

# Amanda K. Kennedy

Doctoral Candidate  
Department of Communication, University of Maryland

## *Curriculum Vitae*

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## Education

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**Ph.D., Communication (Public Relations)**, University of Maryland, College Park, Expected May 2016

- Committee: Dr. Elizabeth Toth (Chair), Dr. Sahar Khamis, Dr. Brooke Fisher Liu, Dr. Erich Sommerfeldt, Dr. Linda Aldoory
- Dissertation: *An affective turn for public relations: Rethinking (and feeling) the online vaccine debate*

**M.A., Communication (Public Relations)**, University of Houston, Texas, December 2012

- Committee: Dr. Jennifer Vardeman-Winter (Chair), Dr. Jill Yamasaki, Dr. Katie Reynolds Place (Quinnipiac University)
- Thesis: *Feminist and postmodern values in public relations organizational cultures*

**Graduate Certificate**, Women's Studies, University of Houston, April 2011

**B.A., Communication**, Southwestern University, Georgetown, Texas, August 2007

## Research interests

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Public relations research in the following areas: feminist, postmodern, poststructural, and critical theory and methodologies; affect theory; health and risk communication; and qualitative and emergent epistemologies and methods.

## Academic employment

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**Presidential Intern**, Dr. Elizabeth Toth, president, Association for Education in Journalism and Mass Communication (AEJMC) (October 2014–present)

- Participate in developing and editing various written material; conduct research about academic and professional topics in communication to inform newsletters, session discussions and themes; assist in managing the president's conference activities and schedule

**Instructor of Record**, University of Maryland, Department of Communication (August 2012–December 2014)

- Developed and implemented lower- and upper-level undergraduate communication and public relations courses (see "Teaching Experience" section)

**Grader**, University of Houston, Valenti School of Communication (Fall 2013)

- Graded final research papers and projects for graduate-level Seminar in Crisis Communication, taught by Dr. Jennifer Vardeman-Winter, associate professor and director of graduate studies

**Graduate Assistant Teaching Fellow**, University of Houston, Valenti School of Communication (Spring 2010–Fall 2011)

- Worked as instructor and teaching assistant for undergraduate courses in communication (see “Teaching Experience” section)

## Teaching Experience

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### *University of Maryland, Department of Communication*

**Public Relation Theory**, Instructor of Record (Fall 2014)

- 1 section of 35 students, 1 semester

**Oral Communication: Principles and Practices**, Instructor of Record (Fall 2012–Fall 2014)

- 2-3 sections of ~60 students (total) per semester, 5 semesters

### *University of Houston, Valenti School of Communication*

**Fundamentals of Public Speaking**, Instructor (Spring 2010–Fall 2011)

- 3 sections of 75 students (total) per semester, 4 semesters

**Introduction to Communication Theory**, Teaching Assistant to Dr. Robert Heath, professor (emeritus) (Spring 2010–Spring 2011)

- 1 section of about 300 students per semester, 3 semesters

## Grant/Research experience

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**Student Investigator**, “Research and Evaluation of the Impact of the Commission on Public Relations Education 2012 Report: ‘Standards for a Master’s Degree in Public Relations: Education for Complexity,’” grant funded by Public Relations Society of America Foundation, Dr. Elizabeth Toth (PI), University of Maryland (June–July 2014)

- Scheduled, conducted, transcribed, and provided analytical summaries of one-on-one qualitative phone interviews with directors of graduate master’s degree programs in public relations and strategic communication

**Graduate Research Assistant**, “Comprehensive Testing of Imminent Threat Public Messages for Mobile Devices,” grant funded by the US Department of Homeland Security Science and Technology Directorate via the National Consortium for the Study of Terrorism and Responses to Terrorism (START), Dr. Brooke Fisher Liu (PI), University of Maryland; Dr. Hamilton Bean (Co-PI), University of Colorado Denver (July–September 2013)

- Worked with Dr. Bean to transcribe focus group interviews; analyzed and coded interview transcripts; collaborated with fellow research assistants to ensure cross-coder reliability

**Research Assistant**, “Relationship Management as an Integral Part of Strategic Management: Making Strategic Contributions and Being Managed Strategically,” Dr. Lan Ni (PI), University of Houston (May–September 2011)

- Assisted in recruiting participants and coordinating interviews; scheduled, conducted, transcribed, and analyzed more than 40 one-on-one qualitative interviews

## Publications

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**Kennedy, A. K., Xu, S., & Sommerfeldt, E. J.** (Forthcoming). Public relations and development: Ethical perspectives on communication for societal effectiveness. In B. R. Brunner (Ed.), *The moral compass of public relations*. Routledge research in public relations.

**Kennedy, A. K., & Sommerfeldt, E. J.** (2015). A postmodern turn for social media research: Theory and research directions for public relations scholarship. *Atlantic Journal of Communication*, 23, 31-45. doi: 10.1080/15456870.2015.972406

### *Submitted*

**Kennedy, A. K.** Are you feeling what I'm feeling? An affective turn for public relations. *Journal of Public Relations Research*. (Submitted for initial review)

**Kennedy, A. K.** Landscapes of care: Feminist approaches in global public relations. *Journal of Media Ethics*. (Submitted for initial review)

## Conferences & presentations

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### *Papers presented*

**Kennedy, A. K.** (2015, November). Boundary work: Mapping the “critical” in public relations theory. Paper accepted for presentation at the annual conference of the National Communication Association. Las Vegas, Nevada. Public Relations Division. *Top Student Paper (Rank TBD)*.

**Kennedy, A. K.** (2015, August). Is breast best? Feminist ethics in breastfeeding promotion as public relations. Paper accepted for presentation at the annual conference of the Association for Education in Journalism and Mass Communication. Commission on the Status of Women. San Francisco, California. *Top Student Paper (1<sup>st</sup> place)*.

Fraustino, J. D., & **Kennedy, A. K.** (2015, August). Care in crisis: Proposing the applied model of care considerations for public relations. Paper accepted for presentation at the annual conference of the Association for Education in Journalism and Mass Communication. San Francisco, CA. Public Relations Division.

**Kennedy, A.** (2015, May). An affective turn for public relations. Paper presented at the annual conference of the International Communication Association. San Juan, Puerto Rico. Public Relations Division. *Top Student Paper (Top 5)*.

**Kennedy, A. K., & Sommerfeldt, E. J.** (2014, November). A postmodern turn for social media research: Theory and research directions for public relations scholarship. Paper presented at the annual conference of the National Communication Association. Chicago, IL. Public Relations Division.

**Kennedy, A.** (2014, August). “Culturing” generic/specific theory: Relocating culture in generic/specific public relations. Poster presented at the annual conference of the Association for Education in Journalism and Mass Communication. Montreal, Canada. Public Relations Division.

**Kennedy, A.** (2014, May). Landscapes of care: A feminist ethic for global public relations. Poster presented at the annual conference of the International Communication Association. Seattle, WA. Public Relations Division.

**Kennedy, A.** (2014, March). Picture this: Creativity and passion in public relations. Paper presented at the annual conference of the International Public Relations Research Conference. Miami, FL.

**Kennedy, A.** (2013, November). Unlikely sisters: A postmodern feminist model of public relations. Paper presented at the annual conference of the National Communication Association. Washington, D.C. Public Relations Division. *Top Student Paper (2<sup>nd</sup> Place)*.

Toth, E. L., & **Kennedy, A.** (2013, November). CONNECTing crises and strategic management perspectives: Contributions of excellence theory, relationship cultivation theory, contingency theory, and complexity and chaos theories to crisis communication. Paper presented at the annual conference of the National Communication Association. Washington, D.C. Public Relations Division.

**Kennedy, A.** (2013, October). Picturing feminism and postmodernism in public relations workplaces. Paper presented at the annual graduate student symposium, "Interventions: Women's Studies on the Edge," University of Maryland, College Park.

### *Panels presented*

Place, K. R. (Submitter/Moderator), Ciszek, E., **Kennedy, A.**, Philips, L., Rakow, L., & Trager-Bohley, K. (Participants). (2014, August). Exploring Cutting-Edge Methods for Researching Gender & Sexuality in Mass Communication. Panel presented at the annual conference of the Association for Education in Journalism and Mass Communication. Montreal, Canada. Commission on the Status of Women and GLBT Interest Group.

## **Service**

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### *University*

**Secretary/Treasurer**, COMMGrads, University of Maryland, Department of Communication's graduate student government (May 2014–December 2014)

**Committee Member**, Faculty Appreciation Committee, University of Maryland, Department of Communication, COMMGrads (Fall 2013–Spring 2014)

**Committee Member**, Colloquium Committee, University of Maryland, Department of Communication (Fall 2013–Spring 2014)

**Committee Member**, NCA Maryland Reception Planning Committee, University of Maryland, Department of Communication (2013, 2014)

### *Discipline*

**Committee Member**, Professional Liaison/Social Committee, AEJMC Public Relations Division (August 2014–present)

**Committee Member**, Graduate Student Liaison Committee, AEJMC Public Relations Division (August 2014–present)

**Event Planning and Management Volunteer**, Annual Reception, AEJMC Public Relations Division (August 2014)

**Paper Reviewer**, NCA Public Relations Division (2014, 2015)

**Paper Reviewer**, NCA Feminist and Women's Studies Division (2014, 2015)

## Awards & honors

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**Top Student Paper Award** (Rank TBD), NCA Public Relations Division, Plank Student Research Paper Competition (2015)

**Top Student Paper Award** (1<sup>st</sup> place), AEJMC Commission on the Status of Women (2015)

**Top Student Paper Award** (Top 5), ICA Public Relations Division (2015)

**Top Student Paper Award** (2<sup>nd</sup> place), NCA Public Relations Division, Plank Student Research Paper Competition (2013)

## Professional memberships & affiliations

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National Communication Association (2013–present)

Association for Education in Journalism and Mass Communication (2013–present)

International Communication Association (2014–present)

## Industry experience

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**Public Relations Intern**, Faye Rogaski, principal, Faye Elizabeth Communications, New York, NY (January-May 2006)

- Assisted and worked independently in public relations functions including media relations, environmental scanning, website management, and campaign design and implementation

## References

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**Dr. Elizabeth Toth**, department chair and professor, University of Maryland, Department of Communication; president, AEJMC (doctoral dissertation chair and advisor; presidential intern supervisor)

**Dr. Erich Sommerfeldt**, assistant professor, University of Maryland, Department of Communication (doctoral dissertation committee member)

**Dr. Brooke Fisher Liu**, associate professor and co-graduate director, University of Maryland, Department of Communication; director of Risk Communication and Resilience Research Program, START (doctoral dissertation committee member)

**Dr. Jennifer Vardeman-Winter**, director of graduate studies and associate professor, University of Houston, Valenti School of Communication (master's thesis chair and adviser)

**Dr. Katie R. Place**, assistant professor, Quinnipiac University, School of Communications (master's thesis committee member)

(Contact information available upon request)