

Deena G. Kemp

University of Texas at Austin
School of Advertising & Public Relations

[Google Scholar](#) | [ORCID](#)

EDUCATION

- Ph.D. Communication 2018
Cornell University Department of Communication, Ithaca, NY
Committee: Sahara Byrne (Chair), Jeff Niederdeppe, Alan Mathios, Dawn Schrader
Dissertation: *The persuasive appeal of disgust: Examining the effects of gruesome images and repulsive feelings in health and prosocial communication.*
- M.A. Mass Communications – Public Relations 2007
University of South Florida School of Mass Communications, Tampa, FL
Committee: Derina Holtzhausen (Advisor), Scott Lui, Kelly Werder
Thesis: *Source credibility and public information campaigns: The effect of audience evaluations of organizational sponsors on message acceptance*
- Graduate Certificate Health Management and Leadership 2007
University of South Florida College of Public Health, Tampa, FL
- B.A. Mass Communications – Public Relations, Cum Laude 2003
University of South Florida School of Mass Communications, Tampa, FL
- A.A. Journalism and Communications, Distinction 2001
The College of the Bahamas, Nassau, Bahamas

ACADEMIC APPOINTMENTS

- Assistant Professor, Moody College of Communication 2018–present
University of Texas at Austin
- Faculty Affiliate, Center for Health Communication 2018–present
University of Texas at Austin

PUBLICATIONS¹

PEER-REVIEWED JOURNAL ARTICLES

1. Shi, W., Mackert, M., **Kemp, D.**, King, A.J., Liu, Y., Henson-García, M., Yang, J., Bouchacourt, L.M., & Cahill, A.G. (accepted). "Don't touch your face"—Effectiveness of a health communication intervention on reducing face-touching behaviors. *American Journal of Infection Control*.

¹ Graduate student and post-doctoral co-authors are in italics.

2. **Kemp, D.**, Jacobs, E. A., Kvale, E.A., Shokar, N. K., Sebastian, K., Benzer, J. & *Woods Bennett, J. M.* (2024). Evaluating the persuasiveness of messages promoting mobile mammography among uninsured women. *Health Education Research*, 1-10.
3. Pounders, K., **Kemp, D.** & *Bouchacourt, L.* (2023). “We’re All in This Together!” Self-Construal, Pride and Guilt Appeals in Health Advertising about Mask Wearing. *Journal of Current Issues & Research in Advertising*, 45(1), 71-87.
4. *Looi, J.*, **Kemp, D.** & *Song, Y.* (2023) Instagram Influencers in Health Communication: Examining the Roles of Influencer Tier and Message Construal in COVID-19 Prevention Public Service Announcements. *Journal of Interactive Advertising*, 23(1), 14-32.
5. **Kemp, D.** (2023). Empathy or Escape? Examining Alternative Mechanisms Underlying Responses to Disgust-Evoking Charity Appeals Over Time. *Journal of Current Issues & Research in Advertising*, 44(1), 88-104. *2023 American Academy of Advertising Best Article Award (open access)
6. **Kemp, D.**, Mackert, M., *Li, S.*, *Table, B.*, *Yang, J.*, Kirtz, S., & Hughes-Wagner, J. (2022). Talking About Prescription Opioid Misuse: The Effect of Family Communication Patterns and Messages Advocating Direct and Indirect Communication. *Health Communication*, 39(1), 83-95.
7. *Yang, J.*, King, A. J., **Kemp, D.**, Mackert, M., Cahill, A. G., *Henson-García, M.*, *Bouchacourt, L. M.* (2022). Psychosocial correlates of face-touching mitigation behaviors in public and private. *American Journal of Infection Control*, 50(7) 834-837.
8. **Kemp, D.**, King, A. J., Upshaw, S. J., Mackert, M., & Jensen, J. D. (2022). Applying harm reduction to COVID-19 prevention: The influence of moderation messages and risk infographics. *Patient Education & Counseling*, 105(2), 269-276.
9. **Kemp, D.**, Mackert, M., *Bouchacourt, L.*, Lazard, A., Wolfe, J., Stewart, B., Kahlor, L., George, C., Hughes Wagner, J., & Wilcox, G. (2021). Promoting support for community water fluoridation: Testing message effects and the role of normative beliefs. *Journal of the American Dental Association*, 152(12), 1012-1019.
10. Mackert, M., *Bouchacourt, L.*, Lazard, A., Wilcox, G. B., **Kemp, D.**, Kahlor, L. A., Caren, G., Stewart, B., & Wolfe, J. (2021). Social media conversations about community water fluoridation: formative research to guide health communication. *Journal of Public Health Dentistry*, 81(2), 162-166
11. **Kemp, D.**, Niederdeppe, J., & Byrne, S. (2019). Adolescent Attention to Disgust Visuals in Cigarette Graphic Warning Labels. *Journal of Adolescent Health*, 65(6), 769-775. (open access)
12. Skurka, C., Kalaji, M., Dorf, M., **Kemp, D.**, Safi, A. G., Byrne, S., Mathios, A., Avery, R., & Niederdeppe, J. (2019). Independent or synergistic? Effects of varying size and using

pictorial images in tobacco health warning labels. *Drug and Alcohol Dependence*, 198, 87-94. (open access)

Niederdeppe, J., **Kemp, D.**, Jesch, E., Scolere, L., Greiner Safi, A., Porticella, N. A., Avery, R., Dorf, M., Mathios, A., & Byrne, S. (2019). Using warning labels to counter effects of social cues and brand imagery in cigarette advertising. *Health Education Research*, 34(1), 38-49. (open access)

Byrne, S., Greiner Safi, A., **Kemp, D.**, Skurka, C., Davydova, J., Scolere, L., Mathios, A., Avery, R., Dorf, M., Steinhardt, J., & Niederdeppe, J. (2019). Effects of varying color, imagery, and text of cigarette package warning labels among socioeconomically disadvantaged middle school youth and adult smokers. *Health Communication*, 34(3), 306-316. (open access)

Skurka, C., Byrne, S., Davydova, J., **Kemp, D.**, Safi, A. G., Avery, R. J., Dorf, M., Mathios, M., & Niederdeppe, J. (2018). Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth. *Social Science & Medicine*, 211, 294-303. (open access)

Skurka, C., **Kemp, D.**, Davydova, Y., Thrasher, J. J., Byrne, S., Safi, A. G., Avery, R., Dorf, M., Mathios, A., Scolere, L. & Niederdeppe, J. (2018). Effects of Cigarette Pack Graphic Warning Label Size on Visual Attention, Negative Affect, Quit Intentions and Smoking Susceptibility among Disadvantaged Populations. *Nicotine & Tobacco Research*, 20(7), 859-866. (open access)

INVITED JOURNAL ARTICLES

13. Mackert, M., Shi, W., De Luca, D. M., Hughes Wagner, J., **Kemp, D.** & Pounders, K. (2024). Evidence-Based Health Communication in Practice: Driving Funding, Research, and Training at the UT Austin Center for Health Communication. *Health Communication*, 1-8.

Niederdeppe, J., & Kemp, D. (2018). Ignoring Theory and Evidence: Commentary on Kok et al. (2018). *Health Psychology Review*, 12(2), 136-139.

BOOK CHAPTER

14. Mackert, M., **Kemp, D.**, De Luca, D., & Lim, R. (2021). Consumer Advertising and Health Communication. In Thompson, T. and Harrington, N. (Eds.) *Routledge Handbook of Health Communication* 3rd ed. (pp 290-303). Routledge.

OTHER MATERIAL

- Center for Health Communication. (2020). *Emotion in Environmental Health Communication: Supporting Effective Communication Through the Use of Understanding Emotions*. Training guide prepared for the Texas Department of State Health Services Toxicology Branch.
- Center for Health Communication. (2020). *A practitioner's guide to emotion and health communication*. Infographic prepared for the Texas Department of State Health Services Toxicology Branch.

PUBLICATIONS IN PROGRESS

1. **Nah, S. & Kemp, D.** (revise and resubmit due September 5, 2024). The Combined Effect of Disgust Appeal and Temporal Frame in the Effectiveness of Threatening Messages for Type 2 Diabetes Prevention. *Journal of Current Issues & Research in Advertising*
2. **Kemp, D.** (revise and resubmit due September 30, 2024). Comparing disgust and sadness: Examining the interaction of emotion and information in charity appeals. *Journal of Social Marketing*.
3. **Kemp, D., Shi, W. & Mackert, M.** (under review). Evaluating a Multi-year, Statewide Opioid Misuse and Overdose Prevention Campaign. Target journal: *Journal of Health Communication*
4. **Pounders, K., Yun, C., Bouchacourt, L. & Kemp, D.** (draft in preparation). Who I am or What I Do? For Myself or Others?: The Role of Pride Appeals and Self-Construal in Advertising.
5. **Kemp, D., Monroy, J. Hinkson, K., & Copeland, D.** (draft in preparation). Applying the Health Belief Model to Increase Foodborne Illness Reporting: Identifying Cues to Action
6. **Kemp, D., Shi, W., & Mackert, M.,** (data analysis in progress). Understanding sources of stigma beliefs in response to prescription opioid misuse message frames.
7. **Kemp, D., Zhou, S., Nah, S., Lazard, A., & Upshaw, S.** (data collection in progress). The effect of disgust-evoking metaphors on visual processing of anti-tobacco messages.

FUNDING RECEIVED

Cancer Prevention & Research Institute of Texas. (2023-2025). Advancing Breast Health among Uninsured Women in Central Texas (ABH-CTX) 2. \$1,999,922. (Co-Investigator).

Texas Health and Human Services Commission. (2019-2024) “Texas Targeted Opioid Response: Operation Naloxone Expansion.” \$34,690,000. Principal Investigators: Hill, Claborn, Mackert, & Moriates. [“Health Communication Campaigns to Promote Opioid Overdose Prevention Strategies.” \$3,274,107. Co-Principal Investigators: Mackert & Kemp.]

Centers for Disease Control Environmental Health Specialists Network. (2020-2025). Strengthening Foodborne Illness Surveillance and Response Capabilities in Harris County Using an Innovative System-Based Approach. \$962,930. PI: Jo Ann Monroy (Consultant 2020-2023)

Cancer Prevention & Research Institute of Texas. (2020-2023) “Advancing Breast Health Among Uninsured Women.” \$1,000,000. PIs: Jacobs, E., Kvale, E. & Shokar, N. K. Co-Investigators: Kemp, D. & Benzer, J.

ExxonMobil Research and Engineering Company (2020-2022). “Overcoming public uncertainty about carbon capture and storage.” \$528,248. PIs: Atkinson, L. and Olson, H. Co-investigators: Kahlor, L., Kemp, D. & Lake, L.

NSF Doctoral Dissertation Improvement Grant #1757097. “Disgust-Driven Prosocial Behavior: Message Processing and Persuasive Effects Over Time.” \$14,412. December 2017

FUNDING REQUESTED

Texas Health and Human Services Commission. (pending) “Health Communication Campaigns to Promote Opioid Overdose Prevention Strategies.” \$1,169,650.64. Co-PIs: Mackert, M. & Kemp, D.

National Science Foundation. (not funded). PIPP Phase II: Theme 4: The role of individual and population dynamics in pandemic preparedness, prevention and response. \$17,999,898. (CO-PI). Submitted December 2023.

National Institutes of Health R03. (scored, not funded). Disgust, Repetition and Health Persuasion: Using Eye Tracking to Examine Longitudinal Changes in Adolescent Responses to Hard-Hitting Anti-vaping Ads. \$100,000 (PI). Submitted March 2023.

William T. Grant Foundation Scholars Program (not funded). Examining Persuasion and Stigma in Reactions to Disgust-Evoking E-cigarette Counter Messages among Hispanic Adolescents. \$350,000. (PI). July 2019.

CONFERENCE PRESENTATIONS

1. **Kemp, D.**, Jacobs, E. A., Kvale, E.A., Shokar, N. K., Sebastian, K., Benzer, J., & *Woods Bennett, J. M.* (2024, April 3–5). Evaluating the Persuasiveness of Messages Promoting Mobile Mammography Among Uninsured Women. [Poster presentation]. Kentucky Conference on Health Communication. Lexington, Kentucky, United States.
2. Shokar, N. K., Benzer, J., Calderon-Mora, J., Chacon, C., **Kemp, D.**, Sorensen, R., Roberts, K., Kvale, E., & Jacobs, E. (2023, October 2–3). Advancing Breast Health among Uninsured Women in Central Texas: A Collaborative Effort to Increase Breast Cancer Screening via Mobile Mammography. [Poster presentation]. Cancer Prevention & Research Institute of Texas Conference VI. Galveston, Texas, United States.
3. Pounders, K., *Bouchacourt, L.*, **Kemp, D.**, & *Lee, S.* (2022, August 12–14). *The Two-Facet Model of Pride and Self-Construal in Health Communication*. [Panel presentation]. 2022 Summer AMA Conference. Chicago, Illinois, United States.
4. *Looi, J.*, **Kemp, D.** & Song, Y. (2022, May 26–30) *Instagram influencers in health communication: Examining the roles of influencer type and message construal in COVID-19 prevention public service announcements*. [Panel presentation]. International Communication Association Annual Conference, Paris, France.

5. **Kemp, D.**, Mackert, M., Li, S., Table, B., Yang, J., Kirtz, S., Hughes Wagner, J. (2022, April 7–9) *Talking about opioid misuse: The effect of family communication patterns and messages advocating direct and indirect conversation*. [Poster presentation]. Kentucky Conference on Health Communication. Lexington, Kentucky, United States. ***Top Six Poster Honorable Mention Award**
6. **Kemp, D.**, Mackert, M., King, A. J., Upshaw, S. J. & Jensen, J. D. (2021, April 23–24) *A Harm Reduction Approach to COVID-19 Prevention: The Influence of Moderation Messages and Infographics* [Poster presentation]. The 6th Biennial D.C. Health Communication Conference. Fairfax, VA, United States.
7. **Kemp, D.** (2020, November 19–22). *A Sleeper Effect for Disgust? Examining Responses to Prosocial Appeals Over Time* [Paper presentation]. National Communication Association 106th Annual Convention, Virtual.
8. **Kemp, D.** (2019, May 24–28). *Encountering disgust in prosocial persuasion: How context shapes appraisals, emotions, and behavior* [Paper presentation]. International Communication Association Annual Conference, Washington, DC, United States.

Kemp, D., Safi, A. G., Jesch, E., Byrne, S. & Niederdeppe, J. (2018, May 24–28). *Gruesomeness and recall in graphic warning labels: Does length of visual attention matter?* [Paper presentation]. International Communication Association Annual Conference, Prague, Czech Republic.

Niederdeppe, J., **Kemp, D.**, Jesch, E., Scolere, L., Greiner Safi, A., Porticella, N. A., Avery, R., Dorf, M., Mathios, A., & Byrne, S. (2018, November 8–11). *Using Graphic Warning Labels to Counter Effects of Social Cues and Brand Imagery in Cigarette Advertising* [Paper presentation]. National Communication Association 104th Annual Convention, Salt Lake City, UT, United States.

Skurka, C., Byrne, S., Davydova, Y., **Kemp, D.** & Niederdeppe, J. (2018, April 13–14). *Testing competing explanations for graphic warning label effects among adult smokers and non-smoking youth* [Paper presentation]. Kentucky Conference on Health Communication, Lexington, KY, United States.

Kemp, D., Safi, A. G., Jesch, E., Byrne, S. & Niederdeppe, J. (2018, February 21–24). *Gruesomeness and recall in graphic warning labels: Does length of visual attention matter?* [Poster presentation]. Society for Research on Nicotine and Tobacco 24th Annual Meeting, Baltimore, MD, United States.

Kemp, D., Byrne, S. & Niederdeppe, J. (2017, November 16–19). *Attention to disgust-eliciting imagery in cigarette graphic health warnings* [Paper presentation]. National Communication Association 103rd Annual Convention, Dallas, TX, United States.

Skurka, C., **Kemp, D.**, Davydova, Y., Thrasher, J., Byrne, S., Safi, A. G., Scolere, L., Mathios, A., Avery, R., Dorf, M., Steinhardt, J. & Niederdeppe, J. (2017, November 16–19). *Effects of*

Cigarette Pack Graphic Warning Label Size on Visual Attention, Negative Affect, and Quit Intentions among Disadvantaged Populations [Paper presentation]. National Communication Association 103rd Annual Convention, Dallas, TX, United States.

Kemp, D., Niederdeppe, J. & Byrne, S. (2017, May 25–29). *Grossed-out givers: Disgust, inoculation and charitable appeals* [Paper presentation]. International Communication Association Annual Conference, San Diego, CA, United States.

Byrne, S., Safi, A. G., **Kemp, D.**, Skurka, C., Davydova, Y., Scolere, L., Avery, R., Dorf, M., Mathios, A. & Niederdeppe, J. (2017, May 25–29). *Testing alternatives to the originally proposed FDA graphic warning labels: A randomized experiment with socioeconomically disadvantaged middle school youth* [Poster presentation]. International Communication Association Annual Conference, San Diego, CA, United States.

Kemp, D. & Holtzhausen, D. (2008, August 6–9). *Source credibility and public information campaigns* [Paper presentation]. Association for Education in Journalism and Mass Communication Convention, Chicago, IL, United States.

Kemp, D. (2007, August 9–12). *Managing community crisis: An analysis of a health department's response to the [2004] influenza vaccine shortage* [Paper presentation]. Association for Education in Journalism and Mass Communication Convention, Washington, DC. ***Top Student Paper Award**

Kemp, D. (2006, August 2–5). *An analysis of the literature on third-person effect for implications in public relations strategic message design* [Poster presentation]. Association for Education in Journalism and Mass Communication Convention, San Francisco, CA.

INVITED PRESENTATIONS

1. Mackert, M., **Kemp, D.**, Yang, J., Li, S., Kirtz, S., Hughes Wagner, J., Cohen-Ford, Z. (2021, April 29–30) "Formative Research to Develop a Statewide Prescription Opioid Misuse Prevention Campaign" poster presented at the 2021 Texas Substance Use Virtual Symposium, Virtual Event, 2021.
2. **Kemp, D.** (2021, March 24). Ethical Theory X Practice Virtual Panel Series: Diverse audiences, media and messages in the age of COVID and beyond. Panelist. Stan Richards School of Advertising & Public Relations.
3. Kvale, E., Jacobs, E., **Kemp, D.** & Benzer, J. (2021, February 5). "Advancing Breast Health Among Uninsured Women" presented at Addressing Cancer Together Coalition Virtual Meeting.
4. Mackert, M., Hughes-Wagner, J., **Kemp, D.** & Pounders, K. (2020, November 10). *Health Communication to Support The University of Texas at Austin Response to COVID-19*. Invited panelist at UT Austin COVID-19 Virtual Conference.

5. **Kemp, D.** (2020, June 18). *Using emotion in health communication messages*. Invited presenter at UT Austin Health Communication and Leadership Institute, Austin, TX.
6. **Kemp, D.** (2020, May 15). *The science behind thank-you TV ads during COVID-19*. Invited panelist for RealEyes Data Services Ltd. webinar.
7. **Kemp, D.** (2020, February 21). *Emotion in health communication messages*. Workshop with Texas Department of State Health Services Toxicology Branch, Austin, TX.
8. **Kemp, D.** (2020, February 5). *The role of disgust in adolescent anti-tobacco campaigns: A visual attention perspective*. Invited presenter at UT Center for Health Promotion and Disease Prevention Research in Underserved Populations (CHPR).
9. **Kemp, D.** (2019, June 19). *Persuasion and emotion in health communication*. Invited presenter at UT Austin Health Communication and Leadership Institute, Austin, TX.
10. **Kemp, D.** with Ganta, S. (2019, April 3). *Adolescents and tobacco marketing and counter marketing*. Invited presenter at People’s Community Clinic 2019 Adolescent Health Symposium, Austin, TX.

Kemp, D. (2017, March 7). *Attention and emotional reactions to cigarette graphic warning labels among adolescents in New York State*. Invited presenter at the State University of New York 2017 Faculty Senate Graduate and Research Conference: SUNY Graduate Research Today and Tomorrow. Saratoga Springs, NY.

MEDIA COVERAGE & PUBLICITY

Gross, J. (2020, July 7). Nurses who battled virus in New York confront friends back home who say it’s a hoax. *New York Times*.

RESEARCH ACTIVITIES

Research Personnel 2018–2021
 Title: Texas Water Fluoridation Projection

Research Assistant/Trainee, NIH/FDA Funded Grant 2014–2018
 Title: Constitutional Compliance, Credibility, and FDA Regulated Tobacco Warning Labels
 Cornell University, Ithaca, NY
 Contributed to technical development of 7 experiments using eye tracking software; creating post-test questionnaires in Qualtrics; maintained code books and syntax files; collected data in mobile research lab; cleaned and analyzed data; drafted weekly team meeting minutes

USF Advancement Leadership Academy 2012
 University of South Florida Foundation, Tampa, FL
 Led the development of a survey to measure communication, collaboration and trust among organizational units; analyzed data; reported results and recommended strategies to leadership

Research Assistant, Journal Publication 2007
USF School of Mass Communications, Tampa, FL
Prepared literature review on theories of leadership for Werder, K. P. & Holtzhausen, D. (2009).
An analysis of the influence of public relations department leadership style on strategy use and effectiveness. *Journal of Public Relations Research*, 21(4), 404-427

Independent Research Associate 2007
Matthew 6:3 Foundation
Conducted secondary analysis of data and publications on organ donation trends to identify potential strategies for increasing donation rates and improving match rates in the United States

Graduate Research Intern, Public Information Office 2006–2007
Sarasota County Health Department, Sarasota, FL
Implemented focus group and survey research to inform a plan for communicating with rural residents and non-English speakers in the event of a local pandemic flu outbreak

STUDENT MENTORING

Committee Chair

Siyan Li (ABD; Instructor, Southeast Missouri State University)

Committee Member

Buduo Wang (Ph.D. awarded 2023; Assistant Professor, Texas Tech University)

Daniela DeLuca (Ph.D. awarded 2023)

Lindsay Bouchacourt (Ph.D. awarded 2023; Research Associate, UT Austin Center for Health Communication)

Pooja Iyer (Ph.D. awarded 2024; Assistant Professor, University of Colorado Boulder)

Patrick Jamar (PhD; Postdoctoral Researcher, Texas A&M University)

ChungIn Yun (ABD)

Shuer Zhou (ABD)

Faculty Sponsor, Independent Research

Pooja Iyer (Moral Foundations, Political Ideology, and Gun Control Narratives)

Jiemin Looi & Greg Song (Social Media Influencers and COVID Mask Wearing)

Soya Nah (Disgust and Temporal Perceptions of Risk)

Master's Thesis Second Reader

Sangwook Lee (2020, May). "Alexa as a shopping assistant: The effects of message interactivity and the mediating role of social presence."

Polymathic Honor's Thesis Supervisor

Samantha Hindert (2020, May). "A qualitative content analysis on D.A.R.E America Literature."

Plan II Honor's Thesis Second Reader

Anika Patel (2024-2025).

TEACHING ACTIVITIES

UT Austin Courses

- Multicultural Messages & Audiences (Cultural Diversity Flag)
- Advertising Research I (Doctoral level)
- Integrated Communication Campaigns (Independent Inquiry Flag)
- Public Relations Techniques (Writing Flag)
- Independent Study (Doctoral level)

Instructor, Nelson Center, Numeracy Efficacy Badge Course Summer 2023
 Developed and delivered content for a module in the center’s online badge program

Instructor, Emotions in Health Communication 2021–2022
 Health Communication Training Series, UT Center for Health Communication
 Developed and delivered content for a module in the center’s online education program

Mentoring Graduate and Undergraduate Research Assistants 2015–2018
 Media Effects Lab, Cornell University
 Train students how to administer studies, interact with participants and utilize lab equipment

Writing Consultant 2015–2018
 English Language Support Office, Cornell University
 Assisted graduate students who speak English as a second language with structure, clarity, word choice and grammar concerns; address linguistic conventions of writing in U.S. academic settings; consult on a variety of projects including dissertations and conference presentations

Guest Lecturer Spring/Fall 2016
 Population Health Communication/Communication Campaigns, Cornell University
 Delivered presentation: Fear. Guilt. Disgust: Graphic Warnings, Emotion and Health Behavior; facilitated discussion and answered questions about the role of communication strategies and research in tobacco control regulation

Instructor, Writing for the Mass Media Fall 2006/Spring 2007
 USF School of Mass Communications
 Independently taught one course section; responsible for developing the class syllabus, grading assignments, and conducting one-on-one feedback sessions with students

Graduate Teaching Assistant, Public Relations Research Methods Spring 2006
 USF School of Mass Communications
 Assisted with grading assignments and preparing materials for class sessions; held office hours

PEDAGOGICAL & MENTORING TRAINING

Open Educational Resources, UT Austin

- Remixing and Adapting OER Creatively to Fit our Students’ Needs Summer 2024
- Supporting Online Teaching & Learning with Affordable Course Materials Fall 2020

Center for Advanced Teaching Excellence, Moody College of Communication	
Teaching Exchange Series	
Preparing Students for Challenging Topics	Spring 2024
Summer Design Series	Summer 2023
Facilitating Academic Discourse on Complex Topics	
Designing with Digital Tools in Mind	
Creating Accessible Courses with Ally	
Culturally Responsive Pedagogy 101, by Overcoming Racism	Summer 2021
Adapting to Online Teaching and Supporting Student Success	Summer 2020
Student Engagement and Social Presence	Summer 2020
Center for the Skills and Experience Flags, UT Austin	
Writing Flag Retreat	Spring 2024
Plagiarism in the Age of AI	Spring 2024
Cultures Flag Retreat	Spring 2023
Structuring the Semester for Student Success	Spring 2020
Faculty Innovation Center, UT Austin	
Back-to-School Workshops	Ongoing
Inclusive Teaching & Learning Series	Spring 2019
Group Learning Workshop	Fall 2018
Race in the PR Classroom, Institute for Public Relations	
Exploring the Perspectives of Immigrant and First-Generation Scholars	Fall 2021
Pervasive Issues in PR Education	Summer 2020
Creating Change in the PR Classroom Diversifying PR Faculty	Summer 2020
Race in the PR Classroom: The HBCU Experience	Summer 2020
The Graduate School, UT Austin	
Best Practices for Faculty Mentors	Spring 2021
Leadership Success: How to Mentor Diverse Populations	Spring 2019
Onramps Online Instruction Workshop Series, UT Austin	Summer 2020
Online Teaching Days, UT Austin	
Observer, Multiple Courses (mixed online formats)	Summer 2020
Eyes on Teaching, UT Austin	
Observer, Psychology of Advertising	Spring 2020
Presenter, Multicultural Messages & Audiences	Spring 2019
Observer, Health Communication	Spring 2019
Cornell Center for Teaching Innovation	
Get Set Future Faculty Workshop Series	
Evaluating Student Writing	Spring 2018
Facilitating Effective Classroom Discussions	Fall 2017
Understanding How Your Students Learn	Fall 2017

Designing Student Assessment to Evaluate Yourself as a Teacher	Fall 2017
Teaching and Mentoring Across Differences	Fall 2017
The Practice of Teaching in Higher Education (semester-long course)	Spring 2017
Cornell Center for the Integration of Research, Teaching and Learning	
Building Mentoring Skills for An Academic Career (certificate course)	Spring 2017
Cornell Center for Teaching Excellence	
International Teaching Assistants Program (week-long workshop)	Summer 2014
University of South Florida Center for Teaching Excellence	
New Faculty and Teaching Assistant Orientation	Fall 2006

PROFESSIONAL EXPERIENCE

Associate Director, Stewardship and Communication USF Health Development and Alumni Relations Promoted the impact of philanthropy on the university's health initiatives during the <i>USF: Unstoppable</i> campaign (\$200 million USF Health goal); managed donor engagement and recognition activities; coordinated the annual stewardship reporting process; improved communication toolkit introducing new, successful outreach strategies	2008–2014
Marketing and Communications Assistant USF School of Mass Communication, Tampa, FL Developed materials to promote the school's new degree programs in strategic communication and multimedia journalism; coordinated communication with alumni to update records and write highlights for the website	2007
Marketing and Communications Assistant USF Sarasota-Manatee, Sarasota, FL Responsible for writing and editing for the campus newsletter, publication production including development of degree program brochures, and other university relations activities	2005–2006
Community Relations Specialist Visiting Nurse Association of the Treasure Coast Coordinated marketing communications for home health and hospice services including media relations, community engagement events and promotion of public vaccination programs	2004–2005

PROFESSIONAL CONFERENCE PRESENTATIONS

Hidden Treasure: Mining Student Thank-You Letters (2013). Deena Kemp; presented at the District III Conference of the Council for Advancement and Support of Education (CASE), Atlanta, GA

Benefactor Events, Breakthrough Experiences (2013). Deena Kemp and Georgia North; presented at the District III Conference of the Council for Advancement and Support of Education (CASE), Atlanta, GA

SERVICE

Elected Representative, SRS Extended Budget Council	2022–2024
Panel Chair, Kentucky Conference for Health Communication	2022, 2024
Faculty Mentor, Kentucky Conference for Health Communication	2024
Mentor, Journal of Advertising Student Reviewer Training Program	2022
Lunch Tour Speaker, UT Austin New Faculty Orientation	2022
Award Committee, Schuchard Undergraduate Archival Research Prize, Harry Ransom Center	2022
Mentoring Program, Moody College of Communication	2021–present
Minority co-Liaison, School of Advertising & Public Relations	2020–2023
PhD Admissions Committee, School of Advertising & Public Relations	2020–2022
Volunteer, Central Texas Food Bank	2019–2022
New Director Search Committee, School of Advertising & Public Relations	2021
Faculty Keynote Speaker, Multicultural Communication Introduction to Communication Foundations, Moody College	Fall 2020
UT Austin COVID Communication Campaign working group	Summer 2020
Coordinator, Public Relations Executive in Residence	Spring 2020
Nominating Committee, ICA Health Communication Division	Spring 2020
African American Student Recruitment and Prospective Student Virtual Inclusion Mixer, Moody College of Communication	Spring 2020
Public Relations Student Recruitment, School of Advertising & Public Relations	Spring 2020
Reviewer, UT Center for Health Communication Scholars Program Reviewer, UT Center for Health Communication Scholars Program	Spring 2020
New Faculty Search Committee, School of Advertising & Public Relations	Fall 2019
Faculty Mentor, ICA Health Communication Division	Spring 2019
Volunteer, Central Texas Food Bank	2019–2022
Regional Strategy Special Committee, University of South Florida Foundation	2013
Volunteer, Feeding America, Metropolitan Ministries	2011–2013
Alumni Representative, New Director Search Committee USF School of Mass Communications	2009, 2010
Reaccreditation Committee, USF School of Mass Communications	2006
Layout Editor, The Suncoast Promise, Susan G. Komen Suncoast Affiliate	2003–2007

JOURNAL & CONFERENCE REVIEWING

Annals of Behavioral Medicine	
Health Communication	
Journal of Neuroscience, Psychology, and Economics	
Patient Education & Counseling	
American Academy of Advertising	2021, 2022
Journal of Advertising	
NCA Mass Communication Division	2017–2020
International Journal of Advertising	
Journal of Consumer Policy	
ICA Health Communication Division	2017–2019
International Journal of Environmental Research and Public Health	

American Journal of Public Health

HONORS AND AWARDS

Best Article Award, Journal of Current Issues and Research in Advertising American Academy of Advertising	2023
Research Reboot Award, UT Moody College of Communication	2023
NIH National Institute of Drug Abuse Diversity Scholar	2022
Dean's Fellowship, UT Moody College of Communication	2022, 2024
Top 6 Poster Award, Kentucky Conference for Health Communication	2022
Participant, Virtual Visiting Professor Program, Advertising Education Foundation	2021
Arthur W. Page Faculty Fellowship in Public Relations, UT Austin	2019
Anson E. Rowe Advanced Graduate Student Award, Cornell University	2018
CASE Award of Excellence for a Fundraising Publication	2013
USF Advancement Leadership Academy Inaugural Class	2012
AEJMC Top Student Paper, Public Relations Division	2007
John and Jerry Wing Alexander Scholar	2006/2007
University Graduate Fellow	2005/2006
USF Provost's List of Scholars	2002
USF Latin American and Caribbean Scholar	2001–2003
Laura Jane Award for Outstanding Achievement in Journalism and Communication	2002

MEMBERSHIP

Association for Education in Journalism and Mass Communication	2023–present
International Communication Association	2017–present
National Communication Association	2017–present
Council for the Advancement and Support of Education (CASE)	2009–2014
Florida Public Relations Association, Central West Coast Chapter	2005, 2006
Florida Public Relations Association, Treasure Coast Chapter	2004
Kappa Tau Alpha Honor Society	inducted 2003
Golden Key International Honor Society	inducted 2002

[Updated August 2024]