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**EDUCATION**

**Arizona State University – Doctor of Philosophy, May 2019**

- Dissertation: Personal Narratives of Health by TV Anchors and Reporters: Issues of Control Over Social Media and Professional Expression
- Committee: Dr. Leslie-Jean Thornton (Chair), Dr. William B. Silcock, Dr. Hazel Kwon, Dr. Pauline Cheong
- Kappa Tau Alpha Inductee

**Southern Illinois University Edwardsville - Master of Science in Mass Communication, July 2011**

- Thesis: Facebook Addiction (Documentary) – View at [knpproductions vimeo site](#)
- Advisor: Dr. Musonda Kapatamoya
- Graduated Magna Cum Laude

**University of Illinois at Springfield - Bachelor of Arts in Mass Communication, May 2009**

- Capital Scholars Honors Student and scholarship recipient

**ACADEMIC POSITIONS**

- Assistant Professor, University of South Carolina, School of Journalism and Mass Communication, August 2019 - Present
- Instructor (while ABD), University of South Carolina, School of Journalism and Mass Communication, August 2018 – August 2019
- Faculty Associate, Arizona State University, School of Journalism and Mass Communication, August 2015 – May 2018

## RESEARCH

### Refereed Journal Articles

- Hull, K., Romney, M., **Pellizzaro, K.**, & Walker, D. (Accepted for publication, 2022). “It’s impossible”: Local sports broadcasters and the prospect of motherhood. *Journal of Sports Media*.
- Kwon, K. H., **Pellizzaro, K.**, Shao, C. & Chadha, M. (Accepted for publication, 2021). “I heard that COVID-19 Was ...”: Rumors, Pandemic, and Psychological Distance. *American Behavioral Science*. Accepted for Publication to the special issue, Pandemic and Digital Media.
- Kwon, K. H., Chadha, M. & **Pellizzaro, K.** (2017). Proximity and Terrorism News in Social Media: A Construal-Level Theoretical Approach to Audience Framing of Terrorism in Twitter. *Mass Communication and Society*, 20(6), 869-894.

### Non-Refereed Journal Articles

- **Pellizzaro, K.** (Accepted for Publication, 2022). “New Media.” *Encyclopedia of Journalism* (2nd edition), edited by Gregory A. Borchard, University of Nevada, Las Vegas.
- **Contributed to Invited Forum:** Royal, C. (2020). Product Management in Journalism and Academia. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/1077699020933872>

### Refereed Conference Presentations

- Hull, K., Romney, M., Walker, D. & **Pellizzaro, K.** (2021, August 4-7). “Where do I even begin?”: The Harassment of Female Local Sports Broadcasters. Association for Education in Journalism and Mass Communications (AEJMC) Annual Conference, Virtual.
- Kwon, K. H., **Pellizzaro, K.**, Shao, C. & Chadha, M. (2021, May 27-31). Misinformation and the Pandemic: an Evaluation of Rumors from the Psychological Distance Perspective. [Paper presentation] International Communication Association Conference (ICA), Virtual Conference.
- **Pellizzaro, K.** & Liseblad, M. (2021, April 12-16). Reporting From My Home: Location Effect on the Para-Social Phenomenon and the News Broadcast Industry. [Paper presentation] Broadcast Education Association (BEA) 2021, Virtual Conference. **\*First Place Paper in the News Division**
- Hull, K., Romney, M., Walker, D. & **Pellizzaro, K.** (2021, March 3-7). “Their Stories Matter, Too”: Female Local Sports Broadcasters and the Coverage of Women’s Sports. [Paper presentation]. International Association for Communication and Sport (IACS) 2021 Summit on Communication and Sport, Virtual Conference.
- Hull, K., Walker, D., Romney, M., & **Pellizzaro, K.** (2020, August). “Through our prism:” A survey of Black local sportscasters’ views and interactions with Black athletes. Association for Education in Journalism and Mass Communications (AEJMC) 103rd Annual Conference, Virtual. **\*First Place Paper in the Minorities and Communication Division.**
- Hull, K., Romney, M., **Pellizzaro, K.**, & Walker, D. (2020, August) “It’s impossible:” Local sports broadcasters and the prospect of motherhood.” Association for Education in

Journalism and Mass Communications (AEJMC) 103rd Annual Conference, Virtual. **\*First Place Paper in the Sports Communication Interest Group.**

- **Pellizzaro, K.,** Hull, K., Myers, C. (2020). Broadcast Journalists' Self-Presentation and Social Media: Changes in Branding Dependent on Platform. Presented at the Broadcast Education Association (BEA) Virtual 2020 Conference.
- **Pellizzaro, K. &** Liseblad, M. (2020). Broadcast Journalists and Their Health Disclosures: Qualitative Interviews Revealing Influences and Emotional Labor involved in the process. Accepted to Broadcast Education Association (BEA) but cancelled due to COVID-19.
- **Pellizzaro, K.** (2019, Aug. 9). TV Anchors and Reporters' use of Emotional Labor: Professional Control Over Personal Health Disclosures Online. Paper presented at the annual Association for Education in Journalism and Mass Communication Conference in Toronto, Canada. **\*Winner of the Guido Stempel Award by the Graduate Student Interest Group**
- **Pellizzaro, K.** (2018, April 10) Themes in Online Narrative Health Messages by TV Anchor and Reporters: A Qualitative Approach. Dissertation-in-Progress presented at the annual Broadcast Education Association Conference, Las Vegas, NV.
- **Pellizzaro, K.** (2017, Oct. 7) Promotion and Transparency: An Exploratory Study of Broadcast Journalists on Facebook. Paper presented at the annual Symposium of the Southwest Education Council for Journalism and Mass Communication Conference in Phoenix, AZ.
- **Pellizzaro, K.,** Gimbal, A. (2017, Aug. 11) Parasocial Interaction: Extending the Effect to Online Consumers. Paper presented at the annual Association for Education in Journalism and Mass Communication Conference in Chicago, IL.
- Kwon, K. H., Chadha, M., **Pellizzaro, K.** (2017, May 28). Proximity and Terrorism News in Social Media: A Construal-Level Theoretical Approach to Audience Framing of Terrorism in Twitter. Paper presented at the annual International Communication Association Conference, San Diego, CA.
- **Pellizzaro, K.** (2017, April 23). An Exploratory Case Study of Broadcast Journalists: Motivations Behind Self-Disclosing Content on Professional Social Networking Platforms. Research-in-Progress presented at the annual Broadcast Education Association Conference, Las Vegas, NV.
- Gimbal, A. & **Pellizzaro, K.** (2016, Aug. 5). Parasocial Interaction and Newscast Viewing: Extending the Effect from English Language to Spanish Language TV News. Paper presented at the annual Association for Education in Journalism and Mass Communication in Minneapolis, U.S. **\*Top Student Paper awarded by Electronic News Division**

### Academic Panels

- **Panelist** (2019, Aug. 8). "Knight Foundation's PhDigital Bootcamp: Doctoral Education and Curriculum Innovation." Panel at the annual Association for Education in Journalism and Mass Communication Conference in Toronto, Canada.

### Research in Progress

- **Pellizzaro, K. &** Liseblad, M. (n.a.). Reporting From My Home: Location Effect on the Para-Social Phenomenon and the News Broadcast Industry. Revise and resubmit to *Journal of Broadcasting & Electronic Media*.

- **Pellizzaro, K.**, Chadha, M., Tsai, J., & Mungeam, F. (n.a.). True me = True message: Is authenticity replacing objectivity as pathway to trust in journalism? Submitted to *Journalism Studies*.
- Hull, K., Walker, D., Romney, M., & **Pellizzaro, K.** (n.a.). “Through our prism:” A survey of Black local sportscasters’ views and interactions with Black athletes. Submitted to *Journalism Practice*.
- **Pellizzaro, K.**, Johnson, S. (n.a.). “I have COVID:” How Journalists Discuss and Frame Online Messages of Experience with a Novel Virus. Analyzing Data.
- **Pellizzaro, K.** (n.a.). TV Anchors and Reporters' use of Emotional Labor: Professional Control Over Personal Health Disclosures Online. Revising.
- **Pellizzaro, K.** (n.a.). Influences on Journalists’ Narratives of Health: A Sensemaking Struggle Between Personal and Professional Expression in Uncertain Times. Revising.
- **Pellizzaro, K.** & Liseblad, M. (n.a.). Broadcast Journalists and Their Health Disclosures: Qualitative Interviews Revealing Influences and Emotional Labor involved in the process. Work in progress (Interview process hindered by COVID-19 and political climate).

### Invited Lectures & Guest Speaker

- “Tips and Best Practices to New Faculty Members.” Presented before New Faculty Academy attendees, Center for Teaching Excellence, University of South Carolina, Columbia, SC, March 2021.
- “PhDigital: How Camp Influenced my Teaching and Research.” Presented before PhDigital Bootcamp: Preparing Future Faculty to lead Innovative Curriculum Fellows, Virtual, July 2020.
- “How Journalists Use Social Media and Analytics.” Presented before students. School of Journalism and Mass Communication, University of South Carolina, Columbia, SC, July 2020.
- “Graduating During Unprecedented Times: My Path During The Great Recession.” Presented before senior journalism students. School of Journalism and Mass Communication, University of South Carolina, Columbia, SC, April 2020.
- “A Day in the Life of a Producer: Navigating the Newsroom as a Noob.” Presented before senior journalism students. School of Journalism and Mass Communication, University of South Carolina, Columbia, SC, Sept. 2018.
- “The Producer-Reporter Relationship: Its Importance and How to Navigate the Ups and Downs.” Presented before journalism students. Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, April 2018.
- “Surviving and Excelling at Comprehensive Exams.” Presented before the 1st year Ph.D. cohort. Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ. Oct. 2017.
- “Surviving Doctoral Studies.” Orientation for incoming Ph.D. cohort. Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ. Aug. 2017.

- “The State of Journalism and Journalism Education: Looking Towards the Future.” Presented before journalism students. Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ. June 2017.
- “The Scheme and Direction of Doctoral Education.” Presentation before doctoral students. Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ. April 2017.

### **Media Quotes & Interviews**

- Potter, D. (2020, March 16). Teaching and working from home [Web log post]. Retrieved from <http://www.advancingthestory.com/2020/03/16/teaching-and-working-from-home/>
- College of Information and Communication News. (2020, April 8). Adapting to the new norm: Student work shifts online. Retrieved from [https://www.sc.edu/study/colleges\\_schools/cic/journalism\\_and\\_mass\\_communications/news/2020/coursework\\_adjusts\\_online\\_coronavirus.php#.XpHdyW571TY](https://www.sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2020/coursework_adjusts_online_coronavirus.php#.XpHdyW571TY).
- The CIC Travels. (2020, Jan. 30). Facebook + Instagram [Blog post]. Retrieved from <https://thecictravels.cic.sc.edu/facebook-instagram/>.
- UofSC Today. (2019, Oct. 7). Research and Guido Stemple Award featured in Faculty & Staff Notes.
- Fortin, J., & Bromwich, J. E. (2018, April 02). Sinclair Made Dozens of Local News Anchors Recite the Same Script. The New York Times. Retrieved from <https://www.nytimes.com/2018/04/02/business/media/sinclair-news-anchors-script.html>
- Thornton, L. (2018, March 07). How J-School Professors, Students Can (and Should) Unplug. MediaShift. Retrieved from <http://mediashift.org/2018/03/j-school-professors-students-can-unplug/>

### **Academic Fellowships, Awards and Honors**

- First Place Paper in News Division, BEA, 2021
- First Place Paper in the Minorities and Communication Division, AEJMC, 2020
- First Place Paper in the Sports Communication Interest Group, AEJMC, 2020
- International Radio and Television Society Foundation (IRTS) Fellowship, for attendance at IRTS Faculty Industry Seminar, Las Vega, NV, 2020
- Guido Stempel Award, awarded by the Graduate Student Interest Group at AEJMC (2019) for Best Paper.
- Lillian Lodge Kopenhagen Fellowship, Center for the Advancement of Women in Communication at Florida International University and the AEJMC Council of Affiliates, 2019.
- PhDigital Bootcamp: Preparing Future Faculty to lead Innovative Curriculum Fellowship, John S. and James L. Knight Foundation, March 3, 2019 – May 21, 2019.
- Travel Award to Broadcast Education Association (BEA) Conference, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2018.
- Graduate Fellowship, Arizona State University, Tempe, AZ, 2017-2018.

- Travel Grant to Association for Education in Journalism and Mass Communication (AEJMC) Conference, Graduate and Professional Student Association, Arizona State University, Mesa, AZ, 2017.
- Travel Award to Association for Education in Journalism and Mass Communication (AEJMC) Conference, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2017.
- Travel Grant to International Communication Association (ICA) Conference, Graduate and Professional Student Association, Arizona State University, Mesa, AZ, 2017.
- Travel Award to Broadcast Education Association (BEA) Conference, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2017.
- Travel Award to International Communication Association (ICA) Conference, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2017.
- Best Student Paper, Electronic News Division at Association for Education in Journalism and Mass Communication (AEJMC), yearly conference, Minneapolis, MN, 2016. Together with Ashley Gimbal.
- Travel Award to Association for Education in Journalism and Mass Communication (AEJMC) Conference, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2016.
- Travel Grant to Association for Education in Journalism and Mass Communication (AEJMC) Conference, Graduate and Professional Student Association, Arizona State University, Mesa, AZ, 2016.
- Sun Award Recipient - fostered cooperation, promoted ASU, valued diversity, creativity, continuous improvement, and excellent performance in ASU students. 2016.
- Graduate Fellowship, Arizona State University, Tempe, AZ, 2016-2017.
- Sun Award Recipient - fostered cooperation, promoted ASU, valued diversity, creativity, continuous improvement, and excellent performance in ASU students. 2015.
- Graduate Fellowship, Arizona State University, Tempe, AZ, 2015-2016.

## **TEACHING**

### **TEACHING EXPERIENCE**

#### **Assistant Professor, School of Journalism and Mass Communication, University of South Carolina, Columbia, SC, 2018-Present**

- JOUR 215: Special Topics in Mass Communication: Social Mobile Journalism. This course is being developed for the 2021 Summer Media Innovation Academy that offer innovative course content that focuses on data, digital and media instruction.
- JOUR 580, 586, 588 & 590: Senior Semester Capstone. Students spend a full semester working in a newsroom honing their broadcast and digital reporting skills.

- JOUR 597: Internship/Mass Communications. A course created to mirror a real internship. The course was created to help students gain experience lost from cancelled internships due to COVID-19.
- JOUR 371/499: Social and Mobile Journalism: Intro to the Digital First Mindset. An overview of the digital-first mindset, the professional journalistic use of online social platforms and mobile tools following editorial guidelines. \*New Class I Created
- JOUR 471: Intermediate Reporting & Production. Perfecting the craft of visual storytelling, delivered via a combined lecture/lab. Learn to create and produce narrative storytelling content for a television or visual audiences.
- JOUR 291: Writing for Mass Communication. Basic writing skills for all areas of the mass media: print/online, broadcast and public relations via a combined lecture/lab.
- SCHC 499: Senior Thesis/Project. This is a 1 credit course where Honors student work on a final research paper or creative project, outside their normal course work, to receive honors status before graduation.

**Faculty Associate, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, Phoenix, AZ, 2015-2018**

- JMC 320: Newscast Producing. Principles of broadcast news producing, delivered via a combined lecture/lab. Learn broadcast writing, editorial judgment, technical skills, and newsroom management.
- JMC 320/MCO 598: Newscast Producing/Special Topics. Undergraduate/Graduate mix. Principles of broadcast news producing, delivered via a combined lecture/lab. Learn broadcast writing, editorial judgment, technical skills, and newsroom management.
- JMC 478: Topic Cronkite Noticias. Bi-weekly student run news broadcast in Española that airs on Univision. Applies and enhances reporting, writing and multimedia skills. Serve as News Producer.
- JMC 478/MCO570: Topic: Cronkite News. Undergraduate/graduate mix. Daily student run news broadcast that airs on PBS Arizona. Applies and enhances reporting, writing and multimedia skills. Serve as Executive Producer.

**Graduate Assistant, Southern Illinois University Edwardsville, Edwardsville, IL. 2009-2011.**

- MC 333: Advanced Video Production. Provides students with advanced video production skills. Served as Executive Producer of Global Village; a student ran magazine show that aired in St. Louis, MO on PBS.

**Student Advising**

- Advisor, University of South Carolina, School of Journalism and Mass Communication – Sarah Johnson (Ph.D. Student), Spring 2021 – Present.
- Senior Thesis, Second Reader, University of South Carolina, Honors College – Kara Gilmore (Political Science), February 2021 – Present.
- Dissertation Committee Member, University of South Carolina, School of Journalism and Mass Communication - Larry Webster, “Television Binge Viewing Predictors and Effects,” 2019-Present.

- Senior Thesis, Second Reader, University of South Carolina, Honors College – Nicholas Sullivan and Ward Jolles, “A Complicated History: The Story Behind ‘South of the Boarder’ and Cultural Appropriation in Roadside America,” Spring 2021.
- Senior Thesis Director, University of South Carolina, Honors College - Rahman Teebro, Ashish Nicodemus, Richard Zaho (Biochemistry & Molecular Biology Students), Fall 2020.
- Senior Thesis, Second Reader, University of South Carolina, Honors College - Katie Freeman (Journalism Student), “A (Heart) Health Carolina” podcast, Fall 2019

## **SERVICE**

### **National Service**

- Conference Paper Submission Reviewer, AEJMC’s Annual Conference, Electronic News Division, 2021
- Conference Paper Submission Reviewer, AEJMC’s Annual Conference, Sports Communication Interest Group, 2021
- Conference Paper Submission Reviewer, BEA’s Annula Conference, Electronic News Division, 2021.
- Conference Paper Submission Reviewer, AEJMC’s South East Colloquium, Electronic News Division & Open Paper Compition, 2021.
- Chair, Broadcast Education Association Festival of Media Arts, TV Newscast (3 Days or Less per week) Division, July, 2020 – present.
- Conference Paper Submission Reviewer, AEJMC’s Annual Conference, Electronic News Division, 2020
- Conference Paper Submission Reviewer, AEJMC’s Annual Conference, Sports Communication Interest Group, 2020
- Conference Paper Submission Reviewer, AEJMC’s South East Colloquium, Visual Communications Division, 2018

### **Institutional Service**

- Faculty, Media Innovation Academy, School of Journalism and Mass Communication, University of South Carolina, June 1-18 & June 21-July 9, 2021.
- Chair, Faculty Development Funding Committee, School of Journalism and Mass Communication, University of South Carolina, 2019-Present. Member Aug. 2018-May 2019.
- LGBT Zone Ally Certified, Safe Zone Ally Training Program, Office of Organizational and Professional Development, Division of Human Resources, University of South Carolina, Expected Completed April 9, 2021.
- Green Zone Ally Certified, Safe Zone Ally Training Program, Office of Organizational and Professional Development, Division of Human Resources, University of South Carolina, Completed January 28, 2021.
- Contributor, The South Carolina Scholastic Press Association (SCSPA) Virtual Conference Sessions, Fall 2020.



- Member, Social Media Minor Development Group, School of Journalism and Mass Communication, University of South Carolina, Fall 2020.
- Lead Faculty for Digital Media Academy, School of Journalism and Mass Communication, University of South Carolina, May 2020. \*Canceled due to COVID-19
- Member, Visual Communications Search Committee, School of Journalism and Mass Communication, University of South Carolina, 2019.
- Member, Graduate Council, School of Journalism and Mass Communication, University of South Carolina, 2019-Present.
- Member, University Hearing Board for Violations of Student Code of Conduct, Arizona State University, Tempe, AZ, 2016-2018.
- Volunteer, Barrett Honors Society, Arizona State University, Tempe, AZ, 2015-2018.

### **Memberships**

- Association for Education in Journalism and Mass Communication (AEJMC) – Electronic News Division, Graduate Students in Mass Communication & Society, Graduate Students in Media managements and Economics
- Kappa Tau Alpha National Honor Society
- Broadcast Education Association (BEA) – News Division
- International Communication Association (ICA)

## **PROFESSIONAL DEVELOPMENT & EXPERIENCE**

### **Certificates, Professional Development Programs and Training**

- Journalism in a pandemic: Covering COVID-19 now and in the future, Knight Center for Journalism in the Americas, Massive Open Online Course, 2020
- Digital investigation for journalists: How to follow the digital trail of people and entities, Knight Center for Journalism in the Americas, Massive Open Online Course, 2020
- The power of digital audio storytelling: From podcasts to voice assistants, Knight Center for Journalism in the Americas, Massive Open Online Course, 2020
- International Radio and Television Society Foundation (IRTS) Media Insiders 2020: Today's Opportunities & Tomorrow's Challenges Seminar, Las Vega, NV, 2020
- PhDigital Bootcamp: Preparing Future Faculty to lead Innovative Curriculum Fellowship, John S. and James L. Knight Foundation, 2019.
- Getting Started Teaching Online, Center for Teaching Excellence, University of South Carolina, Columbia, SC, 2019
- Online News Association (ONA) Conference, New Orleans, LA, 2019
- Know Your Audience: Strategies for Increasing Reach & Engagement of your Journalism, Knight Center for Journalism in the Americas, Massive Open Online Course, 2019
- New Faculty Academy, Center for Teaching Excellence, University of South Carolina, Columbia, SC, 2019

- Mobile Journalism: How to Use Your Phone to Produce Videos and Build a Social Audience, Knight Center for Journalism in the Americas, Massive Open Online Course, 2019
- University Hearing Board Training, Arizona State University, Tempe, AZ, 2016-Present
- APME's NewsTrain workshop, Arizona State University, Phoenix, AZ, 2018
- Poynter-Cronkite Certificate Program for Adjunct Instructors, <http://www.newsu.org/courses/adjunct-certificate>, 2017
- Graduate, Specialized Title IX Training, Arizona State University, Tempe, AZ, 2016 and 2015
- Graduate, Teaching Associate Development Program, Arizona State University, Tempe, AZ, 2014-2015

## **Professional Experience**

### **Arizona PBS, Phoenix, AZ, June 2018-July 2018**

- Producer - Produced 4 Stories for Catalyst, a show that explores research at Arizona State University and its impact on the world.

### **WWMT (CBS/CW), Kalamazoo, MI, 2013-2015**

- Senior Producer - Produced 10 pm newscast, substitute producer for 5 pm, 6 pm, and 11 pm newscasts.

### **WICS (ABC/FOX), Springfield, IL, 2013-2013**

- Sunrise Producer - Produced 2-hour morning show, produced morning cut-ins

### **WICD (ABC), Champaign, IL, 2011-2013**

- Evening Producer - Produced 5 pm newscast, substitute producer for 6 pm and 10 pm newscasts.
- Morning Producer - Produced 2-hour morning show, schedule and produce guest segments, updated social media and web

### **Freelance Videographer, Edwardsville, IL, 2009-2012**

- Engineers Without Borders - Produced, filmed, and edited a documentary in August 2011 - The Punte La Nana Bridge Culvert Project
- Wedding Cinematographer and Photographer

## **Computer and Statistical Skills**

- AR/VR
- Drones
- 360 Video
- Smartphone/tablet storytelling apps
- Most Panasonic/JVC/Sony video cameras and DSLRs
- Social Platforms (e.g., Facebook, Twitter, Instagram) – content creation, distribution, editorial strategy, and analytics
- I-news, ENPS, and Trint

- Adobe Suite, including Premiere
- Final Cut Pro Studio and Avid
- Microsoft Office Package, including Excel
- SPSS
- Basic Programming
- Dropbox, SurveyMonkey, Qualtrics, Amazon Mechanical Turk, Slack