

# *N. Benton Parish, Ph.D.*

## EDUCATION

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### **Doctor of Philosophy**, Rhetoric and Philosophy of Communication

Areas of Emphasis: Corporate Communication and Integrated Marketing Communication

Duquesne University, Pittsburgh, PA, Summer 2022

Dissertation: *Edith Stein's Phenomenology of Authentic Womanhood*

### **Doctor of Philosophy**, Higher Education and Administration

Minor (18 credits): Mass Communication: Public Relations

University of Florida, Gainesville, FL, May 2013

Dissertation: *Agenda-setting and agenda-building in higher education: An examination of the relationships among print media, public relations, and federal student financial aid*

### **Master of Arts in Mass Communication**, Sports Communication

University of Florida, Gainesville, FL, August 2003

Thesis: *Contingency Theory: Understanding sports franchises' community relations and team foundations: A case study of the Orlando Magic*

### **Bachelor of Science**, Speech Communication

Syracuse University, Syracuse, NY, August 1998

### **Associate of Arts and Science**, Interior Design

Onondaga Community College, Syracuse, NY, May 1995

### **Certificate**, Drafting

Canton College of Technology, Canton, NY, May 1993

## SUPPLEMENTAL EDUCATION

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Regents College. International Public Relations Seminar. London, England.

Summer 2006.

Certifications in: Google Analytics, Hootsuite Social Marketing and Content Marketing, and Meltwater Social Listening, Meltwater Influencer, and Hubspot's Marketing Software.

## ACADEMIC EXPERIENCE

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**Instructional Assistant Professor**, Texas A&M University, College Station, TX

September 2018-Present

Courses Taught:

- Communication, Organizations, and Society.
- Introduction to Social Media (designed and initiated curriculum development).
- Advanced Social Media (designed and initiated curriculum development; service-learning course).
- Digital Communication Analytics & Metrics (designed and initiated curriculum development).
- Strategic Communication Case Studies (service-learning course, embedded honors, and non-honors).
- Strategic Communication Tactics (public relations and professional business communication writing focused course).
- Introduction to Strategic Communication (honors, non-honors, and embedded sections).
- Event and Communication Planning (designed and initiated curriculum development).
- Introduction to Sports Communication.
- Argumentation and Debate.
- Public Speaking.

**Lecturer**, Texas A&M University, College Station, TX

September 2017-August 2018

Courses Taught:

- Public Speaking.
- Media Campaigns.
- Strategic Communication Case Studies (a service-learning focused course).
- Strategic Communication Tactics (public relations and professional business communication writing focused course).

**Instructor of Record**, Duquesne University, Pittsburgh, PA

August 2016- May 2017

Course Taught:

- Integrated Marketing Communication Strategy I: Public Relations (undergraduate and master's level digital communication focused course).

**Teaching Assistant**, Duquesne University, Pittsburgh, PA

January 2017-May 2017

Courses Assisted in:

- Communication Research Methods (undergraduate and master's level).
- Interpersonal Communication (a social justice themed course).
- Event Planning: Communication Architecture (in-class teaching methods).

**Instructor of Record**, Duquesne University, Pittsburgh, PA

August 2016-December 2016

Course Taught:

- Event Planning: Communication Architecture (undergraduate and master's level).
- Integrated Marketing Communication Functions I: Public Relations (a service- learning themed course).

**Co-Instructor**, Duquesne University, Pittsburgh, PA

January 2016-May 2016

Course Taught:

- Business and Professional Communication.

**Teaching Assistant**, Duquesne University, Pittsburgh, PA

August 2014-May 2016

Courses Assisted in:

- Integrated Marketing Communication Functions I: Public Relations.
- History of Communication.
- Public Speaking.
- Integrated Marketing Communication Strategies I: Public Relations (online and master's level).

**Director, Fr. Sean M. Hogan, C. S. Sp. International Debate Series**, Duquesne University, Pittsburgh, PA August 2015-May 2016

- Managed, directed, and coordinated all public debate logistics.
- Designed all materials, including advertisement posters and programs.

**Assistant Debate Coach**, Duquesne University, Pittsburgh, PA

August 2014-May 2016

- Assisted in coaching students in their research, public speaking, and debating skills.
- Assisted in judge recruitment and training for the DePlaces Debate Tournament.
- Assisted in serving a local high school in debate training and development.

**Teaching Assistant**, University of Florida, Gainesville, FL

August 2012-April 2013

Courses Assisted in:

- Organizational Theory in Higher Education (PhD and EdD level).
- Critical Issues in Higher Education (PhD and EdD level).
- Qualitative Research Methods to doctoral students (PhD and EdD level).

**Instructor**, Valdosta State University, Valdosta, GA

August 2008-May 2009

Course Taught:

- Public Speaking (5 sections).

**Adjunct Faculty**, Valencia College, Orlando, FL

May 2007-August 2007

Course Taught:

- High Intermediate Speech to non-native English speakers.

**Fourth Grade Teacher**, Orange County Public School, Apopka, FL

November 2006-May 2007

- Assisted in bringing a Grade C school to a Grade A school in one school year.
- Implemented and taught Sunshine Standards in reading, math, science, social studies, and writing.
- Designed, developed, and taught public speaking and journalism units.
- Met and exceeded county and state reading and math guidelines.

**Adjunct Lecturer**, University of Florida, Gainesville, FL

August 2004- May 2006

Courses Taught:

- Public Speaking (four sections/semester)
- Introduction to Writing course.
- Advised and mentored students regarding course selection, career opportunities, and extra-curricular activities.
- Served on the public speaking textbook selection committee.

**Adjunct Lecturer**, Santa Fe Community College, Gainesville, FL

January 2006-May 2006

Course Taught:

- Introduction to Public Speaking.
- Advised and mentored students who were interested in applying to journalism colleges.

**Graduate Teaching Assistant**, University of Florida, Gainesville, FL

January 2004- May 2004

Course Taught:

- Introduction to Public Speaking.

**Adjunct Instructor**, University of Florida, Gainesville, FL

October 2002

- Graduate mass communication class for teaching students with disabilities.
- Developed and designed a course in Introduction to Mass Communication.

**Statistics Research Assistant**, University of Florida, Gainesville, FL

January 2001-May 2001

Dodd, J.E., Hardin, M., Chance, J.C., & Hardin, B. (2005). On equal footing? The framing of sexual difference in *Runner's World*. *Women in Sport and Physical Activity Journal*, 14(2), 40-51.

## PROGRAM DEVELOPMENT

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- Penn State University, Smeal College of Business Tarriff Center for Business Ethics and Social Responsibility, State College, PA September 2020-Present
  - Program designing and planning of business communication workshops and reviewing students work (part of the Ethical Literacy Initiative).

## PUBLICATIONS IN NON-REFERRED TEXTBOOKS

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- Co-author. *Instructors Resource Manual: Strategic Planning for Public Relations*. 6th ed. New York: Routledge, 2021. With Ron Smith.

## PUBLICATIONS

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**Parish, N. Benton** (2021) St. Edith Stein's characteristics of femininity and the role of faith and reason in the natural development of woman. *Communication Research Trends*, 40(3) 29-36.

**Parish, N. Benton** (2021) The Media's shaping of Pope Francis' interview in *America, The National Catholic Weekly. Journal of Media and Religion*. In J. Blaney (Ed.), *Understanding Pope Francis: Message, Medium, and Audience* (pp. 143-160). Roman & Littlefield.

Mendoza, P, Malcolm, Z., & **Parish, N.B.** (2015). The ecology of student retention: Undergraduate students and the Great Recession. *Journal of College Student Retention: Research, Theory & Practice*, 16(4), 461-485.

Choi, Y., Starr, W. J., Kim, K., & **Parish, N.** (2014). Who is wonder woman? Gender stereotypes and heroism in television commercials. *Media Report to Women*, 42(1), 12-18.

Mitrook, M.A., **Parish, N.B.**, & Seltzer, T. (2008). From advocacy to accommodation: A case study of the Orlando Magic's public relations efforts to secure a new arena. *Public Relations Review* 34(2), 161-168.

## CONFERENCE PRESENTATIONS

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**Parish, N. Benton** (2022, November). Navigating the "Place" of Religious Practice for Scholars of Religious Communication, Religious Communication Association, New Orleans, LA.

**Parish, N. Benton** (2021, November). The Rhetoric of renewal with the Peanuts Gang: 'It's the Easter Beagle, Charlie Brown.' Annual Convention of the National Communication Association, Seattle, WA.

**Parish, N. Benton** (2021, November). Some Thoughts on the Question of Dialogue for Transformation and Renewal in Religious Communication, Religious Communication Association, Seattle, WA.

**Parish, N. Benton** (2020, November). St. Edith Stein's characteristics of femininity and the role of faith and reason in the natural development of woman. Annual Convention of the National Communication Association, Indianapolis, Indiana.

**Parish, N. Benton** (2020, November). The value of truth claims in religious discourse. Religious Communication Association, Indianapolis, Indiana.

**Parish, N.** (2019, November). Some Thoughts on the Rhetoric of Organizational Survival. Annual Convention of the National Communication Association, Baltimore, Maryland.

**Parish, N.** (2019, November). Edith Stein's Contribution to The Survival of the Ethical Care of the Human Person. Religious Communication Association, Baltimore, Maryland.

**Parish, N.** (2019, November). "Mother Angelica and EWTN: The survival and flourishing of the world's largest religious media empire" Religious Communication Association, Baltimore, Maryland.

**Parish, N.** (2018, November). Mentorship and Mentoring. What I have learned from Dr. Janie Harden Fritz and now pass on to my own students. Annual Convention of the National Communication Association, Salt Lake City, Utah.

**Parish, N.** (2018, October). Utilizing the Heart of Edith Stein's Empathy in Turbulent Times. Annual Conference of the Pennsylvania Communication Association Salon, Greensburg, PA.

**Parish, N.** (2017, November). The Media's shaping of Pope Francis' interview in *America, The National Catholic Weekly*. Religious Communication Association, Dallas, TX.

**Parish, N.** (2017, June). Edith Stein's Spiritual Contribution to the Catholic Intellectual Tradition. Biennial Philosophy of Communication Conference, Pittsburgh, PA.

Grabowsky, E., Harden Fritz, J., and **Parish, N.** (2017, June). A Rhetoric of Assessment for Catholic Higher Education. Biennial Philosophy of Communication Conference, Pittsburgh, PA.

**Parish, N.** (2016, November). The inspiring mission and identity of the Catholic university. Annual Convention of the National Communication Association, Philadelphia, PA.

**Parish, N.** (2016, November). Edith Stein: The conversion of a Catholic saint, a philosopher, and a phenomenologist. Annual Convention of the National Communication Association, Philadelphia, PA.

**Parish, N.** and Grabowsky, E. (2016, November). The rhetoric of revenue and mission drift in Catholic higher education. Annual Convention of the National Communication Association, Philadelphia, PA.

**Parish, N.** (2016, September). Investigating God, love, and the Other in St. Therese's *The Story of a Soul*. Annual Conference of the Pennsylvania Communication Association, Johnstown, PA.

**Parish, N.** (2016, June). St. Edith Stein's philosophy of empathy for ethical intercultural communication, Biennial Ethics Conference, Pittsburgh, PA.

**Parish, N.** (2015, November). The framing of gender: Athlete portrayals at the 2014 Sochi Winter Olympics. Annual Convention of the National Communication Association, Las Vegas, NV.

**Parish, N.** (2015, June). Abolishing humanity in the kaleidoscope of media and community. Annual Media Ecology Association Conference, Denver, CO.

**Parish, N.** (2015, June). Linguistic frames as a basis of the philosophy of communication. Biennial Philosophy of Communication Conference, Pittsburgh, PA.

**Parish, N.** (2015, April). Exploring the role of agenda-building efforts in media coverage, advocacy, organizations, and presidential controlled communication of federal student financial aid policy. Annual Conference of the Eastern Communication Association, Philadelphia, PA.

**Parish, N.** (2014, October). Newspaper framing of gender during the 2014 Sochi Winter Olympics. International Organization of Social Sciences and Behavioral Research, Las Vegas, NV.

Choi, Yunmi Choi Starr, W., Kim, K., and **Parish, N.** (2013, August). Who is wonder woman? Gender stereotypes and heroism in TV advertisements. Annual Conference of the Association of Educators and Journalism and Mass Communication Annual Meeting, Washington, DC.

Mendoza, P., Malcolm, Z., and **Parish, N.** (2011, November). The effect of the Great Recession on undergraduate students' retention: An ecological analysis. Annual Conference of the Association for the Study in Higher Education, Charlotte, NC.

Mitrook, M.A. and **Parish, N.B.** (2004, May). Arena challenge: Public relations efforts in securing a new arena by the Orlando Magic. Annual Conference of the International Communication Association, New Orleans, LA.

## INVITED PRESENTATIONS AND INTERVIEWS

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Invited Guest, Automotive Advertising Podcast, Strategic communication and social media marketing, June 2021.

Invited Speaker, Bethancourt Internal Development Association, April 2019.

Guest Lecturer for Mass Communication Theory, Dickinson State University, April 2019.

Invited Speaker, Bryan College Station Regional Association of Realtors, March 2019.

Interview, KBTX –TV 3, Social media marketing and public relations, February 2019.

Panelist, Brazos Valley Economic Development Corporation, regarding marketing and social media, September 2018.

Guest Lecturer for Understanding Film and Television, Dickinson State University, September 2017, and October 2016.

Guest Lecturer for Public Relations, Dickinson State University, March 2017, and March 2015.

Guest Lecturer for Sports Communication, Valdosta State University, March 2013.

Guest Lecturer for Writing for Mass Communication, University of Florida, July 2004.

Guest Lecturer for Writing for Mass Communication, University of Florida, June 2004.

Guest Speaker for Public Relations Theory, University of Florida, February 2004.

## RELEVANT PROFESSIONAL EXPERIENCE

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**Assistant Director of Corporate and Foundation Relations**, Clarkson University. February 2014-June 2014

- Identified, cultivated, solicited, and stewarded corporate foundations, and private foundations.
- Engaged in working to establish long-term partnerships and strengthen existing relationships with the corporate and foundation sector, as well as other key communities, that resulted in funding for the immediate and long-term goals of the University.
- Advanced the University's interests by researching and identifying sources of support, proactively seeking opportunities to generate new proposals based on corporate guidelines and interests, and by maintaining strong communication ties with corporate and foundation donors and prospects.

**Account Manager**, CBS Radio, Orlando, FL July 2006-November 2006

- Implemented a marketing plan, which increased sales by 40% for a local restaurant because of an involvement in a station community event.
- Researched, developed, and implemented specific marketing and on-air campaigns, which aided in creating brand awareness and increased revenue for clients.
- Conducted customer needs analysis reports on potential clients.

**Marketing and Promotions Director**, Entercom Communications, Gainesville, FL October 2003-July 2004

- Conducted and analyzed market research involving focus groups and surveys with two stations' listener base.
- Coordinated all station events logistics including marketing, sales, promotions, timelines, budgets, and staffing.
- Managed, coordinated, supervised, and directed The Boortz Invitational, an annual golf tournament, which drew over 140 golfers and 300 attendees.
- Managed, directed, coordinated, and supervised Kids Karnival with eight interactive areas and more than 15,000 attendees.
- Developed site plans, event strategies, summary revenues, goals, and final reports for all special events and promotions.
- Developed and implemented strategic philanthropic and cause-related marketing plans between non-profit organizations and radio stations.
- Projected and maintained promotion department's budget of \$80,000.
- Designed and maintained WKTK and WSKY websites.
- Designed all billboard advertisements, newspaper advertisements, event posters, and mailers.

**Associate Producer & Director**, Billy Donovan Show, University of Florida, Gainesville, FL January 2001-March 2001

- Developed and compiled game broadcasting budget.
- Prepared announcements for upcoming billboards.

**Broadcast Coordinator and Sideline Reporter**, RDV Sports-Orlando Magic & Orlando Miracle, Orlando, FL November 1999-August 2001

- Created and maintained independent television station contacts in the central and north Florida area.
- Reported from the sideline for Orlando Miracle home games.
- Wrote and edited half-time radio features for playback.
- Produced game footage, jumbotron footage and information gathering for Orlando Miracle Broadcast game programming.
- Gathered post game sound during press conferences.

**Board Operator**: NBA Playoffs, 580-WDBO, Orlando, FL

May 2000-June 2000

- Ran control board during NBA games.

**Sales Team Member**, Clear Channel Communications & COX Radio, Syracuse, NY & Orlando, FL, August 1998-December 2000

- Created, produced, and coordinated two station's internal and external communications.
- Collected and analyzed sales data and implemented necessary actions.
- Conducted cross-promotional marketing campaigns throughout the community.
- Maintained a station's communications budget files.
- Developed content for a station's webpage.
- Created and designed a station's 1999 billboards located throughout the Orlando community.
- Created and designed all magazine and newspaper advertisements and station CD covers.

## AWARDS

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Wells Fargo Honors Faculty Mentor Award Nominee -Award nominated by honors students and recognizes and rewards Honors faculty members whose dedication and commitment to excellence in education is truly outstanding.

Excellence in Teaching Award –Awarded by the Duquesne University Chapter of The National Society of Leadership and Success (December 2016).

Alumni Fellowship –The highest graduate award given to student's pursuing a Ph.D. at the University of Florida (2008-2013).

Stella Meissner Scholar –Awarded to graduate students in the College of Education at the University of Florida (2008).

James Terhune Scholarship –Awarded to a University of Florida graduate for Florida Public Relations Association membership (2005).

## PROFESSIONAL ACTIVITIES, ASSOCIATIONS, AND DEVELOPMENT

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NASH-ACE Certificate in Effective College Instruction for Teaching –Texas A&M University (2020-2021). ACUE Micro-Credential in the following:

- Leading the First Day of Class, Prompting a Civil Learning Environment, Engaging Underprepared Students, Helping Students Persist in Their Studies, Embracing Diversity in Your Classroom, Checking for Student Understanding, Providing Useful Feedback, Creating an Inclusive and Supporting Learning Environment, Developing Effective Class Sessions and Lectures, Teaching Powerful Note-Taking Skills, Using Groups to Ensure Active Learning, Using the Active Learning Cycle, Planning Effective Class Discussions, Motivating Your Students, Providing Clear Directions and Explanations, Using Concept Maps and Other Visualization Tools, Using Student Achievement and Feedback to Improve Your Teaching, Using Advance Questioning Techniques, and Developing Self Directed Learners.

Member, *The International Association for the Study of the Philosophy of Edith Stein* (IASPES) (2020-Present).

Member, International Association of Business Communicators Steering Committee, Bryan-College Station (2019-Present).

Member, International Association of Business Communicators, Bryan-College Station (2018-Present).

Member, Association of Educators and Journalism and Mass Communication (May 2013-Present).

Member, National Communication Association (October 2012-Present).

Participant, Association for the Study in Higher Education Graduate Student Policy Seminar, Charlotte, NC (November 2011).

Participant, International Public Relations Seminar, Regents College, London, England (Summer 2006).

Participant, Online Teaching Seminar, Valencia College, Orlando, FL (Summer 2007).

Member, Florida Public Relations Association, Gainesville, and Orlando Chapters (May 2005-August 2007).

Education Committee Member, Florida Public Relations Association, Gainesville, FL (December 2005-May 2006).

Invited reviewer for: Eaves, M. (2013). *Applications in health communication: Emerging trends*. Kendall Hunt: NY.

## SERVICE

### *Texas A&M University*

- Event Planner, Communication Honors & Lambda Pi Eta Induction Ceremony, December 2021-Present.
- Adviser, Public Relations Student Society of America, August 2021-Present.
- Adviser, Lambda Pi Eta, August 2021-Present.
- Director, Communication Honors and Awards Ceremony, January 2019-Present.
- Member, Honors and Undergraduate Research Advisory Committee (HURAC), August 2019-Present.
- Chair, Council of Student Associations, August 2018-Present.
- Adviser, International Association of Business Communication, August 2018-Present.
- Adviser, Her Campus, May 2018-Present.
- Member International Committee, August 2019-May 2021.
- Assistant Adviser, Texas A&M Debate, August 2019-May 2021.
- Course Director, Introduction to Social Media, August 2019-May 2020.
- Course Director, Argumentation and Debate, August 2018-May 2020.
- Advisory Council Member and Director of Event Planning, TAMU's Department of Communication, Honors Student Committee, August 2018-May 2020.
- Judge, Texas A&M University's Annual 3 Minute Thesis Competition, October 2019.
- Member Undergraduate Instructional Committee, August 2018-May 2019.

### *National Communication Association*

- Graduate Student Sig, Conference Reviewer, 105<sup>th</sup> National Communication Association Convention.
- Chair and respondent; Mentorship and Mentoring. Dr. Janie Harden Fritz National Communication Association, Salt Lake City, Utah.
- Public Relations Division, Conference Reviewer, 104<sup>th</sup> National Communication Association Convention.

### *Religious Communication Association*

- Respondent, Emerging Scholars in Religious Communication, 2021 Religious Communication Association, November 2021, Seattle, Washington.
- RCA's Journal Article of the Year Reviewer, 2021



- Host, Birds of a Feather Breakout Group, 2020 Religious Communication Association, November 2019.
- Chair and Respondent, Mormonism and Communication, 2019 Religious Communication Association, November 2019, Baltimore, Maryland.
- Conference Reviewer, Religious Communication Association Division, 102<sup>nd</sup>, 103<sup>rd</sup>, 104<sup>th</sup>, 105<sup>th</sup>, 106<sup>th</sup>, 107<sup>th</sup>, and 108<sup>th</sup> National Communication Association Conventions.

*Duquesne University*

- Co-Adviser, The National Society of Leadership and Success, August 2016-May 2017.
- Judge, Business and Professional Competition, December 2016.
- Graduate Student Representative, Library Committee, September 2014-July 2015.

*University of Florida*

- Member, University of Florida College of Education Diversity Committee, November 2012-May 2013.
- Graduate Student Representative, University of Florida Presidential Selection Committee, August 2012.
- Graduate Student Representative, Doctoral Chair and Mentoring Selection Committee, January 2012.
- Graduate Student Representative, Graduate Council, September 2011-May 2012.
- Judge, University of Florida Speech and Debate, April 2005-April 2013.
- Graduate Student Representative, University of Florida Financial Aid Committee, August 2010-May 2011.

*Valdosta State University*

- Associate Coach, Valdosta State University Debate, September 2008-May 2009.

***References Available Upon Request***