

Melissa B. Adams, Ph.D.

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EDUCATION

North Carolina State University Raleigh, NC

Ph.D. in Communication, Rhetoric and Digital Media

Dissertation: "Mapping Virality from a Dialogic Public Relations Perspective: Understanding Network Gatekeeping through the Saturday Chores Viral Event." (May 2018)

North Carolina State University Raleigh, NC

M.S., Communication

University of North Carolina at Greensboro, NC

B.A., English

RESEARCH PUBLICATIONS

Deline, M.B., Rickard, L.N., Katreeb, M., & Adams, M. (2024). "Hide Our Heads in the Sand": Environmental Information Avoidance Motives in the United States. *Frontiers in Communication*.

<https://www.frontiersin.org/journals/communication/articles/10.3389/fcomm.2024.1468968/full>

Kinsky, E., Burke, J., Adams, M., Duhe, S., Stansberry, K., & Waxman, M. (2023). Strategy/Analytics/Insights/Data. In Toth, E. & Bourland-Davis, P. (Eds.), *Navigating Change: Recommendations for Advancing Undergraduate Public Relations Education, The 50th Anniversary Report*. <http://www.commissionpred.org/wp-content/uploads/2023/11/CPRE-50th-Anniversary-Report-FINAL.pdf>

Adams, M., Formentin, M., & Brunner, B. R. (2022). Building relationships through reciprocal communication: Understanding psychosocial factors in positive public relations mentorship. *Journal of Public Relations Education*, 8(3), 7-48.

<https://aejmc.us/jpre/?p=3195>

Adams, M. (2022). What would you do? (McCruelty ethics case) in Altstiel, T., Grow, J., & Jennings, M. *Advertising creative: Strategy, copy, and design*. Sage Publications.

Adams, M., & Lee, N. M. (2021). Analytics in public relations education: Desired skills for digital communicators. *Journal of Public Relations Education*, 7(2), 44-76.

<https://aejmc.us/jpre/2021/08/31/analytics-in-pr-education-desired-skills-for-digital-communicators/>

Adams, M. B., & Johnson, M. A. (2020). Acculturation, pluralism and digital social advocacy in nonprofit strategic communication. *Journal of Public Interest Communications*, 5-31. DOI: <https://doi.org/10.32473/jpic.v4.i2.p5>

Adams, M. (2020). Who's out there? Using Google Analytics and social media data to research online publics. *Journal of Public Relations Education*, 56(2), 174-181. <http://aejmc.us/jpre/2020/08/13/whos-out-there-using-google-analytics-and-social-media-data-to-research-online-publics/>

Adams, M. B., & Johnson, M. A. (2019). Acculturation, pluralism, empowerment: Cultural images as strategic communication on Hispanic nonprofit websites. *Journal of International and Intercultural Communication*, 309-327. DOI: <https://doi.org/10.1080/17513057.2019.1627483>

Brinson, N. H., **Adams, M. B., & Wilcox, G. B.** (2019). Toward bridging the advertising academician–practitioner gap. *Advertising & Society Quarterly*, 20(2). <https://doi.org/doi:10.1353/asr.2019.0009>

Adams, M. B. (2017). How do social media managers “manage” social media? A social media policy assignment. *Journal of Public Relations Education*, 3 (2), 2017, 123-127. <https://aejmc.us/jpre/2017/12/29/how-do-social-media-managers-manage-social-media-a-social-media-policy-assignment/>

Brinson, N.H. & **Adams, M.B.** Toward bridging the gap: An examination of the advertising academician-practitioner divide. *Proceedings of the American Academy of Advertising Annual Conference, March 2017, Boston, MA.*

BOOK REVIEWS

Adams, M. B. (2014). [Review of the book *Television in the age of radio: Modernity, imagination, and the making of a medium*, by Philip Sewell]. *Journal of Communication*, 64: E5–E11. DOI: <https://doi.org/10.1111/jcom.12132>

RESEARCH IN PROGRESS

Adams, M. (Fall 2025). Book proposal, *The Indie Survival Guide to Music Publicity & Promotion in the Digital Age*.

Adams, M. & Lee, N., *Authenticity and corporate activism in public messages of support during the 2020 George Floyd/BLM Protests.*

Adams, M. & Brunner, B. R. *Mentorship in public relations: Emergent factors of mentoring relationships (TBD).*

CONFERENCE PAPER PRESENTATIONS

Kinsky, E., **Adams, M.**, O’Neil, J. & Stansberry, K. (March 2024). “*Curiosity, Dot Connecting, and Strategic Thinking*”: *A Deep Dive into the Findings Related to Data Analytics in the 2023 CPRE Survey of Practitioners and Educators*. Presented at the 27th International Public Relations Research Conference, Orlando, FL.

Deline, M. B., Katreeb, M. & **Adams, M. B.** (June 2023). *Environmental information avoidance motives*. Presented at the 17th Conference on Communication and Environment, James Madison University, Harrisonburg, VA.

Adams, M. & Formentin, M. (November 2022). *(Re)Defining the concept of authenticity in public relations and corporate advocacy communication*. Presented at the 108th National Communication Association Annual Convention, New Orleans, LA.

Adams, M. & Formentin, M. (March 2022). *Advocacy, corporate activism and social care: Audience perceptions of authenticity in George Floyd protest support messages*. Presented at the 25th International Public Relations Research Conference, Orlando, FL.

Formentin, M. & **Adams, M.** (March, 2022). *Rethinking relationship quality: Building an ethics of care scale for public relations*. Presented at the 25th International Public Relations Research Conference, Orlando, FL.

Adams, M. & Formentin, M. (2021, March). *Research Panel: Psychological factors of PR mentoring and academic relationships. Moderator: Melissa Adams*. Presented at AEJMC 46th Southeast Colloquium, Elon University, Elon, NC.

Adams, M. & Lee, N. M. (2020, August). *Analytics in public relations education: Practitioners expectations for new hires*. Presented at the 2020 Association for Education in Journalism and Mass Communication (AEJMC) Virtual Conference. **Second Place Paper, Teaching Competition, Public Relations Division.**

Adams, M. B. (2020, August). *Using Google Analytics and social media data to research online publics*. Presented at the 2020 Association for Education in Journalism and Mass Communication (AEJMC) Virtual Conference. **Winner - Top Five Submission, Great Ideas for Teaching Competition, Public Relations Division.**

Adams, M. B. & Formentin, M. (2020, March). *Mentoring in public relations scholarship: An initial inquiry into best practices*. Presented during the International Public Relations Research Conference (23), Orlando, FL. (March 2020)

Adams, M. B. & Johnson, M. A. (2019, August). *Acculturation, pluralism and digital advocacy in ethnic nonprofit strategic communication*. Presented at the 2019 Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada.

Adams, M. B. (2019, April). *When local goes global: Opinion leadership, activist public relations and viral media*. Presented at the Institute for Public Relations, The Bridge Conference, Washington, DC.

Adams, M. B. & Johnson, M. A. (2018, August). *Acculturation, pluralism, and empowerment: Cultural images as strategic communication on Hispanic nonprofit websites*. Presented at the 2018 Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, DC. **Third Place, Top Faculty Paper, Minorities and Communication Division. Nominated for inaugural AEJMC Research Prize for Professional Relevance.**

Adams, M. B. (2017, August). *Google Analytics workshop*. Presented at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago, IL. **Winner - Top Five Submission, Great Ideas for Teaching Competition, Public Relations Division.**

Adams, M. B. (2017, August). *Great ideas for teaching – Social media policy*. Presented at the 2017 Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago, IL.

Brinson, N.H., **Adams, M. B.** & Wilcox, G. (2017, March). *Toward bridging the gap: An examination of the advertising academician-practitioner divide*. Presented at the 2017 American Advertising Academy (AAA) Conference, Boston, MA.

Adams, M.B. (2016, November). *Form and credibility in the crisis communication of university data breaches: An exploratory case study*. Presented at the 102nd Annual Convention of the National Communication Association, Philadelphia, PA.

Adams, M.B. (2016, April). *Electric girls and spirit telegraphs: Feminine bodies and mediumship as communication technology*. Presented at the 4th Biannual Conference, Gender, Bodies & Technology, Roanoke, VA.

Adams, M.B. (2016, April). *Multicultural images as strategic communication: A visual content analysis and expansion of multicultural public relations theory*. Presented at the 86th Annual Southern States Communication Association Convention, Austin, TX.

Adams, M.B. & Maldonado, C. (2016, April). *Rhetorical intervention, location and subjectivity in digital protest: A case study of the Saturday chores prankster counter-protest*. Presented at the 86th Annual Southern States Communication Association Convention, Austin, TX.

Adams, M.B. (2015, June). *A visual case study: Multicultural images on Latino and Hispanic nonprofit websites*. Presented at Viscom #29 - The Visual Communication Conference, Cannon Beach, OR.

CONFERENCE PANEL PRESENTATIONS

Adams, M., Morehouse, J., Yue, A., & Hong, C. (April 2023). *Professional responsibility committee: Service learning in the public relations classroom*. Presented virtually as part of the AEJMC Public Relations Division programming.

Adams, M. & Snyder-Yuly, J. (November 2022). *Honoring First-generation faculty Teaching first-generation students: The challenges and opportunities presented by people, community, and environment*. Presented at the 108th National Communication Association Annual Convention, New Orleans, LA.

Adams, M.B., Auger, G., Brunne, B. R. & Formentin, M. (2021, March). *Psychosocial factors of PR mentoring and academic relationships*. Presented at the 46th Annual Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Elon University, Elon, NC. [Virtual conference session]

Adams, M.B., Hill, D., Lee, N. & Stansberry, K. (2020, January). *Incorporating analytics into the PR classroom*. Virtual panel (Jan. 21, 2020) presented by the Association for Education in Journalism and Mass Communication (AEJMC), Public Relations Division. [Conference session]

Adams, M.B., Lee, N., Low, L. & Stansberry, K. (2019, October). *Digital media analytics: Pedagogical approaches and opportunities for curriculum integration*. Panel presented at the Public Relations Society of America (PRSA) Educators' Academy Super Saturday Conference, San Diego, CA. [Conference session]

Adams, M.B. (2016, August). *Saturday chores "going viral: Lessons for strategic communication from network analysis of a viral media event*. Paper presented as part of the Network Approaches to Digital Media Research panel for the Communication Technology and Public Relations Divisions at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Minneapolis, MN.

Adams, M.B. (2015, August). *Speaker, Social media metrics: The case for measurement and Google Analytics*. Invited pre-conference workshop day presentation at the 98th Annual Meeting of the Association for Education in Journalism and Mass Communication pre-conference, San Francisco, CA. [Pre-conference session]

INVITED LECTURES

Guest Lecture, "Music PR Data and Analytics"

I have been invited to present on this topic twice for Durham University's music business program to address the connection between data and promotion.

- Durham University, Music Business & Management Program, Prof. Gregory Jarvis
March 26, 2024
- Durham University, Music Business & Management Program, Prof. Gregory Jarvis
March 17, 2022

Guest Lecture, "Modern Public Relations and Persuasion"

Appalachian State University, Dr. Elizabeth Melton
February 21, 2024

Guest Lecture, “Public Relations Measurement and Analytics”
Towson University, Dr. Sushma Kumble
October 22, 2020

Workshop, “Introduction to Google Analytics”
North Carolina State University Libraries Peer Scholar Series
<http://www.lib.ncsu.edu/workshops/introduction-to-google-analytics>
November 17, 2017

Guest Lecture, “Public Relations Campaign Measurement and Analytics”
Public Relations Principles
William Peace University, Raleigh, NC
November 3, 2017

Guest Lecture, “Google Analytics for Public Relations Measurement”
Public Relations Student Society of America, North Carolina State University Chapter
September 27, 2017

Guest Presentation, “The Top Ten Things I Learned as a Music Publicist”
Strategic Communications, (Spring 2009)
Elon University

INDUSTRY PRESENTATIONS

Invited Speaker, “Don't Just Preach to The Choir: Audiences, Analytics & Social Media”
Record Store Day's Summer Camp 2019, New Orleans, LA.

Invited Speaker, “What You Don't Know About Social Media (But Should)” Record Store
Day's Summer Camp 2018, New Orleans, LA.

TEACHING & PROGRAM DEVELOPMENT

- 2024 Planning second offering of COM 3538 Music Public Relations, Publicity & Promotion in London for July 2024. Currently serving on the Assessment Committee.
- 2023 Delivered first offering of COM 3538 Music Public Relations, Publicity & Promotion in London study abroad in July with 13 students. Curriculum included an all-day workshop hosted by Record Store Day UK and included presentations from YouTube/Google, Spotify, The Digital Entertainment and Retail Association, IPAS Distribution and others. Participated in Public Relations curriculum mapping and revisions with colleagues. Served on Annual Review committee to develop new assessment process for the department per CETLESS grant award. Served on Assessment committee.

Invited to join the Strategy/Data/Insights research team for the Council on Public Relations Education - an internationally-recognized organization. Contributed to the research and written report of the omnibus survey of practitioners and educators.

Delivered first “Music PR, Publicity & Promotion in London” course in July 2023.

2022 Developed new study abroad public relations special topics course in Music Public Relations focusing on London, UK. Approved September 2022.

2022 Supervised successful honors thesis for one student (Karolyn Martin) during the 2021-2022 academic year.

HONORS AND AWARDS

2023 Nominated for the National Residence Hall Honorary Association Teacher of the Month Award for April.

2022 Nominated for the 2021-2022 “Outstanding Teaching Award” for the College of Fine and Applied Arts, Appalachian State University.

2020 Second Place Teaching Research Paper, Public Relations Division, Association for Education in Journalism and Mass Communication Annual Conference, 2020.

Top Five, Great Ideas for Teaching (Assignment), Public Relations Division, Association for Education in Journalism and Mass Communication Annual Conference, 2020.

Nominated for the 2019-2020 “Outstanding Teaching Award” for the College of Fine and Applied Arts, Appalachian State University.

2019 Recipient of the “Graduate Program Research Award” for Summer 2019 (\$500), Diederich College of Communication, Marquette University

2018 Third Place, Top Faculty Paper, Minorities and Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC.

2017 North Carolina State University Graduate School Diversity Enhancement Award (2017-2018 Academic Year), \$4,000.

Second Place, Great Ideas for Teaching Competition, Public Relations Division
Finalist, Great Ideas for Teaching Competition (all divisions.)
Association for Education in Journalism and Mass Communication 100th Annual
Conference, Chicago, IL.

2016 Top Student Paper, Intercultural Communication Division, 86th Annual Southern States Communication Association Convention, Austin, TX.

2015 Recognized for “Excellence in Classroom Teaching” by the North Carolina State Graduate Student Association & Department of Communication.

ACADEMIC APPOINTMENTS

Appalachian State University, Department of Communication Aug. 2019-present

Assistant Professor of Public Relations

COM 2325 Public Relations Principles

COM 3317 Social Media Strategies

COM 3418 Social Media Storytelling

COM 3538 Special Topics in Public Relations – Strategic Thinking in PR

COM 3538 Special Topics in Public Relations – Music PR, Publicity & Promotion

COM 3618 Public Relations Writing

COM 4318 Public Relations Campaigns

Marquette University, Diedrich College of Communication Aug. 2018-May 2019

Assistant Professor of Strategic Communication

ADPR 4650 Social Media Analytics

COMM 3900 Ethical Problems in Mass Communication

COMM 6815 Digital Metrics: Analytics (Graduate)

North Carolina State University, Department of Communication Aug. 2014-May 2018

Graduate Teaching Assistant

COM 346 – Public Relations Cases

COM 226 – Introduction to Public Relations

COM 493 – Social Media in Public Relations

COM 456 – Organizational Communication

COM 110 – Public Speaking

North Carolina State University, Department of Communication Aug. 2010-July 2018

Adjunct Instructor/Distance Education

COM 346 – International & Cross-Cultural Communication

COM 200 – Communication Media in a Changing World

COM 240 – Communication Inquiry

RESEARCH ASSISTANTSHIPS

Research Assistant/Associate Director of Assessment - The Research Triangle Nanotechnology Network (RTNN). P.I. Jacob Jones, Co-P.I. (SEIN/Social Science) David Berube. National Science Foundation, five-year, \$5.5M grant. (2016-2017)

Certifications: Responsible Conduct of Research (RCR) 2016.

Research Assistant - Collaboration Team, Laboratory for Analytical Science at North Carolina State University. Beverly Tyler, Poole College of Management, (2015).

ACADEMIC & PROFESSIONAL SERVICE

Member, Council on Public Relations Education – Data/Strategy/Insights Committee
(January 2023-present)

Member, Student Integrity Board Appalachian State University
(January 2022-present)

Editorial Board Member, Journal of Public Interest Communications
Editor: Kelly Chernin, PhD, Assistant Professor, Appalachian State University
(January 2019-present)

Member, Assessment Committee, Annual Review Committee, Curriculum Committee

Appalachian State University Department of Communication
(Academic Year 2019-present)

Vice Chair, Member, Professional Freedom & Responsibility Committee
Public Relations Division, AEJMC
(Academic Year 2021-2023)

Chair, Vice Chair, Member, Membership Committee
Public Relations Division, AEJMC
(Academic Year 2015-2022)

Adviser, Appalachian State University PRSSA Chapter (Public Relations Student Association of America)
Appalachian State University Department of Communication
(Fall 2019-Summer 2022)

Member, Strategic Communication Online Program Development Committee
Marquette University (December 2018-May 2019)

Program Representative for Communication (2015-2016)
Curriculum Review Subcommittee Member (2015)
Communication, Rhetoric & Digital Media Doctoral Program
North Carolina State University

PROFESSIONAL EXPERIENCE

Executive Accounts Manager and Senior Editor, (2011-2014)
Anfield Information, Inc., Raleigh, NC

Senior Account Manager & Media Strategist, (2009-2011)
Media Two Interactive, Inc., Raleigh, NC

Marketing Communications Manager, (2007-2009)

UNC Kenan-Flagler Business School's Executive Development, LLC, Chapel Hill, NC

Public Relations & Publicity Independent Contractor, (2001-2007)

PressGang Media Group, Durham, NC

Marketing Analyst, (2004-2005)

Smith Breeden Associates, Chapel Hill, NC

Communications Director, (2003-2004)

National Press Photographers' Association, Durham, NC

Director of Communications, (2001-2003)

Chapel Hill-Carrboro Chamber of Commerce, Chapel Hill, NC

Publicity Director, (1996-2001)

Yep Roc Records and Redeye Distribution, Hillsborough, NC

Freelance Journalist, (1991-2002)

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication

National Communication Association

Southern States Communication Association

Eastern Communication Association

Public Relations Society of America

American Marketing Association