

ALEC CHARLES TEFERTILLER

CURRICULUM VITAE

Dept. of Journalism, Public Relations & New Media
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EDUCATION

- 2017 Ph.D. in Media Studies; School of Journalism and Communication; University of Oregon
Graduate Certificate in New Media and Culture
Dissertation: *Your Friends Like Our Brand: Social Impact, Capital, and Connections in Social Media Advertising*
Committee Chair: Kim Sheehan, Ph.D.
Committee: Nicole Dahmen, Ph.D., Autumn Shafer, Ph.D., Troy Campbell, Ph.D.
- 2014 M.A. in Communication – Mass Communication Studies; Jack J. Valenti School of Communication; University of Houston
Thesis: *Motivations for Motion Picture Attendance in the Digital Age*
- 2000 B.F.A. in Motion Picture, Television, and Recording Arts; School of Motion Picture; Florida State University
Magna Cum Laude
Minor: History

ACADEMIC APPOINTMENTS

- 2020 – Assistant Professor, Department of Journalism, Public Relations and New Media, Baylor University
- Faculty, M.A. in Journalism, Public Relations and New Media
- 2017 – 2020 Assistant Professor of Advertising, A.Q. Miller School of Journalism and Mass Communications, Kansas State University
- Faculty, M.S. in Mass Communications
 - Affiliate Faculty, Ph.D. in Leadership Communication
- 2014 – 2017 Graduate Employee, School of Journalism and Communication, University of Oregon
- 2012 – 2014 Teaching Assistant, Jack J. Valenti School of Communication, University of Houston

PUBLICATIONS (PEER REVIEWED)

- Tefertiller, A.C.**, Olsen, K., Vasquez, R., & LaGree, D. (in press). The new homework: Social norms, generational differences, and the acceptance of workplace communication and collaboration technologies. *Southwestern Mass Communication Journal*.
- LaGree, D., Olsen, K., **Tefertiller, A.C.**, & Vasquez, R. (2024). Combatting the ‘Great Discontent’: The impact of employability culture and leadership empowerment on career growth, loyalty, and satisfaction. *Corporate Communications*, 29(3), 291-311.
- Tefertiller, A.C.** & Cozma, R. (2024). Blame the cobwebs or the spiders? The impact of social media use on political participation. In D. Schill & J.A. Hendricks (Eds.), *Social Media Politics: Political Disharmony, Partisan Division, & Political Discourse in the 2020 United States Presidential Election* (pp. 403-434). Routledge.
- Tefertiller, A.C.** & Maxwell, L.C. (2023, online) Is it all binge-watching? Viewing patterns, audience activity, psychological antecedents, and media addiction in extended-time television viewing. *The Social Science Journal*.
- Tefertiller, A.C.**, Groshek, J., & Cozma, R. (2023). Megaphone or muzzle? The spiral of silence and candidate support on social media during presidential elections. *The Journal of Social Media in Society*, 12(2), 167-187.
- Tefertiller, A.C.** (2023) Self-determination in media gratifications and satisfaction using streaming video-on-demand channels. *Media Psychology Review*, 15(1).
- Maxwell, L.C., **Tefertiller, A.C.**, & Morris, D.L. (2022). The nature of FoMO: Trait and state fear-of-missing-out and their relationships to entertainment television consumption. *Atlantic Journal of Communication*, 30(5), 522-534.
- Olsen, K., LaGree D., & **Tefertiller, A.** (2021). Preparing for a diverse ad industry future: Advantages and challenges for first-generation college students. *Advertising & Society Quarterly*, 22(3), doi:10.1353/asr.2021.0039.
- Urban, R. & **Tefertiller, A.** (2021). Company responses in times of crisis: A content analysis of COVID-19 emails. *Southwestern Mass Communication Journal*, 36(2).
- LaGree, D., **Tefertiller, A.**, & Olsen, K. (2021). Preparing mass communications students for an evolving industry: The influence of emotional intelligence and extracurricular involvement on career adaptability. *Journalism and Mass Communication Educator*, 76(1), 64-77.
- Tefertiller, A.C.** (2020). Cable cord-cutting and streaming adoption: Advertising avoidance and technology acceptance in television innovation. *Telematics & Informatics*, 51, 101416.

PUBLICATIONS (PEER REVIEWED)

- Long, Q. & **Tefertiller, A.C.** (2020). China's new mania for live streaming: Gender differences in motives and uses of social live streaming services. *International Journal of Human-Computer Interaction*, 36(14), 1314-1324.
- Tefertiller, A.C.** & Sheehan, K.B. (2020). Innovativeness, interactivity, and the adoption of streaming television. *Southwestern Mass Communication Journal*, 35(2), 17-27.
- Tefertiller, A.C.**, Maxwell, L.C., & Morris, D.L. (2020). Social media goes to the movies: Fear of missing out, social capital, and social motivations of cinema attendance. *Mass Communication & Society*, 23(3), 378-399.
- Tefertiller, A.** & Sheehan, K. (2019). TV in the streaming age: Motivations, behaviors, and satisfaction of post-network television. *Journal of Broadcasting & Electronic Media*, 63(4), 595-616.
- Maxwell, L.C. & **Tefertiller, A.C.** (2019). Watching is the new reading: Comparing the outcomes of popular books, TV shows, and video games. *First Monday*, 24(8).
- Tefertiller, A.C.** (2018). Like us on Facebook: Social capital, opinion leadership, and social media word-of-mouth for promoting cultural goods. *Journal of Social Media in Society*, 7(2), 274-296.
- Tefertiller, A.C.** & Maxwell, L.C. (2018). Depression, emotional states, and the experience of binge-watching narrative television. *Atlantic Journal of Communication*, 26(5), 278-290.
- Tefertiller, A.** (2018). Media substitution in cable cord-cutting: The adoption of web-streaming television. *Journal of Broadcasting & Electronic Media*, 62(3), 390-407.
- Curtin, P., Russial, J., & **Tefertiller, A.C.** (2018). Reviewers' perception of the peer review process in journalism and mass communication. *Journalism & Mass Communication Quarterly*, 95(1), 278-299.
- Tefertiller, A.** (2017). "Moviegoing in the Netflix age: Gratifications, planned behavior, and theatrical attendance. *Communication & Society*, 30(4), 27-44.
- Tatone, J., Gallicano, T. D., & **Tefertiller, A.** (2017). I love tweeting in class, but... A qualitative study of student perceptions of the impact of Twitter in large lecture classes. *Journal of Public Relations Education*, 3(1), 1-13.
- Pittman, M. & **Tefertiller, A.C.** (2015). With or without you: Connected viewing and co-viewing Twitter activity for traditional appointment and asynchronous broadcast models. *First Monday*, 20(7).

PRESENTATIONS (PEER REVIEWED)

Maxwell, L.C. & **Tefertiller, A.C.**, & Neese, C. (2024, March 1-2). *Ladies and gentlemen, will you please stand? Understanding enjoyment, social media sharing, parasocial relationships, and fans' experiences with Taylor Swift* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Maxwell, L.C. & **Tefertiller, A.C.**, & Neese, C. (2024, March 1-2). *She hustled, put in the work: Parasocial relationships, FoMO, and how fans consume the products in Taylor Swift's media empire* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Tefertiller, A.C., Olsen, K., Vasquez, R., & LaGree, D. (2023, October 27-28). *You're No Longer on Mute: Social Norms, Generational Differences, Working-from-Home, and the Acceptance of Workplace Communication and Collaboration Technologies* [Paper presentation]. Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Jonesboro, AR, United States.

- Top Six Paper

Tefertiller, A.C. & Palomba, A. (2023, August 7-10). *Video Games and Media Dependency During COVID-19: #NintendoYearInReview* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, United States.

Tefertiller, A.C., Clink, K., & Sutton, D. (2023, August 7-10). *Don't Turn It Off While I'm Not Watching: Motivations and Gratifications of Background, Ambient Television* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, United States.

Tefertiller, A.C. & Palomba, A. (2023, February 24-25). *#NintendoYearInReview: Video Games, Media Dependency and the COVID-19 Pandemic* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Tefertiller, A.C., Clink, K., & Sutton, D. (2023, February 24-25). *I Just Want to Watch Something I Can Ignore: Gratification-Seeking and Mood Management in Motivations for Ambient Television* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Tefertiller, A.C. (2022, August 3-6). *Don't Cross the Streams: Self-Determination, Gratifications, and Affordances in SVOD Satisfaction and Use* [Paper Presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Detroit, MI, United States.

- Top Faculty Paper – Entertainment Studies Interest Group

PRESENTATIONS (PEER REVIEWED)

- Tefertiller, A.C.**, Cozma, R., Muturi, N., & Groshek, J. (2022, August 3-6). *Media System Dependency and COVID-19: The Impact of Traditional and New Media Technology on Knowledge and Protective Behaviors* [Paper Presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Detroit, MI, United States.
- Olsen, K., LaGree, D., & **Tefertiller, A.C.** (2022, August 3-6). *Advancing a theory of social career capital: How media companies can support and mobilize the next generation of media leaders* [Paper Presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Detroit, MI, United States.
- Tefertiller, A.C.** (2022, March 4-5). *On Demand and In Control: Technological Affordances and Self-Determination in Streaming Television Adoption* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.
- Tefertiller, A.C.**, Cozma, R., Groshek, J., & Muturi, N. (2022, March 4-5). *Lean on Me(dia): Media System Dependency and COVID-19 Knowledge, Protective Behaviors and Social Sharing* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.
- Tefertiller, A.C.**, Groshek, J., & Cozma, R. (2021, August 4-7). *Speak up or quiet down? The spiral of silence, opinion leadership, social capital, and presidential candidate support on social media* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, New Orleans, LA (virtual), United States.
- Second Place Faculty Paper – Political Communication Division
- Tefertiller, A.C.** & Maxwell, L.C. (2021, August 4-7). *Am I binge-watching or just glued to the couch? Viewing patterns, audience activity, and psychological antecedents for different types of extended-time television viewing* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, New Orleans, LA (virtual), United States.
- Muturi, N., Cozma, R., **Tefertiller, A.C.**, & Groshek, J. (2021, August 4-7). *A vaccine for social media? Factors moderating the negative impact of social media use on COVID-19 protective behaviors* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, New Orleans, LA (virtual), United States.
- Tefertiller, A.C.** & Maxwell, L.C. (2021, March 5-6). *Am I addicted, or just bingeing? Towards a functional definition of extended television viewing* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK (virtual), United States.

PRESENTATIONS (PEER REVIEWED)

- Tefertiller, A.C.**, Groshek, J., & Cozma, R. (2021, March 5-6). *Making America tweet again: Social capital, opinion leadership and the spiral of silence on social media during presidential elections* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK (virtual), United States.
- Urban, R. & **Tefertiller, A.C.** (2020, October 16). *Company responses in times of crisis: A content analysis of COVID-19 emails* [Paper presentation]. Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, Manhattan, KS (virtual), United States.
- Top Six Paper
- Olsen, K., **Tefertiller, A.**, & LaGree, D. (2020, August 6-9). *Prepping (for) the ad industry: Understanding personality and career adaptability of first-generation college students in strategic communication* [Poster presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA (virtual), United States.
- Maxwell, L.C., **Tefertiller, A.C.** & Morris, D.L. (2020, August 6-9). *The nature of FoMO: Trait and state fear-of-missing-out and their relationships to entertainment television consumption* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA (virtual), United States.
- Olsen, K., **Tefertiller, A.**, & LaGree, D. (2020, March 6-7). *Preparing the Gen Z media workforce: Personality and career adaptability of first-generation college students in mass communication* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.
- Tefertiller, A.C.** & Sheehan, K.B. (2019, October 4-5). *Innovativeness, Interactivity, and the Adoption of Streaming Television* [Paper presentation]. Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication, New Orleans, LA, United States.
- Top Six Paper
- Tefertiller, A.C.** (2019, August 7-10). *Fewer ads or more technology? Advertising avoidance, technology acceptance, and motivations for cable cord-cutting* [Poster presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.

PRESENTATIONS (PEER REVIEWED)

Tefertiller, A.C. & Sheehan, K.B. (2019, August 7-10). *Anytime, anywhere, and commercial free? Consumer attitudes of premium and advertising-supported subscribers of the digital streaming service Hulu* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Toronto, ON, Canada.

- First Place Faculty Paper – Media Management, Economics, & Entrepreneurship Division
- Nominee – AEJMC Research Prize for Professional Relevance

Tefertiller, A.C. (2019, March 1-2). *Advertising avoidance and technology acceptance in the adoption of cord-cutting and streaming television* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

- Top Paper Abstract – Communication Technology Division

Tefertiller, A.C. & Sheehan, K.B. (2019, March 1-2). *How do you Hulu? Consumer motivations for premium and advertising-supported models of streaming media* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

- Top Paper Abstract – Media Management, Economics & Entrepreneurship Division

Tefertiller, A.C. & Sheehan, K.B. (2018, August 6-9). *Post-network television: Motivations, behaviors, and satisfaction in the age of Netflix* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, United States.

Tefertiller, A.C. & Maxwell, L.C. (2018, August 6-9). *Certified fresh: Rotten Tomatoes, gratifications, and motivations for cinema attendance* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, United States.

Tefertiller, A.C., Maxwell, L.C., & Morris, D. (2018, August 6-9). *In the dark but not alone: The fear of missing out, social capital, and social gratifications of moviegoing* [Poster presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC, United States.

Long, Q. & Tefertiller, A.C. (2018, April 7-10). *China's new mania for live streaming: Gender differences in motives and uses of social live streaming services* [Paper presentation]. Annual conference of the Broadcast Educators Association, Las Vegas, NV, United States.

- First Place Debut Paper – Interactive Media & Emerging Technologies Division

PRESENTATIONS (PEER REVIEWED)

Maxwell, L.C. & Tefertiller, A.C. (2018, March 8-10). *Is binge-watching my guilty pleasure? Enjoyment, self-control, and the experience of guilt while watching television* [Paper presentation]. Association for Education in Journalism and Mass Communication Southeast Colloquium, Tuscaloosa, AL, United States.

Tefertiller, A.C. & Maxwell, L.C. (2018, March 2-3). *Is it rotten? Critic aggregates and entertainment motivations for theatrical motion picture attendance* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Tefertiller, A.C. & Sheehan, K.B. (2018, March 2-3). *The Netflix effect: New media, the active audience, and television in the post-network age* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Long, Q. & Tefertiller, A.C. (2018, March 2-3). *Audience activity and motives on Chinese social live streaming services: A uses and gratifications study* [Abstract presentation]. Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, OK, United States.

Tefertiller, A.C. (2017, August 9-12). *Sharing cultural goods on Facebook: Social capital, opinion leadership, and electronic word-of-mouth* [Poster presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL, United States.

Conlin, L. & Tefertiller, A. C. (2016, November 10-13). *Binge-watching is the new reading: Comparing the outcomes of reading, playing video games, and watching TV* [Paper presentation]. Annual conference of the National Communication Association, Philadelphia, PA, United States.

Tefertiller, A.C. (2016, August 4-7). *Netflix versus the cable box: Media substitution, cord cutting, and the adoption of streaming* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, United States.

- Top Student Paper – Graduate Student Interest Group

Tefertiller, A.C. & Conlin, L. (2016, August 4-7). *Am I depressed, or is it the Showhole?: Mental health, affective gratifications, and binge-watching* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, United States.

- Second Place Faculty Paper – Mass Communication & Society Division

PRESENTATIONS (PEER REVIEWED)

Curtin, P., Russial, J., & Tefertiller, A.C. (2016, August 4-7). *The state of peer review in the Public Relations Division: A survey* [Poster presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, United States.

Tatone, J., Tefertiller, A.C., & Gallicano, T.D. (2016, August 4-7). *I love tweeting in class, but ... A mixed-method study of student perceptions of the impact of Twitter in large lecture classes* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN, United States.

- First Place Paper – Public Relations Teaching Division

Tefertiller, A.C. (2016, April 14-16). *In search of the media audience: The active audience in the post-network age* [Abstract presentation]. What is Media? Conference, Portland, OR, United States.

Tefertiller, A.C. (2016, February 26). *Be sure to like us on Facebook: Social capital and opinion leadership in online word-of-mouth* [Abstract presentation]. University of Oregon Graduate Forum, Eugene, OR, United States.

Tefertiller, A.C. (2015, August 6-9). *Let's just wait until it's on Netflix: Movie attendance in the digital age* [Paper presentation]. Annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, United States.

MANUSCRIPTS UNDER REVIEW

Olsen, K., LaGree, D., & Tefertiller, A.C. *Mobilizing the next generation of media leaders: Social support and social capital building increases job satisfaction and loyalty among early-career employees*. Manuscript revision under journal review.

Tefertiller, A.C., Cozma, R., Muturi, N., & Groshek, J. *Media system dependency and COVID-19 knowledge, protective behaviors, and social media sharing*. Manuscript under journal review.

Tefertiller, A.C., Clink, K. & Sutton, D. *I just want to watch something I can ignore: Motivations, gratifications, and mood management in background, ambient television*. Manuscript under journal review.

Vasquez, R.A., Tefertiller, A., Olsen, K., & Legree, D. *Creating safe spaces: Examining diversity perceptions of an inclusive organizational culture among BIPOC employees*. Manuscript under journal review.

MANUSCRIPTS UNDER REVIEW

Tefertiller, A.C., Vasquez, R., & Brammer, M. *The kids are alright: Examining how U.S. public relations students ethically navigate artificial intelligence*. Manuscript under conference review.

Maxwell, L.C., **Tefertiller, A.C.**, & Neese, C. *It's you and me, there's nothing like this: Parasocial relationships, fear of missing out, and how fans consume the products in Taylor Swift's media empire*. Manuscript under conference review.

Maxwell, L.C., **Tefertiller, A.C.**, & Neese, C. *Ladies and gentlemen, will you please stand? Understanding parasocial relationships, fear of missing out, bridging social capital, and narrative outcomes of The Eras Tour*. Manuscript under conference review.

Tefertiller, A.C. *Social media platforms, emotional regulation, emotional intelligence, social capital and life outcomes*. Extended abstract under conference review.

Maxwell, L.C., **Tefertiller, A.C.**, & Morris, D.L. *The structured experience of the Eras Tour concerts and movie*. Extended abstract under conference review.

PANELS

- 2024 Panelist, "Conducting Mass Communication Research in a Paid-API World." Communication Technology Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 1-2.
- 2024 Discussant, "Mass Media and Today's Youth." Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 1-2.
- 2024 Discussant, "Faith, Identity, and Policies." Political Communication Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 1-2.
- 2023 Moderator, "Electronic Influence – Media and Culture." Southwest Education Council for Journalism and Mass Communication Southwest Symposium. October 27-28.
- 2023 Discussant, "Identity, Privacy, and Communication Technology." Mass Communication & Society Division Poster Session, annual conference of the Association for Education in Journalism and Mass Communication. August 7-10.
- 2023 Discussant, "Issues and Trends in Digital Media." Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. February 24-25.

PANELS

- 2022 Moderator, “Bridging the Gap Between the Real World and the J-School.” Southwest Education Council for Journalism and Mass Communication Southwest Symposium. November 4-5.
- 2022 Moderator, “The Black Gospel Archive: A Conversation with Robert Darden.” Southwest Education Council for Journalism and Mass Communication Southwest Symposium. November 4-5.
- 2022 Moderator, “The Mass Communication & Society High Density Session.” Mass Communication & Society Division Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 3-6.
- 2022 Discussant, “Media Representation & Inclusivity.” Mass Communication & Society Division Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 3-6.
- 2022 Panelist, “Podcasting for research, pedagogy and entertainment.” Broadcast and Mobile Journalism PF&R Panel, Association for Education in Journalism and Mass Communication Southeast Colloquium, March 17-19.
- 2021 Moderator, “Spotlight on political communication: Elections, diplomacy, and propaganda.” Southwest Education Council for Journalism and Mass Communication Southwest Symposium. October 15-16.
- 2021 Panelist, “Doctors are in: Keys to success in mentoring and collaborating.” AEJMC Teaching Committee Panel, annual conference of the Association for Education in Journalism and Mass Communication Midwinter Conference. August 4-7.
- 2021 Panelist, “It’s all fun and games: The blending of news, advertising, and entertainment.” Electronic News Division and Entertainment Studies Interest Group Teaching Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 4-7.
- 2021 Moderator, “Publish without perishing: How to get the most out of research collaborations between grad students and faculty.” Southwestern Education Council for Journalism and Mass Communication Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 5-6.
- 2020 Panelist, “Television content strategy and programming in a ubiquitous content and multiplatform era.” Media Management, Economics & Entrepreneurship and Communication Technology PF&R Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 6-9.

PANELS

- 2020 Panelist, “Everything you ever wanted to know about academic networking (*But were afraid to ask).” AEJMC Membership Committee Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 6-7.
- 2020 Discussant, “Media and society: challenges, crises and culture.” Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 6-7.
- 2020 Discussant, “What’s new in advertising: Instagram, podcasts, and femvertising.” Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 6-7.
- 2019 Moderator, “Pedagogical Poster Session.” Southwest Symposium of the Southwest Education Council for Journalism and Mass Communication. October 4-5.
- 2019 Panelist, “Agency, in-house, or on your own? The virtues of teaching entrepreneurship to students.” Mass Communication & Society and Media Management, Economics, & Entrepreneurship Teaching Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 7-10.
- 2019 Discussant, “Social Media, Online Behavior, and Fake News.” Mass Communication & Society Division High Density Session, annual conference of the Association for Education in Journalism and Mass Communication. August 7-10.
- 2019 Discussant, “Visual analysis.” Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 1-2.
- 2019 Discussant, “Audience behaviors and media.” Mass Communication & Society Division Panel, Association for Education in Journalism and Mass Communication Midwinter Conference. March 1-2.
- 2018 Discussant, “Connecting social media platforms with the real world.” Graduate Student Interest Group Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 6-9.
- 2018 Discussant, “Role of media in civics and politics.” Mass Communication and Society Division Scholar-to-Scholar Poster Session, annual conference of the Association for Education in Journalism and Mass Communication. August 6-9.
- 2017 Panelist, “Smart career move or shameless self-promotion? Publication ethics in a digital first social media environment.” AEJMC Publications Committee PF&R Panel, annual conference of the Association for Education in Journalism and Mass Communication. August 4-7.

GRANTS

Tefertiller, A.C. (October, 2022). Summer Research Award, Baylor University College of Arts & Sciences. “Digital Audiences and Social Media Lab.” Amount: \$14,759. Funded.

Tefertiller, A.C. (March, 2022). ONE URC Grant, Baylor University Research Committee. “Media Dependency, Self-Determination, and Well-Being in Television Audiences.” Amount: \$4,697. Not Funded.

Tefertiller, A.C. (July, 2019). Global Campus Development Grant, Kansas State University Global Campus. “Digital Media Audiences and Analytics (MC 820).” Amount: \$9,310. Funded.

Tefertiller, A.C. (November, 2018). University Small Research Grant, Kansas State University Office of Research Development. “The Personality and Mental Health of Binge and Excessive Television Viewing.” Amount: \$3,310. Funded.

AWARDS AND FELLOWSHIPS

2023	Outstanding Service Award – SWECJMC
2023	Top Six Paper - SWECJMC
2022	Top Faculty Paper – Entertainment Studies Interest Group, AEJMC
2021	Second Place Faculty Paper – Political Communication Division, AEJMC
2021	Summer Faculty Institute Fellow, Baylor University
2020	Top Six Paper - SWECJMC
2019	Top Six Paper – SWECJMC
2019	First Place Faculty Paper – Media Management, Economics, & Entrepreneurship Division, AEJMC
2019	AEJMC Research Prize for Professional Relevance Nominee
2019	Top Paper Abstract – Communication Technology Division, AEJMC Midwinter
2019	Top Paper Abstract – Media Management, Economics & Entrepreneurship Division, AEJMC Midwinter
2018	First Place Debut Paper – Interactive Media & Emerging Technologies Division, BEA

AWARDS AND FELLOWSHIPS

- 2017 – 2018 Peer Review of Teaching Fellow, Kansas State University
- 2017 Kappa Tau Alpha Top Scholar Award, University of Oregon
- 2016 Guido Stempel Award, Top Student Paper – Graduate Student Interest Group, AEJMC
- 2016 First Place Paper – Public Relations Teaching Division, AEJMC
- 2016 Second Place Faculty Paper – Mass Communication & Society Division, AEJMC
- 2015 Three-Minute Thesis Competition Finalist, University of Oregon
- 2014 – 2017 Graduate Teaching Fellowship, University of Oregon
- 2014 – 2017 Columbia Scholarship, University of Oregon
- 2014 Teaching Excellence Award Nominee, University of Houston
- 2012 – 2014 Doctoral Student Teaching Fellowship, University of Houston

TEACHING EXPERIENCE**Instructor of Record
Baylor University**

Advertising Management (Spring 2021, 2022)

Reporting and Writing for Media (Fall 2021)

Research Methods in Mass Communication (Graduate Course; Fall 2020; Spring 2022, 2023)

Seminar in Mass Communication – Digital Media Audiences (Graduate Course; Spring 2021, 2023)

Strategic Communication Research (Fall 2022, 2023)

Writing and Editing for Online Media (Fall 2020, 2021, 2022, 2023)

Kansas State University

Advertising Campaigns (Fall 2017; Spring 2018)

TEACHING EXPERIENCE**Instructor of Record
Kansas State University**

Advertising Writing & Strategy (Summer 2018)

Digital Media Audiences & Analytics (Graduate Course; Fall 2019)

Issues in the Media – Digital Audiences (Graduate Course; Spring 2018)

Principles of Advertising (Fall 2017, 2018; Spring 2020)

Strategic Communication Campaigns (Fall 2018, 2019; Spring 2019 (2 sections), 2020; Summer 2018, 2019)

University of Oregon

Introduction to Photojournalism (Summer, 2015)

Principles of Public Relations (Summer, 2016)

Strategic Communication Research (Summer, 2017)

Strategic Public Relations Communication (Spring, 2017)

Mentorship**Baylor University**

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| 2022 – 2024 | Victoria Bacon, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
<i>Thesis: Divorce Messaging in the Church: A Qualitative Analysis on How the 'Marriage and Divorce' Sermon is Framed from the Online Pulpit</i> |
| 2023 | James McNeal, Undergraduate Honors Thesis in Film and Digital Media
Honors Thesis: <i>Ambiguous Morality in the Human Condition as Reflected by Modern Villains from Popular Culture</i> |
| 2022 – 2023 | Rebecca Chapman, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
<i>Thesis: Accurate, Accessible, Amiable: Gratifications from News Media Engagement Sought by Millennial and Gen Z Americans</i> |

TEACHING EXPERIENCE**Mentorship
Baylor University**

- 2022 – 2023 Kerry Burkley, Jr., M.A. in Journalism, Public Relations & New Media
(Committee Chair)
Thesis: *Examining Effectiveness of Image Repair Theory through Social Media Responses: A Case Study of Dan Snyder and the Washington Commanders*
- 2022 – 2023 Kaitlyn Clink, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
Final Project: *Automotive Photography as a Branding Tool*
- 2022 Cody Soto, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
Thesis: *Should I Stay or Should I Go? Examining Leader-Member Exchange Theory in Millennial Job Retention*
- 2022 Anastacia Hopp, Undergraduate Honors Thesis in Journalism, Public Relations & New Media
Honors Thesis: *Impacts of Ideology: Sentiment Analysis of the Washington Post and the Washington Times*
- 2021 – 2022 William Chamblee, Undergraduate Honors Thesis in Journalism, Public Relations & New Media (Committee Chair)
Honors Thesis: *The Effects of Social Media on Public Relations*
- 2021 – 2022 Pete Able, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
Thesis: *News and Film: Preferred Partnerships – Assessing the Efficacy of Documentaries and Feature Films for Augmenting the Reflective Integration of News Stories*
- 2021 – 2022 Kailey Davis, M.A. in Journalism, Public Relations & New Media
Thesis: *Examining the Impact of Emerging Media on Classroom Community and Engagement in Higher Education*
- 2021 – 2022 Lauren Gibson, M.A. in Journalism, Public Relations & New Media
(Committee Chair)
Thesis: *Influencer-Consumer Relationships: A Qualitative Analysis of Trust, Credibility and Loyalty Among Female Consumers on Social Media*

TEACHING EXPERIENCE

Mentorship

Kansas State University

2018 Dane Davis, M.S. in Mass Communications
Final Project: *Understanding the Motivations Behind Dating Applications: Exploring Future Predictions*

Teaching Assistantships

University of Oregon

Introduction to Grammar (Winter 2016)

Media Sexualities (Fall 2015)

Photojournalism, Lab Instructor (Winter, 2015)

Principles of Advertising (Winter 2017)

Strategic Communication Research (Fall 2016; Spring 2016)

The U.S. Film Industry (Fall 2014; Spring 2015)

University of Houston

Business Communication (Summer 2014)

Fundamentals of Public Speaking (Fall 2012, 2013; Spring, 2013, 2014)

Introduction to Communication Theory (Fall 2012, 2013; Spring, 2013, 2014)

GUEST LECTURES

2020 “Political Advertising,” Political Communication, October 7

2018 “Storyboarding and Visual Storytelling,” Drone Photography and Video, April 3

2017 “Audiences and New Media Research,” Media Planning, November 28

2017 “The History of Public Relations,” Media History, February 6

2016 “Survey Questionnaires,” Strategic Communication Research, October 27

2016 “Advertising and Public Relations,” Mass Media & Society, July 6

GUEST LECTURES

- 2016 “Survey Research: Practice & Pitfalls,” Strategic Communication Research, June 24
- 2016 “Fundamentals of Usability Testing,” Strategic Communication Research, May 22
- 2016 “Earned Media, eWOM, and Social Media,” Consumer Behavior, February 16
- 2015 “Digital Media and Photography,” Media and Society, July 1
- 2015 “Digital Distribution,” The U.S. Film Industry, May 18
- 2014 “Moviegoing in the Digital Age,” The U.S. Film Industry, November 17

SERVICE**National Organizations**

- 2023-2024 Vice-Head, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2022-2023 Past President, Southwestern Education Council for Journalism and Mass Communication
- 2022-2023 Vice-Head Elect, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2021-2022 President, Southwestern Education Council for Journalism and Mass Communication
- 2021-2022 Research Committee Chair, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2020-2021 Vice President and Research Chair, Southwestern Education Council for Journalism and Mass Communication
- 2020-2021 Research Committee Associate Chair, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2019-2020 Midwinter Committee Chair, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2018-2019 Midwinter Committee, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication

SERVICE**National Organizations**

- 2017-2018 Communications Committee: Webmaster, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication
- 2016-2017 Graduate Liaison Committee Associate Chair, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication

University Service**Kanas State University**

- 2018 Judge, Research and the State; Graduate Council Poster Competition
- 2018 Judge, K-State Grad Forum; Social Sciences, Humanities, and Education Oral Presentations

Departmental Service**Baylor University**

- 2023-2024 Department of Journalism, Public Relations and New Media Assistant Professor Hiring Committee
- 2022-2024 Department of Journalism, Public Relations and New Media Standing Hiring Personnel Committee Chair
- 2022-2024 Department of Journalism, Public Relations and New Media Internships/Job Placement Committee
- 2021-2024 Department of Journalism, Public Relations and New Media Strategic Planning Committee
- 2023 Department of Journalism, Public Relations and New Media Ad Hoc Departmental Bylaws Committee
- 2022-2023 Department of Journalism, Public Relations and New Media Instructor Hiring Committee
- 2021-2022 Department of Journalism, Public Relations and New Media Standing Hiring Personnel Committee
- 2020-2021 Department of Journalism, Public Relations and New Media Guest Speaker Committee

SERVICE**Departmental Service
Baylor University**

2020-2021 Department of Journalism, Public Relations and New Media Accreditation
Committee

Kansas State University

2018-2020 A.Q. Miller School of Journalism and Mass Communications Assessment
Committee

2017-2020 A.Q. Miller School of Journalism and Mass Communications Graduate Executive
Committee

2019 A.Q. Miller School of Journalism and Mass Communications Assistant Professor
in Strategic Communication Search Committee

2018 A.Q. Miller School of Journalism and Mass Communications Ross Beach Chair
in Mass Communication Search Committee

2017-2018 A.Q. Miller School of Journalism and Mass Communications Ad Hoc Program
Description Committee

University of Oregon

2015-2016 Journalism Graduate Student Association Vice-President

2015-2016 School of Journalism and Communication Advertising Professor Search
Committee

Community & Professional Service

2023 – 2024 Executive Committee, Central Texas Chapter, Public Relations Society of
America

2021 Judge, Barbara Jordan Media Awards, Texas Governor's Committee on People
with Disabilities

Grant Review

2024 The Arthur W. Page Center Page/Johnson Legacy Scholar Grant

SERVICE**Manuscript Review****Journal Review**

2024	Imagination, Cognition, & Personality
2023-2024	Journal of Media Economics
2022-2024	International Journal of Communication
2020-2024	Mass Communication & Society
2018-2024	International Journal of Human-Computer Interaction
2023	Leisure Studies
2023	Psychology of Popular Media
2018-2023	Journal of Broadcasting and Electronic Media
2022	Psychology Research & Behavior Management
2017-2022	Journal of Marketing Communications
2021	Media Psychology
2020-2021	Telematics & Informatics
2020	Journalism and Mass Communication Quarterly
2020	Cyberpsychology

Conference Review

2024	Midwinter Conference of the Association for Education in Journalism and Mass Communication, Communication Technology Division
2023-2024	Annual Conference of the Association for Education in Journalism and Mass Communication, Entertainment Studies Interest Group
2020, 2024	Annual Conference of the Association for Education in Journalism and Mass Communication, Media Management, Economics, and Entrepreneurship Division
2018-2021, 2023-2024	Annual Conference of the Association for Education in Journalism and Mass Communication, Mass Communication & Society Division

SERVICE**Manuscript Review****Conference Review**

- 2017-2024 Midwinter Conference of the Association for Education in Journalism and Mass Communication, Mass Communication & Society Division
- 2018-2020, 2023 Annual Conference of the Association for Education in Journalism and Mass Communication, Advertising Division
- 2020, 2021, 2023 Association for Education in Journalism and Mass Communication Southeast Symposium, Electronic News Division
- 2022 Broadcast Education Association On Location Conference
- 2020 Midwinter Conference of the Association for Education in Journalism and Mass Communication, Media Management, Economics, and Entrepreneurship Division
- 2018-2020 Annual Conference of the Association for Education in Journalism and Mass Communication, Graduate Student Interest Group
- 2019 Southwest Education Council for Journalism and Mass Communication Southwest Symposium Pedagogy Poster Session
- 2018 Southwest Education Council for Journalism and Mass Communication Southwest Symposium
- 2016-2017 Annual Conference of the National Communication Association, Mass Communication Division
- 2016 Annual Conference of the Association for Education in Journalism and Mass Communication, Visual Communication Division
- 2015 Annual Conference of the National Communication Association, Theatre, Film, and New Media Division

MEMBERSHIPS

Kappa Tau Alpha National Honor Society

Association for Education in Journalism and Mass Communication

Broadcast Educators Association

SPECIAL TRAINING & PROFESSIONAL DEVELOPMENT

- 2021 Edelman Educators' Summit: Igniting Careers in Communications for Hispanic Students
- 2019 Google Analytics Certification
- 2018 Kansas State University Peer Review of Teaching Program
- 2013 University of Houston Teaching Certification Program
- 2003 Florida Institute of Government Supervisory Training Certificate

PROFESSIONAL EXPERIENCE

- 2010-2014 **Owner and Creative Director**, Deep Dish Studios, Cypress, TX
- Small business owner
 - Produced freelance video productions
 - Specialized in web commercials, promotional videos, and corporate video productions
- 2011-2012 **Partner and Digital Storyteller**, Acumen Web Solutions, Spring, TX
- Strategic partner
 - Specialized in web-based marketing strategy, graphic design, web design, copywriting, SEO, and web advertising (including Google Adwords and Facebook Advertising)
- 2007-2010 **Director of Technology**, SchoolHeart, Inc., Houston, TX
- Managed web presence for web-based fundraising company
 - Specialized in web design, digital advertising design, tool creation, site maintenance, and technical support
 - Oversaw social media strategy implementation
 - Provided web marketing support
- 2006 **Summer Session Film Coordinator**, Rocketown, Nashville, TN
- Curriculum development and lead instructor
 - Implemented summer filmmaking courses, maintained media lab, and coordinated screenings
- 2004-2005 **Media and Resource Coordinator**, Campus Renewal Ministries, Austin, TX
- Oversaw communication efforts for non-profit organization
 - Overhauled web presence including implementation of new web-based communication tools
 - Created multi-media presentations and promotional communications
 - Developed in-house production studio, including acquisition of \$20,000 in private grant support

PROFESSIONAL EXPERIENCE

- 2000-2003 **Information Resource Coordinator and Admissions Officer**, Florida State University Office of Admissions and Records, Tallahassee, FL
- Oversaw email marketing and creation of email communication workflows, including customer relationship management
 - Created web applications
 - Oversaw full and part-time communication employees
 - Reviewed applications for admission

FILMOGRAPHY

- 2013 “The Call to Serve,” Digital short film, Producer
- Best Drama – Gulf Coast Film and Video Festival (2014)
 - Over 50,000 views on YouTube.com
- 2002 “On Six Mile Pond,” Video documentary, Producer
- Screening – Slamdance Film Festival (2003)
 - Screening – AFI Silverdocs Film Festival (2003)
 - Screening – Gen Art Film Festival (2003)
- 2000 “Representative Earl Harris,” 16mm short film, Director of Photography
- Best Feature – Harvard Black Arts Film Festival (2002)
 - Screening – Brooklyn Arts Council Film and Video Festival (2001)
 - Screening – San Antonio Juneteenth Film Festival (2001)
- 2000 “ManBeast,” 16mm short film, Writer and Director
- Featured Screening – Pomona Film Festival (2001)

SPECIAL SKILLS

Adobe Creative Cloud, including Photoshop, Illustrator, Premiere, and Dreamweaver; HTML and CSS; Google Analytics and Google Ads; social media analytics and network analysis; film and video editing; photography and videography; lighting for film and video