

Myleea D. Hill
 Arkansas State University
 Professor of Strategic Communication
 Vita February 2022

Teaching, Research, Professional/Service Interests

Teaching interests include communication, advertising, public relations, and journalism/media courses, especially as related to strategic message development and implementation.

Courses taught include:

News writing; Introduction to Mass Communication; Principles of Advertising; First Year Experience; Principles of Public Relations; Public Relations Practicum; Advertising Copywriting, Advertising Case-studies and Campaigns; Radio/Television Advertising and Sales; Photography; Photojournalism; Advanced Photojournalism; Advertising Elements and Execution; Public Relations Tools and Techniques; Media Account Management; Communications Research; Qualitative Research; Seminar in Strategic Communication; Advertising, Media and Society; Mass Communications Theory; Media Advertising and Sales; Trending Topics, Study Abroad Lanjaron, Quantitative Research Methods; Communication Research Methods; Integrated Marketing Communication; Strategic Writing II, Advertising Account Management, Strategic Communication Management Capstone, Introduction to Graduate Studies.

Research interests include efforts to identify and improve communication pedagogy and public health communication campaigns.

Creative, professional, and service efforts have included media relations consulting activities for non-profit and small organizations, photography for local media outlets, and participation in local chapter of the American Advertising Federation. Service includes several university committees and serving as an officer in the Public Relations and Mass Communications Divisions of the Southern States Communication Association as well as on the editorial board of the Journal of Public Interest Communications.

Employment History

Arkansas State University Jonesboro, Ark.	
Professor of Strategic Communication Graduate Coordinator,	August 2016-Present
Department of Communication	August 2020-December 2022
Associate Professor of Journalism/ Strategic Communication	May 2011- May 2016
Assistant Professor of Journalism	2006-May 2011
Instructor of Journalism	2003-2005

Crowley's Ridge College
 Paragould, Ark.
 Vice-President for Academic Affairs 2001-2003
 Director of Public Information 1994-2001

Arkansas State University
 Jonesboro, Ark.
 Graduate Assistant 1993-1994

Daily Citizen
 Searcy, Ark.
 Reporter/Photographer 1992-1993

Daily Independent 1992
 Newport, Ark.
 Sports Editor

Books

Bahn, C. & Hill, M. *Strategic Visual Communication: A Guide to Images for Strategic Communication Practitioners (In Progress)*. An online textbook for students of strategic visual communication.

Hill, M., & Thompson-Hayes, M. (2017). *From Awareness to Commitment in Public Health Campaigns: The Awareness Myth*. Rowman & Littlefield.

Publications

Hall, H., Hayes, M., Hill, M., & Bahn, C. (2022). Love, Little Rock: A Case Study of "Breaking Up" With Amazon. *Southwestern Mass Communication Journal*, 38(1).

Hill, M. (2018). Word of mouth in the age of social media. *Connecting Communities Magazine*, 10(9), 15-16.

Hill, M. (2018). Advertising budgeting. *Connecting Communities Magazine*, 10(5), 17-18.

Hill, M. (2018). Building your brand mission. *Connecting Communities Magazine*, 10(3), 16-17.

Hill, M. (2018). Brand building. *Connecting Communities Magazine*, 10(1-2), 15-17.

Hill, M. (2016). Who's in the picture: Comparing census data with newspaper coverage. *Communication Teacher*, 30(1).

Hill, M., & Thompson-Hayes, M. (2015). Do you like it on the?: A case study of reactions to a Facebook Campaign for Breast Cancer Awareness Month. *The Qualitative Report*, 20(11). <http://tqr.nova.edu/>

Hill, M. & Thompson-Hayes, M. (2015). Getting the cart before the horse?: A case study in restructuring a college and its curriculum. In *Issues of Culture and Conflict: Case Studies in Organizational Communication*, Ramsey, M. (ed). Kendall-Hunt.226-238.

Thompson-Hayes, M., Gibson, D., **Hill, M.**, McCollough, C., Webb, L. (2015). And the star of the show is: Fans discuss the starring characters of Mad Men. In D. M. Stern, J. Manning, & J.C. Dunn (Eds.) (2nd. ed.), *Lucky Strikes and a Three Martini Lunch: Thinking about Televisions Mad Men*. Newcastle upon Tyne, UK: Cambridge Scholars Publishing. 269-285

Hill, M. & Hayes, M. (2014) Is awareness bullsh*t?: A case-study of reactions to Childhood Cancer Awareness Month. *Proceedings of the 17th Annual International Public Relations Research Conference*.

Hall, H., **Hill, M.**, & Jackson-Pitts, M. (2013). #knowwhatyoutweet: The FTC is watching. In H. S. Al-Deen & J. A. Hendricks eds, *Social Media and Strategic Communication*. Palgrave Macmillan.

Hill, M., Jackson-Pitts, M., Smith, M. & Smith, B. (2010). The Obama agenda versus a meandering maverick: A descriptive analysis of online press releases in the 2008 general election presidential campaign. *Southwestern Mass Communication Journal*. 26(1). 43-56.

Rauf, W., **Hill, M.** (2008). Secular not sacred: An interpretive biography of Aroosa Alam and gender wars in Pakistani journalism. *Conference Proceedings of the International Academy of Business and Public Administration Disciplines*. 5(3), 118-124

Hill, M. (2007). Email inverted interest index theory: A case-study of electronic communication in a strategic planning initiative at a four-year public university. *Simile Studies in Media and Information Literacy Education*. 7:3.

Hill, M. & J. Zibluk. (2007). Helping HR navigate the Family Educational Rights and Privacy Act maze. *Conference Proceedings of the International Academy of Business and Public Administration Disciplines*, 4:2, 1216-1223.

Hill, M. (2006). Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising. *GIFT Edition The Community College Journalist*.

Scholarly & Professional Presentations

#EatItToBeatIt and the Commitment-Communication Model: A Qualitative Analysis of the Prostate Cancer Foundation's Risk Reduction Campaign. A paper presented at the Western Social Sciences Association Conference, April 2021, virtual. With Marceline Thompson-Hayes, Wendeth Rauf, and Guy Riggins.

The Revolution Will Not be Televised: Applying the Diffusion of Innovations Model to Analyze How COVID-19 and a Summer of Protests Rallied the World's Institutions to Dismantle Institutional Racism and Advance Equity to Build a Healthy and Just Society. A

paper presented at the Western Social Sciences Association Conference, April 2021, virtual. With Alexis Raymo and Catherine Bahn.

Communication Co-Curricular Assessment Campaigns. Learn at A-State. Arkansas State University. March 2020.

Digital Literacy in Strategic Communication. Presentation to Faculty Center Digital Literacy Workshop, Arkansas State University. June 2019.

The Gift of Accountability: Accountability Groups as Combating the Isolating Nature of Scholarly Labor. A round table discussion presented in absentia with co-author Marceline Thompson-Hayes at the Southern States Communication Association, April 3-7, 2019, Montgomery, Alabama.

#Savethemales: An Analysis of Prostate Cancer Foundation's Facebook Posts and Reactions during Prostrate Cancer Awareness Month. A paper presented at the Western Social Science Association Conference, April 4-7, 2018, San Antonio. With Marceline Thompson-Hayes, Khairul Islam, and Emmanuel Omotogo Osundigo.

Love, Little Rock: A Case Study of One City's "Break Up" with Amazon. A paper presented at the Western Social Science Association Conference, April 4-7, 2018, San Antonio. With Holly Hall and Catherine Bahn.

The Awareness Culture: A Textual and Visual Analysis of Websites of Health-Related Causes and Campaigns. A paper presented at the Western Social Science Association Conference, April 12-15, 2017, San Francisco. With Marceline Thompson-Hayes, and Catherine Bahn.

Social Support on Instagram: A Content Analysis of @coping_with_ptsd". A paper presented at the Western Social Science Association Conference, April 12-15, 2017, San Francisco. With Catherine Bahn.

Framing the Cracks in the Stained-Glass Ceiling: Analyzing Media Frames of Female Clergy Appointed to Prominent Protestant Pulpits in 2014. A paper presented at the Western Social Science Association Conference, April 8-11, 2015, Portland.

Out of Bounds: An Analysis of Comments and On-court Interviews during the Finals of the 2013 men's Grand Slam Tennis Tournaments. A paper presented at the Western Social Science Association Conference, April 8-11, 2015, Portland. With Rachel Meredith.

A Self-Created Crisis: Applying Benoit's Image Restoration Theory to JCPenney's Failed Rebranding Effort. A paper presented at the Southern States Communication Association Conference, April 8-11, 2015. With Sarah Scott.

"Is Awareness Bullsh*t?: A Case-Study of Reactions to Childhood Cancer Awareness Month" A paper presented at the International Public Relations Research Conference, March 5-9, 2014. With Marceline Hayes.

“Strategic Placement in Strategic Communication? Building a Home for Public Relations in a Post-Journalism World.” A paper presented at the 84th Annual Southern States Communication Association Convention in New Orleans, Louisiana, April 3-6, 2014. With Marceline Hayes.

“The Ambush Agenda: Content Analysis of Coverage of Rule 40 and Ambush Marketing in the 2012 London Olympics. Southern States Communication Association. April 2013. Louisville, Kentucky.

“Exit Exams: Linking Course-Specific Questions with Accreditation Standards to Evaluate and Improve Student-Learning in Advertising and Public Relations Classes.” Southern States Communication Association. April 2013. Louisville, Kentucky.

“Utilizing Technology to Help Advertising and Public Relations Campaign Students Click with Clients.” Southern States Communication Association, April 2012, San Antonio, Texas, with Lisa Moskal and Brenda Randall.

“Using the Jigsaw Instructional Model to Put the Pieces together in Advertising and Public Relations Campaigns Classes.” Symposium of Southwest Education Council for Journalism and Mass Communication, November, 2011, Dallas, Texas, with Lisa Moskal.

“Reaching ‘Tweens: Communicating science in the middle school classroom.” Graduate STEM Fellows in K-12 Education (GK-12) NSF program at Arkansas State University. October, 2011.

“The Ambush Agenda: How Bavaria Stole the Spotlight from Budweiser and other Official Sponsors at the 2010 World Cup.” Southern States Communication Association, March, 2011, Little Rock, Arkansas, with Cindy Henry

“How 2 rite Gr8 leeds: A study of the Impact of text messaging on basic news writing skills.” Association for Education in Journalism and Mass Communication Annual Conference August 2010 Denver, Colorado, with Jack Zibluk

“Reaching ‘Tweens: Communicating science in the middle school classroom.” Graduate STEM Fellows in K-12 Education (GK-12) NSF program at Arkansas State University. July 2010.

“Emails from the 2008 U.S. presidential campaign: Communication and mobilization.” Association for Education in Journalism and Mass Communication Annual Conference August 2010 Denver, Colorado, with Dr. Barry Smith, Dr. Mary Jackson-Pitts, and Dr. Melissa Smith.

“Practicum perceptions: A pilot study comparing the performance evaluations of public relations practicum students and their supervisors.” Southern States Communication Association, April 2010, Memphis, Tennessee.

“How 2 rite Gr8 leeds: A study of the Impact of text messaging on basic news writing skills.” Association for Education in Journalism and Mass Communication Mid-Winter

Conference, March 2010, Norman, Oklahoma with Dr. Jack Zibluk and Sam Combs.

“Straight from the Source: A Descriptive Analysis of Online Press Releases in the 2008 General Election Presidential Campaign.” Southwest Education Council for Journalism and Mass Communication 2009 Southwest Symposium, Nov. 7, 2009 Arlington, TX,

“ICYMI (In Case You Missed It): A Content Analysis of the Online Press Releases of the McCain/Palin Campaign” Southern States Communication Association April 3, 2009` Norfolk, VA

“Secular Not Sacred: An Interpretive Biography of Aroosa Alam and Gender Wars in Pakistani Journalism.” International Academy of Business and Public Administration Disciplines. October 10, 2008, Memphis, Tenn., with Wendy Rauf.

“Can U Rite Gr8 Leeds: Using Popular Technology to Reinforce Basic News writing Skills.” Southern States Communication Association, April 5, 2008, Savannah, Georgia.

“Helping HR Navigate the Family Educational Rights and Privacy Act Maze,” International Academy of Business and Public Administration Disciplines, May 2007, Dallas, Texas, with Jack Zibluk.

Rubric Driven Assessment. Southern States Communication Association, March 2007. With Osa Amienyi and Mary Pitts.

Assessment of Student Learning Using ACEJMC Guidelines: ASU College of Communication Experience. Western Social Science Association Convention at Calgary, Canada, March 2007. With Osa Amienyi and Mary Pitts.

“Assessing the Core: Will Anyone Buy-In.” Southern States Communication Association. March, 2007.

“Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising”

GIFT Edition The Community College Journalist Fall 2006

“Six Steps to Burning Love: How to use the Synectics instructional model to enhance student creativity in advertising.” Association for Education in Journalism and Mass Communication. August, 2006.

“Email, Internet and Overload: Analyzing Communication in a University Strategic Planning Initiative from a Mass Communication Perspective,” Western Social Science Association, April 2006.

“It’s Like Making an Analogy: Using the Synectics Instructional Model to Enhance College Student Creativity in Developing Integrating Ideas for a Marketing Mix.” Western Social Science Association, April 2005.

Hill, M. (2001). Keynote panel representing self-study coordinators. Presentation made at the North Central Association of Colleges and Schools Consultant Evaluator Training. Chicago, Ill.

Hill, M. (2001). Bridging the Gap from Candidacy to Accreditation. Annual Meeting of the North Central Association of Colleges and Schools. Chicago, Ill.

Hill, M. (1994). The Uses and Gratification of the Harding Alumni Magazine. Presentation made at the Symposium of the Southwest Education Council for Journalism and Mass Communication. Flagstaff, Ariz.

Awards

Nominated for You Make a Difference Advising Award, Arkansas State University, 2018

Scholarship Award, College of Media and Communication, Arkansas State University, April 2016

Bronze Pin Award, ASU Chapter of National Association of College and University Residence Halls, April 2014.

Fellow, Indiana University Journalism Workshop, June 2005

Research Fellowship, Arkansas State University Educational Leadership, April 2005

Grant Activities/Consulting

Grants

Unfunded Assessment Mini-Grant for Recent Alumni Panel.

Project Director of Digital Reading Club Grant, funded by Arkansas Humanities Council 2009, 2010

Consulting

List consulting, purpose, organization, dates (most recent to earliest):

Eleven Point River Valley Community Center, Thomasville Christmas Bazaar – social media and media relations consulting, 2023 – present

Great Rivers Fellowship – website review

The Honorable Becky J. Borthwick, media relations, 2022-present

Children's Homes, Inc. – Photography, copy editing, 2007-present

ASBTCD – Veteran's Outreach Campaign – Photography, special problems instructor, Fall 2019.

Lucky Star Farm – Photography 2015, 2018

Together for Hope, Ark. – Review, edit website. 2014.
 Crowley's Ridge Academy – Photography, media relations – 2008-2014
 Crowley's Ridge College women's athletic department, media relations, photography –
 Spring 2006- 2014
 Foundation of the Arts, branding message, photography, social media – Fall 2007 – Fall
 2011
 Wilcoxson's Kids Place – Spring 2007
 Arkansas Sixth Judicial Circuit Teen Foster Parent Campaign – Message Creation – Fall
 2006
 Tim Wooldridge, Candidate for Ark. Lt. Gov., Review of Website, Oct. 2005
 Crowley's Ridge Academy, Overview of integrated communications plan, Dec. 2005

Creative and Professional Activity

2019-2020 – Co-Curricular Assessment Fellow, Arkansas State University.

Inaugural Editorial Board Member, Journal of Public Interest Communications (2017-
 Present)

-Peer Review of Articles:

2020-JUUL: Impression Management After Image-Threatening Events
 2020-A Phenomenological Study Exploring the Meaning of Global Engagement
 Among Former Participants of a Backpack Journalism Program
 2019- Bridging the Gap: A Framework for Examining Media, Misinformation, and
 Climate Change
 2018- Mediated Vicarious Contact with Transgender People:
 How Narrative Perspective and Interaction Depiction Influence Intergroup
 Attitudes, Transportation, and Elevation
 2017- Clearcut Persuasion? Audience Cognition of Mediated Environmental
 Advertising through the Lens of the Elaboration Likelihood Model

Additional Creative Activities:

Falling Spring Publishing

Theawarenessmyth.com

RuralRivers.org

Precision Technology Photography for Veteran's Outreach Campaign

Photography and video of Children's Homes Inc. Homecoming and Open House.

Country Gardens Photography

Photography for Lucky Star Farm.

Photography and communications consulting for West Side Christian Schools.

Freelance (uncompensated) sports reporter/photographer for Paragould Daily Press resulting in 100+ photographs and articles published since 2010.

Photographs also published in Ozark Mountain Yoga, Walnut Ridge Times-Dispatch print and online edition, GameFace Magazine, Southwest Church Overflow, and Children's Homes Spectrum magazine and online newsletter.

University/College/Department Service

Department of Communication Graduate Coordinator – 2020-20222
 College of Communication Graduate Coordinator 2012-2013
 Graduate Council Committee 2012-2013

Adobe-Digital Literacy Task Force 2018-present
 University Program Assessment Committee 2017-2018, 2018-19, Fall 2019
 University Promotion, Retention, and Tenure Committee 2017-2018, 2019-2020
 University Academic Hearing Committee 2013-present
 University General Education Committee 2011-2012
 University HLC Criterion 4 Subcommittee –2010-2011
 University Undergraduate Enrollment and Academic Policy, secretary 2009-2011
 University Computers/Technology Committee 2008-2011
 University Advising Self-Study AACE 2008-2011

College of Liberal Arts and Communication Promotion, Retention, and Tenure Committee 2017-present
 College of Liberal Arts and Communication Promotion, Retention, and Tenure Criteria Sub-Committee 2017-2018
 College of Communications/CMAC Promotion, Retention, and Tenure Committee – 2011-2018 (Chair, 2017-2018)
 College of Communications/CMAC Graduate Council – Fall 2012-2017
 College of Communications Assessment Committee-- 2010-2012
 College of Communications AEJMC Steering Committee – 2007-2009

Communication Department Promotion, Retention, Tenure Committee, 2016-present (Chair, 2017-2018)
 Journalism/Communication Department Curriculum Committee – 2003-present
 Journalism/Communication Department Scholarship Committee – 2003-present
 Journalism/Communication Department Assessment Committee – 2003-present
 Presentation to Girl Scouts of Crowley's Ridge Council Volunteer Day – Aug. 2007
 Foundation of Excellence in First Year Self-Study – 2006-2007
 HLC Self-Study Strategic Planning sub-committee 2006
 Foundation of Excellence in First Year Self-Study 2006
 First-Year Seminar Instructor Training 2006
 Academic Affairs Communication Ad-hoc committee 2006
 Feature presentation to Crowley's Ridge College Honors Banquet – March 2006
 Member of strategic planning council – writing sub-committee ex-officio -- 2005

University Strategic Planning Steering Committee – 2003-2005

Advisor, Public Relations Student Society of America, Arkansas State University Chapter, 2018-19

Advisor, American Advertising Federation, Arkansas State University Chapter, 2003-2014

Professional, Scholarly Memberships

American Advertising Federation – Arkansas Chapter 2003-2012

American Advertising Federation – Memphis Chapter 2003-2012

American Advertising Federation – Northeast Arkansas Chapter 2007-2015

Education Committee Chair – 2009-2015

Western Social Science Association – 2005-2006, 2015-present (intermittent years)

Southern States Communication Association – 2007-2014

Mass Communications Division Secretary 2007-2008

Mass Communications Division Vice-Chair 2008-2009

Mass Communications Division Chair 2009-2010

Public Relations Division Secretary 2009-2010

Public Relations Division Vice-Chair 2010-2011

Public Relations Division Chair 2011-2012

Kappa Delta Pi – 2006-2008

Association for Education in Journalism and Mass Communication – 2006-2007, 2010-2011

Dissertation and Thesis Committees

Chair, Thesis Committees

Alkhaulify, Nasser (2022) Thesis chair

Al Elamat, Ibrahim (2022), Thesis chair

Weilert, Baker (2018) Thesis chair

Bahn, Catherine (2016) Thesis chair

Adams, Rebecca (20

Service on Thesis and Dissertation Committees

2020- present Dawn Archibald (Dissertation)

2018 – Oluwayinka Dada, Baker Weilert

2107 – Khairul Islam, Baker Weilert, Steve Leslie (Dissertation)

2016 – Catherine Bahn

2015 – Matt Robins

Education

- 2005 Doctorate of Educational Leadership
 Arkansas State University, Jonesboro, AR
- 1994 Master of Science in Mass Communications
 Arkansas State University, Jonesboro, AR
- 1992 Bachelor of Arts, Public Relations
 Harding University, Searcy, AR
- 1988 Oregon County R-IV High School, Alton, MO.