

Curriculum Vitae

Name Jane Long Weatherred, Ph.D.
Title Assistant Professor of Public Relations & Advertising
University of Southern Indiana

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EDUCATION

8/2015–5/2019 Ph.D., Mass Communications, Graduated May 2019
School of Journalism and Mass Communications
University of South Carolina
Columbia, SC

8/2012-12/2013 M.A., Journalism and Mass Communication
University of South Carolina
Columbia, SC

B.A., Political Science
Hollins University
Roanoke, VA

TEACHING EXPERIENCE

8/2020-Present **Assistant Professor of Public Relations & Advertising**
University of Southern Indiana
Courses Taught: Introduction to Public Relations (PRL101)
Introduction to Advertising (ADV101)
Mass Communication Research Methods (COMM495)
Quantitative Research Methods (COMM 603)
Public Relations Administration (PRL 365)
Corporate Social Responsibility (PRL 499)
Public Relations Internship (PRL 489) Total 8/2020 – Present: 7
(Four/Four)

8/2019-May/2020 **Limited Term Faculty Public Relations**
Georgia College & State University
Courses Taught: Advanced Strategic Writing (4 sections)

Strategic Planning (3 sections)
Strategic Campaign Communication (2 sections)
Special Topic: Corporate Public Relations (1 section)
(Five/Five)

8/2015–5/2019

Ph.D. Candidate and Instructor of Record
University of South Carolina

Courses Taken:

Credit hours towards the doctorate:

JOUR 808: Qualitative Research Methods
JOUR 803: Mass Communication Theory
EDRM 711: Statistical Methods for the Social Sciences
JOUR 790: Survey Methodology
JOUR 801: Communications Research Design
JOUR 805: Seminar in Teaching Mass Communication
JOUR 790: Experimental Design for Mass Communications
JOUR 807: Advanced Communication Research Statistics
JOUR 810: Independent Research Project (Scale Development)
SOWK 716: Human Behavior & the Social Environment I
SOWK 778: Advanced Analysis of Social Policy
JOUR 804: Seminar in Mass Communications Historical Research
Methods
HPEB 815: Theory-Driven Analysis in Health Promotion Education and
Behavior
JOUR 789: Selected Readings and Research (Theory of Reasoned Action)
JOUR 810: Independent Research Project
JOUR 899: Dissertation Credit Hours (3) Dissertation Proposal
JOUR 899: Dissertation Credit Hours (9) Dissertation

Courses Taught:

Instructor of Record, JOUR 291: Writing for the Mass Media, Fall 2015,
Spring 2016, Fall 2016, Fall 2017.
Instructor of Record, JOUR 436: Public Relations Writing, Spring 2018.
Instructor of Record, JOUR 291: Writing for the Mass Media, Fall 2018.
Instructor of Record, JOUR 306: Theories of Mass Communication,
Spring 2019

Research Assistance:

Graduate Research Assistant to Dr. Mo Jang: Spring 2016.
Graduate Research Assistant to Dr. Shannon Bowen: Fall 2016.
Graduate Research Assistant to Dr. Shannon Bowen: Spring 2017.
Graduate Research Assistant to Dr. August Grant: Fall 2017.
Guest Lecturer: Research Methods: Research Ethics
Guest Lecturer: Research Methods: Content Analysis
Graduate Research Assistant to Dr. Shannon Bowen: Spring 2018.
Graduate Teaching Assistant to Dr. Holly Overton: Winter 2018.
Graduate Teaching Assistant to Dr. Holly Overton: Summer 2019.

8/2014–5/2015 **Adjunct Faculty, Communications Department, University of South Carolina Aiken, Aiken, SC**

Courses Taught: SPCH 140 (1), SPCH 140 (2): Entry-level Public Speaking, COMM 241: Upper-level Public Speaking, COMM 352: Media & Culture. (Four/Three)

PUBLICATIONS

Peer-Reviewed Publications

Weatherred, J. L., & Moscovitz, L. (2022). Exemplification of child abduction in U.S. news media: Testing media effects on parental perceptions and assessment of risk. *Journal of Experimental Criminology*. Published online 11/4/2022.

Weatherred, J. L. (2020). Parental support as a mediator of depression symptomology among adults disclosing child sexual abuse in a national longitudinal survey. *Accepted for presentation at Life Paths Research Center's ResilienceCon April 2023.*

Huang, S., **Weatherred, J. L.**, Zhu, Y. & Ye, F. (2020). The Diamond Princess cruise COVID-19 crisis: Comparative framing analysis between USA, UK and Japan's newspaper coverage. *In review at Journalism & Mass Communication Quarterly 8/22.*

Weatherred, J. L. (2021). Flannery O'Connor's pilgrimage to Lourdes documented in the Bennett Sisters' Diary. *The Flannery O'Connor Review*, 19: 51-71.

Overton, H., Choi, M., **Weatherred, J. L.**, & Zhang, N. (2020). Testing the viability of emotions and issue involvement as predictors of CSA response behaviors. *Journal of Applied Communication Research*, 48(6), 1-19.

Weatherred, J. L. (2019). Louis Decimus Rubin, Jr.: A history of Algonquin Books from personal correspondence. *The Southeastern Review of Journalism History*, Volume 1, Issue No. 2, Fall 2018/Winter 2019, 21-36.

Weatherred, J. L. (2017). Framing child sexual abuse: A longitudinal content analysis of newspaper and television coverage, 2002–2012, *Journal of Child Sexual Abuse*, 26(1), 3-22.

Weatherred, J. L. (2015). Child sexual abuse and the media: A literature review, *Journal of Child Sexual Abuse*, 24(1), 16-34.

CONFERENCE PAPERS

Weatherred, J. L. (2021). Flannery O'Connor's pilgrimage to Lourdes documented in the Bennett sisters' diary. *Accepted and presented at the American Literature Association Symposium: Flannery O'Connor and Families, Savannah, June 2021.*

Huang, S., **Weatherred, J. L.**, Zhu, Y. & Ye, F. (2020). The Diamond Princess cruise COVID-19 crisis: Comparative framing analysis between USA, UK and Japan's newspaper coverage.

Accepted and presented in the Mass Communication Division of the International Communication Association Conference, Virtual, May 2021.

Overton, H. K., Choi, M., **Weatherred, J. L.**, & Zhang, N. (2019). Communicating with purpose: Testing the viability of emotions and issue involvement as predictors of CSA response behaviors. *Accepted and presented for the Mass Communication and Society Division of AEJMC for Toronto, Canada, August, 2019.*

Overton, H. K., Choi, M., **Weatherred, J. L.**, & Zhang, N. (2019). Communicating with purpose: Testing the viability of emotions and issue involvement as predictors of CSA response behaviors. *Accepted and presented at the AEJMC Southeast Colloquium, Open Division, Columbia, S.C. March, 2019.*

Weatherred, J. L. (2018). The development of the Attribution of Blame for Child Sexual Abuse and Belief in Stereotypes about Child Sexual Abuse Scales. *Accepted and presented at the International Family Violence and Child Victimization Research Conference, Portsmouth, NH, July 2018.*

Weatherred, J. L. Arthur, M. & Odo, N. (2018). Parental support as a mediator of depression symptomology among adults disclosing child sexual abuse in a national longitudinal survey. *Accepted and presented at the International Family Violence and Child Victimization Research Conference, Portsmouth, NH, July 2018.*

Weatherred, J. L. (2017). Louis Decimus Rubin, Jr.: A history of Algonquin Books from personal correspondence. *Top student paper award, 3rd place*, from the *History Division* of the Association for Education in Journalism and Mass Communications (AEJMC) Chicago, April 2017.

Weatherred, J. L., & Moscowitz, L. (2017). Exemplification of child abduction in U.S. news media: Testing media effects on parental perceptions and assessment of risk. Accepted and presented in the *Mass Communication and Society Division* of the Association for Education in Journalism and Mass Communications (AEJMC) Chicago, April 2017.

Weatherred, J. L., Wan, A., & Zhu, Y. (2017). The 2016 presidential public opinion polls: Third-person effects and voter intentions for restrictive behaviors. Accepted and presented in the *Communication Theory and Methodology Division* of the Association for Education in Journalism and Mass Communication (AEJMC) Chicago, April 2017.

Ejaz, K., Kim, J. Bhalla, N., & **Weatherred, J. L.** (2017). In contempt of court? Unintended consequences of watching courtroom shows. Accepted and presented in the *Entertainment Studies Division* of the Association for Education in Journalism and Mass Communication (AEJMC) Chicago, April 2017.

Weatherred, J. L. & McKeever, R. (2016). Testing the validity and reliability of the Child Sexual Abuse Myth Scale in the United States. Accepted and presented in the *Clinical Assessment* session at the International Family Violence and Child Victimization Research Conference, Portsmouth, July 2016.

Weatherred, J. L. (2013). The framing of child sexual abuse in the media: Who is responsible? Accepted and presented in the *Violence in the Digital World* session at the International Family Violence and Child Victimization Research Conference, Portsmouth, July 2014.

Weatherred, J. L. (2013). The framing of child sexual abuse in the media: Who is responsible? Accepted and presented in the *Health Communication Division* at the International Communication Association Conference (ICA) Seattle, May 2014.

GRANTS

Support to Promote Advancement of Research and Creativity (SPARC) Graduate Research Grant - University of South Carolina

\$5,000 awarded May 2017 – May 2018 for “Redevelopment of the Child Sexual Abuse Myth Scale.” One out of 54 doctoral students selected university-wide from over 250 applicants. I am the first graduate student from the School of Journalism and Mass Communications to be awarded this grant funding.

Doris Duke Fellowships for the Promotion of Child Well-Being

Applied, but not awarded, a \$60,000 unrestricted grant awarded annually to 15 scholars across the U.S. from any discipline for 2 years dissertation work regarding child maltreatment.

Mass Communication and Society Division Research Award - Association for Education in Journalism and Mass Communications (AEJMC)

Applied, but not awarded, a student research grant in the amount of \$5,000 from the AEJMC Mass Communication and Society Division for Washington, DC, August 2018 for a research proposal about the #MeToo Movement.

Dissertation: *Dissertation Defended April 5, 2019, Ph.D. Conferred/Graduated May 2019.*

Weatherred, J. L. (2019). Providing prevention education about child sexual abuse to parents: Testing media effects on behavioral intentions and outcomes.

Master’s Thesis:

Weatherred, J. L. (2013). Child sexual abuse in the media: Is institutional failure to blame? *Defended and accepted November 15, 2013.*

RESEARCH LAB

Member of The Public Relations/Strategic Communications Research Group at the School of Journalism and Mass Communications at the University of South Carolina 2017 – 2020.

RESEARCH INTERESTS

Media advocacy, public policy, health communication, public health, media effects, content analysis, strategic communication, public relations, communication theory and scale development.

PEDAGOGICAL AREAS

Writing for mass communications, including print, broadcasting and public relations, media literacy, public speaking, speech writing, strategic communication, including; public relations and public relations crisis management, introduction to public relations and advertising, mass communications research methods, and mass communication theory.

TEACHING CERTIFICATIONS

Preparing Future Faculty Certificate – Awarded April 8, 2016 by the Center for Teaching Excellence at the University of South Carolina. The first doctoral student from the Journalism and Mass Communication Department at USC to obtain this certification since the program's inception in 2007.

Successful PFF candidates have completed activities designed to prepare participants in the critical areas of faculty competence: teaching, research and service. This accomplishment is a measure of experience toward becoming future full-time faculty.

ACADEMIC ASSOCIATION MEMBERSHIPS AND SERVICE

International Communication Association (ICA), 2013–20122: *Health Communication Division and Mass Communication Division*

Invited Reviewer – 5 extended abstracts for the *Health Communication Division* in advance of the International Communication Association Conference, Gold Coast, Australia, May 2020.

Invited Reviewer – 7 extended abstracts and 1 paper for the *Health Communication Division* and 1 paper for the *Mass Communication Division* in advance of the International Communication Association Conference, Washington, DC, May 2019.

Invited Reviewer – 4 papers for the *Health Communication Division* and 3 papers for the *Mass Communication Division* in advance of the International Communication Association Conference, Prague, Czech Republic, May 2018.

Invited Reviewer – 3 papers for the *Health Communication Division* and 3 papers for the *Mass Communication Division* in advance of the International Communication Association Conference, San Diego, CA, May 2017.

Invited Reviewer – 3 papers for the *Health Communication Division* and 2 papers for the *Mass Communication Division* in advance of the International Communication Association Conference, Fukuoka, Japan, June 2016.

Invited Panel Chair – *Health Communication Division* in advance of International Communication Association Conference, Fukuoka, Japan, June 2016, but had to decline.

Invited Reviewer - 4 papers for the *Mass Communication Division*, in advance of the International Communication Association Conference, San Juan, Puerto Rico, May 2015.

Association for Education in Journalism and Mass Communications (AEJMC), 2017 – Present:
Mass Communication and Society Division, Public Relations Division, and History Division.

Invited Reviewer – 2 papers and 2 extended abstracts for the Mass Communication and Society Division in advance of the Association for Education in Journalism and Mass Communication Conference, Detroit, MI, 2022.

Invited Reviewer – 1 paper for the *Mass Communication and Society Division* in advance of the Association for Education in Journalism and Mass Communications Conference, Montreal, Canada, 2019.

Invited Moderator – *History Division* of the Association for Education in Journalism and Mass Communications Conference, Chicago, April 2017.

Invited Reviewer – 2 student paper competitions and 3 extended abstracts for the *Mass Communication and Society Division* in advance of the Association for Education in Journalism and Mass Communications Conference, Virtual, 2021.

INVITED REVIEWER FOR ACADEMIC JOURNALS

Invited Referee Peer Reviewer – **Mass Communication and Society** Fall 2020

Invited Referee Peer Reviewer – **Journal of Children and Media** Spring 2019

SERVICE TO THE COMMUNICATION & MEDIA DEPARTMENT AND USI

Public Relations and Advertising Curriculum Committee – Fall 2020

Committee established to revise the Master of Arts in Communication Comprehensive Exams – Research Methods – Spring 2021.

Student Publications Board – Fall 2021

Special Event Coordinator for the Liberal Arts Distinguished Scholar Series Speakers for Spring 2022.

ADVISING EXPERIENCE

2021 – 2022 18 Students

2022 - 2023 19 Students

PROFESSIONAL EXPERIENCE

Public Relations

Congressman Doug Barnard, Jr. (D-GA), Washington, DC

Managed Congressman's schedule, personal correspondence, official expense accounts, annual budget of \$127, 000, travel arrangements, and media relations. Served as liaison with constituents and lobbyists. Trained new staff, supervised interns, and provided daily office management.

Lieutenant Governor Nick Theodore, Columbia, SC

Handled all media relations including writing all speeches, press releases and press-related correspondence. Presented ideas and research implemented in the Lt. Governor's political agenda. Publicized statewide campaign resulting in his re-election.

Southern Virginia College for Women, Buena Vista, VA

Managed public relations and advertising program for college, including media relations. Wrote, edited, and designed departmental publications including an annual gift report, employee newsletter, and alumnae magazine.

Marketing and Management

United States Cellular, Lexington, VA

Sales representative for three-county area.

GTE Wireless, Paducah, KY

Managed and motivated five account executives to achieve and exceed quota levels.

Intelos, Roanoke, VA

Sold digital PCS mobile communications service to businesses in Roanoke Market.

Business Telecom, Inc., Roanoke, VA

Managed and motivated a sales team for the Roanoke and Western Virginia Region to achieve and exceed quota objectives.

Nuvox, Inc., Greenville, SC

Managed and motivated a sales team of 8-10 to sell fractional T-1 combined phone and high-speed internet access to businesses in the Greenville, Spartanburg, and Anderson, SC, area.

Sprint, Augusta, GA

Business sales associate for Sprint in National Hills. Presented and sold emerging technology to executives in the CSRA corporate community.

Vision Wireless, LLC, Augusta, GA

Maintained Sprint corporate sales with Vision, a Sprint agent, both prior to joining KMC and after leaving, to support my customer base.

KMC Telecom, Inc., Augusta, GA

Identified, cultivated, presented and sold telecommunications infrastructure to companies throughout the CSRA. Clients included Richmond County Government (Peach Net proposal), University Hospital, and the Medical College of Georgia.

BUSINESS ORGANIZATIONS

Builders Association of Metro Augusta

Associates Council
Board of Directors

Roanoke Regional Homebuilders Association

Ambassadors Committee
Sponsorship Subcommittee Chair
Membership Committee, Bowling Bash Subcommittee Chair
Vice Chairman (elected), Associates Advisory Council

Roanoke Regional Chamber of Commerce

Participated in Leadership Roanoke and served on Backbone membership board

Lexington-Rockbridge Chamber Leadership

10-week program of intensive leadership training

Lexington Downtown Development Association

Director of Secret Santa Shop
Sponsor, Lexington Alive Events

Lexington-Rockbridge Jaycees

Friday's Alive Chairperson and Director
President (First woman elected president)

PROFESSIONAL AWARDS AND HONORS

Newcomer Scholarship Recipient: Council for the Advancement and Support of Education (CASE).

One of 10 scholarship recipients out of more than 100 applicants to attend District III conference in Washington, DC

Jaycee of the Year, Lexington-Rockbridge Jaycees

Outstanding Associate Award, Roanoke Regional Home Builders Association

Membership Achievement Award, Roanoke Regional Home Builders Association

Rookie of the Year, Roanoke Regional Home Builders Association

Spike Club, National Association of Home Builders, for recruiting new members