

JUAN-CARLOS MOLLEDA

2490 Panorama Drive
Eugene, OR 97405
C (352) 871-1719 / O (541) 346-2233
jmolleda@uoregon.edu

EDUCATION

- Summer '00* Doctor of Philosophy
University of South Carolina, Columbia, S.C.
College of Journalism and Mass Communications
Focus: International Public Relations and International Business
Dissertation title: *Integrative Public Relations in International Business:
The Impact of Administrative Models and Subsidiary Roles*
- Spring '97* Masters' degree (M.S.) Corporate and Professional Communication
Radford University, Virginia
Thesis title: *An Assessment of Western Multinational Oil Corporations in Venezuela: Communication
Strategies and Awareness of Publics*
- Spring '90* Bachelor's Degree (B.S.) Social Communication
Major: Audiovisual Journalism / Universidad del Zulia, Maracaibo – Venezuela

SKILLS

Qualitative and quantitative research; Statistical Package for the Social Sciences (SPSS)
Languages spoken: English & Spanish, knowledge of French

TEACHING, RESEARCH, & ADMINISTRATIVE EXPERIENCE

July '16—present University of Oregon, School of Journalism & Communication
Edwin L. Artzt Dean and Professor

- Set unit-level visions, priorities, and strategic goals
- Set and meet fundraising goals to accomplish that vision
- Engage alumni and friends to support the school and university and our students
- Identify ways to foster diversity and inclusion, especially in our classrooms and in choosing future faculty members
- Make strategic budget investments and balance unit-level budgets
- Make recommendations for new programs and curricular developments
- Make recommendations for tenure-track hires, reviews, and promotions
- Participate in key university committees to steer conversations around building usage, the institutional hiring plan, strategic budget investments, tuition levels, and other discussions
- Work toward continuous improvement of the school's programs
- Support area heads and ask for honest and constructive reviews of faculty, seeking ways to encourage and incentivize excellent teaching and outstanding research, scholarship, and creative activity
- Identify opportunities to target investments to have maximum impact on excellence and visibility
- Work with and challenge the Provost Office to think creatively, boldly, and innovatively on behalf of the *entire* institution

- Fall '00—Summer '16 University of Florida, College of Journalism & Communications, Department of Public Relations
Professor & Chair / Affiliated faculty, Center for Latin American Studies / Director, Online MAMC with a Specialization in Public Relations and Communication Management (two delivery modes: English and Spanish)
 Courses taught: Campaigns, research, principles, strategies, international public relations (undergraduate and graduate levels) and international communication (graduate level)
- Fall '97/Spring '00 Center for Mass Communications Research (CMCR), University of South Carolina
Research Assistant
- Conducted focus groups, survey research, media content analysis, content analysis of corporate publications, and in-depth interviews
 - Handled questionnaire design, data collection, data processing and coding, data analysis and reporting, and developing budgets and time schedules
 - Assisted in coordinating academic conferences
 - Technically assisted in conducting distance education through videoconferences
 - Supported faculty and graduate students in administering research projects
- Summer '00 University of South Carolina, Public Relations Sequence
 Spring '00 **Instructor:** Integrated Communication Campaigns
Instructor: Public Relations Management
- Coordinated the presentation of guest speakers
 - The class was based on the development of a three-year public relations plan for the Latin American Operations of Policy Management Systems Corporation (PMSC)
 - I first taught this course in spring 1999
- Fall '99 **Instructor:** Principles of Public Relations
- This is a large class (57 students) open to non-majors
 - Use computer presentation, video and audiotapes, and Internet resources
 - Guest speakers are invited to participate (see course syllabus attached)
- Summer '99 **Instructor:** Data Analysis Workshop
- One-week workshop for new master's students that included basic statistics, data collection and analysis
 - Since the second semester in the program, I have lectured in research methods' courses for graduate students
- Fall '95-Spring '97 Radford University, Virginia
TV Studio Coordinator and Teaching Assistant, Basic Media Writing
- The teaching assistant duties consisted of conducting activities at the writing lab of two sections, twice a week. Explained different types of media writing, exercises, and assisted in word processing format and use

BOARD MEMBERSHIP

Institute for Public Relations – Board of Trustees member since 2015
 The Langrant Foundation – Board of Directors member since 2016
 HIV Alliance, Oregon – Board of Directors member since 2017
 Plank Center for Leadership in Public Relations – Board of Advisors member since 2019
 Jordan Schnitzer Museum of Art – Leadership Council member since 2020

OTHER TEACHING & SPECIAL ACTIVITIES

- July 1-5, 2019* Escuela de Comunicación de la Universidad Panamericana, Guadalajara, Mexico. **Conducted a five-day module** titled “Global and multicultural strategic communication.” It was attended by 41 undergraduate students of these specializations: advertising and public relations, journalism, and audiovisual media.
- September 10-13, 2014* Colombian Center of Public Relations and Organizational Communication (CECORP, Spanish acronym) and the UF College of Journalism and Communications, Medellín, Colombia. **Conducted a one-day module** titled “Audience Analysis and Predictive Analytics” as part of the Strategic Communications and Public Relations Management Seminar. It was attended by public relations and communication management executives of large public and private organizations.
- August 28-29, 2013* Universidad de San Martín de Porres with the support of the International Public Relations Association, Lima, Peru. **Conducted a two-day seminar** titled “Effective negotiation and crisis management” as part of the Program of High Specialization in Communication (PAEC-Spanish acronym). It was attended by public relations and communication management executives of large public and private organizations.
- Summer '12* Universidad Rey Juan Carlos, College of Communication, Spain. **Fulbright Senior Specialist.** Activities engaged in: Presented lectures at graduate and undergraduate levels; participated in and lead seminars or workshops at overseas academic institutions; conduct needs assessments and planned programmatic research; and assessed academic curricula.
- March '07, '09, '10, '11* University of Florida, Paris Research Center
Spring semester program “Honors in Paris,” **intensive module:** Strategic Communications in France as a Reflection of Society & Culture, included special guest speakers and site visits to transnational organizations, as well as global and French public relations and communication agencies.
2007 May-intersession course: Public relations and strategic communication in Europe, included site visits to transnational corporations and global and French public relations agencies. Paris, France.
- Jan/Feb-'06/'08/'10/'11/'12* University of Florida, College of Journalism and Communications
Jan '13 **Two-week seminar** for Brazilian communication professionals (Universidade de São Paulo)
Two workshops: integrated business communications – January 2006
Workshop: integrated business communications – January-February 2008
Workshops: integrated business communications and corporate identity – February 2010, February 2011, February 2012.
Workshops: Conflict, change, and crisis communication – February 2013
- May '09, Dec. '10* Universidad Mayor, Santiago, Chile
Master of Business Communications, Strategic Communication Certificate
Intensive graduate module: Corporate identity and branding (25 hours) – May 2009
Intensive graduate module: Corporate identity and reputation (25 hours) – December 2010
- November '07, '08* University of Florida, Paris Research Center
Fall semester program on “International Affairs in the Public Sphere,” **intensive module:** Strategic Communication and Public Diplomacy, included special guest speakers and site visits to

transnational organizations, embassies, global and French public relations agencies, and the EU Parliament and EU Commission. Paris and Strasbourg, France – Brussels, Belgium.

Jan '01, July '03

University of Florida, College of Journalism and Communications
Seminar for Brazilian Professionals in Business Communications (Cáspér Líbero Foundation, Sao Paulo).

Two workshops: Internal communication audits and international public relations – January 2001
Two workshops: integrated business communications – July 2003

April, 03

Centro de Entrenamiento para el Desarrollo de la Comunicación, Asociación Cubana de Publicitarios y Propagandistas [Training Center for the Development of Communication, Cuban Association of Advertising Professionals and Propagandists], Havana, Cuba

Invited instructor: Applied Public Relations Research, 20-hour graduate course with 30 public relations professionals certified by the University of Havana

May '02

Escuela de la Comunicación Colectiva, Universidad de Costa Rica [School of Collective Communication, University of Costa Rica], San José, Costa Rica

Invited guest lecturer: Public relations education in the United States and trends in international public relations (One week)

May '01

Faculdade de Comunicação Social Cáspér Líbero, Sao Paulo, Brazil

Invited guest lecturer: Internal communication during crises & organizational change

OTHER WORK EXPERIENCE

Fall '05-Spring '11

Latin & Hispanic Strategic Communication (co-owner)

Consultant and trainer

- Conducted strategic planning session for the international services area of Mayo Clinic (Jacksonville, FL)
- Conducted media training workshop for Weber Shandwick (Delaware—Latin American top managers of a transnational corporation)

Summer '04

Perceptive Market Research, Gainesville, Florida

Focus group moderator and report writer

- Moderated five focus groups (Spanish/English) in Miami and Orlando
- Translated to English and wrote two focus groups reports from two sessions in Spanish

Summer 2003

Burson-Marsteller Latin America

Professional Summer Intern – Health Care Practice (Six weeks)

- Conducted secondary research
- Wrote Op-eds, and news releases in both English and Spanish
- Assisted with media training for a group of Latin American physicians
- Maintained constant communication with key pharmaceutical client
- Wrote and coordinated the production of a Video News Release
- Participated in two brainstorming sessions for a telecommunications client and a pro-bono client
- Helped develop the Latin American campaign strategy for a new cancer-related drug

Summer '98

BlueCross BlueShield of South Carolina—Corporate Communications Division

Research Specialist: Conducted qualitative and quantitative research to assess internal customers' level of satisfaction and perception of effectiveness of the work corporate communications does

Spring '94

Digital Design, C.A., Caracas

Marketing Manager

- Developed strategic planning and public relations plan
- Implemented first stage of PR plan
- Contacted and created a portfolio of corporate clients
- Assisted in the production of corporate newsletters and promotional brochures

1987-1993

Grupo Banco Maracaibo, Maracaibo-Venezuela

1992-1993

Advertising and Promotion Manager

- Planned and directed promotional strategies and advertising campaigns.
- Organized and coordinated promotional activities at branches and regional fairs and trade-shows around the nation.
- Designed media plans and negotiated media tariffs.
- Conceived and coordinated production of printed materials.
- Developed and managed annual budgets and supervised 8 employees.

1987-1992

Public Relations Coordinator, Chief, and Manager

- Redesigned departmental structure; planned and directed PR plan.
- Developed and managed annual budgets; supervised 6 employees.
- Carried out media relations; conducted news conferences.
- Coordinated redesign and production of publications and news releases.
- Contracted and analyzed customer satisfaction surveys.
- Organized branches' grand-openings and other special events.
- Organized and coordinated executive national tours to promote new products, attend political or business events.

ADMINISTRATIVE & LEADERSHIP TRAINING

2014-2015

Advanced Leadership for Academics and Professionals – Academic Track – University of Florida.

Fall 2014

Academic Administrators Leadership Series – University of Florida.

REFEREED PUBLICATIONS (43)

Navarro, C., Moreno, A., Molleda, J.C., Khalil, N., & Verhoeven, P. (2020). The challenge of new gatekeepers for public relations. A comparative analysis of the role of social media influencers for European and Latin American professionals. *Public Relations Review*, 46(2), article 101881.

Molleda, J.C., Moreno, A., & Navarro, C. (2017). Professionalization of public relations in Latin America: A longitudinal comparative study. *Public Relations Review*, 43(5), 1084-1093.

Molleda, J.C., Kochhar, S., Moreno, A., & Stephen, G. (2015). An intertwined future: Exploring the relationship between the levels of professionalization and social roles of public relations professionals. *Research Journal of the Institute for Public Relations*, 2(2). Available at: <http://www.instituteforpr.org/intertwined-future-exploring-relationship-levels-professionalization-social-roles-public-relations-professionals/>

Boles, M., & Molleda, J.C. (2015). A transnational crisis that tested H&M's commitments. *University of Florida Journal of Undergraduate Research*, 16(2), 1-5. Available at: <http://ufdc.ufl.edu/UF00091523/00735>

- Kim, J.Y., Kioussis, S., & Molleda, J.C. (2015). Use of affect in blog communication: Trust, credibility, and authenticity. *Public Relations Review*, 41(4), 504-507.
- Molleda, J.C., Kochhar, S., & Wilson, C. (2015). Tipping the balance: A decision-making model for localization in global public relations agencies. *Public Relations Review*, 41(3), 335-344.
- Spell, D.C., Gallego-Ruiz, M., Molleda, J.C., Bayliss, L., Alvarez-Moreno, M., & Botero-Montoya, L.H. (2014). A propósito de un análisis desde las relaciones públicas: la revisión yuxtaposicional de la comunicación y la persuasión, una encrucijada para confrontar la industria farmacéutica [With regard to an analysis from public relations: Yuxtaposicional review of communication and persuasion, a crossroads to confront the pharmaceutical industry]. *Anagramas*, 24(13), 119-140.
- Jain, R., De Moya, M., & Molleda, J.C. (2014). State of international public relations research: Narrowing the knowledge gap about the practice across borders. *Public Relations Review*, 40, 595-597.
- Özdora, E., & Molleda, J.C. (2014). Immigrant integration through public relations and public diplomacy: An analysis of the Turkish diaspora in the capital of the European Union. *Turkish Studies* 15(2), 220-241.
- Molleda, J.C. (2013). Los niveles de profesionalismo de las relaciones públicas y el papel social de los relacionistas profesionales en Latinoamérica: Un modelo teórico y práctico [Levels of professionalism of public relations and social role of public relations professionals in Latin America: A theoretical and practical model]. *Alacaurp*, 7, 45-56.
- Molleda, J.C., & Jain, R. (2013). Testing a perceived authenticity index with triangulation research: The case of Xcaret in Mexico. *International Journal of Strategic Communication*, 7, 1-20.
- Bravo, V., Molleda, J.C., Giraldo, A.F., & Botero, L.H. (2013). Testing the theory of cross-national conflict shifting: A quantitative content analysis and a case study of the Chiquita Brands' transnational crisis originated in Colombia. *Public Relations Review*, 39, 57-59.
- Molleda, J.C., Moreno, A., Athaydes, A., & Suarez, A.M. (2012). Sobre la gestión en comunicación y relaciones públicas en América Latina 2009-2012 [About the management of communication and public relations in Latin America 2009-2012]. *Dircom Latinoamérica*, 93, 26-30.
- Kim, J.Y.,* & Molleda, J.C. (2011, Summer). A quantitative analysis of governments' use of interactive media as a global public relations strategy. *Public Relations Journal*, 5(3). Available at <http://www.prsa.org/Intelligence/PRJournal/Archives/>
- Giraldo, A.F., Botero, L.H., Molleda, J.C., & Bravo, V.* (2011). Crisis transnacional global en relaciones públicas: el caso Chiquita Brands [Transnational global crisis in public relations: the case of Chiquita Brands]. *Palabra Clave*, 14(1), 31-52.
- Molleda, J.C. (2011). Advancing the theory of cross-national conflict shifting: A case discussion and quantitative content analysis of a transnational crisis' newswire coverage. *International Journal of Strategic Communication*, 5(1), 49-70.
- Molleda, J.C., Moreno, A., Athaydes, A., & Suárez, A.M. (2010). Macroencuesta latinoamericana de comunicación y relaciones públicas [Latin American macro-survey of communication and public relations]. *Organicom*, 7(13), 118-141.
- Al-Nashmi, E.,* Cleary, J., Molleda, J.C., & McAdams, M. (2010). Internet political discussions in the Arab world: A look at online forums from Kuwait, Saudi Arabia, Egypt and Jordan. *The International Communication Gazette*, 72(8), 719-738.
- Molleda, J.C. (2010). Authenticity and the construct's dimensions in public relations and communication research. *Journal of Communication Management*, 14(3), 223-236.

Molleda, J.C. (2009). Un estudio cualitativo de las relaciones públicas en Venezuela [A qualitative study of public relations in Venezuela]. *Alacarp*, 5, 135-154.

Molleda, J.C. (2009). Construct and dimensions of authenticity in strategic communication research. *Anagramas*, 8(15), 85-97.

Molleda, J.C. (2009). Propuesta de un índice de autenticidad para desarrollar y evaluar decisiones, acciones, mensajes y programas de relaciones públicas [A proposed index of authenticity to develop and evaluate public relations decisions, actions, messages, and programs]. *Razón y Palabra*, 70. Available at <http://www.razonypalabra.org.mx/Articulo%203%20MolledaJulio2009RazonyPalabra.pdf>

Molleda, J.C., Martínez, B., & Suarez, A.M. (2008). Building multi-sector partnerships for progress with strategic, participatory communication: A case study from Colombia. *Anagramas*, 6(12), 105-125.

Oliveira, T.M., & Molleda, J.C. (2008). Withdrawal of Vioxx in Brazil: Aligning the global mandate and local actions. In J.V. Turk & L. Scalan (Eds.), *The evolution of public relations: Case studies from countries in transition* (3rd ed.) (pp. 181-194). Institute for Public Relations website. Retrieved August 26, 2008, from http://www.instituteforpr.org/files/uploads/International_CB.pdf

Molleda, J.C., & Roberts, M. (2008). The value of "authenticity" in "glocal" strategic communication: The new Juan Valdez campaign. *International Journal of Strategic Communication*, 2(3), 154-174.

Molleda, J.C., & Moreno, A. (2008). Balancing public relations with socioeconomic and political environments in transition: comparative, contextualized research of Colombia, México and Venezuela. *Journalism and Mass Communication Monographs*, 10(2), 116-174.

Molleda, J.C. (2008). Contextualized qualitative research in Venezuela: coercive isomorphic pressures of the socioeconomic and political environments on public relations practices. *Journal of Public Relations Research*, 20(1), 49-70.

Molleda, J.C. (2007). Impacto socioeconómico y político sobre las relaciones públicas en Venezuela [Socioeconomic and political impact on public relations in Venezuela]. *Estudos de Jornalismo & Relações Públicas*, 10, 67-80.

Molleda, J.C., & Suárez, A.M. (2006). The roles of Colombian public relations professionals as agents of social transformation: how the country's crisis forces professionals to go beyond communication with organizational publics. *Glossa*, 1(1). Available at <http://bibliotecavirtualut.suagm.edu/Glossa/Journal/Glossa.htm> [June 2006]

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Moreno, A., Molleda, J.C., & Suárez, A.M. (2006). Comunicación estratégica y relaciones públicas en entornos socioeconómicos y políticos en transición: Estudio contextual comparativo en Colombia, México y Venezuela [Strategic communication and public relations in socioeconomic and political contexts in transition: Contextualized and comparative research in Colombia, Mexico and Venezuela]. *Razón y Palabra*, 51. Available at www.razonypalabra.org.mx

Molleda, J.C. (2006). Investigación cualitativa y contextual en Venezuela: El impacto de los ambientes socioeconómico y político sobre el ejercicio de las relaciones públicas [Qualitative and contextualized research in Venezuela: The impact of the socioeconomic and political environments on public relations practice]. *Razón y Palabra*, 51. Available at www.razonypalabra.org.mx

Molleda, J.C., & Alhassan, A.D.* (2006). Professional views on the Nigeria Institute of Public Relations' law and enforcement. *Public Relations Review*, 32, 66-68.

Moreno, A., & Molleda, J.C. (2005, December-2006 January). Las relaciones públicas en México: Contextos económico, político y mediático en un proceso histórico de cambios [Public relations in Mexico: economic, politic and media contexts in a historical process of changes]. *Razón y Palabra*, 48. Available at <http://www.razonypalabra.org.mx/anteriores/n48/morenomolleda.html>

Molleda, J.C., Connolly-Ahern, C.,* & Quinn, C.* (2005). Cross-national conflict shifting: expanding a theory of global public relations management through quantitative content analysis. *Journalism Studies*, 6(1), 87-102.

Molleda, J.C., & Suárez, A.M. (2005). Challenges in Colombia for public relations professionals: a qualitative assessment of the economic and political environments. *Public Relations Review*, 31, 21-29.

Molleda, J.C., & Chance, S. (2005). The state of Latin American press freedom. *Journalism Studies*, 6(4), 530-534.

Molleda, J.C., & Quinn, C.* (2004). Cross-national conflict shifting: A global public relations dynamic. *Public Relations Review*, 30(1), 1-9.

Molleda, J.C., & Ferguson, M.A. (2004). Public relations roles in Brazil: hierarchy eclipses gender differences. *Journal of Public Relations Research*, 16 (4), 327-351.

Molleda, J.C., & Athaydes, A. (2003). Public relations licensing in Brazil: evolution and the views of professionals. *Public Relations Review*, 29(3), 271-280.

Molleda, J.C., & Suárez, A.M. (2003). El papel de los profesionales colombianos de relaciones públicas como agentes de transformación social: Cómo la crisis del país obliga a los profesionales a ir más allá de la comunicación con los públicos [The role of Colombian public relations professionals as agents of social transformation: How the country's crisis forced professionals to go beyond communication with publics]. *Anagramas*, 3, 87-134. [Refereed publication of the University of Medellín, Colombia].

Molleda, J.C. (2002). Analogía de las corrientes de relaciones públicas en las Américas [Analogy of the schools of public relations of the Americas]. *Anagramas*, 1, 21-37. [Refereed publication of the University of Medellín, Colombia].

Molleda, J.C. (2001). International paradigms: The Latin American School of Public Relations. *Journalism Studies*, 2(4), pp. 513-530.

(*) Graduate student – Underlined author(s) = principal investigator(s)

BOOK CHAPTERS (27)

Suárez-Monsalve, A.M., & Molleda, J.C. (2019). Strategy. In B. Brunner (Ed.), *Public Relations Theory: Application and Understanding* (pp. 11-20). New Jersey: Wiley Blackwell.

Bravo, V., Molleda, J.C., Giraldo-Davila, A.F., & Botero-Montoya, L.H. (2018). Chiquita Brands, its illegal payments to paramilitary groups in Colombia, and the transnational public relations crisis that followed. In B. Brunner & C. Hickerson (Eds.), *Cases in public relations: Translating ethics into action* (pp. 343-348). New York: Oxford University Press.

Molleda, J.C., Suárez, A.M., Athaydes, A., Sadi, Gabriel, Hernández, E., & Valencia, R. (2018). Influences of postcolonialism over the understanding and evolution of public relations in Latin America. In E. Bridgen & D. Verčič (Eds.), *Experiencing public relations international voices* (pp. 152-164). New York: Routledge.

Molleda, J.C., & Stephen, G.C. (2017). When conflict shifts: An analysis of Chiquita Brands' transnational crises in Colombia and Guatemala. In A.M. George & K. Kwansah-Aidoo (Eds.), *Culture and crisis communication: Transboundary cases from, nonwestern perspectives* (pp. 308-324). New Jersey: Wiley.

- Molleda, J.C., & Solanich, F. (2017). Chile becomes a world player of the wine industry: The legend of “Casillero del Diablo.” In J. VanSlyke Turk & J. Valin (Eds.), *Public relations case studies from around the world* (2nd ed.) (pp. 23-32). New York: Peter Lang.
- Oloke, T.C., & Molleda, J.C. (2017). The African Union Commission’s multinational Ebola campaign’s localization strategies. In J. VanSlyke Turk & J. Valin (Eds.), *Public relations case studies from around the world* (2nd ed.) (pp. 193-213). New York: Peter Lang.
- Bravo, V., Molleda, J.C., Giraldo, A.F., & Botero, L.H. (2017, chapter accepted). Chiquita Brands: Its illegal payments to paramilitary groups in Colombia and the transnational public relations crisis that followed. In C. Hickerson, & B. Brunner (Eds.) *Cases in public relations ethics: Translating ethics into action*. United Kingdom: Oxford University Press.
- Molleda, J.C. (2016). Authenticity. In C.E. Carroll (Ed), *The SAGE Encyclopedia of Corporate Reputation* (pp. 51-54). Thousand Oaks, CA: SAGE Publications.
- Molleda, J.C. (2016). Corporate reputation in Latin America. In C.E. Carroll (Ed), *The SAGE Encyclopedia of Corporate Reputation* (pp. 382-384). Thousand Oaks, CA: SAGE Publications.
- Molleda, J.C., & Stephen, G.C. (2016). When Conflict Shifts Around: An Analysis of Chiquita Brands’ Transnational Crisis in Colombia and Guatemala. In A. M. George & K. Kwansah-Aidoo (Eds.), *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (IEEE PCS Professional Engineering Communication Series) 1st Edition. Hoboken, N.J: John Wiley-IEEE Press.
- Kochhar, S., & Molleda, J.C. (2015). The evolving links between international public relations and corporate diplomacy. In G.J. Golan, S.U. Yang, & D. Kinsey (Eds.), *International public relations and public diplomacy: Communication and engagement* (pp. 51-71). New York: Peter Lang.
- Molleda, J.C., & Kochhar, S. (2015). Global strategic communication: From the lens of coordination, control, standardization, and localization. In D. Holtzhausen & A. Zerfass (Eds.), *The Routledge handbook of strategic communication* (pp. 561-571). New York, NY: Routledge.
- Moreno, A., & Molleda, J.C. (2013). Modelo de interrelación entre profesionalismo y rol social en la gestión de la comunicación [Model of interrelation between professionalism and social role in communication management]. In Asociación de Directivos de Comunicación (Eds.), *Anuario de la Comunicación* (pp. 122-133). Madrid: DIRCOM.
- Molleda, J.C., & Jain, R. (2013). Identity, perceived authenticity, and reputation: A dynamic association in strategic communications. In C. E. Carroll (Ed.), *The handbook of communication and corporate reputation* (pp. 435-445). Oxford, UK: Wiley-Blackwell.
- Molleda, J.C. (2011). Global political public relations, public diplomacy, and corporate foreign policy. In S. Kioussis, & J. Strömbäck (Eds.), *Political public relations: Principles and applications* (pp. 274-292). New York, NY: Routledge.
- Molleda, J.C. (2010). Identidad, autenticidad y reputación: una triada dinámica [Identity, authenticity and reputation: a dynamic triad]. In F. Solanich (Ed.), *Relaciones públicas: reflexiones y desafíos [Public relations: reflections and challenges]* (pp. 22-31). Santiago, Chile: Universidad del Pacífico.
- Molleda, J.C. (2010). Authenticity and its dimensions in strategic communication research. In S. Allan (Ed.), *Rethinking communication: Keywords in communication research* (pp. 53-64). Cresskill, NJ: Hampton Press.
- Molleda, J.C. (2010). Cross-national conflict shifting: A transnational crisis perspective in global public relations. In R. Heath (Ed.), *Handbook of public relations* (2nd ed.) (pp. 679-690). Thousand Oaks, CA: Sage Publications.

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Molleda, J.C. (2008). Qualitative and quantitative analysis of five years of U.S. media coverage on Mercosur. In J. Duarte and C. Gobbi (Eds.), (2008), *Mercosul sob os olhos do mundo: Como jornais de 14 países apresentaram o Mercosul aos seus leitores* (pp. 211-223). Pelotas, RS, Brazil: Editora e Gráfica Universitária, Universidade Federal de Pelotas.

Zoch, L.M., & Molleda, J.C. (2006). Building a theoretical model of media relations using framing, information subsidies and agenda building. In C.H. Botan & V. Hazleton (Eds.), *Public Relations Theory II* (pp. 279-309). Mahwah, NJ: Lawrence Erlbaum Associates.

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Moreno, A., Navarro, C., Molleda, J.C. & Fuentes, C. (2018, September). Measurement and predictors of resilience among Latin American public relations professionals: An application of the Connor-Davidson Resilience Scale (CD-RISC). Paper presented at EUPRERA 20th Annual Congress 2018 BIG IDEAS! Challenging Public Relations Research and Practice, Aarhus, Denmark.

Molleda, J.C., Moreno, A., Navarro, C., & Stephen, G. (2016, June). Professionalization of public relations in Latin America: A longitudinal comparative study. Paper accepted for presentation at the International Communication Association 66th Annual Conference, Division of Public Relations, Fukuoka, Japan.

Molleda, J.C., & Oloke, T. (2016, June). The African Union Commission's multinational Ebola campaign informed by and against the decision-making model for localization. Paper accepted for presentation at the International Communication Association 66th Annual Conference, Division of Public Relations, Fukuoka, Japan.

Alvarez, A., Moreno, M.A., & Molleda, J.C. (2015, August): El perfil de los comunicadores institucionales de América Latina: Resultados del *Latin American Communication Monitor* [The profile of institutional communicators in Latin America]. Paper presented at the XVII Congreso de la Red de Carreras de Comunicación Social y Periodismo de Argentina. Córdoba, Argentina.

Moreno, A., Molleda, J.C., Athaydes, A. & Suárez, A.M. (2015). *Latin American Communication Monitor 2015. Excelencia en comunicación estratégica, trabajo en la era digital, social media y profesionalización. Resultados de una encuesta en 18 países.* Bruselas: EUPRERA.

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Molleda, J.C., Wilson, C*, & Kochhar, S.* (2013, October). Tipping the balance: A decision-making model for localization in global public relations. Paper presented at the Educators Academy of the Public Relations Society of America, 2013 PRSA International Conference, Philadelphia, USA.

Molleda, J.C., Kochhar, S.,* & Moreno, A. (2012, October). An Intertwined Future: Exploring the Relationship between the Levels of Professionalism and Social Roles of Public Relations Practitioners. Paper presented at the Educators Academy of the Public Relations Society of America, 2012 PRSA International Conference, San Francisco, USA. (PRSA Top Research Paper Award)

Giraldo, A.F., Molleda, J.C., Botero, L.H., & Bravo, V. (2012, September). Las relaciones públicas como factor de la opinión pública: Análisis de la agenda-setting en la crisis corporativa de Chiquita Brands [Public relations as a factor of public opinion: Agenda setting in the corporate crisis of Chiquita Brands]. Paper V Latin American Congress of Public Opinion [V Congreso Latinoamericano de Opinión Pública – WAPOR 2012], Bogotá, Colombia.

Molleda, J.C., Kochhar, S.* & Wilson, C.* (2012, August). Theorizing the global-local paradox: Comparative research on information subsidies' localization by U.S.-based multinational corporations. Paper presented at the Association for Education in Journalism and Mass Communication's 100th Annual Convention, Division of Public Relations, Chicago, USA.

Molleda, J.C. (2012, May). Comparative quantitative research on social roles in 10 Latin American countries. Paper presented at the International Communication Association 62th Annual Conference, Division of Public Relations, Phoenix, USA. (Top Faculty Paper)

Kim, J.Y.,* Kiouis, S., & Molleda, J.C. (2012, May). Use of affect in blog communication: Credibility, authenticity, and trust as public relations outcomes. Paper presented at the International Communication Association 62th Annual Conference, Division of Public Relations, Phoenix, USA.

Molleda, J.C., & Kochhar, S*. (2012, April). An exploratory study of multi-sector partnerships typologies led by multinational corporations from developed and emergent economies. The Center for Global Public Relations Conference "Communicating beyond borders: Building relationships among corporations, NGOs and governments," College of Liberal Arts & Science of the University of North Carolina at Charlotte, USA.

Molleda, J.C., & Jain, R.* (2011, October). Testing a perceived authenticity index with triangulation research: the case of Xcaret in Mexico. Paper presented at the Educators Academy of the Public Relations Society of America, 2011 PRSA International Conference, Orlando, USA. (PRSA Top Research Paper Award)

Molleda, J.C., Bravo, V.*, Giraldo, A.F., & Botero, L.H. (2011, August). Testing the theory of cross-national conflict shifting: a quantitative content analysis and a case study of the Chiquita Brands' transnational crisis originated in Colombia. Paper

presented at the Association for Education in Journalism & Mass Communication's 94th Annual Convention, Division of Public Relations, Saint Louis, USA.

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Lim, H.J.,* & Molleda, J.C. (2009, May). *The influence of a cross-national conflict shift on a transnational corporation's host customers*. Paper presented at the International Communication Association 59th Annual Conference, Division of Public Relations, Chicago, USA.

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Laskin, A.V., & Molleda, J.C. (2007, October). *Third-person effect, corporate social responsibility, and corporate perception*. Paper presented at the 72nd Annual Convention of the Association for Business Communication, Washington, DC.

Molleda, J.C., Martinez, B., & Suárez, A.M. (2007, August). *Building multi-sector partnerships for progress with strategic, participatory communication: a case study from Colombia*. Paper presented at the 2007 Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Public Relations Division, Washington, D.C.

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Molleda, J.C. (2001, March). *The Latin American public relations' school of thought: Market-orientation or social equality?* Paper presented at 4th Annual Educators Academy Research Conference of the Public Relations Society of America, Miami, Florida.

Zoch, L.M., & Molleda, J.C. (2000, November). *Building a theoretical model of media relations using framing, information subsidies and agenda building*. Paper presented at the Annual Conference, National Communication Association (Top-four papers), Seattle, Washington.

Molleda, J.C. (2000, August). *An exploration of integration of the public relations function in international business operations*. Paper presented at the 83rd Annual Convention, Association for Education in Journalism and Mass Communication, Phoenix, Arizona.

Molleda, J.C., & Zoch, L.M. (1999, August). *Uncovering the support area/in-house agency paradox with evaluative research*. Paper presented at the 82nd Annual Convention, Association for Education in Journalism and Mass Communication, New Orleans.

Molleda, J.C., & Bollinger, L. (1999, February). *The rhetorical vision of South American in-flight magazines*. Paper presented at the XVI Annual Intercultural Communication Conference, University of Miami, Miami, Florida.

Molleda, J.C. (1998, September). *Qualitative and quantitative research for assessment of organizational issues*. Paper presented to the Blues Intelligence Group, Blue Cross and Blue Shield Association, Charleston, South Carolina.

Grant, A., Zhu, Y., van Tuyl, D., Teeter, J., Molleda, J.C., Mohammad, Y., & Bollinger, L. (1998, August). *Dependency and control*. Paper panel session presented at the 80th Annual Convention, Association for Education in Journalism and Mass Communications, Baltimore, Maryland.

Molleda, J.C. (1998, March). *Venezuela turns around from nationalization to oil opening*. Paper presented at the Graduate Student Day (Second best paper in the communication area), University of South Carolina, Columbia, South Carolina.

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Flickinger, J., Arranz, A., & Molleda, J.C. (1997, January). *A user-driven approach to telecommunication policy development*. Paper presented at the 19th Pacific Telecommunications Conference, Honolulu, Hawaii.

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Molleda, J.C. (1996, March). *Dependency and impact of the major U.S. television groups and cable MSOs in Latin America*. Paper presented at the Mid-Atlantic Graduate Communication Conference, Temple University, Philadelphia, Pennsylvania.

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Molleda, J.C., & Pelfrey, D. (2007). International communication: A key aspect of international media preparation. *Tactics*, 14(12), 18.

Pelfrey, D., & Molleda, J.C. (2007, Fall). Responsibilities and responses to global forces: an alert system for both domestic and international professionals alike. *The Public Relations Strategist*, 13(4), 34-37.

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Molleda, J.C., & Laskin, A.V. * (2005). Global, international, comparative and regional public relations knowledge from 1990 to 2005: A quantitative content analysis of academic and trade publications. Institute for Public Relations website. Retrieved February 14, 2006, from http://www.instituteforpr.org/pdf/Molleda_Laskin.pdf

Molleda, J.C. (2004, Winter). Partners in an alliance with a global reach. *The Public Relations Strategist*, 10(1), 48-51. [Publication of the Public Relations Society of America]

Molleda, J.C. (October 2003). Multiculturalismo y diversidad en las relaciones públicas: una mirada al contexto latinoamericano y caribeño [Multiculturalism and diversity in public relations: a view to the Latin American and Caribbean context]. *Tendencias*, 19-20. [Publication of the Association of Public Relations Professionals of Puerto Rico]

Molleda, J.C. (2002, Fall). Challenges of international research. *PRUpdate*, 37(4), 4. [Publication of the Public Relations Division of the Association for Education in Journalism & Mass Communication]

Molleda, J.C. (2002). Convergencia entre relaciones públicas y diplomacia pública [Convergence between public relations and public diplomacy]. *Espacio 8*, pp. 25-36. [Publication of the Cuban Association of Social Communicators]

Molleda, J.C. (2002). Comunicação e mudanças organizacionais [Communication and organizational change]. *Líbero*, 4, 4-15. [Publication of the Cásper Líbero Foundation, Sao Paulo, Brazil]

LECTURES, SPEECHES, OR WORKSHOPS PRESENTED AT ACADEMIC OR PROFESSIONAL EVENTS AND PRIVATE INSTITUTIONS BY INVITATION (89, ARGENTINA, BRAZIL, CANADA, COLOMBIA, COSTA RICA, CUBA, DOMINICAN REPUBLIC, IRAN, MEXICO, PERU, SOUTH KOREA, SPAIN, TAIWAN, UNITED ARAB EMIRATES, UNITED STATES, URUGUAY, VENEZUELA)

Las RRPP: Elemento diferenciador de la estrategia postCovid [Public Relations: Differentiating element of the postCovid strategy]. Webinar. Universidad Anahuac-Puebla Escuela de Comunicación, October 15, 2029.

LatinX Demographics & Worldviews. Webinar. Levis Strauss & Co's LatinX Heritage Month, September 16, 2020.

Latin American Communication Monitor 2018-2019. Presentation. PR Monday PRORP [Asociación Mexicana de Profesionales de Relaciones Públicas], July 8, 2019, Mexico City, Mexico.

Latin American Communication Monitor 2018-2019. Presentation. Universidad Panamericana School of Communication, July 4, 2019, Guadalajara, Mexico.

Latin American Communication Monitor 2018-2019. Speaker. II Edición de la Cumbre Iberoamericana de Comunicación Estratégica CIBECOM [II Edition of the Ibero-American Summit of Strategic Communication), May 8-10, 2019, Madrid, Spain.

"Panorama de investigación en América Latina (overview of research in Latin America): The Latin American Communication Monitor." Keynote. XV Anniversary of the Research Center for Applied Communication and 8th Colloquium of Doctoral Studies in Communication Research, Facultad de Comunicación, Universidad Anáhuac, April 11, 2019, Huixquilucan, State of Mexico.

"Enrollments—going up, going down or staying flat: From advertising to public relations." Panelist. Association of Schools of Journalism and Mass Communication, 2018 Winter Workshop, February 22-24, Phoenix, Arizona.

"The complexity of a transnational crisis." Keynote. 2017 Utility Communicators International Annual Conference, June 15, Portland, Oregon.

"How online media are aiding Venezuela, a fragile democracy in Latin America." Panelist. Panel: Communication interventions in fostering democratic societies: Countries in transition, International Communication Association's 67th Annual Conference, May 29, 2017, San Diego, California.

"Latin American Communication Monitor." Panelist. Panel: Comparative research in public relations: Exploring challenges and opportunities, International Communication Association's 67th Annual Conference, May 28, 2017, San Diego, California.

"Global trends to domestic applications". Keynote. 2017 Comm/Con Leading strategies, Public Relations Society of America Oregon Chapter, May 8, 2017, Portland, Oregon.

"Nuevos universos en RRPP ... Open Minds [New universes in public relations]". Speaker. Fifth International Conference of Public Relations: The value of public relations and the value of relationships, Consejo Profesional de Relaciones Públicas de la República Argentina (CPRP), September 1, 2016, Buenos Aires, Argentina.

"Theorizing the global-local paradox." Speaker. International Invitation Seminar 2016, Sunkyunkwan University, June 7, 2016, Seoul, South Korea.

"Strategies of international public relations." Speaker. Quinta Jornada Universitaria [5th University Conference], Universidad La Salle, June 3, 2016, Cancún, Mexico.

"Analysis of the Volkswagen crisis." Speaker. Quinta Jornada Universitaria [5th University Conference], Universidad La Salle, June 3, 2016, Cancún, Mexico.

"International corporate communication." Sexto Congreso Internacional de Comunicación Estratégica [6th International Congress of Strategic Communication], November 5-6, 2015, Medellín, Colombia

"Latin American communication monitor 2014-2015: Excellence in strategic communication, work in the digital era, social media, and professionalization; results of a survey in 18 countries." Speaker. Universidad de Medellín and DirCom (Association of Communication Executives), July 9, 2015, Medellín, Colombia.

"Latin American communication monitor 2014-2015: Excellence in strategic communication, work in the digital era, social media, and professionalization; results of a survey in 18 countries." Speaker. ProRP and DirCom (Association of Communication Executives), July 7, 2015, Mexico City.

"National politics transcend country boundaries: A theoretical discussion of the lack of communication of the Venezuelan government with the country's diaspora in Miami." Panelist. Panel: Emerging publics in government communications: Domestic publics and diaspora communities, International Communication Association's 65th Annual Conference, May 24, 2015, San Juan, Puerto Rico.

"Informar en tiempos de crisis" [Informing in times of crisis]. Keynote. X Encuentro Internacional de Periodistas [X International Summit of Journalists], December 4, 2014, Guadalajara, Mexico.

"The theory of change and public relations." Keynote. Tenth International Public Relations Symposium (Arman Public Relations Institute in collaboration with the International Public Relations Association), November 28, 2014, Tehran, Iran.

"Change communication and strategic public relations." Workshop. Arman Public Relations Institute, November 27, 2014, Tehran, Iran.

"Strengths and weaknesses of public relations in Latin America." Virtual speaker. Conselho Federal de Profissionais de Relações Públicas (Federal Council of Public Relations Professionals), Cásper Líbero Auditorium, September 26, 2014, São Paulo, Brazil.

"Values." Panel moderator. Eighth World Public Relations Forum of the Global Alliance for Public Relations and Communication Management, September 22, 2014, Madrid, Spain.

"What can professionals and scholars learn from each other?" Keynote. Research Colloquium of the Global Alliance for Public Relations and Communication Management, September 21, 2014, Madrid, Spain.

"Developing conversations in a globalized world." Panel moderator. Research Colloquium of the Global Alliance for Public Relations and Communication Management, September 21, 2014, Madrid, Spain.

"Audience analysis, shared values, and engagement." Workshop. Seminario Intensivo de Gestión de la Comunicación y Relaciones Públicas Estratégicas [Intensive Seminar of Communication Management and Strategic Public Relations]. Centro Colombiano de Relaciones Públicas y Comunicación Organizacional (CERCORP Spanish acronym), September 13, 2014, Medellín, Colombia.

"Management of communications and strategic public relations." Panelist. Corporación Universitaria Remington (University Remington), September 11, 2014, Medellín, Colombia.

"Communication and public relations today." Panelist. Centro Colombiano de Relaciones Públicas y Comunicación Organizacional (CERCORP Spanish acronym) Awards, September 10, 2014, Medellín, Colombia.

"Smart power, smart nations." Panelist. Syracuse University's 2013 Public Diplomacy Symposium, November 1, 2013, Syracuse, NY, USA.

"Defusing preconceived notions of teaching online: An overview of best practices." Panelist. PRSA Educators Academy Super Saturday Programming, October 25, 2013, Philadelphia, USA.

"Relaciones públicas globales y multiculturales: Una práctica dinámica" [Global and multicultural public relations: A dynamic practice]. Speaker. Universidad de Antioquia, Facultad de Comunicaciones, September 17, 2013, Medellín, Colombia.

"Principios de las relaciones públicas estratégicas" [Principles of strategic public relations]. Alcaldía de Medellín, Departamento de Comunicación, September 16, 2013, Bogotá, Colombia.

"Identidad, reputación, autenticidad y resultados relacionales como modelo estratégico" [Identity, reputation, authenticity, and relational outcomes as a strategic model]. Speaker. 50th Anniversary of the "Centro Colombiano de Relaciones Públicas y Comunicación Organizacional CECORP, September 16, 2013, Medellín, Colombia.

"Tendencias de las relaciones públicas estratégicas" [Trends in strategic public relations]. Encuentro Internacional de Relaciones Públicas y Protocolo [International Summit of Public Relations and Protocol], Fundación Escuela de Relaciones Públicas y Protocolo, August 8, 2013, Bogotá, Colombia.

“Principios de las relaciones públicas estratégicas” [Principles of strategic public relations]. Colsubsidio, August 9, 2013, Bogotá, Colombia.

“Relaciones públicas globales y multiculturales: Una práctica dinámica” [Global and multicultural public relations: A dynamic practice]. Speaker. II Congreso Internacional de Relaciones Públicas y Marketing [2nd International Congress of Public Relations and Marketing], Corporación Universitaria Remington, Facultad de Ciencias Empresariales, May 23-24, 2013, Medellín, Colombia.

“Identidad, reputación, autenticidad y resultados relacionales como modelo estratégico” [Identity, reputation, authenticity, and relational outcomes as a strategic model]. Speaker. 3rd International Public Relations Congress & Latin American Meeting IPRA, September 20, 2012, Lima, Peru.

“Tendencias de las relaciones públicas internacionales” [Trends in international public relations]. Speaker. Congreso Mundial de Estudiantes de Ciencias de la Comunicación [World Congress of Communication Sciences Students], August 5, 2012, Cancún, México.

“Teoría y práctica de las relaciones públicas o comunicaciones estratégicas internacionales” [Theory and practice of International Public Relations or Strategic Communications]. Lecturer. Universidad de Malaga, June 8, 2012, Malaga, Spain.

“Global issues and opportunities: International and cross-cultural research in public relations.” Panelist: Extended Session at the International Communication Association 62th Annual Conference, May 24-28, 2012, Phoenix, USA.

“Global roundtable.” Panelist. The Center for Global Public Relations Conference “Communicating beyond borders: Building relationships among corporations, NGOs and governments,” College of Liberal Arts & Science of the University of North Carolina at Charlotte, March 20, 2012, Charlotte, USA.

“International public Relations” Does it exist? Keynote. 2nd Middle East Public Relations Conference “Setting Communication Standards in the Middle East,” organized by the Middle East Public Relations Association in collaboration with Zayed University. March 4-5, 2012, Dubai, United Arab Emirates.

“Establishing Communication Standards and Ethical Practices in the Middle East.” Discussion panel moderator. 2nd Middle East Public Relations Conference “Setting Communication Standards in the Middle East,” organized by the Middle East Public Relations Association in collaboration with Zayed University. March 4-5, 2012, Dubai, United Arab Emirates.

“Las dimensiones de la autenticidad percibida [The dimensions of perceived authenticity].” Speaker. IV Congreso Internacional de Comunicación Estratégica en Medios Interactivos [IV International Congress of Strategic Communication in Interactive Media], sponsored by the Universidad de Medellín. October 4-6, 2011, Medellín, Colombia.

“El profesionalismo y roles de los relacionistas públicos en las organizaciones modernas desde una visión internacional” [Professionalism and roles of public relations professionals | modern organizations from an international view] – “Alianzas sociales estratégicas” [Strategic social alliances.” Workshops. Colegio Profesional de Relacionistas Públicos del Perú, Consejo Regional de Arequipa, August 11-12, 2011, Arequipa, Peru.

“Identidad, autenticidad & reputación: La triada dinámica” [Identity, authenticity & reputation: A dynamic triad.” Speaker. Universidad Nacional de San Agustín – Colegio Profesional de Relacionistas Públicos del Perú, Consejo Regional de Arequipa, August 11, 2011, Arequipa, Peru.

“Manejo de prensa internacional ante situaciones de crisis, casos Inglaterra y Francia” [Management of the international press in crisis situations, the cases of England and France]. Workshop. Instituto Costarricense de Turismo [Costa Rican Institute of Tourism or Costa Rican Tourism Board], June 29, 2011, San José, Costa Rica.

“Political public relations principles and applications.” Panelist: “Global political public relations and public diplomacy.” International Communication Association 61th Annual Conference, May 26-30, 2011, Boston, USA.

“Putting the pieces together for international education.” Panel during the International Education Week. University of Florida. November 17, 2010, Gainesville, Florida.

“Identity, authenticity and reputation: The dynamic triad.” Speaker: XIX Public Relations World Congress of the International Public Relations Association (IPRA), June 1-3, 2010, Lima, Peru.

“La investigación en las comunicaciones” [Research in communications]. Universidad de Turabo. November 29, 2005, Caguas, Puerto Rico.

“Communication and authenticity.” Panelist: “The construction of an authenticity index.” International Communication Association 59th Annual Conference, May 21-25, 2009, Chicago, USA.

“Balancing public relations with socioeconomic and political environments: Comparative, contextualized Research in Colombia, Mexico, and Venezuela.” Guest lecturer. Journalism Week at the University of Oklahoma’s Gaylord College of Journalism and Mass Communication, September 26, 2008, Norman, OK.

“Alianzas sociales estratégicas” [Strategic social partnerships]. Speaker. Responsabilidad Social Corporativa Congreso Internacional, Tercera Edición [Corporate Social Responsibility International Congress, Third Edition] sponsored by the business magazine *Ganar-Ganar*, June 4-5, 2008, Mexico City, Mexico.

“El profesionalismo y roles de los publirrelacionistas en las organizaciones desde una visión Internacional” [Professionalism and roles of the public relations professional in organizations from an international vision]. Keynote. XXI Encuentro Internacional de Relaciones Públicas [XXII International Encounter of Public Relations] sponsored by Asociación de Relaciones Públicas del Caribe Mexicano, February 22-23, 2008, Cancún, Mexico.

“La reputación de las empresas” [Reputation of the enterprises]. Keynote. Primer Congreso Internacional de Relaciones Públicas 2007 [First International Congress of Public Relations 2007] sponsored by Consejo de la Comunicación, Asociación Mexicana de Profesionales de Relaciones Públicas and Academia Nacional de Relaciones Públicas, October 19, 2007, Mexico City, Mexico.

“Los estudios y la profesión de relaciones públicas en los Estados Unidos” [Public relations studies and the profession in the United States]. Keynote. Foro “Formación y Praxis Actual de las Relaciones Públicas” [Current education and practice of public relations] sponsored by the Venezuelan Association of University Graduates and Higher Technicians in Public Relations (AVLICTSURP), July 30, 2007, Caracas, Venezuela.

“El desarrollo teórico de relaciones públicas en los Estados Unidos” [Theoretical development of public relations in the United States]. Workshop instructor and keynote. Seminario Internacional “Investigación en Comunicación Gerencial y Relaciones Públicas” [International seminar “research in communication management and public relations”] sponsored by Universidad Central de Venezuela and the Inter-American Confederation of Public Relations (CONFIARP), July 29, 2007, Caracas, Venezuela.

“Reputación organizacional como recurso para cambios internos y transformaciones externas” [Organizational reputation as a resource for internal changes and external transformations]. Keynote. Segundo Simposio Nacional Relaciones Públicas [Second National Symposium of Public Relations] sponsored by the Public Relations Association of the Guerrero State, May 16-19, 2007, Acapulco, Mexico.

“The World of Public Relations: Is It The Same Everywhere?” Panelist. The Niagara Falls 2006 Beyond Borders of the Canadian Public Relations Society, June 2006, Niagara Falls, Canada.

“Estado actual y tendencias globales de la comunicación empresarial y las relaciones públicas” [Current status and global tendencies of business communication and public relations]. Keynote. I Congreso Internacional Comunicación Corporativa y Relaciones Públicas [I International Congreso Corporate Communication and Public Relations] sponsored by ADECIN and PRACTICA, May 2006, Bogotá, Colombia.

“The role of public relations in strengthening civic society through community programs and partnerships.” Keynote. 2006 March 30th Symposium: The role of communication in promoting civic engagement and democratic principles. European Union – Canada Mobility Project, Mount Royal College, Calgary, Canada.

“Trends in public relations.” Grupo Banco Popular. November 28, 2005, San Juan, Puerto Rico,

“La reglamentación de las relaciones públicas en Panamá” [The regulation of public relations in Panama.]. Keynote. 2005 Annual Convention of the Association of Public Relations Professionals of Puerto Rico, September, Dorado, Puerto Rico

“Global Dialogue and Partnerships.” Panelist. 55th Annual Conference of the International Communication Association, Division of Public Relations, May 2005, New York City

“Public relations in five continents: successful experiences and challenges.” Keynote. International Seminar Global Dimension of Public Relations, Trends and Forecast. 55th Anniversary of “Universidad de Medellín,” Colombia and 10th years of its College of Communication, March 2005

“The socioeconomic and political environments impacting public relations practices in Venezuela.” Speaker. Colloquium Series, College of Journalism and Communications, University of Florida, January 26, 2005, Gainesville, Florida

“Perspectives in global public relations.” University of Miami. November 19, 2004, Miami, Florida

“Workshop: Peeling the issues onion: what’s at the global core?” Panelist. 2004 International Conference of the Public Relations Society of America (PRSA), October 26, New York City

“Workshop: To regulate or not to regulate: Latin American Perspective.” Panelist. 2004 International Conference of the Public Relations Society of America (PRSA), October 24, New York City

“Session: The same as origami, only different: designing papers that get accepted...and noticed.” Panelist. 2004 Public Relations Society of America Educators Academy Pre-Conference, October 23, New York City

“Nuevos enfoques de las relaciones públicas en el tercer milenio” [Public relations trends in the third millennium]. Keynote. XVI National Congress of University Students of Social Communication (APEUCS) and I International Conference. October 9, 2004, National University of Central Peru, Huancayo, Peru

“Las relaciones públicas como apoyo a proyectos de desarrollo sostenible con énfasis en el sector turístico” [Public relations in support of sustainable development projects with emphasis on the tourist sector]. Keynote. IV International Congress of Public Relations, sponsored by the Latin American Association of Public Relations (ALARP) with the support of the Inter-American Confederation of Public Relations (CONFIARP). September 2004, Punta del Este, Uruguay

“Perspectives in global public relations.” Florida Public Relations Association. May 20, 2004, Gainesville, Florida

“Multiculturalism and diversity in public relations: a view to the Latin American and Caribbean context.” Keynote. V International Public Relations Forum, sponsored by the Inter-American Confederation of Public Relations (CONFIARP) and the Association of Public Relations Professionals of Puerto Rico (ARPPR). October 2003, Carolina, Puerto Rico

“Public Relations in Brazil.” Panelist. Global Public Relations Panel presented at the 53rd Annual Conference of the International Communication Association, May 2003, San Diego, California

“Impacto y manejo de las transferencias de conflictos transnacionales [Impact and Management of transnational Conflict Shifts].” Speaker. Conference at the II Hemispheric Conference of Public Relations, sponsored by the Colombian Center of Public Relations and Organizational Communication (CECORP). April 2003, Medellín, Colombia

“El papel social de las Relaciones públicas en Brasil [The social role of public relations in Brazil].” Keynote. XXIV Inter-American Congress of Public Relations, sponsored by the Inter-American Confederation of Public Relations (CONFIARP). September, 2002, Varadero-Cuba

“Public relations education in the United States of America” Universidad de Medellín. July 2002, Medellín, Colombia

“Trends in international public relations.” National Chengchi University, May 2002, Taipei, Taiwan

“Tendencias internacionales de las relaciones públicas” [Internacional trends of public relations]. Centroamérica Porter Novelli, May 10 2002, San José, Costa Rica

“Tendencias internacionales de las relaciones públicas” [Internacional trends of public relations]. Comunicación Corporativa de Centroamérica, S.A./Ketchum, May 10 2002, San José, Costa Rica

“Public relations and public diplomacy: How official sources influence the media agenda.” Speaker. Seminar Public Relations and Political Marketing—Dominican Association of Journalists, Dominican Circle of Public Relations Professionals, & Center of Governmental Information. April 2002, Santo Domingo, Dominican Republic

“Public relations education in the United States of America.” Speaker. IV International Forum of Public Relations. October 2001, Santo Domingo, Dominican Republic

“The Social Role of the Brazilian Public Relations Professional: A Qualitative and Quantitative Exploration” Colloquium Lecture Series, Graduate Studies and Research Division of the University of Florida College of Journalism and Communications. October 2001, Gainesville, Florida

“How to communicate organizational changes.” Empresas Públicas de Medellín. September 2001, Medellín, Colombia

“Evolution and trends in international public relations.” Colombian Center of Public Relations and Organizational Communication (CECORP). September 2001, Medellín, Colombia

“Integration and localization of strategic public relations.” Speaker. XVI Congress of the Brazilian Association of Public Relations. May 2001, Brasilia, Brazil

TELESEMINARS (2)

“Understanding how media work in different culture.” Public Relations Society of America International Professional Interest Section. **Speaker.** Topic: Brazil, Colombia, Puerto Rico and Venezuela. November 19, 2003

Reaching Latin American and Caribbean targets via public relations hubs.” Public Relations Society of America International Professional Interest Section. **Coordinator/Moderator.** Speakers: Gigi de Mier, President of a Puerto Rican consultancy; Margarita Mendoza, General Manager of Porter Novelli Guatemala; Jeffrey Sharlach, President and CEO of The Jeffrey Group; and Ramiro Prudencio, General Manager Burson-Marsteller Brazil. May 5, 2004

ACADEMIC AND PROFESSIONAL CONFERENCES ATTENDED

57th Conference of the International Communication Association, Division of Public Relations, San Francisco

2006 Public Relations Society of America International Conference, Salt Lake City, Utah (Member of the International Professional Interest Section's Executive Board)

2005 Annual Convention of the Association of Public Relations Professionals of Puerto Rico, Dorado, Puerto Rico

Second World Public Relations Festival sponsored by the Italian Federation of Public Relations and General Council of the Global Alliance for Public Relations and Communication Management, June 29-30, 2005, Trieste, Italy

2004 Public Relations Society of America International Conference, New York City

2004 Executive Board meeting and General Council of the Global Alliance for Public Relations and Communication Management, June 8-9, 2004, Québec City, Canada [Project leader and one of the representatives of PRSA].

The Canadian Public Relations Conference, Québec, June 2004. [Moderator of a round table on ethics and participant.]

2003 PRSA International Conference, October, New Orleans, Louisiana.

V International Forum of Public Relations, Inter-American Confederation of Public Relations (CONFIARP), October 2003, Carolina, Puerto Rico.

First World Public Relations Festival sponsored by the Italian Federation of Public Relations and General Council of the Global Alliance for Public Relations and Communication Management, June 2003, Rome, Italy.

2002 Bled Symposium and annual meeting of the Global Alliance for Public Relations and Communication Management. July 3-4, Bled, Slovenia.

BledCom 2002, International Research Symposium of Public Relations. July 4-7, Bled, Slovenia.

2002 Professional Development Seminar of the Florida Public Relations Association (FPRA). Cutting edge PR: Staying on top of trends and tactics in public relations. April 12, Gainesville, Florida.

I International Congress of the Latin American Association of University Careers of Public Relations (ALACAURP). November 2001, Guadalajara, Mexico.

XXIII Inter-American Congress of Public Relations November 2000, Montevideo, Uruguay.

Annual Public Relations Conference, North Carolina State University, March 1995, Raleigh.

Corporate Identity and Image course, Venezuelan Federation of Advertising Agencies, September 1993, Caracas.

Third Latin American Congress of Advertising, Latin American Federation of Advertising Agencies, July 1993, Caracas.

Public Relations Management course, Venezuelan Association of Executives, July 1991, Caracas.

SERVICE AND OTHER SPECIAL ACTIVITIES

2012-2013-2014-2015 Board member of the Educational Affairs Committee – Public Relations Society of America.

Molleda – 11/03/20 – 23

Educational Affairs Committee – Certification in Education for Public Relations – Public Relations Society of America –

Latin American Liaison. Site visits: Communication and Corporate Relations Program of the Universidad de Medellín [University of Medellín], Colombia, February 14-18, 2010. Public and Institutional Relations Program at the Universidad Argentina de la Empresa [Argentinean University of the Enterprise]. Argentina, August 16-18, 2011. Public Relations Program of the Universidad de San Martín de Porres [University of San Martín de Porres], Peru, November 12-14, 2012. Bachelor of Fine Arts in Speech Communication with an emphasis in Public Relations of Valdosta State University, Georgia, USA, January 27-29, 2015.

Editorial board member of the following academic publications: *International Journal of Strategic Communication*, *Journal of Communication Management*, *Journal of Public Relations Research*, *Organicom* (Universidade de São Paulo, Brazil), *Public Relations Journal* (PRSA), and *Public Relations Review*.

2012-2013 Chair of the International Communication Association's Public Relations Division.

2010-2011 Vice Chair of the International Communication Association's Public Relations Division.

2008-2009 Secretary of the International Communication Association's Public Relations Division.

Reviewer of conference papers for the Public Relations Division of the Association for Education in Journalism and Mass Communication. 2008

Co-chair of the 2008 Annual Conference of the University of Florida Center for Latin American Studies in association with the College of Journalism and Communications: Uniting for Solutions. Multi-Sector Partnerships and Strategic Communications in the Americas: Business, Community, Government.

Reviewer of conference papers for the Public Relations Division of the Association for Education in Journalism and Mass Communication. 2006

Charter member of Institute for Public Relations' Commission on Global Public Relations Research

Vice Chair of the 2004/2005 Global Initiatives Advisory Board of the Public Relations Society of America (PRSA)

Executive Committee member of the 2005/2006 International Professional Section of the Public Relations Society of America (PRSA)—Chair of Professional Development

Member of the 2004 Strategic Planning Committee of the Public Relations Society of America

Vice Chair of the 2003 Public Relations Society of America (PRSA) Global Initiatives Committee and member of the 2003 PRSA Strategic Planning Operating Committee

Reviewer of conference papers for the Public Relations Division of the International Communication Association. 2003, 2004, 2006

Faculty advisor of the 2003 PRSSA Bateman National Campaign Competition Team (Top Three)

Faculty advisor of the Public Relations Student Society of America (PRSSA) University of Florida—College of Journalism and Communications—2002-2003

Faculty advisor of the Hispanic Communicators Association University of Florida—College of Journalism and Communications—2001-2002-2004-2005

Member of the International Communication and Student Evaluation Committees University of Florida—College of Journalism and Communications

Graduate Student Liaison—Public Relations Division—Association for Education in Journalism and Mass Communication—1999-2000

Vice President and Treasurer—Doctoral Student Association-College of Journalism and Mass Communications—University of South Carolina

La Verdad, Maracaibo — Venezuela / **Columnist**, *International Communication Issues*. 1998

La Voz Latina, Ocala-Gainesville, Florida / **Columnist / Editorial Board**, November 2002—January 2007.

Service-Learning/Applied Research/Campaigns:

The Girls Club of Alachua County, Parents Today Magazine; Florida, Police Benevolent Association, Florida Museum of Natural History, & University of Florida (UF) International Center. Fall 2000

UF Career Resource Center. Spring '01, Fall '01, Spring 2002

Children's Home Society of Florida. Fall 2001

United Way of Alachua County. Spring 2002

Gainesville Area Chamber of Commerce. Fall 2002

UF University Center for Excellence in Teaching. Spring 2004

Naylor Publications, Inc. (donated \$2,500 to the Department of Public Relations). Fall 2004

Global Alliance for Public Relations and Communication Management, Fall 2005
UF University Relations Office (donated \$2,000 to the Department of Public Relations), & Romanian National Tourist Office. New York City (sponsored academic-related trip to Romania for a faculty member of the Department of Public Relations). Spring 2006
Harris Corporation (donated \$5,000 to the Department of Public Relations), & Colombian Paralympic Committee, Fall 2006
The Guatemala Tourism Board (INGUAT), & University of Florida, University Relations Office (donated \$2,500 to the Department of Public Relations), Spring 2007
ToneRite, Inc. (donated \$3,000 to the Department of Public Relations), Florida Museum of Natural History (donated \$2,000 to the Department of Public Relations), & The Dominican Tourist Office headquartered in Miami, Fall 2007
Trust of Tourist Promotion of Riviera Maya, Mexico, Spring 2008
Costa Rican Tourism Board, Spring 2010
The Agency, Hospital de Diagnóstico of El Salvador, and UF Genetics Institute, Fall 2014
The University Florida's College of Journalism and Communications Multimedia Properties, Fall 2015.

ACADEMIC & PROFESSIONAL AFFILIATIONS

Arthur W. Page Society
Association for Education in Journalism and Mass Communication (Public Relations Division)
Florida Public Relations Association (FPRA)
Institute for Public Relations' Commission on Global Public Relations Research
International Communication Association (Public Relations Division)
International Public Relations Association
Public Relations Society of America (Educators Academy)

AWARDS (38)

2015 Travel Grant of the Center for Latin American Studies of the University of Florida, \$1000
2014-2015 Doctoral Dissertation Advisor/Mentoring Award of the University of Florida, \$3000 pre-tax cash and \$1000 to support graduate students
2013, Colombian Center of Public Relations and Organizational Communication (CECORP, Spanish acronym) Contribution to Public Relations Research, Education, and Training in Latin America Award
2013, UF College of Journalism and Communications Outstanding Doctoral Mentor Award
2012, UF College of Journalism and Communications Seed Money Fund Award \$3,500
2010, University of South Carolina's School of Journalism and Mass Communications Outstanding Young Alumni Award
2010-11, University of Florida's Faculty Enhancement Opportunity (FEO) award, summer 2011 salary \$18,065 to conduct Pan-Regional research in Latin America.
2010-12, University of Florida Research Foundation (UFRF) Professorship award, salary supplement of \$5,000 and a \$3,000 one-time allocation for research, the term of this professorship is 2010-2012.
2008, University of Florida's International Educator of the Year for the untenured/recently tenured faculty category, award \$3,000 stipend to assist in international work.
2008, Institute for Public Relations, Essential Knowledge Project, Grant \$3,000.00
2007, UF Center for International Business Education and Research (CIBER), Grant \$18,000.00
2007, UF Center for Latin American Studies, Course Development Grant, \$2,500.00
2006, Public Relations Society of America Foundation, Grant \$16,840.56
2006, UF College of Journalism and Communications Dean's Seed Money Fund Award \$1,400
2006, International Communication Association, Public Relations Division, Top Three Faculty paper
2006, UF College of Journalism and Communications, Educator of the Year Award, \$2,000
2005, UF College of Journalism and Communications, Distinguished International Educator

2005 Institute for Public Relations Master's Thesis Award (sponsored by Northwestern Mutual)—award granted to both the graduate student (\$2,000) and main advisor (\$ 1,000.)

2005, International Public Relations Award of the Cuban Association of Social Communicators—Circle of Public Relations of Cuba. XXV Congress of Public relations, CONFIARP Caracas, Venezuela

2005, Summer, Travel Grant of the UF Center for European Studies, \$ 500

2005, UF-FIU CIBER Mercosur Program in Rio de Janeiro (Brazil), Buenos Aires (Argentina) and Santiago (Chile), \$ 5,500

2004, UF College of Journalism and Communications Dean's Seed Money Fund Award \$2,450

2004, UF College of Journalism and Communications, Faculty Summer Scholarship Award, \$6,500

2004, UF College of Journalism and Communications, Al and Effie Flanagan Bonus Award for Service, Teaching and Research (STAR), \$ 3,000

2004, UF College of Journalism and Communications, Distinguished International Educator

2003 & 2004, Public Relations Society of America President & CEO's Citation for meritorious service as Vice Chair, Global Initiatives Advisory Board

2003, UF College of Journalism and Communications, Professional Summer Award \$6,500

2003, UF College of Journalism and Communications, Faculty Bonus Award

2003, Institute for Public Relations' 6th Annual International Public Relations Conference, top-three paper award, \$500

2003, PRSA Educators Academy Conference, top-faculty paper award, \$500

2002, UF College of Journalism and Communications, Faculty Summer Scholarship Award, \$6,500

2002, UF College of Journalism and Communications, Cash Performance Bonus Award, \$2,200

2002, Association for Education in Journalism and Mass Communication, Public Relations Division, Top Four Faculty-Student Paper (Four Place)

2002, UF College of Journalism and Communications, Research award, Dean's Seed Money Funds Award, \$2,833

2001, UF Faculty Laptop Program (Training and laptop computer)

2001, University of South Carolina College of Journalism and Mass Communication, Dissertation Award

2001, UF College of Journalism and Communications, Faculty Summer Scholarship/Research Award, \$6,000

2000, The Girls Club of Alachua County's Public Relations Campaign Award

2000, National Communication Association, Public Relations Division, Top Four Faculty-Student paper (Second Place)