OUR MISSION:

About A+PR
The purpose of the University of Alabama’s Department of Advertising and Public Relations is to help the world’s brands, communicators, and scholars tell better stories that matter. As one of the top APR programs in the country, we are comprised of a passionate, committed and talented faculty who through their research and teaching make possible communication campaigns that move people and make a difference.

A+PR Mission Statement
To change the work and the world by producing research and leaders that are creative, socially conscious and business-savvy.

A+PR Student Statement
Students, you are here to become leaders in advertising and public relations, wherever and however you chose to practice your craft. We expect you to be extraordinary, passionate and engaged, committed to excellence and ethics, and willing to do more than expected. Average does not change the world or you. We are here to help you do both.
Damion Waymer (Ph.D., Purdue University), in July 2019, became the chair of the Department of Advertising and Public Relations at the University of Alabama. Waymer is a scholar and administrator who is committed to diversity and faculty development. Prior to his arrival at Alabama, Waymer led aggressive faculty recruitment and retention initiatives in his role as Associate Provost for Faculty Affairs, Development & Diversity at the University of Cincinnati.

Waymer earned his BA degree in Corporate Communication from the College of Charleston, and he earned his MA and PhD degrees from the Brian Lamb School of Communication at Purdue University. He has held faculty appointments at leading research institutions such as Virginia Polytechnic Institute and State University and Texas A&M University. He is also a leading scholar in the areas of communication and issues of diversity, public relations education, race/ethnicity studies, issues management, organizational rhetoric, corporate social responsibility (CSR), branding, and strategic communication. Via his research, he addresses fundamental concerns about issues of power, race, class, and gender, specifically, and how these social constructions shape and influence the ways that various stakeholders interpret and respond to messages.

**Research Interests**
- african american studies
- corporate social responsibility
- issues management
- organizational rhetoric
- public relations
- public relations education
- race, class, gender, power, & diversity
Kenon A. Brown is an associate professor in the Department of Advertising and Public Relations at the University of Alabama, and the 2017 recipient of the Early Career Research Award from the International Communication Association’s Sports Communication Interest Group. As the programming director for the Alabama Program in Sports Communication (APSC), Kenon is responsible for stakeholder communication and events for the program. He is also the graduate coordinator for A+PR, specifically in charge of its MA program.

Prior to his academic appointment, Kenon worked for eight years in restaurant management and marketing, while also conducting independent media training for several smaller nonprofit organizations and local businesses. His teaching specialties include strategic communication management, research methods and communication campaign planning. Kenon also consults with several local and regional organizations, specifically assisting with market research and strategic planning.

**Research Interests**
- athlete image repair
- Olympic media effects
- minority recruitment and retention in public relations

**Industry Expertise**
- market research
- strategic planning
- branding
Mr. Barry’s teaching is informed by over a decade of industry experience including being an Art Director for J. Walter Thompson and UnitedHealth Group. In 2006, he founded the advertising and design agency, Subata. He is now the Director of Minerva, the creative portfolio specialization in the Department of Advertising and Public Relations.

Minerva makes award-winning, concept-churning, strategy-devouring, hustle-and-grind-loving advertising creatives. Alumni from this program have been recruited and work at some of the top agencies in the world, including BBDO, R/GA, McGarryBowen, MullenLowe, VML, and others.

Mr. Barry pushes his students to solve a client’s problems by beautifully wrapping smart strategies in provocative, layered, and memorable ideas.

**Research Interests**
- creativity
- modes of creative reception and understanding

**Industry Expertise**
- creative advertising
Coral Marshall is an instructor in sports communication at the University of Alabama. She is interested in how off-field athlete deviance impacts on-field public perception. She serves as the Alabama Program in Sports Communication Assistant Director, and the Faculty Advisor for the Association of Women in Sports Media.

Research Interests
- sports
- sport deviance
- sport media

Industry Expertise
- sports and analytics
Nancy joined the University of Alabama’s APR program following a 25-year career managing media departments for ad agencies DDB, Tracy Locke and Ogilvy & Mather. While pursuing her Ph.D. at UT Austin, Nancy examined personalization effects across multiple media platforms and in multiple contexts in an effort to understand how increasingly personalized advertising messages impact consumer perceptions and behavior.

Her research continues to investigate how increasing personalization has led to the rise of ad blocking, as well as how various forms of data collection enabled by new personalized technologies are addressed by current policy. In addition to her research interests, Nancy also heads up the APR Consumer Specialization track, and teaches Channel Planning and Account Planning courses.

**Research Interests**
- advertising personalization
- big data
- privacy
- policy
- media effects on binge consumption, second screen viewing, and online dating

**Industry Expertise**
- advertising media planning
Dr. Britt’s research primarily focuses on the intersection between organizational communication and new media, with a particular emphasis on the strategies employed by individuals positioning themselves in online organizations and the ways in which those organizations evolve over time. As a computational social scientist, Dr. Britt connects large-scale data collection and management approaches with innovative statistical analyses in order to address social scientific problems and contexts that would otherwise be intractable.

He recently led an interdisciplinary research team that was funded by the National Institutes of Health to provide education and promotion on living kidney donation among Native Americans in the upper Midwest U.S., and his most recent book, Structural Differentiation in Social Media: Adhocracy, Entropy, and the “1% Effect” (co-authored with Dr. Sorin Adam Matei, Purdue University) has received national and international recognition through outlets including Wired, Vice Media, Futurity, Newsbeat Radio, Phys.org, Observator Cultural, and Akhbar Libya, among others.

**Research Interests**
- computational social science
- online organizations
- network evolution

**Industry Expertise**
- research methods
- organizational communication
- mass communication
Caryl Cooper, Ph.D. began her career in the advertising industry from 1976-1991. She worked in several advertising agencies in New York City and St. Louis, MO, including Doyle Dane Bernbach and Compton Advertising in NYC and BHN, Inc. and Advanswers in St. Louis.

After spending seven years as a media buyer/planner, she began her second career as a media salesperson. Employment includes a radio station and television, KMOV-TV in St. Louis. She earned her MA and Ph.D. at the University of Missouri.

**Research Interests**
- history of advertising and journalism
- diversity

**Industry Expertise**
- media planning
- media sales
Susan Daria has been teaching in the Department of Advertising and Public Relations since 2002. She specializes in branding, visual communication and diversity/inclusiveness. Daria uses every opportunity to foster service-learning and other experiential opportunities for her students. Her APR 419 classes have raised $150,000 to feed local hungry children since 2011. She is co-director of advising for the APR department and serves as the faculty adviser to the Student Initiative Board.

She served for ten years as adviser to the Capstone Student Advertising Federation and was the NSAC team coach for four years. Daria also serves on the board of directors for Secret Meals For Hungry Children. Daria’s professional background is in graphic design and corporate communication and she has provided marketing, advertising and public relations consultation for clients such as Books-A-Million, Regions Bank, JVC, Ziegler and WYSF-94.5.

Industry Expertise
• creative
• service learning
William J. Gonzenbach, Ph.D. has worked as a communications research consultant and as a public relations consultant for 25 years in Indiana, North Carolina and Alabama, serving such clients as AT&T, Time Warner’s Southern Living, Cooking Light and many more.


Research Interests
- public opinion
- agenda setting
- public relations

Industry Expertise
- audience analysis
Karla K. Gower practiced law in Canada for eight years and has worked in public relations at Blue Cross and Blue Shield of Arizona, GateWay Community College, Phoenix, Ariz., and the University of North Carolina at Chapel Hill. Her research focuses on legal issues affecting public relations and the history of public relations. Her publications include The Opinions of Mankind: Racial Issues, Press, and Propaganda in the Cold War (with R. Lentz, 2010), Legal and Ethical Considerations for Public Relations (2008), PR and the Press: The Troubled Embrace (2007), and Liberty and Authority in Free Expression Law: The United States and Canada (2002).

She received her bachelor and law degrees from the University of Western Ontario, Canada; her master’s from Arizona State University; and her Ph.D. from the University of North Carolina at Chapel Hill.

**Research Interests**
- public relations history
- law

**Industry Expertise**
- marketing
- public relations
- development
Mark Harris joined the Advertising and Public Relations faculty at the University of Alabama this fall after concluding a three-decade career with IBM as vice president of Communications for IBM Global Business Services, the $17 billion unit providing consulting services to clients around the world. In that role, Mark led executive support, media relations and communications to a workforce of more than 100,000 across 90 countries, responsible for the competitive positioning of IBM as a business advisor and provider of transformational services. Mark and his team launched the industry’s first consulting practices dedicated to business analytics and later, cognitive computing, and led the launch and ongoing positioning of IBM’s landmark partnership with Apple.

In prior roles he was lead speechwriter to IBM CEO Lou Gerstner, and started his career as a reporter and bureau chief for United Press International after graduating from the University of Alabama journalism program.

**Industry Expertise**
- business consulting
- information technology
Jameson Hayes (Ph.D., University of Georgia) is an Assistant Professor of Advertising and Director of The Public Opinion Lab. Jameson’s research specialization is emerging media marketing communication specifically examining the intersection of brand and interpersonal communication within emerging media and the resulting implications for advertising/marketing communication theory and practice.


While having taught courses across the advertising spectrum, Jameson’s teaching specialties are media strategy and theory. Prior to entering academia, Hayes spent 6 years in the production side of media in radio and television and 3 years in advertising at the Snowden-Tatarski Agency working on a multinational client’s business in various roles.

**Research Interests**
- emergent media marketing
- viral advertising
- native advertising
- electronic word of mouth

**Industry Expertise**
- advertising
Teri K. Henley, MBA, APR has more than 30 years of experience in the academic and nonprofit communications fields. Throughout her academic career, Henley has provided her students the opportunity to be involved in course-relevant, “real life” experiences, in an effort to instill in them an ethic of service and a lifetime commitment of civic participation. She is adviser for Capstone Agency, the student-run communications firm.

She was faculty adviser for 28 AAF National Student Advertising Competition teams, leading them to district awards and national finals. She was awarded the UA College of Communications Board of Visitors Excellence in Teaching Award, as well as the highest teaching award at the university, The National Alumni Association Outstanding Commitment to Teaching in 2013. She is author of 21 articles and 3 book chapters in the field of nonprofit communications, which is her research and teaching passion.

Research Interests
• nonprofit communication
• health communication strategy

Industry Expertise
• nonprofit communication
Steven Holiday’s research focuses on the strategic visual devices and non-traditional approaches marketers use in persuasion appeals to children and families and how the development of advertising literacy among these specific audiences dynamically affects the outcome of persuasion episodes.

In the classroom, Holiday integrates a student-centered learning approach and more than a decade of professional marketing and advertising experience to enhance students’ interaction and engagement with content. When not engaged in research and teaching, Holiday enjoys building forts with his children, cooking with his wife, writing plays, hiking, and traveling.

**Research Interests**
- children and media
- advertising literacy development
- family communication
- self-photography

**Industry Expertise**
- market research
- corporate marketing management
- campaign analytics
J. Suzanne Horsley’s research focuses on crisis and disaster communication, primarily in the public and nonprofit sectors. She teaches undergraduate public relations and crisis management courses as well as graduate research classes.

Prior to teaching, she was a public relations practitioner in Virginia for 10 years. She has been a volunteer with the American Red Cross since 2005 and has deployed in disaster public affairs for events. She has completed multiple training programs through Red Cross and FEMA and has served as a trainer/presenter for several nonprofits and emergency management agencies. In 2012 she was named a White House Champion of Change for her work with the American Red Cross and for her incorporation of service learning in her classes. That same year, Suzanne was named PR Educator of the Year by both the Public Relations Council of Alabama the Southern Public Relations Federation.

Research Interests
• crisis communication
• disaster management

Industry Expertise
• government public affairs
• corporate communication
• nonprofit communication
• disaster management
Professor Huffaker is a creative development professional with more than 18 years of experience elevating corporate and client visibility through skilled orchestration of award winning marketing and advertising campaigns. As the owner of Alchemist Branding, Randall is a brand management specialist with demonstrated skill providing expert planning, guidance and support to establishment of client companies as regional leaders. He has been an effective change agent with a proven record of success integrating traditional and new media campaigns, as well as providing his clients and students with hands-on expertise in SEO & SEM, social media and web development.

**Industry Expertise**
- digital communication
- graphic design
- branding
Dr. Hyoungkoo Khang is currently an associate professor of the Department of Advertising and Public Relations. His research interests include self-traits and new media usage, political behavior and political advertising.

**Research Interests**
- self-characteristics
- social media usage
- addictive behavior on new communication technologies
Dr. Eyun-Jung Ki is a Professor in the Department of Advertising and Public Relations at the University of Alabama and President of Korean American Communication Association (KACA) and Vice President of Asian-Pacific Communication Alliance (APCA). Her expertise areas revolve around a) Emergent and Digital Media, b) Scale Construction and Development, c) Crisis and Risk Communication, d) Relationship Management, and e) Global Public Relations. She has published in leading journals, including the Journal of Communication, Journalism & Mass Communication Quarterly, and Journal of Public Relations Research. She was the lead editor of Public Relations as Relationship Management: A Relational Approach to the Study and Practice of Public Relations (Routledge, 2015). More information can be found at http://eyunjungki.people.ua.edu/

**Research Interests**
- public relations
- effectiveness
- evaluation

**Industry Expertise**
- ad campaigns
Seoyeon Kim joins the faculty as an associate professor in the Department of Advertising and Public Relations at the University of Alabama during the 2019-2020 academic year. Her research focuses on public relations, corporate social responsibility communication, and crisis communication. Seoyeon’s recent research has examined what leads stakeholders to skepticism about corporate social responsibility practices or organizational actions on crises and how companies/organizations may better meet stakeholders’ ethical expectations. Methodologically, she holds expertise in quantitative research methods, such as content analyses, surveys, and experiments.

Seoyeon’s professional experience includes work for Enzaim Health, a public relations/health communication consulting firm in South Korea. As a senior account executive in the firm, she led and participated in public relations programs of a wide range of clients, including government agencies, consumer product companies, and global pharmaceutical companies.

**Research Interests**
- public relations
- corporate social responsibility
- organizational crisis
- health communication

**Industry Expertise**
- corporate communication
- corporate social responsibility
- organizational crisis management
Dr. Kinney began his education with a BA in communication from Auburn University. Following his first ad agency job, he earned an MA in advertising from the University of Georgia. After working as communications coordinator with a client firm and account executive with a J. Walter Thompson subsidiary, Dr. Kinney earned a doctorate in mass communication theory and research from Florida State University. Dr. Kinney’s research has appeared in Journal of Sport Marketing, Psychology and Marketing, Journal of Promotion Management, International Journal of Sports Marketing and Sponsorship, Journal of Interactive Advertising, numerous conference proceedings and a number of book chapters. Dr. Kinney has addressed many national and international advertising and marketing organizations, including the American Academy of Advertising, American Marketing Association, and the Association for Education in Journalism and Mass Communication.

Dr. Kinney speaks on the professional circuit, addressing professional groups on research techniques, data analysis, and event sponsorship strategies.

**Research Interests**
- advertising
Laura L. Lemon, Ph.D. is an expert and presenter in the field of communication. Her focus is in public relations, emphasizing employee engagement, internal communication, social media, and mindfulness. Dr. Lemon spent over seven years as a professional in the private sector assisting organizations with effective public relations initiatives. A passionate and dedicated teacher, Dr. Lemon is a scholar whose research techniques and professional experience support her expertise in the field.

Dr. Lemon completed her Ph.D. in Communication and Information with a public relations focus from the University of Tennessee. She holds a Bachelor’s degree in Communication from Pepperdine University and was conferred a Master’s in Communication from the University of Colorado, Denver.

**Research Interests**
- internal communication
- employee engagement
- social media
- mindfulness

**Industry Expertise**
- nonprofit public relations
- events
Michael Little is an experienced designer/copywriter and has won several regional advertising awards in various media. He holds a B. A. in Art (Graphic Design) and a Masters in Advertising and Public Relations, both from the University of Alabama. He has worked in advertising and public relations for more than 25 years.

In 2000, he joined the APR Department as a full-time faculty member. He has developed multiple classes for the department and college including APR 260, a curriculum class in advertising, PR and journalism in which students learn basic and advanced aspects of Adobe Photoshop, Illustrator and InDesign.

His work in the private sector enabled him to network and expand internship and job opportunities for his students. As a result, his students have gone on to positions at such places as Edelman, FCB, Southern Living, McCann-Erickson, BBDO, Google, Young & Rubicam, Nike, NBC, The Grand Ole Opry, Habitat for Humanity and the U.S. Government among others. His list of clients include Southern Progress Corporation (Southern Living, Cooking Light, Sunset, etc.), Randall-Reilley Publications, Nickelodeon, Jr., Alabama Public Television, AT&T, Volvo, The University of Alabama, and a large number of other clients.
Joseph E. Phelps is the Reese Phifer Professor and Chairman of the Department of Advertising and Public Relations at the University of Alabama. His research interests include examining managerial and public policy issues associated with marketers' use of consumers’ personal information. He is also interested in persuasion processes associated with exposure to narrative advertising.

He was named Outstanding Direct Marketing Educator by the Direct Marketing Educational Foundation. He has served as Head of the Advertising Division of the Association for Education in Journalism and Mass Communication (AEJMC) and as President of the American Academy of Advertising. He is a Fellow of the American Academy of Advertising.

**Research Interests**
- privacy of personal information
- narrative persuasion

**Industry Expertise**
- market research
Tracy R. Sims, APR, has B.A. and M.A. degrees in English from Mississippi State University. Her teaching areas include PR Writing, PR Campaigns and Advertising Campaigns in which she incorporates service learning and experiential learning opportunities. Each semester her Online Magazine Writing and Editing students produce an issue of Platform Magazine, an online resource for PR students, educators and practitioners.

Previously, Sims was an adjunct instructor for the A+PR department, as well as an editor/writer and an editorial director of UA’s Marketing Communications office. She received UA’s 2015 Outstanding Commitment to Advising Award, the 2013 Knox Hagood Faculty Award and the 2008 Kappa Tau Alpha Commitment to Teaching Award. Faculty adviser for the UA chapter of the Public Relations Student Society of America, Sims also served as the 2012 president of PRCA of West Alabama and the 2014-2015 president of the American Advertising Federation–Tuscaloosa.

Industry Expertise
• higher education
• nonprofit communication
Dr. Stokes’ research interests lie in the intersection of public relations, mass media, and socio-political institutions (e.g., government, military, and religious) regarding key matters of public policy. Specifically, Stokes’ research examines both how political and religious dialogues are used in public relations practices and are embedded within various forms of the mass media today.

Furthermore, Stokes has worked and continues to work on projects for numerous government, military, and political organizations and think-tanks, including the: U.S. Department of Defense, U.S. European Command, U.S. Pacific Command, and Strategic Multi-Layer Assessment.

Lastly, Stokes’ teaching areas include courses in: Political Public Relations, Political Communication, Public Relations Writing, A+PR Investigation & Insights, and Mass Communication Research Methods.

**Research Interests**
- political public relations/communication
- religion public policy
- public diplomacy

**Industry Expertise**
- government and military intelligence and public policy
Matthew S. VanDyke’s research investigates processes, problems, and risks associated with the public communication of environmental and science information. His research program seeks to enhance public engagement with science and environmental risks by developing theory, best practices, and decision-making tools through systematic theoretical investigation of communication strategies and audience predispositions and perceptions.

VanDyke’s research projects have examined topics including how officials in Texas communicate with the public about drought and water availability risks; how people evaluate spokesperson credibility during water crises; how government science agencies use social media; and the utility of an interactive data visualization for communicating climate risks.

**Research Interests**
- environmental science
- risk communication
- public and strategic communication

**Industry Expertise**
- public communication of science health
- environment and risk
- audience research
- message strategy
Janet Walker has spent the last decade designing and sculpting creative messaging for local and international companies, nonprofit organizations and government agencies. With a sincere interest in designing for social good, she’s taken the lead in communication projects that have influenced policy and shaped conversations around issues such as cardiovascular health, education, childhood obesity, and nutrition.

Her design work has been recognized multiple times by the American Advertising Awards, and many of the publications she has designed and sculpted have been recognized and distributed at national conferences focused on health and education issues.

Research Interests
• graphic design
• health communication

Industry Expertise
• advertising and creative
Jay joined the APR Department full time in the fall of 2015 after 24 years with Luckie and Company, a full-service advertising agency headquartered in Birmingham, Alabama. Jay’s most recent position at Luckie was SVP, Chief Strategy Officer, with responsibility for brand strategy, account planning, media planning and media buying.

During his advertising career, Jay has planned half a billion dollars in media placements for clients in wide variety of industries. Campaigns that Jay has planned have won both of the media industry’s leading awards, winning a Media Lion at the Cannes International Ad Festival for his work with Alabama Tobacco Free Families, and a Media Plan of the Year award for his planning work on Regions Bank. On the brand planning side, Jay’s consumer insights and research have provided the foundation for numerous Addy and Telly award-winning creative campaigns. He has also been a contributor to industry publications, contributing columns to AdWeek (US), B &T Weekly (Australia) and Admap (UK).

Industry Expertise
- travel and tourism
- consumer packaged goods
- banking
- QSR/casual dining
- telecom
Matt Wisla has had a dynamic leadership career in public relations combined with classroom experience teaching courses in public relations strategy and communication. His expertise includes working with top-tier media and the full range of digital and traditional communications platforms to deliver key messages to multiple stakeholders. He is a public relations counselor to a range of Fortune 500 companies and top brands across many industries, frequently advising CEOs and top corporate leadership.

Wisla worked in China for nine years and co-founded the Marketing, Advertising and Public Relations Forum for the American Chamber of Commerce in the People’s Republic of China. He interacted regularly with Chinese government officials, and US state governors, elected officials in the US Senate and House, and presidential administration officials including foreign policy advisors to the president and vice president and members of presidential cabinets. He has taught a range of public relations and communication courses at the College of Communication & Information Sciences at the University of Alabama, and the Diederich College of Communication at Marquette University.

**Industry Expertise**
- Public relations strategy
- Corporate communications & C-suite counselor
- International public relations
- Crisis management
- Policy communications/Government affairs