

## Julie O'Neil, Ph.D., Vita

### 1. Name

Julie Suzanne O'Neil

### 2. Contact Information

[j.oneil@tcu.edu](mailto:j.oneil@tcu.edu); 817-257-6966

### 3. Academic background

#### a. Education

Ph.D., University of Utah (Communication), 2001, Dissertation: "Testing the Structuralist Perspective: An Analysis of the Relationships Among Gender, Power, and Influence in Corporate Public Relations"

M.A. in Communication Studies, St. Mary's University, 1997, distinguished graduate

B.J. in Public Relations, University of Texas at Austin, 1992, magna cum laude

B.B.A. in Marketing, University of Texas at Austin, 1992, magna cum laude

#### b. Professional certifications

Integrated Marketing Communications Certificate Program, University of Utah, 1999

#### c. Present rank

Associate Professor

#### d. Year of appointment

Assistant Professor, Fall 2001

#### e. Year of last promotion

Associate Professor, Spring 2007

#### f. Previous teaching other than TCU

University of Utah, Instructor and Teaching Assistant (graduate student), 1997-2001

*Courses Taught at the University of Utah*

Public Relations Cases and Campaigns

Public Relations Principles

Writing for Public Relations  
Elements of Speech Communication

*Teaching Assistant for These Courses*  
Advertising Campaigns  
Principles of Advertising

**g. Previous professional positions**

Lowell Bennion Community Service Center, Public Relations Manager, 1998-2000  
Randolph-Brooks Federal Credit Union, Marketing Director, 1994-1997  
HEB Grocery Company, Public Affairs Coordinator, 1993-1994  
Summit Group, Marketing Coordinator, 1992  
Austin Independent School District/Keep Austin Beautiful, Communication Intern, 1991-1992

**h. Formal continuing education associated with professional development**

- Two-week internship at Balcom Agency in September 2016 to observe strategic meetings
- Attended the PRSA Employee Communications Connect 16 Conference, May 2016
- Attended "Moving Measurement Forward" professional development day hosted by the Greater Fort Worth chapter of the Public Relations Society of America, fall 2015
- Participated in the two-year TCU Koehler Center program designed to teach student-centered active learning "flipped classroom" approach, 2013-2014
- Completed 20-hour "Crucial Conversations" training module, spring 2009
- Attended the Texas Women in Higher Education conference, April 24-25, 2008
- Attended Edelman New Media Academic Summit, June 2007
- Selected as one of four TCU professors to attend the Council on Undergraduate Research Institute workshop titled *Institutionalizing Undergraduate Research*, October 13-15, 2006
- Attended "Using Case Studies: A Workshop," co-sponsored by the AddRan College of Humanities and Social Sciences and the Koehler Center for Teaching Excellence, April 19, 2005
- Attended "Secrets of Successful Pitching," professional development seminar sponsored by the Greater Fort Worth chapter of the Public Relations, spring 2004
- Participated in 4-day "Teaching Portfolio Workshop," sponsored by the Koehler Center for Teaching Excellence, August 2002
- Attended "Using Technology in a Traditional Classroom," sponsored by the Koehler Center for Teaching Excellence, August 2001
- Participated in two-day "Faculty Teaching Workshop," sponsored by the Koehler Center for Teaching Excellence, August 2001

**i. Honors and awards**

- Elected member of the Institute for Public Relations Commission on Public Relations Measurement and Evaluation Commission. Consisting of public relations thought leaders in both professional practice and academia, this Commission exists to establish standards and methods for public relations research and measurement and to issue authoritative best-practices white papers, 2007-present
- Bob Schieffer College of Communication 2016 Award for Distinguished Achievement as a Creative Teacher-Scholar

- Jackson Sharpe Award for best co-authored research paper by a public relations academic and professional, International Public Relations Conference, March 6, 2016
- Bob Schieffer College of Communication 2014 Award for Distinguished Achievement as a Creative Teacher-Scholar
- Jackson Sharpe Award for best co-authored research paper by a public relations academic and professional, International Public Relations Conference, March 8, 2014
- Dennis Wilcox Award for Top Teaching Paper from the Public Relations Division of the Association for Education in Journalism and Mass Communication, August 8, 2014
- Top Six Conference Paper, Southwest Education Council for Journalism and Mass Communication conference, 2012.
- Nominee for TCU Dean's Teaching Award, fall 2009
- Jackson Sharpe Award for best co-authored research paper by a public relations academic and professional, International Public Relations Research Conference, March 8, 2008
- Nominated in November 2007 by the Council for Advancement and Support of Education for two awards: the John Grenzebach Research Award in Philanthropy for Educational Advancement and the H.S. Warwick Research Award in Alumni Relations for Educational Advancement for my research article, "An Examination of Factors Impacting Athlete Alumni Donations to Their Alma Mater: A Case Study of a U.S. University"
- Top Paper Award, International Public Relations Research Conference, March 8, 2007
- Second Place Top Teaching Paper, Public Relations Division of the Association for Education in Journalism and Mass Communication, 2004
- Second Place Top Faculty Paper, Public Relations Division of the Association for Education in Journalism and Mass Communication, 2002
- Top Graduate Student Paper, Northwest Communication Association, 2001
- Top Three Organizational Communication Division Top Paper, Western States Communication Association, 1999
- Guido Stempel Award for Outstanding Graduate Research and named a Top Three Competitive Paper at the Association for Education in Journalism and Mass Communication, August 1998
- Beta Gamma Sigma, 1991
- Gamma Beta Phi, 1991
- Omicron Delta Kappa, 1990
- Order of Omega, 1990
- Phi Kappa Phi, 1990

#### **4. Teaching**

##### **a. Courses taught at TCU**

STCO 23123 Public Relations  
 JOUR 40513 Media Analysis, Planning, & Management  
 JOUR 40970 Principles of Integrated Marketing Communication  
 STCO 46723 Social Responsibility  
 JOUR 40203 Research & Evaluation  
 JOUR 40253 Women in Media (co-taught)  
 JOUR 40970 Special Topics: Social Media Measurement  
 STCO 50123 Foundations  
 JOUR 60203 Integrated Marketing Communication

JOUR 60113 Research Methods in Journalism & Mass Communication  
JOUR 60123 Mass Communication Theory  
JOUR 60970 PR Reputations and Relationships  
JOUR 60970 Diffusion of Innovations

**b. Courses developed at TCU**

JOUR 40970 Principles of Integrated Marketing Communication  
JOUR 40970 Special Topics: Social Media Measurement  
JOUR 41013 Public Relations and Corporate Social Responsibility  
JOUR 60203 Integrated Marketing Communication  
JOUR 60970 PR Reputations and Relationships  
JOUR 60970 Diffusion of Innovation

In summer 2015, I led a group of 17 students to London where we studied, lived, and explored for the month of June.

*Special projects/classes supervised*

- Shannon Merchant, "Corporate Social Responsibility and Purpose," summer 2014
- Lydia Akinde, "Social Media Engagement for Two-Way Communication: An Assessment of Seven Private Universities" spring 2011
- April Reiling "Social Media in Government: A Review, Study Campaign for the Texas Auto Burglary and Theft Prevention Authority," spring 2010
- Bethe Spurlock, "Measuring the Effectiveness of the Intranet: A Case Study of North Hills Hospital," fall 2008
- Shawn Kornegay, "The Evolution of Web 2.0 in Higher Education: A Snapshot View of Marketing Uses," summer 2008
- Tennile Massingale and Remecka Owens, "Development of a Scale for Organizational-Public Relationships," summer 2005
- Marisa Schenke, "An Investigation of Factors Impacting Athlete Alumni's Donations to Their Alma Mater," summer 2005
- Sara Kranevek and Erica Medina, "An Investigation of Female PR Practitioners' Reasons to Blog or Not Blog," fall 2006

**c. Honors projects directed**

Megan Nedlo, 2004-2005 "A Thin Line: The Effects of Mass Media on Female Body Image"

**d. Graduate theses and projects**

Directed the following:

- Brooke Bailey's graduate project, "The Branding of Bind," fall 2015
- Caty Jutson's graduate project, "D-BAT DFW Comprehensive Communication Plan," spring 2015
- Frances Key's graduate project, "YFW125: Always Have, Always Will," spring 2015
- Emily Keahey's thesis, "The Identity of Catholic Health Care Systems in the United States: A Comparative Content Analysis of the Internally and Externally Constructed Identity Messages," spring 2014
- Jenny Sanders' graduate project, "Defining and Evolving the LEAP Foundation's Brand," spring 2014

- Kirk Wise's graduate project "Social Media Platforms as Engagement Tools: An Audit of Facebook and Twitter Use by Regional Sports Networks," spring 2014
- Digna Joseph's graduate project, "The Purpose Vision FW Project: An Integrated Marketing Communications Proposal," spring 2013
- Lydia Akinde's graduate project, "Measuring Relationship Cultivation Strategies of Corporations and Nonprofits," spring 2012
- Andrea Phillips' thesis, "Communicating to Others: An Investigation of Symmetrical Communication in Evangelical Churches," fall 2011
- Kara Peterson's thesis, "Examining the Product RED Campaign: Millennials' Self-Identity and Perception of the Cause-Branding Initiative," spring 2009
- Shawn Kornegay's graduate project, "Measuring the Effectiveness of a University Campaign," spring 2009
- Lisa Albert's graduate project, "Branding AddRan College of Liberal Arts: A Case Study," summer 2008
- Emily Housely's thesis, "Evaluating the Effectiveness of Newspaper Codes of Ethics: A *Star-Telegram* Case Study," spring 2008
- Chris Biro's graduate project, "Fan Attendance at Collegiate Sporting Events: Initiatives for Increasing Spectatorship at TCU Tennis Matches," spring 2008
- Sarah Kravek's graduate project, "Advancing Relationships and Building Trust Between Clients and Agencies," fall 2007
- Erica Medina's graduate project, "A Conversational Analysis of the Top Ten Influential PR Bloggers: January 2007 through June 2007," fall 2007
- Kelly Owen's graduate project, "Engaging Donors: Developing the Organization from the Inside Out," fall 2007
- Kristin Kirkpatrick's graduate project, fall 2006
- Kathryn Kinkaid's thesis, "Theater Coverage in Dallas and Fort Worth: A Content Analysis of the Last 14 Years and Feedback from Theater Practitioners," fall 2006
- Sheleah Hughes' graduate project, "A Focus on Member Retention: 2005 Analysis & Evaluation," fall 2005
- Marisa Schenke's graduate project, "IMC for the TCU Frog Club," fall 2005

Member of these graduate thesis and project committees:

- Weiyi Zhong, spring 2016
- David Knowles, spring 2016
- Caten Hyde, spring 2015
- Jianyao Chang, spring 2015
- Callie Cunyus, spring 2015
- Kaiyi Sun, spring 2015
- Miaojian Zheng, spring 2015
- Shannon Merchant, fall 2014
- Nick Olivier, spring 2012
- Rachel O'Neal, spring 2011
- Mao Bosco, fall 2009
- Bethe Spurlock, fall 2009
- Jennifer Sconzo, spring 2008
- Kent Chapline, spring 2007

- Ellen Stallcup, spring 2007

#### **e. External support**

##### **a. received**

\$1,000 from the Greater Fort Worth Chapter of Boys and Girls Club to fund research related to public relations activities and donor behavior, fall 2006

\$750 from the Tarrant Area Food Bank to fund a research project related to outcomes of public relationships success and donation behavior, fall 2005

\$500 from the Salt Lake City chapter of the Public Relations Society of America to fund my dissertation research

##### **b. submitted**

\$113,000 grant to the Society for Human Resource Management Association for a project called "Exploring the role of social media usage in creating an engaged workplace," October 2015

#### **f. Internal support**

\$3,000 Coleman Fellow Faculty Award from the TCU Entrepreneurship Center in summer 2011. Grant was designed to train faculty on how to embed entrepreneurial concepts and processes in undergraduate teaching.

\$3,000 grant from the TCU Institute on Women and Gender to fund the "Leadership Development Pilot Workshop for TCU Women Faculty" (with Carol Thompson and Laura Prestwood), February 2009

\$1,000 from TCU Research and Creative Activities Fund for a Journalism Lectureship Series

\$350 from TCU Instructional Development Committee to help develop our Research and Evaluation course

\$1,500 from the integrated marketing communications department at the University of Utah to fund my dissertation research

### **5. Research and creative activity**

#### **a. Refereed publications**

O'Neil, J. & Lambiase, J. (2016). "Considering Certification?: An Analysis of Universities' Communication Certificates and Feedback from Public Relations," Journal of Public Relations Education, 2(1), 34-46.

Eisenmann, M., O'Neil, J., & Geddes, D. (2015). An Examination of the Validity, Reliability, and Best Practices Related to the Standards for Traditional Media," Research Journal of the Institute for Public Relations, 2(1), pp. 1-28.

O'Neil, J. (Winter 2014). "An Examination of Fortune 500 Companies' and Philanthropy 200 Nonprofit Organizations' Relationship Cultivation Strategies on Facebook," Public Relations Journal, pp. 1-27. This research is also included in the Institute for Social Science of Social Media Research Center: <http://www.instituteforpr.org/examination-fortune-500-companies-philanthropy-200-nonprofit-organizations-relationship-cultivation-strategies-facebook/>

O'Neil, J., Hays, B. & Bagwell, V. S. (2013). "An Assessment of PR Educators' Perceptions of and Approaches to Teaching Entrepreneurship," Public Relations Journal, 7(1), pp. 1-26.

Olivier, N., O'Neil, J., & Lambiase, J. (2013). "Engendering Relationship Outcomes Through Stakeholder Involvement: A Case Study of a Nonprofit Organization" Southwestern Mass Communication Journal 28(2), pp. 1-16

Spurlock, B. and O'Neil, J. (Spring 2009) "Designing an Employee-Centered Intranet and Measuring Its Impact on Employee Voice and Satisfaction" Public Relations Journal, 3(2), 1-20.

O'Neil, J. (2008). "Linking Public Relations Tactics to Long-Term Success: An Investigation of How Communications Contribute to Trust, Satisfaction, and Commitment in a Nonprofit Organization," Journal of Promotion Management, 14, 263-274.

O'Neil, J. (2008). "Measuring the Impact of Employee Communication on Employee Comprehension and Action: A Case Study of a Major International Firm," Public Relations Journal, 2(2), 1-17.

O'Neil, J. (2007). "The Link Between Strong Public Relationships and Donor Support." Public Relations Review, 33(1), 99-102.

O'Neil, J. & Schenke, M. (2007). "An Examination of Factors Impacting Athlete Alumni Donations to Their Alma Mater: A Case Study of a U.S. University." The International Journal of Nonprofit and Voluntary Sector Marketing, 12, 59-74. This article was nominated in November 2007 by the Council for Advancement and Support of Education for two awards: the John Grenzebach Research Award in Philanthropy for Educational Advancement and the H.S. Warwick Research Award in Alumni Relations for Educational Advancement.

O'Neil, J. (2005). "Research, Measurement and Evaluation: Public Relations Educators Assess and Report Current Teaching Practices," Teaching Public Relations Monograph, 68-73.

O'Neil, J. (2004) "Effects of Gender and Power on PR Managers' Upward Influence," Journal of Managerial Issues, 16(1), 127-144.

O'Neil, J. (2004). "Undergraduate Public Relations Research Learning Outcomes," Southwestern Mass Communication Journal, 19(2), 51-60.

O'Neil, J. (2003). "An Analysis of the Relationships Among Structure, Influence, and Gender: Helping to Build a Feminist Theory of Public Relations," Journal of Public Relations Research, 15(2), 151-179.

O'Neil, J. (2003). "An Investigation of the Sources of Influence of Corporate Public Relations Practitioners," Public Relations Review, 29, 159-169.

O'Neil, J. (2003). "Teaching IMC in the Public Relations Curriculum." Competitive book chapter in Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator (3<sup>rd</sup> edition).

O'Neil, J. (2003). "The Challenge of Promoting a Cohesive Institutional Identity: An Investigation of the Impact of External Audiences, Task Specialization, and the Overall Organization," Journal of Nonprofit and Public Sector Marketing, 11(2), 21-42.

#### **b. Peer-reviewed proceedings and book reviews**

O'Neil, J. & Eisenman, M. (2016). "How Changing Media Formats Impact Credibility and Drive Consumer Action," Proceedings of the 19th International, Interdisciplinary Public Relations Research Conference.

O'Neil, J., Eisenmann, M. & Geddes, D. (2015). "Testing the Effectiveness of a Traditional News Story, Independent Blog, and Advertisement on Perceived Credibility and the Communications Lifecycle." Proceedings of the 18<sup>th</sup> International, Interdisciplinary Public Relations Research Conference.

Eisenmann, M., O'Neil, J., and Geddes, D. (2014). "An Examination of the Validity, Reliability, and Best Practices Related to the Proposed Standards for Traditional Media." Proceedings of the 17th International, Interdisciplinary Public Relations Research Conference.

O'Neil, J., Hays, B. & Bagwell, V. S. (2013). "An Assessment of PR Educators' Perceptions of and Approaches to Teaching Entrepreneurship." Proceedings of the 16th International, Interdisciplinary Public Relations Research Conference.

Eisenmann, M., O'Neil, J. & Geddes, D. (2013). "Testing the Reliability of Metrics Proposed as Standards for Traditional Media Analysis," Proceedings of the 16th International, Interdisciplinary Public Relations Research Conference.

O'Neil, J. (2012). "An Examination of How Fortune 500 Companies and Philanthropy 200 Nonprofits Cultivate Relationships Using Facebook" Proceedings of the 15th International, Interdisciplinary Public Relations Research Conference.

Williams, S. and O'Neil, J. (Spring 2010). "Theoretical Perspectives in Social Media: Excellence versus Simple Information," Proceedings of the 13th International, Interdisciplinary Public Relations Research Conference.



Spurlock, B. & O'Neil, J. (2009). "Measuring and Evaluating an Intranet Designed to Enhance Employee Communication and Two-Way Communication," Proceedings of the Twelfth International, Interdisciplinary Public Relations Research Conference.

O'Neil, J & Williams, S. (2008). "Measuring the Impact of Employee Communication on Employee Comprehension and Action," Proceedings of the Eleventh International, Interdisciplinary Public Relations Research Conference.

O'Neil, J. (Winter 2007). Practical Research Methods for Media and Cultural Studies: Making People Count. Journalism & Mass Communication Quarterly, 84(4), 865-866

O'Neil, J. (2007). "Linking PR Tactics to Long-Term Success: An Investigation of How Communications Contribute to Trust, Satisfaction, and Commitment in a Non-Profit Organization," Proceedings of the Tenth International, Interdisciplinary Public Relations Research Conference.

O'Neil, J. (2006) "Using Strategic Ambiguity as a PR Writing Tool: A Case Study of a Private University," Proceedings of the Ninth International, Interdisciplinary Public Relations Research Conference, 360-369.

O'Neil, J. (2002). "An Investigation of the Sources of Influence of Corporate Public Relations Practitioners," Proceedings of the Fifth International, Interdisciplinary Public Relations Research Conference, 30-31.

Public Relations Society of America 2016 International Conference. Will present session called "Preliminary Internal Communication Standards."

**c. Papers presented, participation on panels, etc., at scholarly meetings**

O'Neil, J., Ewing, M., Smith, S. & Williams, S (2016). "Preliminary Standards for Internal Communication Management." Presented to the international meeting of the Public Relations Society of America on October 24.

O'Neil, J. (2016). "How Changing Media Formats Impact Credibility and Drive Consumer Action." Invited presenter to the international meeting of the Public Relations Society of America as part of the Best of Miami session on October 24.

Ewing, M., O'Neil, J., Smith, S. & Williams, S. (2016). "Emerging Standards for Measuring Internal Communication." Presented to the 19th Annual International Public Relations Conference in Miami, FL, on March 5.

O'Neil, J. & Eisenmann, M. (2016). "How Changing Media Formats Impact Credibility and Drive Consumer Action." Presented to the 19th Annual International Public Relations Conference in Miami, FL, on March 5. Awarded the Jackson-Sharpe Award, a \$2,000 award for the best co-authored academic/practitioner paper that clearly demonstrates ways to improve the work of public relations practitioners in practice.

O'Neil, J. & Eisenmann, M. (2015). "How Changing Media Formats Impact Credibility and Drive Consumer Action." Invited presenters to the Institute for Public Relations Research Symposium in New York City on November 17.

O'Neil, J. (2015). "An Examination of Fortune 500 Companies' and Philanthropy 200 Nonprofit Organizations' Relationship Cultivation Strategies on Facebook." Invited presenter to the international meeting of the Public Relations Society of America as part of the "Best of Public Relations Journal" session on November 8.

O'Neil, J. (2015). "Testing the Effectiveness of a Traditional News Story, Independent Blog, and Advertisement on Perceived Credibility and the Communications Lifecycle." Invited presenter to the international meeting of the Public Relations Society of America as part of the Best of Miami session on November 9.

O'Neil, J. (2015). "Testing the Effectiveness of a Traditional News Story, Independent Blog, and Advertisement on Perceived Credibility and the Communications Lifecycle." Invited presenter to the 22<sup>nd</sup> BledComm International Public Relations Research Symposium in Bled, Slovenia, on July 4.

O'Neil, J., Eisenmann, M. & Geddes, D. (2015). "Testing the Effectiveness of a Traditional News Story, Independent Blog, and Advertisement on Perceived Credibility and the Communications Lifecycle." Presented to the 18th Annual International Public Relations Conference in Miami, FL, on March 7.

Eisenmann, M. & O'Neil, J. (2014). "An Examination of the Validity, Reliability, and Best Practices Related to Standards for Traditional Media." Invited to present this paper to the Public Relations Research Presentations Showcase at the PRSA 2014 International Conference on October 23.

O'Neil, J. & Lambiase, J. (2014). "Considering Certification?: An Analysis of Universities' Communication Certificates and Feedback from Public Relations Professionals." Presented to the PR Division of the Association for Education in Journalism and Mass Communication in Montreal on August 8. Awarded the Dennis Wilcox Award for Top Teaching Paper

Eisenmann, M., O'Neil, J. & Geddes, D. (2014). "An Examination of the Validity, Reliability, and Best Practices Related to the Proposed Standards for Traditional Media. Presented to the 17th Annual International Public Relations Conference in Miami, FL, on March 7. Awarded the Jackson-Sharpe Award, a \$2,000 award for the best co-authored academic/practitioner paper that clearly demonstrates ways to improve the work of public relations practitioners in practice.

O'Neil, J., Hays, B. & Bagwell, V. S. (2013). "An Assessment of PR Educators' Perceptions of and Approaches to Teaching Entrepreneurship," presented to the 16th Annual International Public Relations Conference in Miami, FL, on March 7.

Eisenmann, M., O'Neil, J. & Geddes, D. (2013). "Testing the Reliability of Metrics Proposed as Standards for Traditional Media Analysis," presented to the 16th Annual International Public Relations Conference in Miami, FL, on March 8.

Olivier, N., O'Neil, J., and Lambiase, J. (2012). "Engendering Relationship Outcomes Through Stakeholder Involvement: A Case Study of a Nonprofit Organization," presented to the 2012 Southwest Education Council for Journalism and Mass Communication conference in Round Rock, TX, on Nov. 2. Named a top six conference paper

O'Neil, J. and others (2012). Served as a panel participant on publishing and gaining tenure at the 2012 Southwest Education Council for Journalism and Mass Communication conference in Round Rock, TX, on Nov. 3.

O'Neil, J. (2012). "An Examination of How Fortune 500 Companies and Philanthropy 200 Nonprofits Cultivate Relationships Using Facebook," presented to the 15th Annual International Public Relations Conference in Miami, FL, on March 9.

O'Neil, J. (2011). "The research, planning, collaboration and persuasion needed to create a student communications agency: A case study of a US university," presented to the 2011 Southwest Symposium conference in Dallas, TX, on Nov. 11.

O'Neil, J., Rogers, T., and MacPhail, S. (2011). "Reflections on Service-Learning to Improve Student Learning and to Sustain Healthy Living" presented to the TCU conference Service-Learning for Sustainability & Social Justice on April 1.

Williams, S. and O'Neil, J. (2010). "Theoretical Perspectives in Social Media: Excellence versus Simple Information," presented to the International Public Relation Society of America Conference in Washington D.C. on October 18. Named a "Best of Miami" paper for presentation to the International Public Relations Society of America 2010 conference

Spurlock, B. & O'Neil, J. (2009). "Measuring and Evaluating an Intranet Designed to Enhance Employee Communication and Two-Way Communication," Presented at the Twelfth Annual International Public Relations Conference in Miami, FL, on March 8.

O'Neil J., Schrodt, P. & Landreth, S. (2008). "An Examination of the Linkages Among Communication Tactics, Relationship Outcomes, and Donor Behavior in a Nonprofit Organization," Presented to the Public Relations Division of the National Communication Association in San Diego, CA, on November 23.

O'Neil, J & Williams, S. (2008). "Measuring the Impact of Employee Communication on Employee Comprehension and Action." Presented at the Tenth Annual International Public Relations Conference in Miami, FL, on March 8. Recipient of the Jackson-Sharpe Award.

O'Neil, J. (Fall, 2007). "Linking PR Tactics to Long-Term Success: An Investigation of How Communications Contribute to Trust, Satisfaction, and Commitment in a Non-Profit Organization." Presented to the Public Relations Society of America in Philadelphia, PA. on October 20.

O'Neil, J. (2007). "Linking PR Tactics to Long-Term Success: An Investigation of How Communications Contribute to Trust, Satisfaction, and Commitment in a Non-Profit Organization." Presented at the Tenth Annual International Public Relations Conference in Miami, FL, on March 8. Named a Top Paper Award.

O'Neil, J. (2006). "The Link Between Strong Public Relationships and Donor Support." Presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism and Mass Communication in San Francisco, CA, on August 2.

O'Neil, J. (2006). "Using Strategic Ambiguity as a PR Writing Tool: A Case Study of a Private University," Presented at the Ninth Annual International Public Relations Conference in Miami, FL, on March 11.

O'Neil, J. (2004.) "Research, Measurement and Evaluation: Public Relations Educators Assess and Report Current Teaching Practices." Paper presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism and Mass Communication in Toronto, Canada, on August 8. Named Second Place Top Teaching Paper in the Public Relations Division.

O'Neil, J. (2003). "Undergraduate Public Relations Research Learning Outcomes: Feedback from Contemporary Public Relations Practitioners." Paper presented at the annual symposium of the Southwest Education Council for Journalism and Mass Communication in Salt Lake City, Utah, in November. Named an Honorable Mention Research Paper.

O'Neil, J. (2002). "The Impact of Power on the Upward Influence Tactic Usage of Female and Male Public Relations Managers." Paper presented to the organizational division at the annual meeting of the National Communication Association on November 21.

O'Neil, J. and others. (2002). Participation in the panel, "Academic Advancement from Graduate Student Through the Transition to Senior Scholar." Presented at the annual international conference of the Public Relations Society of America on November 18.

O'Neil, J. (2002). "An Analysis of the Relationships Among Structure, Influence, and Gender: Helping to Build a Feminist Theory of Public Relations." Presented to the Public Relations Division at the annual meeting of the Association for Education in Journalism and Mass Communication in Miami, FL. Named Second Place Top Faculty Paper in the Public Relations Division.

O'Neil, J. (2002). "An Investigation of the Sources of Power of Corporate Public Relations Practitioners." Presented to the Public Relations Society of America Educators Academy annual conference in Miami, FL, in March.

O'Neil, J. (2001). "The Influence of External Audiences, Departmental Viewpoints, and the Overall Organizational Culture on External Communication Campaigns: A Case Study of a Large University." Presented at the annual meeting of the Northwest Communication Association in Coeur d'Alene, Idaho. Named Top Graduate Student Paper.

O'Neil, J. (1999). "*The Strategist: Positioning Women as "Outsiders Within" the Public Relations Profession.*" Presented to the Commission on the Status of Women Division at the annual meeting of the Association for Education in Journalism and Mass Communication in New Orleans, LA.

O'Neil, J. & Bullis, C. (1999). "Unobtrusive Control and Organizational Identification: A Reconsideration of the Role of Bureaucratic Control." Presented to the Organizational Communication Division at the annual meeting of the Western States Communication Association in Vancouver, Canada. Named a Top Three Organizational Competitive Paper.

O'Neil, J. and others. (1998). "The Role of Values in Argumentation in Alternative Spheres." A panel presented at the annual meeting of the National Communication Association in New York City.

O'Neil, J. (1998). "The Clash of Values Underlying U.S. Credit Unions' and Banks' Arguments in Their Public Relations Campaigns." Presented to the Graduate Education Interest Group at the annual meeting of the Association for Education in Journalism and Mass Communication in Baltimore, MA. Recipient of the 2<sup>nd</sup> Annual Guido Stempel Award for Outstanding Graduate Research and named a Top Three Competitive Paper.

O'Neil, J. (1997). "Invitational Rhetoric: An Alternative to Traditional Rhetorical Theories." Presented at the Texas Conference on Communication in College Station, TX.

O'Neil, J. (1997). "Texans Talking About the Death Penalty: A Rhetorical Analysis of Texas Newspapers." Presented at the Texas Conference on Communication in College Station, TX.

#### **h. Trade Journals, White Papers, and Blogs**

O'Neil, J. (2016, August). How IPR Can Help Educate Future Public Relations Practitioners: <http://www.instituteforpr.org/ipr-can-help-educate-future-public-relations-practitioners/>

O'Neil, J. (2015, August). Washington Redskins' Media Coverage Report Fails to Use PR Standards: <http://shonaliburke.com/2015/08/19/washington-redskins-media-coverage-report-fails-use-pr-standards/> Invited blog post for Shonali Burke, PR Measurement consultant.

O'Neil, J. (2012, January). "Resources for Public Relations Educators Teaching Research, Measurement, and Evaluation," white paper published by the Institute for Public Relations Measurement and Evaluation Commission. Available at <http://www.instituteforpr.org/topics/resources-for-public-relations-educators-for-teaching-research-measurement-and-evaluation/>

O'Neil, J. (2012, Spring) "Corporate Social Responsibility: Connecting Business and Non-Profits to Improve Society," Volume 4, Profiles of Service.

O'Neil, J. (2011). "Steps to K.I.S.S. (Keep it Simple and Strategic) Your PR Measurement and Evaluation Efforts," PR News' Measurement Guidebook

O'Neil, J. (Spring 2009). "Using Internal Communication to Engender Employee Commitment and Action in Support of Company Goals and Objectives," PR News Guide to Employee Communication.

### **i. Work in progress**

Working on a qualitative project that examines people's perception of native advertising. This project is based upon 1,500 open-ended responses collected from a national consumer panel.

Working with Katie Paine and Michele Hinson on a research project to define and test social media standards. Independent coders coded representative Facebook and Twitter data in August 2016. Statistical analysis and writing will occur in fall 2016.

Working with Michele Ewing on a Delphi project to identify and define internal communication standards. Data collection is currently in process.

## **6. Service**

### **a. Departmental service**

*Director of Graduate Studies, School of Strategic Communication, 2012-present*

In this role, I am responsible for writing and implementing graduate curriculum, marketing, meeting with prospective students, reviewing applications, scheduling of courses, managing our teaching assistants, advising and mentoring our 20 graduate students and communicating with students about important information. In 2014, I revised our curriculum to make it more professionally relevant, and I created a new combined bachelor's/master's program to enable outstanding undergraduate STCO students to earn a master's degree in five years.

*Chair, Strategic Communication Division, 2005-2012*

In this role, I was responsible for curriculum, marketing, meeting with prospective students, scheduling of courses, hiring and managing our adjuncts and communicating with our 400 students about important information. I am particularly proud of the curriculum overhaul that I facilitated in 2007, my active involvement with creating our student agency ROXO in 2011, and my leadership in creating and launching an application process to the major in 2012.

Coordinator for Strategic Communication Leadership Series day with Marianne Eisenmann, 2015

Undergraduate Application Committee, 2014

Undergraduate Curriculum Committee, 2008-present

Department Advisory Committee, 2006-2009

Search Committee Chair for 7 advertising and public relations positions: 2008-2014

Member, Schieffer School of Journalism Director Search, fall 2008

Chair, IRB Journalism Committee, 2001-2009

Interim Director, Journalism School, July 2005

Member, New Faculty Search Committee, 2006 and 2002

Coordinator of Green Chair visit of Tom Duncan, fall 2005

Coordinator of Journalism Lectureship Series, spring 2003

Advising Coordinator, Journalism School, 2002-2005

Grammar Spelling Punctuation Test Coordinator, 2002-2005

**b. College service**

College Advisory Committee, 2013-2016

Search Committee for the Dean of College of Communication, spring 2008

Monday at TCU participant, 2002-present

**b. University service**

TCU Task Force for Graduate Student Recruiting, 2016

TCU Licensing Education Committee Member, 2014-current

TCU Marketing Task Force Committee, 2011-2014

Faculty Senate, 2009-2011

Women's Studies Advisory Board, 2008-2011

College of Communication representative for the Search Committee for the Director of Sponsored Research and Projects, spring 2008

Connections mentor to new students, fall 2006

Participant in Common Reading program, August 18, 2006

Participant in House Calls program, February 21, 2006

TCU Marketing and Communication Task Force, April 2002-2007

Honors Week Committee, 2002-present

Moderated presentations of students' projects during Honors Week, 2005-2006

Ad-Hoc Day Care Committee, 2002-2003

Pre-major Advising Program, summers 2002-2004

Orientation Faculty Partner, 2003-2006

Participated in Women Studies' fall dinner with invited students and speakers, fall 2003

Participated in two TCU focus groups: (1) TCU advising and (2) TCU academics (2004)

Participated in the strategic retreat of TCU marketing communication, summer 2002

Assisted with the communication audit for TCU Marketing Communication, fall 2001

**c. Community activities directly related to professional skills**

- Judged award entries for the Cleveland chapter of the Public Relations Society of America, fall 2015
- University Christian Church Weekday School Board of Directors, Publicity Director, 2005-2007
- Coordinated and participated in the 2008 Southern Public Relations Federation Lantern Awards judging process, summer 2008
- Community Service Chair for the Greater Fort Worth chapter of the Public Relations Society of America (PRSA); my five-person committee provided extensive public relations strategy recommendations and a media training session to Cancer Care Services, an agency that provides assistance to cancer patients and their families, summer 2004
- Community service committee member of the Greater Fort Worth chapter of PRSA to address the public relations needs of the Fort Worth Fire Department, spring 2003

**d. Professional service**

**Member of the Commission of the Institute for Public Relations Measurement and Evaluation, 2007-present** (invitation-only membership) The Commission—composed of academics and practitioners in the areas of measurement and evaluation—establishes and disseminates standards and methods for public relations research and measurement. Since 2015, I've been

working with fellow Commissioners to develop and test employee communication standards and social media standards.

**Chair of the Assessment chapter of the Commission on Public Relations Education, 2015-present**

The Commission on Public Relations Education, composed of public relations educators and practitioners representing 15 professional societies in public relations, is the authoritative voice on public relations education. I was asked to chair the assessment committee that is responsible for assessing and building standards for excellence in public relations education in a written report that will be shared with educators and practitioners in fall 2016.

**International Public Relations Research Advisory Committee, 2013- present**

Our committee is charged with selecting the conference theme, reviewing all conference paper submissions, and selecting the top paper awards for the annual international public relations research conference

**Co-chair of the Public Relations Society of America's National Research Committee, 2014-2015**

My co-chair and I and our 12-member committee were responsible for reviewing all survey research requests to use the PRSA listserv. In 2014 and 2015, we vetted 20 survey requests. My co-chair and I facilitated quarterly meetings, secured feedback from our committee on research proposals and survey instruments, shared feedback/required changes with the researchers, recorded notes, and ensured that completed survey research projects were summarized and placed on the PRSA website.

- **Public Relations Society of America, 1994-1997; 2001-present**
  - Board member of the Greater Fort Worth chapter, 2003-2004, 2014-2015
  - Board member of the San Antonio chapter, 1999-1997
  - Public Relations Educators division member, 2001-present
- **Association of Education in Journalism and Mass Communication, 1997-present**
  - Public Relations division member, 1997-present; currently participating in the AEJMC PR mentoring program (mentoring a Ph.D. student)
- **National Communication Association, 1997-1998; 2003, 2008**
  - Public Relations division member
- **Northwest Communication Association, 1999-2001**
- **President of San Antonio Toastmasters Club, 1996-1997**
- **Western States of Communication Association, 1998-1999**

*Speaking and consulting*

- Invited presenter to the PRSA Employee Communications Connect 16 Conference, "Preview of Emerging Internal Communication Standards," May 12, 2016.
- Invited presenter to the Greater Fort Worth chapter of the Public Relations Society of America, "Making Research Work for You," May 11, 2016
- Invited presenter to the TCU Certified Public Communicator Program, "Public Relations Theory and Measuring and Evaluating PR Media Coverage," 2013-2015
- Examined and analyzed existing research for the TCU Alumni Association, spring 2014
- Invited presenter to the Nonprofit Communicator's Conference, "The Best Research on Nonprofit Relationship Building," May 17, 2013



- Invited panel presenter to the Greater Fort Worth chapter of the Public Relations Society of America, "Innovations in the Public Relations Classroom," December 11, 2013
- Conducted communication audit for Texas Christian University, December 2010
- Conducted communication audit for the Fort Worth Museum of Science and History, summer 2009
- Invited speaker at the Economic Summit for Nonprofits, February 2009
- Conducted interviews on behalf of the National Cutting Horse Association Futurity, December 2007
- Invited presenter "Linking PR Tactics to Long-Term Success: An Investigation of How Communications Contribute to Trust, Satisfaction, and Commitment in a Non-Profit Organization" at the International Conference of the Public Relations Society of America on October 20, 2007
- Analyzed global employee survey data of Goodyear, Inc. and prepared research report, Summer 2007
- Invited presenter "Building Your University Brand Through IMC" to the CASE District IV conference on August 4, 2007, South Padre Island
- Invited presenter "Maximizing an IMC Strategy Through Public Relations to the Greater Fort Worth Chapter of the Public Relations Society of America, June 13, 2007
- Conducted survey research for the American Paint Horse Association World Show, American Quarter Horse Youth Association World Show, and the National Cutting Horse Association Summer Spectacular, Summer 2006
- Conducted communication audit for Cook Children's Health Care System, April 2005
- Invited participant in 3-person panel called "PR Measurement: Measuring up to Expectations?" at the 2005 conference of the Texas Public Relations Association in Dallas, March 7, 2005
- Invited to present to the Paige Hendricks Public Relations firm (with Doug Newsom and Gay Wakefield) tips for measuring and evaluating the value of their public relations counsel, March 2, 2005
- Managed and implemented focus group project to help TCU examine undergraduate student satisfaction, fall 2004
- Invited to present "Publicity for the TCU Guild" at the monthly meeting of the TCU Guild, November 18, 2004.
- Helped the management team of Historic Camp Bowie, Inc. select an advertising agency. In this capacity, I helped review 20 proposals and two formal presentations from local agencies, June 2004.
- Managed and implemented focus group project with TCU students, high school juniors, and parents of high school students to help TCU's Marketing and Communication department revamp its Viewbook, spring 2004
- Invited to present a session called "Measurement and Evaluation: Outcome versus Impact" at the monthly luncheon of the Fort Worth chapter of the Association of Fundraising Professionals, January 12, 2004.
- Invited to conduct a 3-hour professional development seminar and luncheon speech on public relations measurement and evaluation (with Jerry Grotta) for the Greater Fort Worth chapter of the Public Relations Society of America, October 8, 2003
- Initiated and coordinated a 3-hour development seminar and luncheon on integrated marketing communications for the Greater Fort Worth chapter of the Public Relations Society of America, spring 2003

**f. Academic advising**

- Adviser to approximately 15 Strategic Communication undergraduate students and 18 graduate students, present
- Summer orientation adviser, 2002-2004
- Advising coordinator for Journalism School, fall 2002-spring 2005; responsible for advising all new journalism majors and coordinating transfer advising University Peer Advising Committee, spring 2005; as part of this effort I initiated and managed a trial advising process for the Journalism School

**g. Other professional service**

- Editorial boards for Public Relations Journal and the Research Journal of the Institute for Public Relations, 2014-present
- Ad hoc reviewer for Journal of Communication Management, Public Relations Review, Journal of Public Relations Education, and the Journal of Public Relations, 2009-present
- Reviewer of conference paper submissions for the 2013 Southwest Symposium and 2014 PR Division of AEJMC
- Reviewed abstract submissions for the 17<sup>th</sup> Annual International Public Relations Research Conference
- Manuscript reviewer for Human Communication Theory, Summer 2009
- Manuscript reviewer for PRism, fall 2009
- Judge for the Institute of Public Relations' 2009 Northwestern Mutual Best Master's Thesis Award, fall 2009
- AEJMC Public Relations Division Research Paper Co-Chair, 2008
- Reviewer of Public Relations Paper Submissions to AEJMC, 2007-2008
- Discussant, Mass Communication & Society Division's refereed paper session, AEJMC, 2006
- Moderator, Public Relations Division's referred paper session, AEJMC, 2006
- Reviewer of Faculty and Graduate Student Paper Submissions to Mass Communication & Society Division, AEJMC, spring 2006