

AUBURN UNIVERSITY

**SCHOOL OF
COMMUNICATION
AND JOURNALISM**

2023-2024 NEWSLETTER



AUBURN

College of Liberal Arts

School of Communication and Journalism

**Faculty News
Alumni News
Student News**

Letter from the School Director



Welcome to the newly relaunched School of Communication and Journalism newsletter! Within it, you'll find updates on the School, as well as its faculty, students, alumni and programs. We look forward to building on the foundation of today's publication.

My name is Debra Worthington. After 22 years as a member of the Communication faculty, serving as the associate director of the graduate and Communication programs, and then associate director of the school, I became the second director of the School in March 2021.

After serving as the inaugural School Director for eight years, Jennifer Adams took a new position as the university's Executive Director of Public Affairs and Executive Communication. Under her leadership, the school grew into a cohesive, collaborative faculty that provides students with a strong foundation for achieving their professional goals. A primary goal for our school is to remain student-centric, which includes continual assessment and improvement of our programs, providing support for faculty teaching and research, as well as offering outstanding student opportunities such as our ongoing study abroad program in Seville, Spain, and our new program in Paris and London.

Today, we have almost 900 undergraduate and graduate students across our four majors (Communication, Journalism, Film & Media Studies, and Public Relations) and two tracks (Film, Journalism-Sports Production). Recently, Media Studies and Journalism revised their programs to better serve their students. MDIV – the Media Studies Visual Track – has been renamed Film, which better reflects the coursework within the program and will aid in recruitment. The Journalism program added a Sports Production major for students interested in careers in sports media production (the first in the SEC). The COMM and Film & Media programs have joined with Auburn First, a university program designed to offer dual enrollment course opportunities for high school students to earn both high school and college credit.

The School has successfully participated in three Tiger Giving Days. The first provided funds to help support The Oaks Agency – the student run PR agency. In fact, this newsletter was designed as part of our collaboration with The Oaks Agency. The second secured funding for a Student Film Editing Lab, while the most recent provided support for students participating in rural community journalism projects. In addition to these projects, we have recently refurbished the Film production classroom and updated the Journalism student broadcast studio.

Our faculty continue to excel in both teaching and research. In the last five years, faculty have received over 40 awards and recognitions, and published over 120 peer-reviewed books, creative works and journal articles. Among the award winners, Brigitta Brunner received an endowed professorship from the AU Alumni Foundation, while Jonathan Seifried was recognized with an AU Alumni Undergraduate Teaching Excellence Award. Elizabeth Wilhoit received the Linda L. Putnam Early Career Scholar Award and Virginia Sanchez was presented with the Gerald R. Miller Outstanding Doctoral Dissertation Award from the the National Communication Association. Justin Blankenship was named a faculty champion by the Center for Community News, and Hollie Lavenstein and Kevin Smith recently completed *Circumsporozoite ELISA: Detecting Malaria Parasites in Mosquitoes*. Their co-produced film, part of an interdisciplinary project involving researchers from the CDC and Auburn University, provides training for malaria researchers across the globe. You can learn more about our faculty accomplishments by viewing our Faculty Research and Creative Report located on the School's About Us webpage.

Before I conclude, I'd like to take a moment to say thank you to everyone who has provided support to the School. In the last three years, we have been the recipient of three endowed scholarships as well as numerous donations to our gift accounts. In addition to providing needed scholarships, your gifts have brought industry professionals to campus to engage with our students, provided conference travel and support for both faculty and students, and updated equipment for our film and journalism courses. If you feel moved to support our students, faculty and programs, you may donate at the CLA giving webpage.

You'll also find examples of the excellent work our faculty and majors are doing and you'll learn about the accomplishments of several of our alumni. We look forward to expanding on these sections in our future editions. We encourage you to reach out to us and let us know where life has taken you. You can complete the survey at the QR code below or email us at cmjn@auburn.edu.

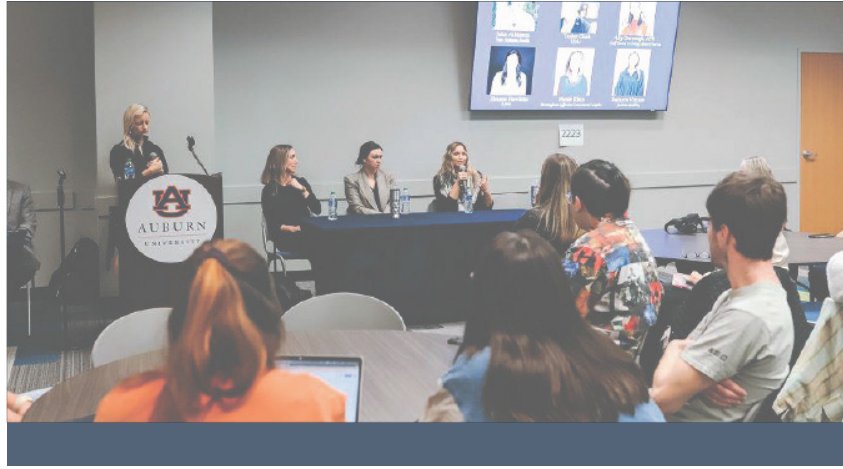


You may have left the Plains, but you'll always be a member of our Auburn Family. War Eagle!

Sincerely,

A handwritten signature in black ink, appearing to read 'Debra'.

Debra L. Worthington, PhD
Director



AUBURN

LIBERAL ARTS

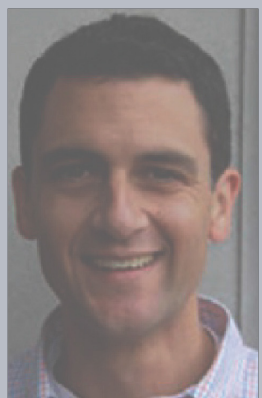


Communication

The communication program continues its mission to teach students essential skills built on leading research in the field. In terms of research, COMM faculty published competitive, peer reviewed articles in seven national and international journals, including *Management Communication Quarterly*, *Communication & Sport* and *Health Communication*. Dr. Debra Worthington, along with COMM alum Dr. Graham Bodie, co-edited the book *Listening, community engagement, and peacebuilding*. Dr. Victoria Ledford was recognized as a top early career scholar for her research at the DC Health Communication Conference. She, along with Dr. Victoria Sánchez, were each recognized with top paper awards at the 2022 National Communication Convention.

The COMM faculty welcomes two new members in fall 2024. Dr. Sam James, from the University of Texas, will bolster the program's teaching and research on intercultural communication. Dr. Rebecca Oliver, who recently graduated from the University of Alabama, joins the faculty as a COMM lecturer. She will be teaching a variety of classes, including argumentation, communication research and persuasion.

Campus recognition of the importance of communication continues to grow. Programs, such as veterinary medicine and law and justice, have added a range of COMM courses to their curriculum. Today, COMM 1000 faculty serve over 1,800 students each semester, with well over 60 majors, including public speaking, as part of their required coursework.



The COMM 1000 program also hosts the Philip Lutzenkirchen Public Speaking Award. The award recognizes outstanding speakers from each fall and spring semester. Recent winners are introduced later in this newsletter. COMM 1000 Lecturer Jonathan Seifried was recently appointed to the Board, and elected treasurer of the Southern Regional Faculty & Instructional Development Consortium, while Lecturer Crystal Tomasello was named Eagles Instructor of the Year.

Mike Milford, Associate Director of Communication

Graduate Program

Dr. Myoung-Gi Chon became director of the Communication graduate program in fall 2023. The program's course offerings have increasingly focused on strategic communication. In addition, graduate faculty have developed several bridge courses in recent years (classes that include both graduate and undergraduate students). These courses provide the opportunity to further diversify our graduate electives, while also providing undergraduate students with exposure to the expectations of advanced classes. Among the possible bridge courses students may take are Health Communication, Political Communication, and Gender, Work and Communication.

We want to congratulate our 2023-2024 graduate student award winners:

- Hannah Raitz, Bert Bradley Award
- Ainsley McCormick, Frank B. Davis Graduate Student Service Award
- Dalton Odom, Susan L. Brinson Teaching Assistant Award
- Sarah Gilbert, Gayle K. Christopher Scholarship

A full description of the awards and a list of past recipients can be found on our Graduate Awards webpage.

Finally, we look forward to welcoming 20 students to our fall 2024 graduate student cohort.



Myoung-Gi Chon, Graduate Program Officer

Journalism and JRNL-Sports Production

It was an eventful year for the journalism program at Auburn. We offered our new introductory class, Foundations of Journalism, for the first time. The course focuses on important concepts like media literacy, the impact of technology on news, and the role of journalism in an ever-changing society.

Thanks to your generosity, we successfully completed our Rural Journalism Tiger Giving Day campaign, raising money to send senior journalism students to areas of the state in need of local news coverage. We also welcomed our newest faculty member, Dr. Fawad Shah, who joined us from Jacksonville State University. He brings over a decade of professional experience working for local, national and international news organizations. He's also a prodigious scholar in several areas including changing journalism practice, the mental health of journalists and the role of news in reducing health disparities among marginalized communities across different cultural contexts. Journalism faculty member, Dr. Autumn Lindford, had a banner year. *American Journalism* recognized one of her articles as a finalist in its yearly Best Article Award, she was inducted as a Fellow into the Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication and she received the Jinx Coleman Broussard Award for Excellence in the Teaching of Media History from the Association of Educators in Journalism and Mass Communication.

Last, but certainly not least, we celebrated the career of Professor Nan Fairley, who retired after over 30 years at Auburn. Professor Fairley's impact goes well beyond the countless students she taught here. Her work with the Living Democracy project and PACERS Rural News Network helped shine a light on Alabama communities and citizens.



Justin Blankenship, Associate Director of Journalism

Public Relations

The Public Relations program successfully (re)launched its study abroad program in summer 2023. Approximately 20 students, along with faculty members Dr. Brigitta Brunner and Dr. Tiffany McBride, spent a month in Seville, Spain, immersed in the culture and visiting organizations related to global and nonprofit PR. The program was so well received that we completed another summer 2024 study abroad program in June 2024.

Faculty have been recognized by multiple organizations. Dr. Brunner was inducted into Phi Beta Delta, International Scholar Honor Society and the Global Teaching Academy of the Office of International Programs, while Dr. Sarah Aghazadeh was a recipient of the Community and Civic Engagement Award from the College of Liberal Arts. In addition, Dr. Myoung-Gi Chon is a co-investigator on an approximately \$250,000 grant from the Patient-Centered Outcomes Research Institute. The grant will focus on improving access to healthcare for Korean immigrants.

One change to the PR program is the introduction of PRCM 4970 Digital Media Analytics. Beginning fall 2024, students taking this class will be exposed to an in-depth study of media analytics, focusing on the techniques and approaches for collecting, processing and analyzing social media data.

The Oaks Agency continues to grow under the leadership of Adviser Terri Knight, with approximately eight to ten clients each semester.

Finally, the PR faculty welcomes Dr. Eliana DuBosar in fall 2024. Dr. DuBosar received her PhD from the University of Florida. Her research focuses on political PR, with an emphasis on "political identify on information seeking and sharing, as well as the role of partisan media in electoral processes."



Michail Vafeiadis, Associate Director of Public Relations

PROGRAM UPDATES

Film & Media Studies

The 2023-2024 academic year has been an exciting one. First, the program had two important name changes. In fall 2024, the program officially became Film & Media Studies, while the Visual Media option (MDIV) was renamed FILM, a change that better reflects the coursework of this growing program.

Following a successful Tiger Giving Day in spring 2023, the program developed an advanced editing lab, which opened to FILM students in spring 2024. The lab provides a dedicated learning space for our student filmmakers, where they work collaboratively on activities ranging from writing scripts and planning shoots, to editing their works and designing soundtracks for their films.

The Spring 2024 Media Studies Lecture series speaker was Dr. Kate Fortmueller, who spoke on Hollywood labor practices past and present. In addition to sponsoring this annual speaker series, Film & Media Studies co-sponsored the fall and spring Animation Show of Shows, in conjunction with the Department of Art & Art History's Animation program.

MDIA faculty continue to support the university's Auburn First program to provide dual high school and college credit opportunities as well as Auburn Global, which brings international students to the university.

In terms of faculty news, two of our faculty were promoted this year. Paul McCormick is now a senior lecturer and Nora Patterson was promoted to associate professor with tenure. Dr. Patterson has appeared multiple times on NPR's *Marketplace Bootlegging the Airwaves* and released her book on media sharing.

Ed Youngblood continues to co-direct the LUCIA lab and completed projects for the Southern Poverty Law Center and the WAC Clearinghouse, an international clearinghouse for resources on writing across the curriculum. Andrea Kelley is in the midst of her second book project, while George Plasketes is finalizing his book on the Chicago music scene. FILM faculty, Kevin Smith and Hollie Lavenstein's production company, Auburn Films, completed a video for the Centers for Disease Control and Prevention. Kevin Smith also recently finished second in the Southern Off-Road Championship Series, an off-road motorcycle competition.



Ed Youngblood, Associate Director of Media Studies

OUR FACULTY

SCHOOL DIRECTORS

Debra Worthington, **Professor & School Director**
Brigitta Brunner, **Professor & Associate School Director**

COMMUNICATION

Mike Milford, **Professor & Associate Director**
Robert Agne, **Associate Professor**
Elizabeth Wilhoit Larson, **Associate Professor**
Victoria Ledford, **Assistant Professor**
Virginia Sánchez Sánchez, **Assistant Professor**
Susan Fillippeli, **Senior Lecturer**
Sherrie Gilbert, **Senior Lecturer**
Jennifer Johnson, **Senior Lecturer & Director of Public Speaking**
Jeremy Walden, **Senior Lecturer**
Lauren Adams, **Lecturer**
Anthony Dannar, **Lecturer**
Rebecca Oliver, **Lecturer**
Jonathan Seifried, **Lecturer**
Frances Ackerman, **Instructor**
Rebecca Kitchens, **Instructor**
Lily Kowtko, **Instructor**
Matthew Newport, **Instructor**
Carlee Sharpe, **Instructor**
Jessica Silvis, **Instructor**
Crystal Tomasello, **Instructor**

FILM & MEDIA STUDIES

Ed Youngblood, **Professor & Associate Director**
George Plasketes, **Professor**
Andrea Kelley, **Associate Professor**
Hollie Lavenstein, **Associate Professor**
Kevin Smith, **Associate Professor**
Eleanor Patterson, **Assistant Professor**
Paul McCormick, **Senior Lecturer**

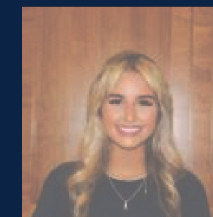
JOURNALISM

Justin C. Blankenship, **Associate Professor & Associate Director**
Brian Delaney, **Assistant Professor**
Autumn Linford, **Assistant Professor**
Sayyed Fawad Ali Shah, **Assistant Professor**
Ric Smith, **Senior Lecturer & Internship Director**
Joan R. Harrell, **Lecturer & Director of Inclusive Excellence**
John Mitchell, **Lecturer**
Andrew Young, **Lecturer - Sports Production**

PUBLIC RELATIONS

Michail Vafeiadis, **Associate Professor & Associate Director**
Myoung-Gi Chon, **Associate Professor & Graduate Program Officer**
Eunji (Angie) Chung, **Associate Professor**
Sarah Aghazadel, **Assistant Professor**
Terri Knight, **Senior Lecturer & Oaks Agency Adviser**

Special thanks to
The Oaks Agency
students who
contributed to the
content, design,
and layout of the
newsletter!



CHAPEL TAYLOR



SOMER PATE



BLAIR MILFORD



KELLY GREEN



AU CMJN TEAM

TIGER GIVING DAY | Build a Film Lab for Auburn Student Filmmakers

February 2023 | Build a Film Lab for Auburn Student Filmmakers was one of Auburn University's 2023 Tiger Giving Day projects. The film lab will allow Auburn students to work collaboratively to create original ideas, write scripts, plan shoots, audition and rehearse actors, as well as edit, color grade, and design soundtracks for their films.

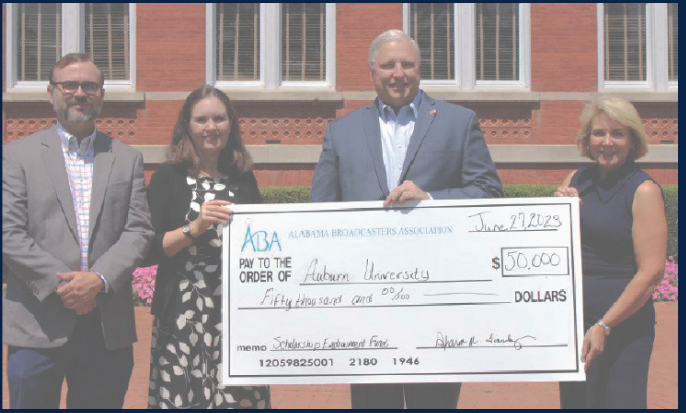
The original films that students will create in this lab will help them demonstrate their skills and talents as cinematic storytellers. Films made in this lab will be centerpieces of portfolios and reels used to win internships and land jobs at film companies such as DreamWorks, Paramount, Searchlight Pictures, WarnerMedia, Netflix, and HBO.

Thanks to generous donors, the project raised over \$16,000.



Alabama Broadcasters Association endows journalism scholarships

June 2023 | The Alabama Broadcasters Association (ABA) has established a \$50,000 scholarship fund to support promising journalism students at Auburn University.



The ABA, an advocate for the broadcasting industry in Alabama for over 75 years, supports professional broadcasters and has endowed scholarship funds at various educational institutions. Auburn University's journalism program emphasizes practical training, mentorship, and partnerships with industry leaders. Students gain real-world experience through collaborations with War Eagle Productions and Gray Television. Eligible students can apply for the Alabama Broadcasters Association Scholarships to receive financial assistance for their journalism education at Auburn University.

The Oaks Agency | State of the Agency

April 2023 | The State of the Agency meeting, organized by the Agency's Firm Director, Weston Ball, aimed to enhance transparency with agency members and external stakeholders while celebrating the agency's achievements. The Executive Board's goal was to explain recent changes and decision-making processes in response to previous end-of-year presentations.

The agency invited key stakeholders to the State of the Agency to centralize communication and increase its overall presence on campus. Attendees included Auburn's PR professors, CMJN school director and associate director, as well as representatives from the College of Liberal Arts, PR Advisory Council, and the local PRCA chapter along with the 47 members of the agency itself.



Journalism Day

September 2023 | J-Day provided valuable guidance and networking to students as they learned from experienced industry professionals and Auburn alumni. Panelists included reporters, editors and publishers from local and national media organizations.

Auburn journalism alumnus and current Golden State Warriors reporter for The San Francisco Chronicle C.J. Holmes delivered the keynote speech and provided students with beneficial advice on important issues in the field. Other featured guests were from the USA Today Network, AL.com, Gray Television, War Eagle Productions, and more.



Auburn University's bi-annual public speaking competition

Auburn Speaks is a public speaking competition held twice a year at Auburn University. What begins with over 1,800 speeches in the classroom narrows down to 70-75 semi-finalists who present in front of a panel of judges. From this pool, six finalists are selected to compete for the Philip Lutzenkirchen Excellence in Public Speaking Award.

The two recipients of the Philip Lutzenkirchen Excellence in Public Speaking Award for the 2023 school year were Melinda Walker in spring with her speech "To Cuss or Not to Cuss" and Dalton Dismukes in fall with his speech titled "Role of a Conductor."

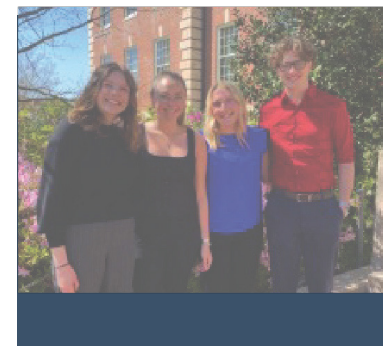
This award, established in 2017, honors the memory and lasting legacy of Philip Lutzenkirchen, an Auburn communication graduate and beloved football player who tragically lost his life in a car accident in 2014.



MELINDA WALKER

DALTON DISMUKES

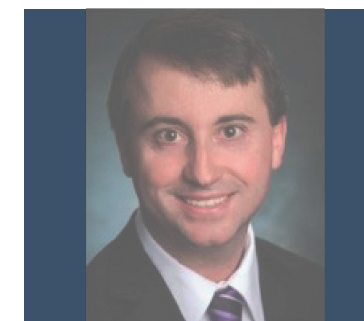
Lambda Pi Eta



March 2024 | Lambda Pi Eta is the Communication Studies Honor Society of the National Communication Association. The spring meeting convened on Friday, March 29. The society celebrated the induction of their new members and elected new officers to lead the chapter. Jillian Byers has been elected as president, Kathryn Duffield as vice president and Lily Grace Thorne as treasurer.

Joshua Till was the guest speaker at this event. Till is an Auburn Public Relations graduate and currently serves as the Director of Communications and Marketing for the American Heart Association. Till shared his career path story with the new members and officers of Lambda Pi Eta.

Till wants Auburn students to know that their career plans may not unfold in the way they expect, but he assures students who are under a lot of pressure entering the workforce that it's going to be okay. His parting words of wisdom for Auburn students are to advocate for yourself and find someone who will advocate for you as well.



Reporting in Africatown

October 2023 | The discovery of the historic slave ship Clotilda is one of the major stories of the 21st century. Journalism students in the Reporting Social Issues of Change and the Advanced Reporting classes traveled to Africatown in Mobile, AL, investigated historic records, built relationships with members of the community and background sources, reported, and wrote stories about descendants of enslaved Africans and enslavers of the Clotilda.



Journalism major Michaela Yielding noted that she is still learning from the experience and appreciates the connections she made with Africatown citizens and Clotilda descendants. "I was unsure about myself, but Dr. Harrell treated me and my fellow classmates as already in-the-field reporters and helped me further develop my written voice to report on sensitive topics such as slavery, environmental injustice, and unity."

TIGER GIVING DAY | Helps journalism students bridge news gaps in rural Alabama

April 2024 | The Journalism program participated in the 2024 Tiger Giving Day. Donors not only met, but exceeded, the program's goal of raising \$7,500 to support Auburn journalism students working in communities that are "newspaper deserts."



Auburn University intends to combat this issue by working alongside the PACERS Rural Community News Network. Together, they will sponsor a semester-long internship for journalism students to produce regular, effective reporting in these communities. The funds raised will provide transportation, technology, housing and other important needs.

These news stories will be published on a new digital platform, The Auburn Advance, which will make newspapers more accessible to families in remote areas while giving Auburn students a beneficial journalistic experience. This effort not only improves students' abilities but also addresses the crucial demand for community news coverage in places with a shortage of local journalists.

Girl Scouts recognizes Tiffany McBride with Woman of Distinction Award

April 2023 | Tiffany McBride, an Auburn University public relations adjunct professor, was honored with the Women of Distinction Award by the Girl Scouts of Historic Georgia.

The Women of Distinction Award highlights McBride's commitment to empowering others and exemplifying leadership qualities. Through her achievements and dedication, she demonstrates the importance of hard work and serves as an inspiration for girls and women of all ages.



Myoung-Gi Chon selected for AU Research & Scholarship Connections Travel Grant to Taiwan

April 2023 | Myoung-Gi Chon, an associate professor of public relations at Auburn University, was among eight faculty members who received a 2023 Research & Scholarship Connections Travel Grant. The grant, awarded by the Office of International Programs (OIP), allowed for travel to various universities in Taiwan, including National Cheng Kung University, National Taipei University of Nursing and Health Sciences, and National Taipei University of Technology in May.



The grant provides faculty with OIP's logistical expertise and contacts, facilitating meetings with university, government, and industry representatives relevant to their research and scholarship areas. Chon, who is also involved in various student organizations and community initiatives, focuses his research on crisis-risk management, health communication, and ESG (Environmental, Social, and Governance) in the context of public relations.

The Research & Scholarship Connections Travel Grant program has generated significant interest, with 10 faculty members already traveling to Korea and 27 faculty members applying for the Taiwan program. Despite the challenges posed by recent global events, Auburn University is committed to forging a brighter future through research, scholarship, and innovation on the international stage.

JUSTIN BLANKENSHIP



March 2023 | Auburn University's Dr. Justin Blankenship, was one of 33 individuals chosen as a faculty champion for the Center for Community News. The Center for Community News at the University of Vermont is a new program that recognizes faculty leaders throughout the United States who are working to grow local news partnerships and connect students to journalists and local news organizations.

CRYSTAL TOMASELLO



March 2023 | Crystal Tomasello received the EAGLES Program's 2022 2023 Outstanding Auburn University Instructor of the Year award. The program provides post-secondary experience for students with intellectual disabilities. Over the past three years, Tomasello has enthusiastically hosted EAGLES students in her public speaking course, COMM 1000, and has cultivated an inclusive and meaningful learning experience.

Nan Fairley, retires after an outstanding career of inspiring the next generation



April 2024 | Nan Fairley is set to retire after an outstanding career dedicated to serving communities and inspiring the next generation of journalists. Due to her exceptional contributions at Auburn and her ability to inspire students in the journalism field, she received the 2011 AU Award for Excellence in Faculty Outreach. Fairley was also named a College of Liberal Arts Engaged Scholar and actively collaborates on the CLA Living Democracy project. This initiative empowers students and citizens to address significant issues affecting Alabama communities.

With over three decades of experience, Fairley has been an integral part of the Auburn Journalism Program since 1992, teaching courses ranging from feature writing to community journalism. Her path in journalism began with a master's degree from the University of Alabama in 1988, following her undergraduate education at Mississippi University for Women. Drawing from her extensive professional background, which includes working for various newspapers across Florida and Mississippi, Fairley emphasizes the importance of community journalism to her students. Her roles also extend to founding the AU Summer Journalism Workshop. As part of the chair of the school's Diversity Committee, she served on the advisory board for the CLA Community and Civic Engagement Initiative. Nan Fairley's retirement marks the end of a successful career due to her dedication to journalism, community service and inspiring the next generation of journalists at Auburn University.

2023 AWARDS & RECOGNITIONS

Autumn Linford



As an assistant professor in journalism, Autumn Linford has garnered many achievements, including the Margaret A. Blanchard Doctoral Dissertation Prize and finalist for the American Journalism Best Article Award. Recognized for her teaching, she received the Jonx Coleman Broussard Award and was inducted as a Kopenhaver Center Fellow.

Victoria Ledford



Assistant Professor of Communication Victoria Ledford has earned the DCHC 2023 Top Early Career Scholar Poster Award for her research on the harmful impact of person-oriented threat messages about opioids. Presented at the biennial meeting of the DC Conference on Health Communication in Fairfax, VA, her peer-reviewed paper sheds light on the peril of stigma messages.

Sarah Aghazadeh



Assistant Professor of Public Relations Sarah Aghazadeh has been recognized with the Community and Civic Engagement Award from Auburn University's College of Liberal Arts.

Brigitta Brunner Johnson



Professor and Associate School Director Brigitta Brunner Johnson was inducted into the Global Teaching Academy by the Office of International Programs at Auburn. Additionally, she has been inducted into Phi Beta Delta, the International Scholar Honor Society.

Johnathan Seifried



COMM 1000 Lecturer Johnathan Seifried has recently been appointed as a board member and elected treasurer for the Southern Regional Faculty & Instructional Development Consortium.

2023 RESEARCH & CREATIVE ACTIVITIES

PEER-REVIEWED JOURNAL ARTICLES

Aghazadeh, S.A. Capizzo, L., & Tindall, N.T.J.: Wrangling in the marketplace or bartering in the bazaar? Adapting metaphors for public relations' societal role. *Journal of Public Relations Research*.

Aghazadeh, S.A., & Aldoory, L. Community-based participatory research for public relations: Realizing potential for researcher-participant relationships. *Public Relations Review*.

Brunner, B. R. Public interest communication and sustainability. *Pathways to Research in Sustainability*

Chon, M. The role of social media in empowering activism: Testing the integrative model of activism to anti-Asian hate crimes. *Asian Journal of Communication*.

Chon, M., & Taejun, Lee. Fighting the spread of COVID-19 misinformation in social media: Predicting two types of misinformation-sharing behaviors via risk perception, social media literacy, fear, and organizational trust. *Journal of Public Relations*.

Kim, S., & **Chon, M.** Teaching social media analytics in public relations classes: Focusing on Python program. *Journal of Public Relations Education*.

Kim, S., & **Chon, M.** Embodying temporality in fear appeal: How coping appraisal motivates preventive behaviors in a pandemic. *Health Communication*.

Betts, K., Reddy, P., Galoyan, T., **Delaney, B.,** McEachron, D.L., Izzetoglu, K., & Shewokis, P. An examination of the effects of virtual reality training on spatial visualization and transfer of learning. *Brain Sciences*.

Bacevice, P., & **Wilhoit Larson, E.** The strategic aestheticization of work: How workers read normative organizational values in workplace imagery. *Management Communication Quarterly*.

Ma, X., Ma, R., & **Ledford, V.** Is my story better than his story? Understanding the effects and mechanisms of narrative point of view in the opioid context. *Health Communication*.

Morreale, S., Broeckelman-Post, M., Anderson, L., **Ledford, V.,** & Westwick, J. The importance, significance, and relevance of communication: A fourth study on the criticality of the discipline's content and pedagogy. *Communication Education*.

Milford, M. Fans not customers!: Kategoria in the rise and demise of the European Super League. *Communication & Sport*.

Milford, M. Liberty as a cloak for vice: Orientation and order in the Southern Baptist convention sexual abuse scandal. *Communication Studies*.

Milford, M. The Alphafly outcry: Distance running, technological doping, and the rhetoric of stigma. *Communication & Sport*.

Milford, M. The biggest losers: Legacy, exigence, and apologia in presidential farewell addresses. *Presidential Studies Quarterly*.

Shah, S. F. A., Ginossar, T., & Ittefaq, M. We always report under pressure": Professionalism and journalistic identity among regional journalists in a conflict zone. *Journalism*.

Shah, S. F. A., Jan, F., Ginossar, T., McGrail, J.P., Baber, D., & Ullah, R. Trauma exposure and post-traumatic stress disorder among regional journalists in Pakistan. *Journalism*. Madden, S., Harrison, V. S., & **Vafeiadis, M.** Relational care in communication as the basis of nonprofit fundraising: Theorizing professional ethics based in stewardship and ethics of care. *Journal of Philanthropy and Marketing*.

Vafeiadis, M. Message interactivity and source credibility in online dental practice reviews: Responding to reviews triggers positive consumer reactions regardless of review valence. *Health Communication*.

PEER-REVIEWED EDITED BOOKS

Ginossar, T., **Shah, S.F.A.,** & Weiss, D. *Vaccine communication online: Counteracting misinformation, rumors and lies*. Palgrave MacMillan.

Bodie, G., **Worthington, D. L.,** & Beyene, Z. *Listening, community engagement, and peacebuilding*. Routledge.

PEER-REVIEWED EDITED BOOKS CHAPTERS

Salzano, M., & **Ledford, V.** Advocacy and action: The impact of digital activism and influence. In A. Wallace & R. Luttrell. *Social media activism: Repression, resistance, rebellion, reform* (pp. 121-144). Routledge.

Shah, S. F.A., & Khan, S., Shah, S.A., Jan, F., Ullah, Z. Impact of COVID-19 on journalistic practices in Pakistan. In M. Lewis, E. Govender, & K. Holland (Eds.), *Communicating Covid-19: Media, trust and public engagement*. (Chapter5). Palgrave MacMillan.

CREATIVE ACTIVITIES

Smith, K. Producer. CHART Industries consumer hydrogen fueling station.

ACTIVE GRANTS

Saong, **Chon, M.,** & Ngorsuraches (2024-2025). Co-principle investigator. Improving access to healthcare for Korean immigrants with limited English proficiency. Patient-Centered Outcomes Research Institute (PCORI), . Funded: \$246,013.00.

Lindford, A. Hazel Dicken-Garcia Grant, American Journalism Historians Association. Funded: \$1,000.

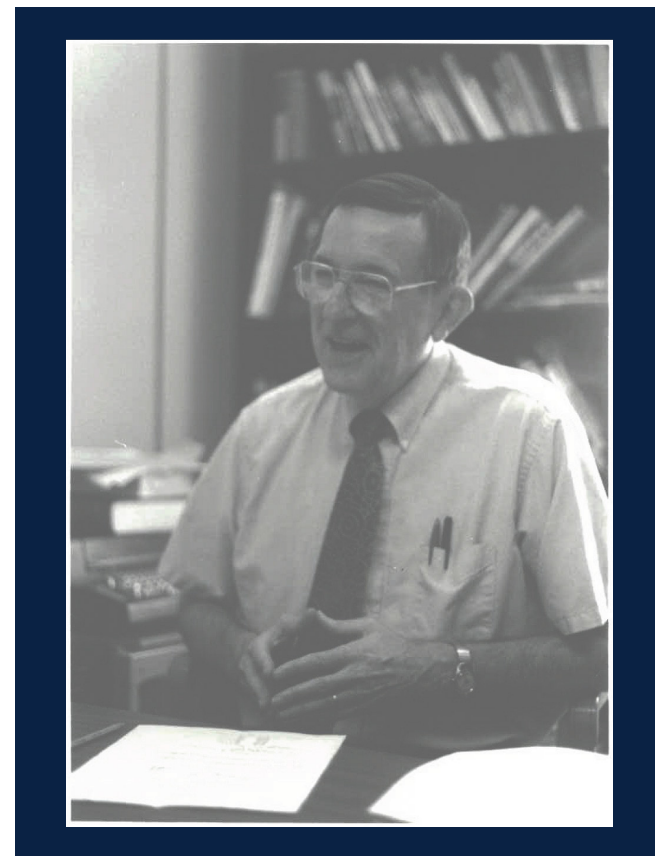
Li, R., **Vafeiadis, M.,** & Shen, F. Co-Investigator. Effects of social and behavioral factors on COVID-19 vaccine hesitancy and confidence: A meta-analysis. Pfizer. Funded: \$104,966.

Mickey Logue Remembrance

The Auburn Journalism Program lost one of its founding faculty recently. Professor Emeritus Hanchey “Mickey” Logue, Jr. died Saturday, June 3, 2023 at his home in Auburn. He was 92.

Professor Logue taught journalism courses at Auburn from 1965 until his retirement in 1993, first in the English department, then in the newly created Journalism department after 1973. He was also the adviser to the Plainsman for several years. During his time as adviser, the Plainsman won several Pacemaker Awards.

Before teaching journalism, Logue was himself an accomplished reporter. He covered sports for the Montgomery Advertiser and the Atlanta Constitution. Later, he reported extensively on the civil rights movement and other stories for the Birmingham News.



Beyond his many accomplishments, Professor Logue will be remembered for the impact he had on several generations of Auburn journalism students.

“I really think I owe my career as a features editor and writer to Mickey,” said Alec Harvey (c/o 1984), Executive Editor of Business Alabama. “I was lucky enough to be at Auburn in the Jack Simms/Jerry Brown/Gillis Morgan area, and they all were wonderful teachers and instrumental in my early development, but it was really Mickey who took me under his wing and taught me the craft of feature writing. He was quiet but commanding, tough but fair, and I loved every minute of the classes I took with him.”

“He was truly a class act,” said Anthony Cook (c/o 1993), former managing editor of The Anniston Star. “[His class] set the tone for my career in journalism. All of my professors at AU were passionate and knowledgeable and wanted us to grasp the weight and value of what we were getting into.”

Chris Roush (c/o 1987) is the founder of Talking Biz News and former dean of the School of Communications at Quinnipiac University. He counts Professor Logue as one of the most important influences in his professional and personal life.

Mickey Logue Remembrance

“Mickey Logue's green pen made me a better writer,” Roush said. “I'd never been edited by a person who took such care in every single word on the page -- and who didn't make it about the writer. “For the next 35 years, I've made it a point to stay in touch to thank him for what he did for me. I'd take my kids by his house when we were in town, or invite him and his wife Glenda to breakfast at Chappy's.”

Logue's influence goes beyond his own students. Professor Emeritus John Carvalho (c/o 1978) recently retired as associate director for Auburn's journalism program and was a student of Logue's. During his time teaching, he would strive to be to his students what his Auburn professors, especially Logue, were to him.

“In Mickey's case, that meant applying myself to grading with the same energy I applied myself to editing articles during my years in the profession,” Carvalho said. “Mickey and I might have had different personalities, but I considered his work ethic to be my challenge.”

Don Moseley (c/o 1973) is the director of the Center for Journalism Integrity & Excellence at DePaul University. For him, the mistakes he made in Logue's class were sometimes the best learning opportunities.

“When I blew an assignment in his journalism class, Mr. Logue turned to the blackboard and wrote ‘Be Resourceful,’” Moseley said. “Punctuating his written words he turned toward the class and delivered his admonishment, ‘Be resourceful, Mr. Moseley.’ They are words I still carry with me now 50 years later and attempt to pass on to a new generation of student journalists.”

In addition to his family, students, and profession, Logue loved Auburn. He had two degrees from the University. His father, brother, and both of his sons are Auburn graduates. He was co-author, along with former journalism faculty member Jack Simms, of multiple editions of the beloved “Auburn: A Pictorial History of the Town and College.”

The Logue legacy continues in the Auburn Journalism program. Logue's great-nephew, Ian Logue, graduated from the journalism program this spring. During his time on the Plains, he came to understand the impression his great-uncle left behind.

When I came to Auburn, the first meeting I had on Zoom, I heard Dr. Carvalho blurt out ‘is that a Logue?!’ which was a funny encounter, but it really helped me understand that my surname comes with a lot of weight around the Auburn journalism sphere. Mickey left a hell of an impact.”

By Justin Blankenship

Maegan Moguel

From the Atlanta Falcons to Porsche to Red Bull, Maegan Moguel has managed multimillion-dollar accounts, national brand deals, and sold-out music performances. But it isn't about the names or the profits for the Auburn public relations graduate, it's about the people. Currently the senior manager of culture marketing for the Deep South at Red Bull, Moguel coordinates events and partnerships that elevate the community while leveraging the company's resources to create lasting experiences.

Kat Harding, a 2013 alumna of the School's graduate program, had a remarkable career in the entertainment world.

A former DJ for WEGL-FM, Auburn's college radio station, Harding's passion for arts and entertainment is what led to the start of her career in the music industry at BMI in Nashville. BMI, or Broadcast Music Inc., is a music rights organization that represents over twenty-two million musical works that are created and owned by over a million different artists. Her position as a Communications Associate allowed her to help advertise national events, including Lollapalooza, writing press releases and media alerts.

She later went on to become the Assistant Director of Communications and Marketing for the North Carolina Museum of Art. Her role included managing public relations, marketing and media teams. She also designed award-winning marketing strategies for major exhibitions and yearly fundraisers, using radio, TV, magazines, newspapers, billboards, influencers and campus signs, which led to record-breaking attendance.

Harding currently serves as the assistant director of Fitz & CO, a global strategic communication and marketing agency based in New York City. In her position, she is responsible for overseeing teams that integrate media relations, digital marketing, social media and other aspects to serve a variety of clients including museums, galleries, art fairs and leaders.

Harding credits her time at Auburn, believing that the master's program prepared her in various areas by enhancing her writing skills and instilling confidence in research. Additionally, the program prepared her for public speaking and delivering presentations.

2023 Auburn 20 under 40

Britain Bowen '13 Mass Communication

Brit Bowen is a full-time student media coordinator with Auburn University, serving as the primary advisor for WEGL 91.1 FM and the Glomerata.

Chloe Melas Mazza '08 Radio, TV, Film

Chloe Melas is an entertainment reporter for CNN in their New York bureau, covering all things entertainment and Hollywood for the network across multiple platforms.

Alyssa Pettus, a communication graduate, is a highly accomplished communications professional with a successful track record in leading strategic initiatives and managing high-profile campaigns. With experience in both the public and private sectors, she has consistently driven impactful change and achieved organizational objectives.

Currently serving as the Director of Dynetics Group Communications at Leidos, Alyssa spearheads comprehensive communications strategies across the \$1.5 billion Dynetics Group portfolio. Her expertise in change management has been instrumental in integrating Dynetics subsidiary employees into the larger Leidos enterprise. Prior to this, she served as the Senior Media Relations Manager at Leidos, where she led media relations efforts.

Alyssa's career highlights also include her role as press secretary for U.S. Senator Richard Shelby, shaping communications strategies for the Senator's personal office and the U.S. Senate Committee on Appropriations. Her extensive experience in the public sector, including as a deputy press secretary and assistant to the chief of staff, has equipped her with invaluable support and advice to senior leadership. With a strong educational foundation in Communication and minors in Business and Spanish, Alyssa combines practical skills with a deep understanding of Senate operations and an ability to engage stakeholders through social media, making her a dynamic and effective communicator in fast-paced environments.

Brandon Wilson and Missy Burchart are Auburn University graduates who initially struggled to find their career paths. Wilson and Burchart later became influential leaders in public relations and earned a 2023 Public Relations Society of America Silver Anvil Award.

Despite the struggles Wilson faced, he worked his way into becoming a prominent student leader at Auburn, starting a successful career in communications. Wilson founded his own public relations company, named Wilbron, which promotes ethical, positive and innovative practices in communities with its "For Good" approach. Burchart's path was uncertain until she found her calling in mass communication at Auburn, leading to a successful career in public relations. She eventually joined Wilson, becoming the chief operating officer at Wilbron where they collaborated on projects aimed at encouraging diversity and inclusion.

Through Wilbron, Wilson and Burchart have worked with Apple, Apollo, ChargerHelp!'s, and recently Karat on their Brilliant Black Minds program which aims to increase the number of black software engineers in the tech industry.

Both alumni credit Auburn University for their leadership development and success, emphasizing the university's role in shaping their values and providing growth opportunities. As proud Auburn alumni, Wilson and Burchart continue to lead by example, inspiring others to make a positive impact in the world.

January 2023 | Auburn University journalism student Noah Griffith advocated for accessibility in the Neville Arena in his column for The Auburn Plainsman titled, "Auburn Arena built for able-bodied students." Griffith is interested in sports journalism and passionate about supporting students with disabilities. His article caught the eye of a few administrators, who decided to implement a new seating policy to support students with disabilities at sporting events. Because of Griffith's passion, monumental steps toward improving accessibility awareness on Auburn's campus were made.

Noah Griffith



Mikayla Kelly

February 2023 | Mikayla Kelly, a journalism student at Auburn University, had a remarkable opportunity in February 2023 when she joined ESPN's College Gameday pregame broadcast during the Auburn vs. Alabama basketball game. Despite challenges due to inclement weather, Kelly successfully anchored the segment, showcasing the vibrant gameday atmosphere in Auburn Arena's student section known as "The Jungle."

Kelly's involvement in the College Gameday broadcast highlights the importance of early engagement and seizing opportunities at Auburn. She encouraged aspiring journalists to trust their abilities and make the most of their education at the College of Liberal Arts. Kelly expressed gratitude for the unforgettable experience, recognizing the potential doors it may open for her future career.

In addition to her College Gameday appearance, Kelly, alongside Eagle Eye sports director Colin Beyersdorf and station manager Zach Card, received a collegiate Emmy nomination for their work at Eagle Eye TV.



Ian Logue

May 2023 | Ian Logue's talent behind the lens was recognized when he won the School of Communication & Journalism's 2023 Student Photojournalism Competition. Logue's photograph, titled "Two of the Core Four," stood out among a pool of impressive entries.

A panel of judges, consisting of Dr. Justin Blankenship, Professor Paul McCormick, and John Wilde, president of the Auburn Opelika Tourism Board, carefully evaluated the submissions for artistry, storytelling, and technical skill.

Dr. Blankenship articulated the sentiment shared by the panel when he expressed, "Ian Logue's portrait impressed the judges because of its effective composition and evocative use of light and shadow. He accomplished what every great photojournalist should by capturing a moment and emotion in time."



Natalie Smith



September 2023

Graduating Public Relations major, Natalie Smith, lived out a dream internship on Nantucket Island and met the author who inspired her love for the whimsical and dreamy area. Smith was connected with bestselling author, Elin Hildebrand, through an Auburn University Writing Assignment.

After her internship and graduation, Smith began working for Get Prepared, a Digital Marketing Company in Nashville.

"PR really made me confident in my abilities in school. I finally found something that was for me, and the thing that it's taught me the most is there are no limits to what you're capable of," Smith said. "I've realized Auburn has over prepared me to be in an actual business situation or an actual job situation more than I thought. That was something I really didn't see until I was put in this situation."



Zach Grant



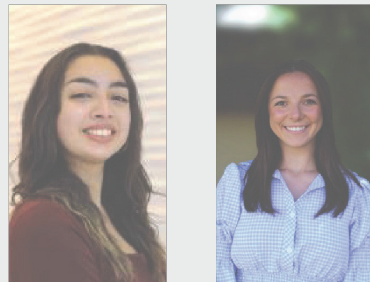
April 2024 | Journalism Sports Production senior Zach Grant has been nominated as one of the top four finalists in the Sports Story or Segment category of the 2024 Student Production Awards by the southeast chapter of the National Academy of Television Arts & Sciences. His video project, "Dangerous - The Robb Taylor Mindset," features Auburn Wheelchair Basketball Head Coach Robb Taylor and his dedicated team, showcasing their unparalleled work ethic and commitment to excellence.

Grant crafted his impactful piece during Journalism-Sports Production Lecturer Mitchell's Sports Storytelling and Video Profiles course. Collaborating with fellow journalism seniors Colin Beyersdorf, Amanda Davison, Jones Dyleski, and JD Free "Dangerous - The Robb Taylor Mindset", showcases the collaborative spirit and talent with Auburn's journalism community.



Lorissa Algarin and Sandra Elliott Johnson

were selected as finalists for the 2024 PSAid contest. The PSAid is a nationwide, annual contest that calls for Public Service Announcement ("PSA") entries that demonstrate why monetary donations are the most effective way to support international disaster relief. PSAid is sponsored and run by the Center for International Disaster Information (CIDI) and is supported by the U.S. Agency for International Development (USAID).



Weston Ball

received two 2023 Awards of Excellence from the Public Relations Council of Alabama for two stories he wrote for the College of Liberal Arts titled, "Girls in Aviation Day provides opportunity for young women to learn about aviation" and "Auburn students, alumni produce award-winning film in 48-hour film festival."



Maddie Penta an Auburn public relations student, was awarded the 2023 SEC Pitcher of the Year, delivering a dominating performance on the mound, and earning prestigious All-America honors. Recently, she received Student-Athlete of the Year at the 14th annual AUSPY Awards, where nominees were selected by a vote from student-athletes and Auburn Athletics staff. Penta's remarkable achievements, both on and off the field, underscore her exceptional talent and dedication.



Brynn Hennessey

Graduating film student with a passion for storytelling and capturing moments on film, Brynn Hennessey has always enjoyed capturing moments on film. Through documentaries, short films, promotional videos, and reels her work is a clear example of the incredible growth she has experienced during her time at Auburn.

"One of the reasons I love the film program at Auburn is because of how open it is to different facets of the industry. I feel like I have gotten exposure to so many sides of film and in every class I'm in I learn about five new careers that I had no idea existed or were a possibility for me" Hennessey said.

Through courses such as intermediate filmmaking and final projects, she has honed her skills in sound design, pre-production planning, and post-production editing, transforming projects into visible cinematic works. Hennessey credits the relationships with her professors, being willing to help in not only school but also career and life.

Last summer, Hennessey worked as a videography intern for the fashion company Mixology in New York City, making reels and TikToks. The experience she received with the company posting the content she created validated her work and her potential as an asset in her future career. As Hennessey prepares to graduate, she has secured a position in Dallas under producer Robert Paschall and looks forward to finally doing something she loves.