present)
Nominations Committee Member for First United Methodist Church (March 2023-Present)
Member of the Arkansas Conference for the United Methodist Church Communications Commission (April 2025-Present)
Provided introductory voice over work for the Delta Symphony Orchestra (2026).