

# Erica Ciszek, PhD

Associate Professor  
The University of Texas at Austin  
Stan Richards School of Advertising & Public Relations  
Moody College of Communication

## EDUCATION

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- 2010 - 2014** Ph.D. in Communication & Society  
University of Oregon School of Journalism & Communication  
Focus: Strategic Communication & Public Relations  
Graduate Certificate: Women's and Gender Studies  
Dissertation: *Identity, culture, and articulation: A critical-cultural analysis of strategic LGBT advocacy outreach*  
Chair: Patricia Curtin, Ph.D.
- 2009** M.S. in Mass Communication  
Boston University College of Communication  
Focus: Applied Communication Research
- 2008** B.A. in English Literature and Sociology  
Colby College  
Focus: Gender & Diversity

## ACADEMIC APPOINTMENTS

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- 2022 - present** Associate Professor  
The University of Texas at Austin, Moody College of Communication  
Stan Richards School of Advertising & Public Relations
- 2018 - 2022** Assistant Professor  
The University of Texas at Austin, Moody College of Communication  
Stan Richards School of Advertising & Public Relations
- 2014 - 2018** Assistant Professor  
University of Houston  
Jack J. Valenti School of Communication

## PUBLICATIONS

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### REFEREED JOURNAL ARTICLES

- Ciszek, E., Dermid, G., Shah, M., & Mocarski, R., Hope, D., & Woodruff, N. (2024). Perceived Source Credibility in Health Communication Among Transgender and Gender Diverse Individuals. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2024.2361362>

- Dorri, A., Loza, O., Bond, M.A., **Ciszek, E.**, Elias-Curry, Y., *Aguilar, S., Fliedner, P.*, Norwood, A., Stone, A.L., Cooper, M.B., Schick, V., Wilkerson, J.M., Wermuth, P.P., Yockey, R.A., & Schnarrs, P.W. (2023). Understanding the experiences of Latinx LGBTQ Texans at the beginning of the COVID-19 pandemic. *Journal of Homosexuality*. <https://doi.org/10.1080/00918369.2023.2241597>.
- Lim, H. S., **Ciszek, E.**, & Moon, W. K. (2023). Advertising for Brands and Society: The Role of Perceived Authenticity in Corporate Transgender Advocacy Advertising Campaigns. *Journal of Homosexuality*. <https://doi.org/10.1080/00918369.2023.2245522>
- Lim, H. S., **Ciszek, E.**, & Moon, W. K. (2022). Perceived brand authenticity in LGBTQ communication: the scale development and initial empirical findings. *Journal of Communication Management*, 26(2), 187-206. <https://doi.org/10.1108/JCOM-02-2021-0023>
- Logan, N. & **Ciszek, E.** (2022). At the intersection of race, gender and sexuality: A Queer of Color Critique of PR Habitus. *Journal of Public Relations Research*. <https://doi.org/10.1080/1062726X.2022.2051174>
- Ciszek, E.**, Place, K., & Logan, N. (2022). Critical humanism for public relations: Harnessing the synergy of gender, race and sexuality research. *Public Relations Review*, 48(1), <https://doi.org/10.1016/j.pubrev.2022.102151>
- Lindstadt, C., Boyer, B, *Ciszek, E., Chung, A., & Wilcox, G.* (2022). Drunk Girl: A brief thematic analysis of Twitter posts about alcohol use and #Metoo. *Qualitative Research Reports in Communication*. <https://doi.org/10.1080/17459435.2021.2016919>
- Ciszek, E.** & Lim, S. (2021). Perceived brand authenticity and LGBTQ publics: How LGBTQ communication managers understand authenticity. *International Journal of Strategic Communication*. <https://doi.org/10.1080/1553118X.2021.1988954>
- Ciszek, E.**, Haven, P., & Logan, N. (2021). Reckoning with power and privilege: Addressing structural erasure and misrepresentation through voice and listening. *New Media & Society*. <https://doi.org/10.1177/14614448211031031>
- Ciszek, E.** MocarSKI, R., Price, S., & Almeida, E. (2021). Discursive stickiness: Affective institutional texts and activist resistance. *Public Relations Inquiry*. 1-16. <https://doi.org/10.1177/2046147X211008388>
- Place, K., **Ciszek, E.** (2021). Troubling dialogue and digital media: A subaltern critique. *Social Media + Society*, 7(1). 1-11. <https://doi.org/10.1177/2056305120984449>.
- Ciszek, E.** (2020). Transnational queer activism: Cross-cultural communication, technology, and managing across international borders. *International Journal of Strategic Communication*, 14(5), 368-382. <https://doi.org/10.1080/1553118X.2020.1835919>

- Ciszek, E., & Rodriguez, N. S. (2020).** Power, agency and resistance in public relations: A queer of color critique of the Houston Equal Rights Ordinance. *Communication, Culture & Critique*, 13(4), 536-555. <https://doi.org/10.1093/ccc/tcaa024>
- Ciszek, E., & Rodriguez, N. S. (2020).** Articulating transgender subjectivity: How discursive formations perpetuate regimes of power. *International Journal of Communication*, 14(5), 199-5217. <https://ijoc.org/index.php/ijoc/article/view/13713/3243>
- Ciszek, E. (2020).** The man behind the woman: Publicity, celebrity public relations and cultural intermediation. *Public Relations Inquiry*, 9(2), 135-154. <https://doi.org/10.1177/2046147X20920821>
- Ciszek, E. & Pounders, K. (2020).** “The bones are the same”: An exploratory analysis of authentic communication with LGBTQ publics. *Journal of Communication Management*, 24(2), 103-117. <https://doi.org/10.1108/JCOM-10-2019-0131>
- Ciszek, E. (2020).** “We are people, not transactions”: Trust as a precursor to dialogue with LGBT publics. *Public Relations Review*, 46(1), 1-7. <https://doi.org/10.1016/j.pubrev.2019.02.003>
- Ciszek, E., & Logan, N. (2018).** Corporate activism & challenging dialogue: A postmodern examination of Ben & Jerry’s and the Black Lives Matter Movement. *Journal of Public Relations Research*, 30(3), 115-127. <https://doi.org/10.1080/1062726X.2018.1498342>
- Ciszek, E. (2018).** Constructive advocacy: A strategy of hope in activist strategic communication. *Journal of Public Interest Communications*, 2(2), 202-220. <https://doi.org/10.32473/jpic.v2.i2.p202>
- Ciszek, E. (2018).** Queering PR: Directions in theory and research for public relations scholarship. *Journal of Public Relations Research*, 30(4), 134-145. <https://doi.org/10.1080/1062726X.2018.1440354>
- Ciszek, E. (2017).** Activist strategic communication for social change: A transnational case study of lesbian, gay, bisexual, and transgender activism. *Journal of Communication*, 67(5), 702-718. <https://doi.org/10.1111/jcom.12319>
- Ciszek, E. (2017).** Todo mejora en el ambiente: An analysis of digital LGBT activism in Mexico. *Journal of Communication Inquiry*, 41(4), 313-330. <https://doi.org/10.1177/0196859917712980>
- Ciszek, E. (2017).** Public relations, activism and identity: A cultural-economic examination of contemporary LGBT activism. *Public Relations Review*, 43(4), 809-816. <https://doi.org/10.1016/j.pubrev.2017.01.005>
- Ciszek, E. (2017).** Advocacy communication and social identity: An exploration of social media outreach. *Journal of Homosexuality*, 64(14), 1993-2010. <https://doi.org/10.1080/00918369.2017.1293402>

- Ciszek, E.** (2016). A corporate coming out: Crisis communication and engagement with LGBT publics. *Case Studies in Strategic Communication*, 5(5), 72-98. Available at: <http://cssc.uscannenberg.org/cases/v5/v5art5>
- Ciszek, E.** (2016). Digital activism: How social media and dissensus inform theory and practice. *Public Relations Review*, 42(2), 314-321. <https://doi.org/10.1016/j.pubrev.2016.02.002>
- Ciszek, E.** (2015). Bridging the gap: Mapping the relationship between activism and public relations. *Public Relations Review*, 41(4), 447-455. <https://doi.org/10.1016/j.pubrev.2015.05.016>
- Ciszek, E.** (2014). Cracks in the glass slipper: Does it really ‘get better’ for LGBTQ youth, or is it just another Cinderella story? *Journal of Communication Inquiry*, 38(4), 325-340. <https://doi.org/10.1177/0196859914551607>
- Ciszek, E.** (2013). Advocacy and amplification: Nonprofit outreach and empowerment through participatory media. *Public Relations Journal*, 7(2), 187-213. <https://prjournal.instituteforpr.org/wp-content/uploads/20132Ciszek.pdf>
- Ciszek, E., & Gallicano, T.** (2013). Changing cultural stigma: A study of LGBT and mental illness organizations. *Public Relations Review*, 39(1), 82-84. <https://doi.org/10.1016/j.pubrev.2012.09.011>

## REFEREED BOOK CHAPTERS

- Ciszek, E.** (2019). Activism. In B. Brunner (Ed.), *Public relations theory: Application and understanding* (pp. 159-174). Hoboken, NJ: Wiley & Sons Publishers.
- Curtin, P., Gaither, T. K., & **Ciszek, E.** (2015). Articulating the conjunction of public relations practice and critical/cultural theory through a cultural-economic lens. In J. L’Etang, D. McKie, J. Xifra, & N. Snow (Eds.), *The Routledge handbook of critical public relations* (pp. 41-53). New York, NY: Routledge.
- Ciszek, E.** (2013). LGBT advocacy in the digital age: Participatory media and the empowerment of an LGBT public. In N. Tindall & R. W. Waters (Eds.) *Coming out of the closet: Exploring LGBT issues in strategic communication with theory and research* (pp. 207-218). New York, NY: Peter Lang Publishing.

## REFEREED CONFERENCE PRESENTATIONS

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- Price, Sarah F., **Ciszek, E.**, & Mocariski, Richard (2024).” Everybody has a body”:

Transgender influencers and the socioecological model of health. National Communication Association (NCA) Annual Convention: Communication for Greater Regard. New Orleans, LA.  
\*\*\* Top Paper Panel of Health Communication \*\*\*

**Ciszek, E.**, Rethinking Sex, Gender Identity, and Sexual Orientation in PR. (In preparation for: *Journal of Public Relations Research*). Paper accepted for presentation at the International Communication Association (ICA) Post-Conference, Brisbane, Australia

**Ciszek, E., & Dermid, G.** (2024, May). *TGD Latinx individuals' Experiences with Health Messaging*. Accepted for presentation at TEXPOP Conference, The Population Research Center at the University of Texas at Austin, Austin, TX.

*Lim, H.S., Moon, W., & Ciszek, E.* (2021, May) Advertising for Brands and Society: Effects of Transgender Brand Activism on Public's Perceived Authenticity and Social Engagement, Paper accepted for presentation at the 71<sup>st</sup> Annual International Communication Association (ICA), Virtual conference.

*Lim, H.S., Ciszek, E., & Moon, W.* (2021, May) Listening to Historically Marginalized Publics: Scale Development of Perceived Organizational Authenticity for LGBTQ Communication, Paper accepted for presentation at the 71<sup>st</sup> Annual International Communication Association (ICA), Virtual conference.

Schnarrs, P.W., Loza, O, **Ciszek, E.**, Cooper, M. B., Norwood, A., & The Texas COVID-19 Coalition. (2020, November). *COVID-19 & you*. Presented at the PRIDE Health Pop-Up Institute Conference, Virtual conference.

**Ciszek, E., & Mocarski, R., Almeida, E.** (2020, August). *Capital and legitimacy: Trans\* communicators as cultural intermediaries*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.

Logan, N., & **Ciszek, E.** (2020, August). *A view from the margins of the margins: How a queer of color critique enriches understanding of public relations*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.  
\*\* Top Paper Award, Public Relations Division \*\*

**Ciszek, E., Haven, P., & Logan, N.** (2020, August). *Amplifying and signal boosting: How transgender engage the politics of voice and listening*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.

*Almeida, E., & Ciszek, E.* (2020, May). *Producing Trans\* subjectivity: A communication theory of identity*. Presented at the International Communication Association, Gold Coast, Australia.

**Ciszek, E., & Harlow, S.** (2020, May). *Building bridges: A communication heuristic for articulating a commitment to social change*. Presented at the International Communication Association, Gold Coast, Australia.

- Ciszek, E., & Curtin, C.** (2020, March). *Toys aren't just toys: The cash value of critical theory and research to public relations practice in an environment of increasing public expectations for CEO activism*. Presented at the International Public Relations Research Conference, Orlando, FL.
- Ciszek, E., & Pounders, K.** (2019, September). *Effective advertising to LGBTQ communities: An exploratory study*. Presented at the Annual Association of Consumer Research Conference, Atlanta, GA.
- Ciszek, E., & Almeida, E.** (2019, August). *Translating transgender lives: A study of trans\* communication practitioners as cultural intermediaries*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Ciszek, E., Li, M., Metzger, J., Reynolds, C., & Stoner, A.** (2019, August). *Queerbaiting and rainbow-washing: Have corporate media improved representation or co-opted LGBTQ communities*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Ciszek, E.** (2019, August). *(Re)centering human experience: A provocation for a critical humanistic orientation for public relations*. Accepted for presentation at the Association for Education in Journalism and Mass Communication's National Conference, Toronto, Canada.
- Whipple, K., & Ciszek, E.** (2019, May). *Activism through intimacy: A visual analysis of the #MeToo movement on Instagram*. Presented at the International Communication Association's Annual Conference, Washington, D.C.
- Ciszek, E.** (2019, February). *Strategies, tactics and social movements: A consideration of public relations and activism*. Presented at the Global Communication Summit on Media for Social Justice, Houston, TX.
- Ciszek, E., & Rodriguez, N. S.** (2018, October). *No seat at the table: Activist public relations and a queer of color critique*. Presented at the PRSA Educators Academy, Austin, TX.
- Ciszek, E.** (2018, August). *No men in women's bathrooms: Encoding/decoding in activist strategic communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.
- Ciszek E.** (2018, August). *Constructive advocacy: A strategy of hope in activist strategic communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.
- Ciszek, E.** (2018, June). *Global LGBT Activism and mediated (re)presentation: Cultural intermediation and convergence*. Presented at the International Association for Media and Communication Research, Eugene, OR.

- Ciszek, E.,** Curtin, P. A., Eray, T. E., Lee, T., & Logan, N. (2018, June). *Constructing the good corporate citizen: Identity, social responsibility, and global sustainability*. Presented at the International Association for Media and Communication Research, Eugene, OR.
- Ciszek, E.,** & Rodriguez, N. S. (2017, August). *Disenfranchisement and disempowerment: A queer of color critique of activist public relations*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.
- Ciszek, E.,** & Logan, N. (2017, August). *Corporate activism & dissensus: A discourse analysis of Ben & Jerry's support of Black Lives Matter*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.
- Ciszek, E.** (2017, May). *What does queer theory teach us about PR?: Queer possibilities for public relations theory and practice*. Accepted for presentation by the International Communication Association's Annual Conference, San Diego, CA.
- Ciszek, E.** (2017, May). *Global strategies, local tactics: Public relations and transnational LGBT activism*. Accepted for presentation by the International Communication Association's Annual Conference, San Diego, CA.
- Ciszek, E.** (2016, August). *Framing transgender: A critical analysis of public relations and media coverage of Caitlyn Jenner*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Minneapolis, MN.
- Ciszek, E.** (2016, August). *Queering PR: What can queer theory teach us about public relations?* Presented at the Association for Education in Journalism and Mass Communication's National Conference, Minneapolis, MN.
- Ciszek, E.** (2016, March). *Culture, context, and agency: An examination of transnational LGBTQ activism*. Presented at the Popular Culture Association / American Culture Association National Conference, Seattle, WA.
- Ciszek, E.** (2015, August). *Pedagogy and exploring sexuality in the communication classroom*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, San Francisco, CA.
- Ciszek, E.** (2015, May). *Advocacy, communication, and cultural theory*. Presented as part of the Stuart Hall and the Future of Media and Cultural Studies Preconference at the International Communication Association's Annual Conference, San Juan, Puerto Rico.
- Ciszek, E.** (2015, May). *Youth and social media: Resistance to narratives that construct LGBTQ identity and mental health stigma*. Presented at the International Communication Association's Annual Conference, San Juan, Puerto Rico.
- Ciszek, E.** (2014, August). *Teaching diversity in strategic communication: Examining the*

*changing landscape for media educators*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Montreal, Canada.

**Ciszek, E.** (2014, August). *Exploring cutting-edge methodologies for researching gender & sexuality in mass communication*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Montreal, Canada.

Phillips, L., & **Ciszek, E.** (2014, May). *Investigating motivations for corporate social responsibility in the It Gets Better Project: A case study*. Presented at the International Communication Association's Annual Conference, Seattle, WA.

**Ciszek, E.** (2013, August). *Social media, activism, and issue identity: Chick-Fil-A's viral public relations corporate controversy*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Washington, D.C.

**Ciszek, E.** (2013, June). *Reconceptualizing activism through dissymmetry: An exploration of the corporate Religious Right & LGBT activists*. Presented at the International Association of Mass Communication Researchers Conference, Dublin, Ireland.

Curtin, P., **Ciszek, E.**, & Gaither, T. K. (2013, June). *Challenging the viability of public relations as a management function: Building inclusive and sustainable public relations theory and practice*. Presented at the International Communication Association's Annual Conference, London, England.

**Ciszek, E.** (2013, June). *Trans advocacy and public relations: A critical analysis of mediated transfemininity in the 2012 Miss Universe Pageant*. Presented at the International Communication Association's Annual Conference, London, England.

**Ciszek, E.** (2012, November). *The butch in the bow tie: Gender, pedagogy and female masculinity in the classroom*. Presented at the National Communication Association Conference, Orlando, FL.

**Ciszek, E.** (2012, August). *Winning hearts and building community: An analysis of Basic Rights Oregon's "Love. Commitment. Marriage." campaign*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, Chicago, IL.

**Ciszek, E.** (2012, June). *Developing a global queer community in the digital age: A narrative analysis of international contributions to the It Gets Better Project*. Presented at the International Communication Association's Conference, Phoenix, AZ.

**Ciszek, E.** (2011, November). *In our own voice: A narrative analysis of the It Gets Better Project and digital storytelling*. Presented at the National Communication Association Conference, New Orleans, LA.

**Ciszek, E.** (2011, August). *My body, my gender, my story: A qualitative analysis of transgender*



*narratives and the It Gets Better Project*. Presented at the Association for Education in Journalism and Mass Communication's National Conference, St. Louis, MO.

## FELLOWSHIPS

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Dean's Fellow Moody College of Communication The University of Texas at Austin	Fall 2021
Faculty Success Program National Center for Faculty Development & Diversity	Spring 2019
Lillian Lodge Kopenhaver Fellow Kopenhaver Center for the Advancement of Women in Communication Florida International University	2015 - 2016

## HONORS & AWARDS

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### RESEARCH

Ana Ixchel Rosal Award Gender and Sexuality Center, Division of Diversity and Community Engagement University of Texas at Austin This award celebrates the contributions of full-time faculty and staff members at UT-Austin and is selected from nominations by students.	2023
Lillian Lodge Kopenhaver Outstanding Early-Career Woman Scholar Award Kopenhaver Center for the Advancement of Women in Communication Florida International University The award honors an early-career scholar who demonstrates outstanding research and potential for future scholarship.	2021
Ellen A. Wartella Distinguished Research Award in Moody College Research Awards Committee The University of Texas at Austin The award honors one research article authored by a member of the Moody College faculty for its contributions to conceptual innovations; contribution to the literature in this field; and the methodological, pedagogical, or policy-related advances or contributions made.	2020
Jim Murphy Award for Top Faculty Paper Cultural and Critical Studies Division Association for Education in Journalism and Mass Communication	2020
Top Paper Award Public Relations Division	2020

Association for Education in Journalism and Mass Communication

Diversity and Inclusion Award (\$500) 2018

PRSA Educators Academy

American University

The award recognizes research that advances research in diversity and inclusion in PR

Mary Ann Yodelis Smith (MAYS) Award (\$500) 2018

Commission on the Status of Women

Association for Education in Journalism and Mass Communication

The award funds feminist scholarship that has the potential to make significant contributions to the literature of gender and media.

Research Finalist in Public Interest Communication (\$1,500) 2018

Center for Public Interest Communications

University of Florida

Finalists were selected from a pool of applicants by a review committee of scholars and practitioners. Papers were considered based on their applicability to the field, contribution to public interest communications as an interdisciplinary academic discipline, methodological rigor and insight that can be used to innovate the social sector.

Assistant Professor Excellence (APEX) Series 2016

University of Houston

Faculty Senate

APEX is a competitive lecture series that showcases the breadth and depth of groundbreaking research, scholarship and creative activity being undertaken by early-career faculty across disciplines.

## TEACHING

Center for Advancing Teaching Excellence

Above and Beyond Awards

2022

Moody College of Communication

Inaugural award (117 nominations, 10 selected)

Moody Diversity, Inclusion, Justice, and Equity Pedagogy Program

2021

Moody College of Communication

Inaugural cohort (21 applications, 6 selected)

Experiential Learning Initiatives Award (\$10,000)

2019 - 2021

University of Texas at Austin

Office of the Executive Vice President and Provost

## RESEARCH FUNDING

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### Sponsored Research Funding

National Institutes of Health 2023-2028  
Center for Transformative Community-Driven Research to Prevent Obesity-related Cancer.  
\$9,925,959. Principal Investigators: Basen-Engquist, McNeil, and Rechis. Role: Co-  
Investigator. [“Health Communication to Support Community Engagement and Obesity-related  
Cancer Prevention.” \$531,035.]  
Role: Co-Investigator

1R21MH126688 (Mocarski & Ciszek) 2021-2024  
National Institutes of Health \$388,335  
*Developing a Toolkit for Transgender and Gender Diverse-Affirming Health Communication: A  
Community-Based Participatory Research Partnership Approach*  
Through a community-based, iterative development process, we will partner with the Central  
Great Plains Transgender and Gender Diverse (TGD) community to develop a toolkit to guide  
the development TGD-affirming health communication and promotion activities. The developed  
toolkit will be piloted by 10 health communication practitioners to develop TGD-affirming  
materials for specific health conditions. These materials will then be reviewed by the  
community in a dialogic focus group with the aim to refine the toolkit for future efficacy and  
acceptability testing.  
Submission Date: 10/16/2020  
Role: Co-PI

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
UT OSP: 202000096 - 001  
Ciszek, E. – Principal Investigator  
Listening to historically marginalized publics: Brand activism and LGBTQ stakeholders  
07/01/2021-08/01/2021 (\$5,000)  
*Lim, H.S., Moon, W.*, The University of Texas at Austin

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
UT OSP: 201900071 - 001  
Ciszek, E. – Principal Investigator  
Translating transgender lives: A study of trans communication practitioners as cultural  
intermediaries  
07/01/2019-08/01/2020 (\$3,200)

Arthur W. Page Center for Integrity in Public Communications, Pennsylvania State University  
Ciszek, E. – Principal Investigator  
Walking the walk, or just talking the talk: Digital media, dialogue and ethical communication  
with diverse publics  
07/01/2017- 08/01/2018 (\$1,000)

Waterhouse Family Institute, Villanova University

Ciszek, E. – Principal Investigator  
Identity, culture, and articulation: A critical-cultural analysis of strategic LGBT advocacy outreach  
06/01/2013-06/01/2014 (\$6,500)

### Internal Research Funding

Office of the Vice President for Research 2023-2024  
The University of Texas at Austin  
*Effects of Transgender Visibility and Policies: Perspectives of Parents, Educators, and School Psychologists*. \$100,000  
Role: Co-PI

Office of the Vice President for Research 2022-2023  
The University of Texas at Austin  
*Contextual Factors that Influence Water Crisis Recovery: A Study of Macro Variables of Crisis Communication*. \$100,000  
Role: Co-PI

### SPECIAL PROJECTS

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University of Texas Pop-Up Institute 2019 - 2020  
Office of the Vice President for Research  
*Creating Inclusivity and Improving Outcomes for Sexual and Gender Minorities*  
Norwood, A., Brown, L., **Ciszek, E.**, Clayborn, K., Mackert, M., Monge, M., Mullen, J., Ossai, U., Parent, M., Rew, L., Russell, S., Schnarrs, P., Salazar, R.  
The Institute is a multidisciplinary collaborative of researchers, healthcare providers and community partners to investigate how sexual health, mental health and substance use disorders amplify each other and contribute to health disparities in sexual and gender minorities (SGM) communities. My contributions focus on the Institute's strategic communication efforts and leveraging public relations to advocate for SGM inclusion and mitigate bias.

### COMMUNITY REPORTS

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Phillip W. Schnarrs, Oralia Loza, Erica Ciszek, Yona Elias-Curry, Sheridan Aguilar, Mark A. Bond, Aliza Norwood, and The Texas COVID-19 & You Coalition. COVID-19 & YOU: Experiences of Sexual and Gender Diverse Texans During COVID-19 Pandemic, Austin, TX. April 2021.  
<https://guides.lib.utexas.edu/pridehealth/COVID19>

### INVITED SPEAKING ENGAGEMENTS

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*Strategic Communication & Change Management in Public Health*  
WRPHTC Leadership Institute Training Seminar April 2024  
Western Region Public Health Training Center

<p><i>Strategic Communication in Social Change Work</i> NOVA Institute of Communication (ICNOVA) Universidade NOVA de Lisboa Luso-American Development Foundation</p>	February 2024
<p><i>Power, Agency &amp; Resistance in PR</i> College of Media, Communication and Information The University of Colorado, Boulder</p>	October 2023
<p>Junck Research Colloquium Hussman School of Journalism and Media The University of North Carolina at Chapel Hill</p>	January 2023
<p><i>Transgender Health in Social Content Aggregation: A Textual Analysis of the Transgender Subreddit</i> LGBTQ+ Health Seminar Series</p>	December 2022
<p>Inaugural LGBTQ Pride Lecture, Moderator Public Relations Division Association for Education in Journalism and Mass Communication</p>	June 2021
<p><i>Entering the age of social justice: Re-evaluating your social responsibility program</i> Florida Public Relations Counselors' Network Midwinter Symposium Florida Public Relations Association Virtual</p>	January 2021
<p><i>Rainbow-washing: So you've had your Pride event, now what?</i> Austin LGBT Chamber of Commerce Virtual</p>	September 2020
<p><i>Emerging ethical issues in PR webinar</i> PRSA Educators Academy, AEJMC Media Ethics Division Sponsored by the Institute for Public Relations Virtual</p>	September 2020
<p><i>Companies are woke. Now what?</i> Real Good Chat Center for Public Interest Communications University of Florida, College of Journalism and Communications Virtual</p>	July 2020
<p><i>LGBTQ+ perspectives in advertising and PR</i> Moody Mini Series University of Texas at Austin, Moody College Virtual</p>	June 2020

*Experiential Learning Panel*  
Moody College Advisory Council  
University of Texas at Austin

November 2019

*The LGBTQ experience in public relations:  
Stories that shaped our profession, our values, our future*  
The Public Relations Museum, New York, NY

June 2019

*Strategically Building and Communicating  
Diversity, Equity & Inclusion*  
Keynote Presentation  
University of Texas at Austin, College of Natural Sciences

January 2019

## TEACHING

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### COURSES TAUGHT

#### University of Texas at Austin

##### Undergraduate Courses

ADV/PR323: Public Communication of Science & Technology

ADV/PR353: Advertising & Public Relations Law & Ethics

PR348: Public Relations Techniques

PR352: Strategies of Public Relations

### TEACHING SUPPLEMENTS

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Moody Open-Door Discussion 2020  
Strategic Communication & Social Change

Online Instruction Workshop 2020  
Provost's Office and the Office of Strategy and Policy

### GRADUATE ADVISING & SUPERVISION

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#### University of Texas at Austin

##### Thesis Advisor

1. Maria Owen Spring 2023

##### Dissertation Committee Member

1. Charulata Gosh Fall 2021

2. Won-Ki Moon Fall 2021

3. Nic Bennett Spring 2024

*Comprehensive Exam Committee Member*

4. Charulata Ghosh
5. Won-Ki Moon
6. Nic Bennett

Spring 2021  
Summer 2021  
Spring 2022

*Doctoral Coursework Advising Committee Member*

1. Won-Ki Moon
2. Nic Bennett
3. Charulata Ghosh
4. Gerold Dermid

*Independent Study Supervisor*

1. Charulata Ghosh, Advertising Doctoral Student
2. Won-Ki Moon, Advertising Doctoral Student
3. Isadora Dumont, RTF Doctoral Student
4. Yara Acaf, Advertising Doctoral Student
5. Gerold Dermid, Advertising Doctoral Student

Fall 2018, Spring 2019  
Summer 2019, Fall 2019, Spring 2020  
Summer 2022  
Fall 2022  
Fall 2023

**Management Development Institute, Gurgaon, India**

*Dissertation Committee Member*

1. Nikhita Tuli

Spring 2023

**UNDERGRADUATE ADVISING & SUPERVISION**

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**University of Texas at Austin**

**Competitive University Projects**

President's Award for Global Learning, Finalist

2019

*Faculty Leader*

Somewhere Over the Rainbow: Researching the role of cultural intermediaries in India's Media Post Section 377

Team: Tori Clithero (Advertising), Vinit Sha (Political Science), Simi Hassam (Psychology)

**Thesis Reader**

1. Meera Aiyer, *Plan II Honors*

2020

## SERVICE

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### **SCHOOL: The Stan Richards School of Advertising and Public Relations**

<i>Public Relations Scholar in Residence Program</i> Chair	2023
<i>Public Relations Student Society of America (PRSSA)- UT Chapter</i> Faculty Advisor	2021 - present
<i>Graduate GRE Ad-Hoc Committee</i> Member	2021 - present
<i>Faculty Third-Year Review Process Ad-Hoc Committee</i> Member	2021 - present
<i>Faculty Committee for Ethical Thought Leadership</i> Co-Chair	2021 - present
<i>Extended Budget Council</i> Member	2019 - present
<i>Public Relations Committee</i> Member	2019 - present
<i>Search Committee – Advertising Creative Sequence</i> Member	2018 – 2019
<i>Search Committee- Public Relations Faculty, Open Rank</i> Chair	2021-2022

### **COLLEGE: The Moody College of Communication**

<i>Scholarship Award Committee, Moody College</i> Member	2023 - present
<i>Faculty/Staff Diversity &amp; Inclusion Subcommittee</i> Member	2019 - present

### **UNIVERSITY: The University of Texas at Austin**

<i>Bridging Disciplines Programs</i> Non-profits & Social Entrepreneurship Faculty Panel Member	2023 - present
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*Graduate Assembly* 2024 - 2027  
The Graduate School  
Member at Large

*University Faculty Gender Equity Council* 2022- present  
Office of the Executive Vice President and Provost  
Member at Large

*Council for LGBTQ+ Access, Equity, and Inclusion (Q+AEI)* 2022- present  
Office of the Executive Vice President and Provost  
Member at Large

*Faculty Council* 2020 – 2022  
Member at Large

*Faculty Council Sub-Committee: Committee on Committees* 2022 – 2023  
Chair

*Faculty Council Sub-Committee: Committee on Committees* 2020 – 2022  
Member

*VPR Research & Creative Grants* 2018-2019  
Office of the Vice President for Research  
Reviewer

### **Affiliations**

Texas Center for Equity Promotion 2021- present  
College of Education

LGBTQ Studies Faculty Affiliate 2019 - present  
College of Liberal Arts

## **PROFESSIONAL SERVICE**

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### **Discipline**

*Post-Conference Chair* May 2024  
The impact of public relations and promotional communication on human rights, inequalities and social justice: Interdisciplinary reflections and future directions  
International Communication Association  
Queensland University of Technology

### **Academic Organizations**

<i>Teaching Chair</i>	2022 - 2023
Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group Association for Education in Journalism and Mass Communication	
<i>Head</i>	2016 - 2017
Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group Association for Education in Journalism and Mass Communication	
<i>Vice-Head</i>	2015 - 2016
Lesbian, Gay, Bisexual, Transgender & Queer (LGBTQ) Interest Group Association for Education in Journalism and Mass Communication	
<i>Professional Freedom and Responsibility Chair</i>	2014 - 2015
Gay, Lesbian, Bisexual, & Transgender (GLBT) Interest Group Association for Education in Journalism and Mass Communication	
<b>Journal Editorial Board</b>	
<i>International Journal of Strategic Communication</i>	2023 - 2026
<i>Public Relations Review</i>	2020 - present
<i>Journal of Public Interest Communications</i>	2017 - present
<b>Manuscript Reviewer</b>	
<i>Health Communication</i>	2019
<i>SAGE Open</i>	2018
<i>Poetics</i>	2018
<i>Public Relations Journal</i>	2018
<i>Journal of Homosexuality</i>	2017
<i>Public Relations Review</i>	2017
<i>Public Relations Inquiry</i>	2017
<i>Communication Quarterly</i>	2016 - present
<i>Communication Theory</i>	2016 - present
<i>New Media &amp; Society</i>	2016 - present
<b>Conference Paper Reviewer</b>	
Association for Education in Journalism and Mass Communication Public Relations Division LGBTQ Interest Group Commission on the Status of Women	2015 - present
National Communication Association Public Relations Division	2016
<b>Professional Organizations</b>	
<i>Institute for Public Relations</i>	2020 - present
Center for Diversity, Equity and Inclusion Advisory Committee	