

**Dean E. Mundy, Ph.D.**

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**Education**

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Ph.D., Mass Communication, awarded August 2010

University of North Carolina at Chapel Hill, School of Journalism and Mass Communication

- Dissertation: "The Equality Agenda: How state-based LGBT advocacy organizations define a 21st century movement while campaigning for change from the ground up"
- Dissertation Chair: Dr. Lois Boynton, Associate Professor, UNC Chapel Hill
- Roy H. Park Ph.D. Fellow

Master of Arts, Mass Communication, awarded May 2006

University of North Carolina at Chapel Hill, School of Journalism and Mass Communication

- Roy H. Park Master's Fellow

Bachelor of Arts, Political Science and Economics, awarded May 1996

University of North Carolina at Chapel Hill

**Academic Appointments**

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Sept. 2014 – Present: Assistant Professor, University of Oregon, School of Journalism and Communication

Aug. 2011 – June 2014: Assistant Professor, Appalachian State University, Department of Communication

Aug. 2010 – May 2011: Visiting Assistant Professor, University of Northern Iowa, Department of  
Communication Studies

Aug. 2007 – May 2010: Instructor and Teaching Assistant, UNC Chapel Hill School of Journalism and Mass  
Communication

**Research**

**Interests**

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- Public Relations: Diversity in PR; LGBTQ advocacy campaigns; Grassroots strategic advocacy
- Mass Communication and Society: media framing of social movements and social issues

**Grants**

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- 2016-17 Arthur W. Page, Page Scholar Grant (\$2,000): Ethics Curriculum Project Development
- 2015-16 SOJC Faculty Fighting Fund Grant (\$2,000): "Equality 3.0: How State-Based LGBTQ advocacy organizations are shaping new communication strategies for a new era and new context."
- 2015 Travel Grant, Arthur W. Page Center, (\$800) to ICA pre-conference, San Juan, Puerto Rico. Arthur W. Page Center.
- 2013-14 Arthur W. Page Center, Page Legacy Scholar. (\$1,500) Project title: "From principle to policy to practice? Evaluating diversity as a driver of ethical internal and external stakeholder engagement."

## Journal Articles

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- Mundy, D. E. (2016). Bridging the Divide: A Multidisciplinary Analysis of Diversity Research and the Implications for Public Relations. *Research Journal of the Institute for PR*, 3(1), 1-28.
- Mundy, D. E. (2015). Diversity 2.0: How the public relations function can take the lead in a new generation of diversity and inclusion (D&I) initiatives. *Research Journal of the Institute for Public Relations*, 2(2), 1-35.
- Mundy, D. E. (2015). From principle to policy to practice? Evaluating diversity as a driver of multicultural stakeholder engagement. *PR Journal*, 9(1), <http://www.prsa.org/Intelligence/PRJournal/Vol9/No1/>.
- Mundy, D. E. (2015). Shifting, broadening, and diversifying: How gay pride organizations are shaping a uniquely 21st century mission. *Public Relations Inquiry*, 4(1), 41-59.
- Mundy, D. E. (2013). Building a spiral of advocacy: How state-based LGBT advocacy organizations use ground-up public communication strategies in their campaigns for the "Equality Agenda." *Public Relations Review*, 39(4), 387-390. Special issue on public relations and democracy.
- Mundy, D. E. (2013). Framing Saint Johanna: Media coverage of Iceland's first female (and the world's first openly gay) Prime Minister. *Journal of Interdisciplinary Feminist Thought*, 7(1), Article 5. Available at: <http://digitalcommons.salve.edu/jift/vol7/iss1/5>.

## Chapters

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- Mundy, D., Lewton, K., Neptune, T., Payne, R., Talan, M. (2017 – In progress). Commission on Public Relations Education. Diversity Chapter, 2016-17 CPRE report.
- Mundy, D. E. (in progress). A Window into a Stonewall: 1970s gay activism, mainstream media, and the creation of the Stonewall Riots' legacy. *The LGBT Community and Public Relations Research*. Tindall, N. T. & Waters, R. (Eds.). New York: Peter Lang Publishing. (Selected from competitive call).
- Mundy, D. E. (forthcoming). Diversity Theory in Public Relations. *PR Theory*. Brunner-Johnson, B. (Ed.). N.J. Wiley Publishing. (Invited)
- Mundy, D. E. (forthcoming). The challenge of true engagement: How 21st century gay pride organizations strategically use social media to mobilize key stakeholders. *New Media in Public Relations (3<sup>rd</sup> Ed.)*. (Selected from competitive call)
- Mundy, D. E. (2013). One agenda, multiple platforms: How 21st-century LGBT advocacy organizations navigate a shifting media landscape to communicate messages of equality. *LGBT issues in strategic communication*. Tindall, N. T., & Waters, R. (Eds.). New York: Peter Lang Publishing. (Selected from competitive call).
- Mundy, D. E. (2012). Resistance and Belonging: The Chicago Blackhawks and the 2010 Chicago Annual Pride Parade. *Case Studies in Organizational Communication: Ethical Perspectives and Practices, 2nd ed.* May, S. (Ed.). Thousand Oaks, Calif.: Sage Publications. (Selected from competitive call).

## Additional Publications

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- Mundy, D. (2016). Four entries—Brand Bully, Organizational Health, Meaning, Action and Performance—in *Encyclopedia of Corporate Reputation*. Carroll, C. (Ed.). London: Sage.
- Mundy, D. (September, 2015). "Seven ways PR can be a champion for diversity." Institute for Public Relations, Research Conversations.
- Mundy, D. (July 2015). Invited "Diversity and PR Top 10 research overview" for 10-year anniversary celebration of Plank Center for Leadership in Public Relations, University of Alabama.
- Mundy, D. (July, 2015). Invited blog post regarding diversity and public relations. Penn State University Arthur W. Page Center for Integrity in Public Communication.
- Mundy, D. E. (2009). Book Review: *Media/Queered: Visibility and Its Discontents*. Barnhurst, Kevin (Ed.) (2007). *Review of Communication*, 9(3), 286-288.

## Academic Conference Participation

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- Moderator, Research Panel (October 2017 – scheduled). Public Relations Society of America Educators Academy Super Saturday. PRSA International Conference, Boston, Mass.
- Great Ideas for Teaching (GIFT) Session (August 2017). Participation in (refereed) session for best practices in public relations education. AEJMC annual conference, Chicago, Ill.
- Paper Presentation (March 2017). A "Post-marriage" context: How LGBTQ advocacy communication has changed since Obergefell. International Public Relations Research Conference, Orlando, Fl.
- Invited Research Presentation (December 2016). "Renewing our promise: Public relations' mandate to champion diversity for our organizations and our publics." Institute for PR Research Symposium, New York, NY.
- Invited Research Presentation (October 2016). From principle to policy to practice? Evaluating diversity as a driver of multicultural stakeholder engagement. \*\*\*Best of *PR Journal* 2015 panel, PRSA International Conference, Indianapolis.
- Research Panel participant (August 2016). "The Next Frontier: LGBT Issues in Strategic Communication." AEJMC annual conference, Minneapolis.
- PF&R Panel, moderator (August 2015). "San Francisco and the heart of the LGBT movement." AEJMC annual conference, San Francisco.
- Research Panel, moderator (August 2015). "Orange is the New Black: Redefining gender, sexuality & difference through prison representations." AEJMC annual conference, San Francisco.
- Research Panel, moderator (August 2015). "Religious freedom in the same-sex marriage debate since Massachusetts." AEJMC annual conference, San Francisco.
- Paper Presentation (May, 2015). From principle to policy to practice? Evaluating diversity as a driver of multicultural stakeholder engagement. International Communication Association Pre-Conference, Sponsored by the Arthur W. Page Society, San Juan, Puerto Rico.
- Paper Presentation (March, 2015). Diversity is not an initiative: Public relations practitioners' advice for conveying diversity as integral to an organization's uniquely defined culture. International Public Relations Research Conference, Miami, Florida.

### Academic Conference Participation, continued

- Teaching Panel, panelist (August, 2014). "Teaching Diversity in Strategic Communication: Examining the Changing Landscape for Media Educators." AEJMC annual conference, Montreal, Ca.
- PF&R Panel, moderator (August 2014). "Ethics and Objectivity in Covering Your Own Community." AEJMC annual conference, Montreal, Ca.
- Paper Presentation (August, 2013). "Shifting, broadening, and diversifying: How gay pride organizations are shaping a uniquely 21st century mission." AEJMC annual conference, Washington D.C. (\*\*\*)Fourth place award, open research paper competition, PR Division).
- Research Panelist (August, 2013). "Where Have We Gone From There? Progress in GLBT Research Since 2005." AEJMC Annual Conference, Washington D.C.
- Research Presentation (April, 2013). "Equality Equals... Pride? The relationship between 21st century LGBT Pride celebrations and the pursuit of full LGBT Equality." Research presented at the Equality Equals regional conference. Chapel Hill, NC.
- Paper Presentation (March, 2013). "Updating pride: How 21st century Gay pride organizations strategically use social media to engage and connect key stakeholders." International Public Relations Research Conference. Miami, FL.
- Paper Presentation (March, 2012). "Different stakeholders, different challenges: How state-based LGBT advocacy organizations navigate competing communication dynamics within the movement for LGBT equality." International Public Relations Research Conference. Miami, FL.
- Paper Presentation (October, 2011). "One agenda, multiple platforms: How state-based LGBT advocacy organizations engage traditional and new media to communicate messages of equality." Convergence and Society: Journalism, Sustainability, and Media Regeneration conference. University of South Carolina, Columbia, SC.
- Paper Presentation (2009), "Framing Saint Johanna: Media coverage of Iceland's first female (and openly gay) Prime Minister," AEJMC Annual Conference (Boston, MA).
- Panelist (2009): "News Coverage of Gay Marriage in the States: The Massachusetts Example," AEJMC Annual Conference (Boston, MA).
- Moderator (2009): "Alternative Press: Thriving or Simply Surviving?" AEJMC Annual Conference (Boston, MA).
- Paper Presentation (2009), "Assimilation and/or distinction: Same-sex wedding announcements as symbolic markers of change in a discourse of tradition," AEJMC Southeast Colloquium (Oxford, MS.)
- Paper Presentation (2008), "A Window into Stonewall: The Riots' role in gay history through the lens of the media," American Journalism Historians Conference (Seattle, WA.).
- Research Presentation (2008), "From Political Movement to Media Relations Campaign: Exploring the tools of advocacy," Unity Conference, University of North Carolina Chapel Hill.

## Public Engagement, Research

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- Public Relations Society of American (September 2017). Panelist on nationally broadcast webinar, "Incorporating Ethics in the Public Relations Classroom."
- TheDrum.com (June 2016). Media interview regarding Pulse Nightclub shootings. "'We have to be able to show our anger but also have a productive conversation' media & its reporting of outrages such as Orlando." <http://www.thedrum.com/news/2016/06/14/we-have-be-able-show-our-anger-also-have-productive-conversation-media-its-reporting>
- Research Presentation Series, University of Oregon School of Journalism and Communication (October 2015).
- Hungarian newspaper, *Népszabadság*. (June, 2013). Media interview regarding advocacy and Marriage. "Marriage equality in America: Close to the tipping point." <http://mediacrit.com/marriage-equality-in-america-close-to-the-tipping-point>.
- Distinguished Lecture Series, Women's Studies, Appalachian State University (November 2011).
- Current Research on Women (CROW) Forum, University of Northern Iowa (December 2010).

## Creative Works

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- Arthur W. Page Center for Integrity in Public Communication, 2016-17. Grant-sponsored ethics curriculum development.
- Communication Strategic Plan, Summer 2015, developed for University of Oregon Division of Equity and Inclusion.

## Teaching

### Public relations-specific courses taught as instructor of record (with class size or range)

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- Public Relations Planning and Cases (25-30)
- Strategic Writing and Media Relations (15)
- Public Relations Principles (50-150)
- Public Relations Writing (18-25)
- Public Relations Campaigns (25)
- Public Relations Seminar (Appalachian State PR Senior Capstone course) (20-30)
- Professional Ethics in Public Relations (20-30)
- Global Public Relations (25-30)
- Case Studies in Public Relations (20)

### Mass communication courses taught as instructor of record (with class size or range)

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- Media and Society (100)
- Framing Social Issues (25)
- Integrated Marketing Communication (25)
- Communication Ethics (20-40)
- Public Speaking (25)

## Teaching Awards / Fellowships

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- Appalachian State University, College of Fine and Applied Arts 2013-2014, Student Government Association Faculty Appreciation Award Finalist
- Appalachian State University, College of Fine and Applied Arts 2011-2012, Student Government Association Faculty Appreciation Award
- UNC Chapel Hill, August 2008: Future Faculty Fellowship Program

## Department and University Invited Speaking

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- Speaker, AHPR, University of Oregon, Spring 2016
- Speaker, PRSSA, University of Oregon, Winter 2015, Spring 2016
- Speaker, Pine PR, University of Oregon, Spring 2015
- Infographics Workshop (December, 2013). Presented to leadership of NCACHE (North Carolina Appalachian Collaborative for Higher Education).
- Panelist, Appalachian State Service-Learning Faculty Fellows Program: Spring 2012; Fall 2012.
- Speaker, PRSSA, Appalachian State Chapter: Fall 2012; Spring 2013.
- Keynote Speaker, Appalachian State University Department of Communication Fall 2012 Honors Induction and Graduation, December 2012.

## Guest Lectures, Teaching

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- Auburn University, Fall 2015 & Spring 2017, Principles of PR: Reaching Diverse Publics
- Media Professions, University of Oregon: Fall 2015
- Public Relations Planning and Cases, University of Oregon: Fall 2014
- Strategic Writing and Media Relations, University of Oregon: Fall 2014
- Principles of Fundraising, Appalachian State University: Fall 2011, 2012, 2013.
- Communication Studies Seminar, Appalachian State University: Fall 2013.
- Public Relations Campaigns, UNC Chapel Hill: Fall 2008, Spring 2009, Fall 2009, Spring 2010.
- Principles of Advertising, UNC Chapel Hill, Fall 2008, Spring 2009.
- Principles of Public Relations, UNC Chapel Hill, Fall 2008, Spring 2009.
- Media Ethics, UNC Chapel Hill, Spring, 2008.
- Public Relations Case Studies, UNC Chapel Hill

## Academic Service

### National Service (2011-present)

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#### Association for Education in Journalism and Mass Communication

- PR Division, 2011 – present
  - *PR Update* (division newsletter): Editor, 2016-18
  - *PR Update* (division newsletter): Editorial team member, 2013-16
  - Paper reviewer, 2011 – present.
- LGBTQ Interest Group, 2011 – present
  - Head, 2015-16
  - Vice Head, 2014-15
  - Teaching Chair, 2013-14
  - Paper reviewer, 2012 – present.

- Diversity Demographics form revision team, 2016-17: Part of team initiating overhaul of required conference demographics form to better reflect current diversity categories.
- PF&R: As LGBTQ I.G. head, partnered with PR Division to revise required categories within PF&R to better reflect current diversity categories.

#### **Commission on Public Relations Education (CPRE)**

- Diversity chapter member, 2015-present

#### **Public Relations Society of America:**

- Educators Academy Executive Committee: Research Team, 2017-present
- Paper reviewer, 2013, 2017

#### **World Public Relations Forum (2015-16)**

- Invited to serve on Forum's Research Stream Review Panel for submitted conference papers

#### **Academic Journal Service**

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- Editorial Board, *PR Journal*, 2017-present
- Editorial Board, *Journal of Public Interest Communication*, 2017- Present
- Reviewer, *Journal of Public Relations Research*
- Reviewer, *PR Review*
- Reviewer, *PR Inquiry*

#### **University of Oregon & SOJC Service (2014-present)**

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- Co-chair, Media & Intersectionality Assistant Professor Search, 2017-18
- PR Assistant Professor Search Committee, 2016-17
- PR Area Chair Search Committee, 2016-17
- Macs List Panelist, PR and Social Change, through SOJC Portland, Nov. 2016.
- SOJC Diversity Committee, 2014-present. (Committee Chair, 2015-16.)
- Northwest Scholastic Fall Press Day – 2014, 2016
- IRC Internal Relations Committee, 2015-16
- Strategic Communication Consultant, Division of Equity and Diversity, Spring 2015
- Strategic Planning for SOJC – Institutional Comparator Team, 2014-15
- Food for Lane County Food Drive, SOJC Team Captain, Winter 2015
- SOJC Internal Relations Committee, 2015-present
- Allen Hall PR, team adviser, 2014-15 – present
- Queer Allies Coalition Training – Nov. 7, 2014

#### **SOJC Graduate Advising**

- Ph.D. Committee member, Derek Moscato: 2015-17
- Master's Student Adviser, Brett Williams, 2017
- Ph.D. Committee member, Teri DelRosso: 2015-16
- Ph.D. Committee member, Heather Preston (Antioch and Ohio University): 2015-16
- Master's Student Adviser, Lindsay McInerney: 2015-16
- Independent Study with Ph.D. student, Spring 2015
- Strategic Communication Master's Thesis Defense, Spring 2015

### SOJC Honors Advising

- Primary Adviser, Erin Petit SOJC Honors Senior Thesis (2016-17)
- Secondary Reader, Romy Wits SOJC Honors Senior Thesis (2016-17)
- Primary Adviser, Andrew Rogers SOJC Honors Senior Thesis (2015-16)
- Secondary Reader, Mackenzie Smith SOJC Honors Senior Thesis (2015-16)
- Secondary Reader, Kelly Rodgers SOJC Honors Senior Thesis Defense, Spring 2015
- Secondary Reader, Clark Honors College Senior Thesis Defense, Spring 2015

### Appalachian State University & Department of Communication Service (2011-2014)

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- University LGBT Task Force (Fall 2013 – June 2014).
- University Service Learning Advisory Council (Spring 2013 – January 2014).
- Department Curriculum Committee, PR area representative, (Fall 2012 – June 2014).
- Department Promotion and Tenure Committee (Fall 2012 – June 2014).
- Public Relations faculty search committee (Fall 2012).
- General education focus group for University's capstone course learning outcomes (Fall 2012).
- Department summer internship adviser (Summer 2012).
- Appalachian Allies (2011-2014).
- Department Honors Committee (2011-12).
- Department Student Events Committee (2011-12).

### University of North Carolina, Chapel Hill (2004-2006; 2007-2010)

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- President, UNC School of Journalism Graduate Student Association, 2008-2009.
- Senator, UNC Chapel Hill Graduate and Professional Student Federation, 2008-2009.
- Graduate Student Body Leadership Council, 2008-2009.
- Graduate and Professional Student Federation Travel Awards Committee, 2008-2009.
- Graduate School Campus Safety Advisory Board, Fall 2008.
- Boka Hadzija Award Selection Committee, Spring 2009.
- Roy H. Park Ph.D. Fellowship, Student Admissions Committee, Spring 2008, Spring 2009.
- Social Chair, Journalism & Mass Communication graduate program: Jan.– Oct. 2005.

### Graduate School Academic Awards

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- Jim D'Aleo Award (May 2010): Given to the UNC School of Journalism graduate student who has exceeded expectations in service to the school, University, community or discipline.
- Carol Reuss Public Relations Award (May 2010): Awarded to a Ph.D. student researching PR.
- William Francis Clingman Jr. Ethics Award (awarded, May 2009): Awarded to a graduate student with an expressed interest in, or evidence of, media ethics research.
- Selected the "2006 Outstanding Master's Graduate" – UNC School of Journalism

### Prior Professional Experience

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#### **Nortel Networks**, Research Triangle Park, NC: Summer, 2005; May 2006 – July 2007

- *Strategic Media Relations Analyst*: Managed relationships with top-tier business media; developed corporate messaging; researched, analyzed, reported coverage of all corporate announcements; performed media analyses via media-measurement tools; C-Suite speech development.



**Emory University**, Atlanta, GA: April 2003 – July 2004

- *Senior Analyst, Campus Life Division*

**The Coca-Cola Company**, Atlanta, GA: April 1998 – April 2003

- *Principle Analyst, McDonald's International Juice account*
- *Market Trend Analyst, North America Marketplace Solutions – Core Coca-Cola brands*
- *Corporate Treasury Capital Markets and Foreign Exchange Analyst*

**Andersen Consulting (Accenture)**, Charlotte, NC: May 1996 – April 1998

- *Business Process Consulting Analyst – NationsBank / Boatmen's Bank / Bank of America*
- *Instructor, Arthur Andersen World Training Center, St. Charles, Ill.*

**Professional Awards****Nortel**

- "Certificate of Recognition for Community Commitment" for serving as a Communications Manager for Juvenile Diabetes Research Foundation fundraising campaign. (2006)

**The Coca-Cola Company**

- "Spirit of Coca-Cola" Award for person who most embodies the "spirit" of Coca-Cola. (2002)
- Treasury Department Service Award. (2000)

**Andersen Consulting (Accenture)**

- "Best Sense of Humor" Award for the Carolina Model Bank project. (1997)
- "Quality, Value, Service" company-wide leadership award. (1996-1997)

**Volunteer Service****Juvenile Diabetes Research Foundation (JDRF), Triangle Chapter**, Jun. – Nov. 2006

- Communications Manager: Helped direct external communication messaging and strategies for JDRF Walk to Cure Diabetes \$1,000,000 fundraising efforts.

**UNC Chapel Hill General Alumni Association (GAA)**, Jan. – May 2005

- Partnered with Director of Membership and Marketing to develop consistent communication / message delivery across 125 alumni clubs on GAA Website.

**The Carter Center**, Atlanta, GA: June 2003 – July 2004

- Transitioned confidential documents belonging to The Carter Center and former President Jimmy Carter to a centralized computer database; ensured complete integrity and accuracy.