

# Alisa Agozzino, Ph.D., APR

## Academic Degrees

### Doctor of Philosophy

Bowling Green State University

Bowling Green, Ohio

Emphasis: Public Relations

Dissertation Topic: "Millennial students relationship with 2008 top 10 social media brands via social media tools"

Communication Studies

May 2010

### Master of Arts

Bowling Green State University

Bowling Green, Ohio

Emphasis: Organizational Communication/Public Relations

Thesis: "Uses and Gratifications Assessment by High School Students of a University Recruiting Catalog"

Communication Studies

May 2004

### Bachelor of Arts

Ohio Northern University

Ada, Ohio

Concentration: Public Relations

BA, Communication Arts

May 2001

Minor: Business Administration

## Tenure/Accreditation

### Tenured Faculty Member

Ohio Northern University

August 2016

Post Tenure -Spring 2023

### Accredited Public Relations Practitioner (APR)

Individual Accreditation by the Universal Accreditation Board

June 2013

Maintained-2016, 2019, 2022

## Academic and Work Experience

### Ohio Northern University

Associate Professor of Public Relations

Assistant Professor of Public Relations

Visiting Instructor of Communication Arts, Public Relations

Adjunct Professor, Public Speaking

August 2016-present

September 2010-August 2016

September 2007-September 2010

November 2004-May 2006

### Bowling Green State University

Graduate Teaching Assistant

Department of Interpersonal Communication

School of Communication Studies

August 2006-May 2007

### Ketchum public relations firm

Internship

Revised October 2023

June 2000-August 2000

New York, New York

**Ohio Northern University**

Assistant Director of Admissions  
Ada, Ohio

June 2001-July 2006

**Teaching/Advising Experience**

**Ohio Northern University Classes Taught**

Advanced Public Relations Writing  
Business and Professional Speaking  
Communications Research Methods  
Digital Branding  
First Year Experience Orientation  
Integrated Marketing Communications  
Introduction to Public Relations  
Principles of Social Media  
Public Relations Capstone  
Public Relations Internship  
Public Relations Practicum  
Public Relations Research  
Public Relations Writing  
Public Speaking  
Publicity, Media, & Campaigns  
Social Media Strategy and Campaigns  
Special Topics, Bateman  
Special Topics, Sports PR and Marketing  
Special Topics, Styles for PR Writing

**Bowling Green State University Classes Taught**

Interpersonal Communication and Public Speaking—IPC 102

**Membership in Professional Organizations**

**Public Relations Society of America, 2007-present**

- Educator's Academy Member, 2008-present
  - Board of Directors, 2011-2023
    - Membership Chair, 2022-2023
    - PRSSA liaison, 2021-2022
    - Immediate Past Chair, 2020-2021
    - Chair, 2019-2020
    - Chair Elect, 2018-2019
    - Secretary, 2017-2018
    - Newsletter Editor, 2011-2016
  - National PRSSA Faculty Adviser (2017-2021)
  - Technology Section Member, 2018-2019

**East Central District of Public Relations Society of America, 2007-present**

**Central Ohio Chapter of Public Relations Society of America, 2007-present**

*Revised October 2023*

- Board of Directors, 2018-present
  - Incoming Chair, 2023
  - Treasurer, 2022
  - At-Large Director, 2018-2021
- Communications Committee, 2010-2017
  - Social Media Chair, 2012-2017
- National Delegate, 2014-2017
- Website Committee, 2011-2012

**Marketing Management Association, 2013-2018, 2020-present**

**Association for Business Communicators, 2015-2017, 2020-present**

**National Communication Association, 2007-2009, 2015-2016, 2021-2023**

**Carolina Communication Association, 2018-2020**

**Ohio Communication Association, 2007-2009**

### Scholarship/Research/Publications

#### Peer Reviewed Conference Acceptances/Presentations

- Agozzino, A. & Hofman, B. (October 2023). Combating misinformation with a small nonprofit budget: In-depth interviews reveal actionable insights. Paper presented at ABC 88th Annual International Conference, Denver, CO.
- Agozzino, A, Martin, M., & Helfrich, A. (September 2023). Social Media Learning Strategies. Panel presentation at the Marketing Management Association Fall Conference, Orland, FL.
- Crowley,, J., Cadotte, J., Foster, D., & Agozzino A., (March 2023). NIL Across the Curriculum. Panel presented at North American Accounting Society-MBAA Annual Conference, Chicago, IL.
- Agozzino, A. & Ward, J. (Nov. 2022). Short Course 01: A Unique Activity to Spice Up Dry Material and Engage Students: Creating a Digital Escape Room. One of ten short courses selected to be presented at the National Communication Association Conference, New Orleans, LA.
- Agozzino, A., Luttrell, R., Marquis, E., Wallace, A. & Ward, J. (Nov. 2022) Mitigating Harm: To PLACE PR Ethics at the Center of AI and IoT Strategy. Panel presented at National Communication Association Conference, New Orleans, LA.
- Agozzino, A., Duff, J., & Hamilton, A. (Nov. 2022). *The Power of Small: How Small Nation Revitalized a Community Through Strategy That Favored Niche-Market Partnerships, Effective Storytelling and Creative Digital Content.* Panel presented at the Public Relations Society of America International Conference, Fort Worth, TX.
- Agozzino, A. & Ward, J. (Oct. 2022). *Locked down and looking to escape: Implementing digital escape rooms in your curriculum.* Workshop presented at ABC 87th Annual International Conference, Tampa, FL.
- Agozzino, A. Huseman, C., & Walters, H. (Sept. 2022). Integrating technology into marketing education. Panel presentation at the Marketing Management Association Fall Conference, San Antonio, TX.
- Agozzino, A. & Ward, J. (2022, Aug. 2). *G.I.F.T.: Looking to escape the boring history lesson: Implementing digital escape rooms in PR curriculum.* Presented at AEJMC international pedagogy-themed pre-conference conference in Detroit, MI.
- Agozzino, A. & Ward, J. (2022, June). *Escape from the boring lecture: Basics of building a digital escape room.* Presented at ProfCon, virtual format.
- Agozzino, A., Stensland, P., O'Hallarn, B., Shelton, L., & Strode J. (2022, April.) *#Sportsocialhub: An online gathering place and skills development workshop.* Paper panel submitted to North American Society for the Sociology of Sport (NASSS) Conference, Montreal, Quebec, CA.
- Najor, S., Agozzino, A., Hutchins, A., Luttrell, R., Su, C. & Ward, J. (2021, Nov.). *Renewal of vows: The marriage of academia and industry.* Panel presented at National Communication Association Conference, Seattle, WA.

- Agozzino, A., Connell, D., Grumbein, A., & Whitley, S. (2021, Oct.). Integrating student organizations and competitions into the curriculum. Panel presentation at the Marketing Management Association Fall Conference, virtual format.
- Agozzino, A. (2021, Oct.). *#Sportsocialhub: An online gathering place and skills development workshop*. Poster presented at the Public Relations Society of America International Conference, Orlando, FL, virtual format.
- Agozzino, A., Bruhn, K., Burns, K., Rasmussen, L., Ward, J., & Weed, A. (2021, Oct.). *Embrace the pivot! Proactive strategies to prepare students for the “new normal” in PR*. Panel presentation at PRSA Educators Academy Super Saturday Workshop, Orlando, FL, virtual format.
- Agozzino, A. (2021, Sept.). *Must. Keep. Up.: Using the P.A.C.E. Model to Craft Strategic PR Plans*. Paper presented to Association of Business Communication Conference, Tampa, FL.
- Weed, A., Wallace, A., Edmonds, B., & Agozzino, A. (2021, Aug.). *Unraveling Bateman*. Paper presented at AEJMC Conference, virtual format. \*Paper awarded second place in teaching division
- Agozzino, A., & Ward, J. (2021, June). *It’s not a sprint: Using the P.A.C.E. model to craft strategic PR plans*. Panel presented at Prof Con, virtual format.
- Agozzino, A., Freberg, K., Kim, C., Luttrell, R., Rentner, T., & Ward, J. (Nov. 2020). *Book Writing 101: What academics ought to know about publishing*. AEJMC Selected Panel for Virtual Webinar.
- Agozzino, A. (2020, Oct.) *Under the lights and the pressure: On-camera crisis*. Paper presented at the Association for Business Communication International Conference, virtual format.
- Agozzino, A., Ward, J., & Sims, J. (2020, Oct.) *Mentorship during the COVID-19 Pandemic: Even more important for our students*. Panel presented at the Marketing Management Association Fall Conference, virtual format.
- Shotick, J., Agozzino, A., & Jones. (2020, Oct.). *Interdisciplinary approaches to marketing education*. Panel presented at the Marketing Management Association Fall Conference, virtual format.
- Agozzino, A. & Ward, J. (2020, June). *incorporating PR assignments into non-PR specific courses*. Presented at ProfCon, virtual format.
- Agozzino, A. (2019, Sept.). *Making Multimedia Happen*. Research presented at Southern Public Relations Federation Conference, Orange Beach, AL.
- Agozzino, A., McKee, R., & Dentinger, A. (2019, Sept.). *Sustaining Excellence: Creating and Maintaining a Mentorship Program*. Panel presented at Carolinas Communication Association Annual Conference, Hilton Head, SC.
- Agozzino, A. (2019, Sept.). *Making content sustainable through a platform that is accessible on-the-go: Podcasting*. G.I.F.T. submitted to Carolinas Communication Association Annual Conference, Hilton Head, SC.
- Agozzino, A. (2019, August). *Building and Maintaining Mutually Beneficial Relationships Through Social Media Strategy*. Pre-conference workshop at National Conference on Health Communication, Marketing & Media, Atlanta, GA.
- Agozzino, A. (2019, May). *Building and Maintaining Mutually Beneficial Relationships Through Social Media Strategy*. Ohio Public Health Combined Conference, Columbus, Ohio.
- Barnes, B., Olsen, R., Agozzino, A., Munsell, J., & Fleck, K. (2018, September). Gifts Inc. *Gaining a grasp of Twitter: Collecting information to contrast best practices*. Paper presented at Carolinas Communication Association Annual Conference, Charlotte, NC.
- Agozzino, A., Rufener, B., Stegnar, H., & Gentile, P. (2018, September). Competitive Papers in Social Media. *Loading the bases: A content analysis of MLB’s franchised teams Twitter pages*. Paper presented at Carolinas Communication Association Annual Conference, Charlotte, NC.
- Agozzino, A., Clarkson, J., Kaiser, C., Lundy, B., & Fleck, K. (2018, September). *Paying it forward: Using your alumni to accelerate your program*. Panel presented at Carolinas Communication Association Annual Conference, Charlotte, NC.
- Balderaz, B., Keehn, B. & Agozzino, A. (2018, June). *Using Data to Predict Opioid Usage and Develop Preventative Strategies*. Panel presented at Ohio Hospital Association Annual Meeting, Columbus, Ohio.

- Agozzino, A., & Hofman, B. (2018, April). *Major League Baseball's (MLB) and its franchise's digital strategy through the Expectancy Violation Theory (EVT) lens*. Paper presented at inaugural IPR Bridge Conference, Washington, D.C.
- Fleck, K. & Agozzino, A. (2018, April). *Assessing student satisfaction in the introductory course: A 5-year analysis of student evaluations*. Top papers in instruction: Musings on pedagogy, practice, program assessment and student outcomes at Southern Communication Conference, Nashville, TN.
- Agozzino, A., Damron-Martinez, D., Goss, B., & Neu, W. (2017, September). *Helping Students Develop a Professional Brand*. Panel presented at the Marketing Management Association Fall Conference, Pittsburg, PA.
- Isaacson, T., & Agozzino, A. (2017, April). *Evaluating PR crisis responses to concussion issues in NCAA Division I football*. Paper presented at the tenth annual College Sports Research Institute Conference on College Sport, Columbia SC.
- Agozzino, A. (2016, October). *Pinning: An analysis of the top 10 most-followed organizations' Pinterest profiles*. Paper presented at the Public Relations Society of America International Conference, Indianapolis, Indiana.
- Agozzino, A., & Fleck, K. (2016, October). *Beyond internships and student-run firms: Using experiential learning throughout the curriculum*. Poster presented at the Public Relations Society of America International Conference, Indianapolis, Indiana.
- Agozzino, A., & Fleck, K. (2016, October). *Enchanting Students: Measuring Student Satisfaction in the Introductory Course*. Paper presented at the eighty first annual International Association for Business Communication Conference, Albuquerque, New Mexico.
- Agozzino, A. (2016, October). *Incorporating Social Media into your curriculum*. Plenary Showcase presentation at the eighty first annual International Association for Business Communication Conference, Albuquerque, New Mexico.
- Agozzino, A., Danley, A., Greene, H., & Lohman, L. (2016, September). *Managing Student Expectations*. Panel presented at the Marketing Management Association Fall Conference, Providence, Rhode Island.
- Agozzino, A. (2015, November). *Embracing the social classroom*. Short course presented at National Communication Association Conference, Las Vegas, NV.
- Agozzino, A., Baldrez, B., & Keehn, B. (2015, November 7). *The Retailization of Healthcare: Using Social To Reach Those Gone Digital*. Panel presented to the Public Relations Student Society of America International Conference, Atlanta, GA.
- Agozzino, A., Baldrez, B., & Keehn, B. (2015, November 8). *The Retailization of Healthcare: Using Social To Reach Those Gone Digital*. Panel presented to the Public Relations Society of America International Conference, Atlanta, GA.
- Agozzino, A., Coker, K., Podeschi, R.J., Samii, L., Trimble, C. (2015, September). *Enhancing Learning Using Multimedia Innovation*. Paper panel presented at Marketing Management Association Fall Conference, San Juan, Puerto Rico.
- Agozzino, A., Edmiston, D., McClure, T. (2015, September). *Apps for Enhancing Student Engagement and Learning*. Panel presented at Marketing Management Association Fall Conference, San Juan, Puerto Rico.
- Agozzino, A. (2015, July). *Using Facebook in College Admissions: A Longitudinal Study*. Paper presented to the Social Media and Society International Conference, Toronto, Canada.
- Agozzino, A., & Fleck, K. (2015, April). *Does student satisfaction in the introductory course increase the likelihood to recruit new majors: A 5-year analysis of student evaluations*. Paper presented to the Central State Communication Association Conference, Madison, WI.
- Agozzino, A., Duhé, S., & Puglisi, G. (2014, October). *Worth the time: Getting involved with student campaigns, internships and adjunct teaching*. Panel presented to the Public Relations Society of America International Conference, Washington, D.C.
- Agozzino, A., Humphery, W., Kerr, S., & Rice, W. (2014, September). *Graduates as products: Helping students acquire a promotional identity*. Panel presented at Marketing Management Association Fall Conference, San

Antonio, TX.

- Agozzino, A., Duhe', S., & Puglisi, G. (2013, October). *Bridging the gap between academics and professionals through collaboration*. Panel presented at Public Relations Society of America International Conference, Philadelphia, PA.
- Agozzino, A., Lumm, J., & Hammond, B. (2013, October). *Collaborating to make an internship mutually beneficial*. Panel presented at Public Relations Society of America International Conference, Philadelphia, PA.
- Agozzino, A., Fleck, K., & Hammond, B. (2013, October). *Connecting practitioners and academics in collaborative research*. Panel presented at Public Relations Society of America International Conference, Philadelphia, PA.
- Agozzino, A., & Fleck, K. (2013, October). *Investigating the effectiveness of the introductory public relations course: A longitudinal study*. Poster/Paper presented at the Public Relations Society of America International Conference, Philadelphia, PA.
- Agozzino, A., Bernardini, D., Fleck, K., & Kompa, N. (2013, October). *Where does PR fit? Finding a home for the public relations program*. Panel presented at the Educators Academy Super Saturday Workshop, Philadelphia, PA.
- Agozzino, A. & Fleck, K. (2013, September). *Introducing a social media minor into undergraduate career offerings*. Paper presented at Eighteenth Annual Marketing Management Association Fall Educators' Conference, New Orleans, LA.
- Agozzino, A., & Kaiser, C. (2013, March). *Adding, deleting, and/or starting over: How social media has changed crisis communication plans in school systems*. Paper presented at the Sixteenth International Public Relations Research Conference, Miami, FL.
- Agozzino, A. (2012, November). *Modern teaching using social media*. Short course presented at Ninety-Eighth National Communication Association Conference, Orlando, FL.
- Agozzino, A., Clasen, P., Cohen, S., Kahl, D., Monahan, D., Tucker, D., & Walton, J. (2012, November). *Assessment rubrics: Advantages and disadvantages*. Panel presented at Ninety-Eighth National Communication Association Conference, Orlando, FL.
- Agozzino, A., Ekachai, D., Michnik, A., Hutchins, A., Nixon, B., Penning, T., & Tindall, N. (2012, November). *Building a sense of COMMunity digitally: Best practices for social media in the classroom*. Panel presented at Ninety-Eighth National Communication Association Conference, Orlando, FL.
- Agozzino, A., Fleck, K., Hozan, K., & Schwerer, J. (2012, October). *Engaging undergraduate public relations students in collaborative research projects*. Panel presented at the Educators Academy Super Saturday Workshop, San Francisco, CA.
- Agozzino, A. (2012, October). *Capitalizing on social media: Requiring Facebook in the classroom*. Paper presented virtually at the Ubiquitous Learning: An International Conference, Champaign-Urbana, IL.
- Agozzino, A., Baldrez, B., Bender, M., Giesler, K., & Sledzik, B. (2012, March). *Using social media to "Connect" in PR Campaigns: Using Social media to "Unite" our Clients with Target Publics*. Panel presented at the Eighty-First Central State Communication Association Conference, Cleveland, OH.
- Agozzino, A. (2012, March). *Exploring Intersections: Connecting Organizations and Key Publics Through Twitter Best Practices*. Paper presented at the Eighty-First Central State Communication Association Conference, Cleveland, OH.
- Agozzino, A. (2011, October). *Facebook as a required text: Best practices when incorporating Facebook into classroom instruction*. Poster/Paper presented at the Public Relations Society of America International Conference, Orlando, FL.
- Agozzino, A. (2011, October). *Gaining a Grasp of Twitter: Collecting Information to Compare and Contrast Best Practices of Using the Tool*. Paper presented at the Seventy-Fifth Ohio Communication Association Conference, Findlay, OH.

- Agozzino, A., North, C., Sasak, J., & Tennet, L. (2011, October). *A 360 view of Facebook: (Re)cognizing the (R)evolution in the Classroom and Beyond*. Panel presented at the Seventy-Fifth Ohio Communication Association Conference, Findlay, OH.
- Agozzino, A. (2011, April). *Feeling at "home" with social media: Millennial students declare favorites and foes*. Paper presented at Eightieth Central State Communication Association, Milwaukee, WI.
- Agozzino, A. (2011, March). Using social media to reach Millennials: The more social media tools ≠ better. Paper presented at the Fourteenth International Public Relations Research Conference, Miami, FL.
- Agozzino, A. (2010, October). *Millennial Students Relationship With 2008 Top 10 Social Media Brands via Social Media Tools*. Paper presented at the Public Relations Society of America International Conference, Washington, D.C.
- Agozzino, A. (2010, October). *Gender Differences Using Social Media Through a Public Relations Lens: does One Gender Have the Edge?* Paper presented at the Seventy-Fourth Ohio Communication Association Conference, Springfield, OH.
- Agozzino, A., Brooks, R., North, C., Schertzer, S., & Wilson, J. (2010, October). *Interdisciplinary Sandbox: Teaching Across Disciplines Challenges and Opportunities*. Panel presented at the Seventy-Fourth Ohio Communication Association Conference, Springfield, OH.
- Agozzino, A. (2010, October). *A Brochure Assignment: Writing, Designing, and Editing*. Paper presented at the Seventy-Fourth Ohio Communication Association Conference, Springfield, OH.
- Agozzino, A., Burton, A., Marshall, L., Smith, M., Walton, J., & Zechowski, S. (2009, October). *Teaching Old Classes New Tricks: Using New Methods to Inspire Students*. Panel presented at the Seventy-Third Ohio Communication Association Conference, Columbus, OH.
- Agozzino, A., Derville, T., Handy, B., Matthews, K., Nixon, B., & Sweetser, K. (2009, November). *Discourses of Stability and Change: Public Relations Educators Prepare Students to Learn Traditional Foundations while Grasping New Social Media Trends*. Panel presented at Ninety-Fifth National Communication Association Conference, Chicago, IL.
- Agozzino, A. (2008, November). *Recruiting the Right Class: Analysis of Admissions Publications*. Paper presented at the Ninety-Fourth National Communication Association Conference, San Diego, CA.
- Agozzino, A., Burton, A., Baumann, J., Medford, K., Makay, J., North, C., & Walton, J. (2008, November). *Adjunct Faculty from Multiple Perspectives: Covering Classes at Bargain Prices*. Panel presented at the Ninety-Fourth National Communication Association Conference, San Diego, CA.
- Agozzino, A., Kavathe, R., McComas, S., O'Byrne, M., & Walton, J. (2008, June). *Mediated girlhood: Feminist lenses on global girlhood*. Paper Panel presented at Twenty-Ninth National Women's Studies Association Annual Conference.

### **Publications**

- Tilton, S., & Agozzino, A. (2023) The Ultra Lord of the Ukraine Special Operations' Agricultural Division: How memetic artifacts provides a foundation for the historical archiving of conflicts, *Cogent Social Sciences*, 9:1, 2193440. [doi: 10.1080/23311886.2023.2193440](https://doi.org/10.1080/23311886.2023.2193440)
- Ward, J., & Agozzino, A. (2022, March). Is it broken or just bruised? Evaluating AI and its ethical implications with the PR and health care industries. In R. Luttrell, J. Lipschultz and K. Freberg (Eds.) *The Emerging Media Handbook: Theoretical and Applied Trends in Social Media and CMC*. Emerald.
- Agozzino, A. & Ward, J. (2020, Nov.). *PR Principles: Current. Proven. Practical*. Stukent.
- Agozzino, A. (2020). #OhSnap! Using Current Students as Influencers in Higher Education. In B. Watkins (Ed.) *Social Media and the Changing Landscape of Brand Communication*. Lexington.
- Agozzino, A., & Hofman, B. (2019). A grand slam: Major League Baseball's social media evolution through the expectancy violation theory lens. In T. Rentner and D. Burns (Eds.) *Case Studies in Sport Communication: You Make the Call*. (pp.183-192). Routledge.

- Agozzino, A., & Fenimore, K. (2018). Emergent ethical health care public relations in the digital age. In B. Brunner and C. Hickerson (Eds.) *Cases in Public Relations: Translating Ethics into Action*. Oxford University Press.
- Agozzino, A., & Fleck, K. (2016). Examining nonprofit strategy for fundraising on a social media platform: A content analysis of top 10 U.S. nonprofit power brands fundraising efforts on Facebook. *Public Relations Journal*, 10(4).
- Agozzino, A. (2016). Dialogic communication through “pinning”: An analysis of top 10 most-followed organizations’ Pinterest profiles. Retrieved from IPR’s Social Media Research Center <http://www.instituteforpr.org/dialogic-communication-pinning-analysis-top-10-followed-organizations-pinterest-profiles/>
- Agozzino, A. (2016, January 19). #PRin2016: Predictions from the educator’s perspective. [PR SAY blog] Retrieved from <http://prsay.prsa.org/index.php/2016/01/19/prin2016-predictions-from-the-educators-perspective/>
- Agozzino, A. (2015). Dialogic communication through “pinning”: An analysis of top 10 most-followed organizations’ Pinterest profiles. *Public Relations Journal*, 9(3).
- Agozzino, A. (2015, August 17). Social media sting- keeping students safe. Retrieved from <http://www.firestorm.com/Blog/social-media-sting-keeping-students-safe.html>
- Agozzino, A. (2014, October 14). Dusting off the crisis communication plan in the wake of social media. Retrieved from <http://www.firestorm.com/Blog/dusting-off-the-crisis-communication-plan-in-the-wake-of-social-media.html>
- Agozzino, A. (2014). Once upon a time: Using stories to draw in and engage audiences. *PR News Writer’s Guidebook*, 1, 168-171.
- Agozzino, A., & Kaiser, C. (2014). Social media as a practical approach in engaging key stakeholders in school crisis communication plans: A qualitative analysis. *Journal of School Public Relations*, 35, 44-62.
- Agozzino, A. (2014). Building and maintaining relationships through social media. In J. Bauer and C. Stevenson (Eds.), *Building online communities in higher institutions* (pp. 69-90). IGI Global: Hershey, PA.
- Agozzino, A. (2014). One, two, three strikes you’re out! Social media case study. In J. Wrench, D. Flayhan, and J. Schuman (Eds.) *Casing Public Relations*. Debuque, IA: Kendall-Hunt.
- Agozzino, A. (2014). Charter Institute of Public Relations Social Media Guidelines. In K. Harvey and J. G. Golson (Eds.) *Encyclopedia of Social Media and Politics*. Thousand Oaks, CA: Sage Publications. doi: 10.4135/9781452244723
- Agozzino, A. (2014). Mark Zuckerberg. In K. Harvey and J. G. Golson (Eds.) *Encyclopedia of Social Media and Politics*. Thousand Oaks, CA: Sage Publications. doi: 10.4135/9781452244723
- Agozzino, A. (2013, Nov.) Five social media must know facts for parents. *ONU Parent Newsletter*. Retrieved at [http://www.onu.edu/parents\\_family/newsletter](http://www.onu.edu/parents_family/newsletter)
- Agozzino, A. (2013). Capitalizing on social media: Recommendations for using Facebook in the classroom. *Ubiquitous Learning: An International Journal*, 5(3). 43-52.
- Agozzino, A. (2013, January 11). Measuring social media...lessons learned from Katie Paine [Web log post]. Retrieved from <http://prcentralohio.org/blog/?p=349>
- Agozzino, A. (2012). Building a personal relationship through social media: A study of Millennial students’ brand engagement. *Ohio Communications Journal*, 50, 181-204.
- Agozzino, A. (2012, April 27). Benefits of participating in student PR competitions: A look from both the professional and student angle [Web log post]. Retrieved from <http://prcentralohio.org/blog/?p=208>
- Agozzino, A. (2010). Book Review. *Journalism and Mass Communication Educator*, 65(3/4), 316-318.
- Agozzino, A. (2010, May). Bateman Competition Supplies More Than Trophy and Cash Prize. *PR Educator Newsletter*, 2-3.
- Agozzino, A. (2010, March/April). My AAA Savings Story. *Home & Away*, 31(2). 49.
- Agozzino, A. (2009, May). Professionals Enter Academia: Deal or No Deal, *Spectra*, 45(5), 5.



**Research in Progress/Submission for Review****Speaking Engagements**

Ohio Housing Association Conference, May 2023

Topic: *Small but Mighty: How to Build a Powerful Community with Small Social Strategy Team*

Oklahoma Class Guest Speaker, October 2022

Topic: *The Importance of AI in the PR Industry*

Elida Middle School, Sept. 2022

Topic: *Social Media Needs a TimeOut!*

Hardin County Chamber and Business Alliance, April 2022

Topic: *Social Media Strategy*

WLIO Lima, October 2021

Topic: *Time spent on social media*

[https://www.hometownstations.com/news/hardin\\_county/people-spend-on-average-2-1-2-hours-a-day-on-social-media/article\\_76e36a88-2f72-11ec-a9b9-d7da3c499af9.html](https://www.hometownstations.com/news/hardin_county/people-spend-on-average-2-1-2-hours-a-day-on-social-media/article_76e36a88-2f72-11ec-a9b9-d7da3c499af9.html)

Elida Middle School, Sept. 2021

Topic: *Academic Apps and Big Data*

The Findlay Courier, Aug. 2021

Article: [“Memes are not news”: Media literacy fights misinformation](#)

ONU Volleyball Team, Aug. 2021

Topic: *In it to win it with social media*

Ohio Northern University Greek Life Zoom Panel, April 2021

Topic: *Work Ethic*

Ohio Northern University Administrative Staff Council, April 2021

Topic: *Surviving and Thriving Personal Brand in Global Pandemic*

Ohio Housing Association Conference, November 2020

Topic: *How to use social media for good during a global pandemic.*

PRSA, September 2020

Topic: *Faculty Adviser Webinar*

WLIO Lima Noon Edition, May 2020

Topic: *The positive of social media*

[https://www.hometownstations.com/the-positive-of-social-media/video\\_14330b08-5029-56f2-b842-bb8fc60e6fe2.html](https://www.hometownstations.com/the-positive-of-social-media/video_14330b08-5029-56f2-b842-bb8fc60e6fe2.html)

ABC Toledo Channel 13 News, March 2020

Topic: *Social Media during COVID*

<https://www.13abc.com/content/news/Social-media-tips-for-teachers-and-businesses-569275961.html>

National Public Health Information Coalition Board Meeting, December 2019

Topic: *Building and Making Social Media Happen*

The Findlay Courier, November 2019

Article: What makes people act that way online?

<https://thecourier.com/life/life-extra/2019/11/21/what-makes-people-act-that-way-online/>

Ohio Housing Association Conference, October 2019

Topic: *Social Media Strategy*

PRSA International Conference, October 2019

Topic: *Advisers Session*

Elida Middle School, September 2019

*Revised October 2023*

- Topic: *Being Smart with Social Media*  
 PRSSA National Leadership Rally, June 2019  
 Topic: *Leveraging your Resources*  
 Iowa PRSA Chapter, June 2019  
 Webinar: *PRSA/PRSSA Bridging the Gap*  
 Ohio Public Health Association Executive Board and Governing Council, February 2019  
 Topic: *The Ask Online: Best Practices of Healthcare Fundraising Using Social Media*  
 PRSA Headquarters, February 2019  
 Webinar: *PRSSA Adviser Roundtable*  
 PRSA International Conference, October 2018  
 Topic: *Advisers Session*  
 Getty College of Arts and Sciences Board Meeting Speaker, October 2018  
 Topic: *Public Relations Program*  
 East Central District Quick Start Conference, September 2018  
 Topic: *Making the Transition: Engaging the Millennial*  
 Elida Middle School, September 2018  
 Topic: *Social Media Needs a Timeout*  
 Hardin County Leadership, August 2018  
 Topic: *Social Media Strategy*  
 Columbus Dispatch, July 2019  
 Topic: Ohio State's actions will determine how it weathers **public-relations** storm, experts say.  
 Elida Middle School, May 2018  
 Topic: *Social Media Good or Evil*  
 PRSA Headquarters, January 2018  
 Webinar: *PRSSA Professional Adviser Tips and Tricks*  
 Findlay Courier, December 9, 2017  
 Article: *Appy New Year! How technology is changing the way we achieve our resolutions*  
 Ohio News Network Radio, December 2017  
 Topic: *Social Media with Dave James*  
 Central Ohio PRSA Luncheon, October 2017  
 Topic: *Excelling Your Career*  
 Hardin Leadership Inc., October 2017  
 Topic: *Building a Social Media Strategy*  
 PRSA International Conference, October 2017  
 Topic: *Advisers Session*  
 ONU Zeta Tau Alpha, September 2017  
 Topic: *Family Feud: How Social Media Can Be Used Strategically*  
 ONU Women's Volleyball Team, February 2017  
 Topic: *"Bear" Necessities Social Media*  
 WLIO, January 2017  
 Topic: *How People are Using Social Media*  
 Topic: *Trump Takes Twitter*  
 ONU Men's Lacrosse Team, November 2016  
 Topic: *Being Smart on Social Media*  
 ONU Athletics Staff, November 2016  
 Topic: *Social Media in Athletics*  
 Leadership Day Conference at ONU, November 2016

- Topic: *"Bear" Necessities Social Media*  
 WLIO, October 2016  
 Topic: *Watching what you post online*  
 ONU Board of Trustees Student Activities Committee, October 2016  
 Topic: *"Bear" Necessities Social Media*  
 Montana State University Billings, May 2016  
 Topic: *Two-day Faculty Workshop on Building Social Media Pedagogy*  
 ONU Social Media Workshop, April 2016  
 Topic: *How are you measuring your ROI on social media platforms? Come learn the basics!*  
 Catherine Freed Leadership Luncheon, April 2016  
 Topic: *The Royal Flush of Leadership*  
 Hardin County Women's LEAD, March 2016  
 Topic: *How to Optimize Your Social Media Presence*  
 ONU Arts and Science Teaching Discussion, February 2016  
 Topic: *Embracing the Social Classroom*  
 Sig Epsilon Presentation, October 2015  
 Topic: *The "Bear" Necessities of Social Media*  
 Alpha Xi Delta Presentation, August 2015  
 Topic: *The "Bear" Necessities of Social Media*  
 WLIO, August 2015  
 Topic: *Are people abusing social media?*  
 WLIO, April 2015  
 Topic: *Texting and Emoji Issues*  
 Helen Hunt Club, April 2015  
 Topic: *Social Media: Crash Course of Basics*  
 Ohio High School Public Relations Association Conference, April 2015  
 Topic: *APR Preparation*  
 Ohio Northern University Delta Zeta Sorority, February 2015  
 Topic: *CRUSHing Social Media*  
 Hobsons, August 2014  
 Topic: *The changing landscape of social in higher education*  
 WLIO, August 2014  
 Topic: *Allen County Fair Jingle*  
 Florida Power and Light, May 2014  
 Topic: *The Mechanics of Social*  
 Ohio Northern University Polar Parents Club, May 2014  
 Topic: *Best Practices of Social Media When Communicating With Your Millennial*  
 Ohio Northern University Kappa Alpha Theta Sorority, March 2014  
 Topic: *Importance of Keeping Social Media Profiles Professional*  
 Tiffin University Research Class, February 2014  
 Topic: *Why Social Media Research is more than just Tweets and Likes.*  
 PRSA Teleseminar, April 2013  
 Topic: *Tips for Integrating Social Media in the Classroom*  
 Northwest Ohio PRSA Professional Luncheon, February 2013  
 Topic: *Shades of Red... Social Media Ethics Heat Up*  
 Sycamore Community Schools (Cincinnati, Ohio), November 2012  
 Topic: *A Crash Course in Social Media*

- Ohio Northern University Delta Zeta Sorority, September 2012  
Topic: *Keeping your Social Media Nose to the Ground*
- Ohio Schools Public Relations Association Annual Conference, March 2012  
Topic: *Using Social Media to Attract Millennial Students*
- Northwest Ohio PRSA Professional Development Seminar, October 2011  
Topic: *Social Media Research*
- Ohio Northern University Leaders' Council, September 2011  
Topic: *Networking Through Social Media*
- Ohio Northern University Emerging Professionals Series through Career Services, August 2011  
Topic: *Social Media and Networking*
- Bowling Green State University PRSSA, January 2010  
Topic: *Top Ten Things Every PR Student Should Know About Social Media*

### **Honors, Recognition and Awards**

- Plank Center Bruce K. Berger Educator Award (November 2023)
- PRSA Outstanding Educator Award (October 2023)
- The Council of Independent Colleges (CIC) and Riipen Faculty Champion recipient (Sept., 2023)
- Order of Omega Outstanding Faculty Member of the Year nominee (February, 2023)
- Dicke College of Business Administration Summer Research Award (May 2022)
- National PRSSA Dr. F. H. Teahan for Outstanding Faculty Adviser (Oct. 2021)
- Keynote speaker at ONU Athletic Hall of Fame Banquet (Oct. 2021)
- Appointed ONU DCBA George Willard Patton Chair of Economics in the DCBA (2021-2022)
- PRSA East Central District Platinum Award (October 2020)
- *PRism* Award (Best in Class) from Central Ohio PRSA, *TrueNorth* campaign with Advanced Composites (May 2019)
- Online Instructional Grant-Digital Branding, Ohio Northern University, \$2000 (Summer 2019)
- Summer Research Stipend, Ohio Northern University, \$6,500 (Summer 2019)
- Online Instructional Grant- PR Writing, Ohio Northern University, \$1000 (Summer 2018)
- ONU A&S Getty College Engagement Award (May 2018)
- The New American Colleges and Universities Inaugural Collaboration, Growth, and Innovation (CGI) Grant recipient with Kathie Fleck-ONU and Kevin Trowbridge-Belmont University, \$2625 (Spring 2018)
- Greek Faculty Member of the Year nomination from Phi Mu Delta—February 2018
- Information Literacy Grant- Ohio Northern University, \$300 (Fall Semester 2017)
- Online Instructional Grant- Case Studies, Ohio Northern University, \$2000 (Summer 2017)
- Summer Research Stipend with Brian Hofman, Ohio Northern University, \$6,500 (Summer 2017)
- National PRSSA Faculty Adviser (2017-2022)
- Arts & Sciences Student Advisory Board Outstanding Faculty Recognition (April 2017)
- Online Instructional Grant- Principles for Social Media, Ohio Northern University, \$2000 (Summer 2016)
- Walt Seifert Award for Outstanding Service to PRSSA (May 2016).
- Guest Editor for the Special Issue “Teaching with Interactive Technology” in the *Journal of Research in Interactive Marketing* (published issue June 2016).
- Pearson Award for Innovation in Teaching with Technology (November 2015)
- ONU Mortar Board *Favorite Professors Dessert*, (2012, 2015, 2016)
- Featured in article: PRNews (2014, October 13). *10 Storytelling tips from PR pros*. Retrieved from <http://www.prnewsonline.com/water-cooler/2014/10/13/10-tips-for-telling-a-great-story/#.VEBzFkcLRaU.e> mail
- Plank Center Faculty Fellow Award Recipient, Florida Power and Light, (2014).

- Featured in article: Tactics (2012). On the Case with Alisa Agozzino, *Public Relations Tactics 19(9)* p.15.
- Featured in article: Lavigne, G. (2012, May 4). Dear Gracie: Should PR pros be trained in ethics? [Web log post]. Retrieved from <http://blog.prnewswire.com/2012/05/04/dear-gracie-should-pr-pros-be-trained-in-ethics/>
- Omicron Delta Kappa Leadership Society, May 2011
- Nominee for Central States Communication Association *Most Outstanding Teacher*, 2011, 2012
- Alpha Xi Delta *Professor of the Month*, April 2011
- Awarded *Most Innovative Teaching Award* (Ohio Communication Association), October 2010.
- The Ohio Communication Association (OCA) has recognized ONU's public relations curriculum with a Distinguished Program Award as the most outstanding college or university communication program in the state, October 2009
- Received travel grant from Edelman to attend summit focused on educators teaching the newest social media tools in our classrooms, 2009, 2010, 2012, 2014
- Nominee for *Master's Thesis of the Academic Year*, Bowling Green State University, 2004

### Service to the University

#### Ohio Northern University

Undergraduate Faculty Promotion and Tenure Appeals Committee—2021-2023 (vice chair)

University Athletic Committee – 2012-2014, 2016-2018, 2020-2023

University Hearing Committee on Dismissal of Faculty—2020-2022, 2022-2024

University Tuition Exchange Committee—2014-2016, 2020-2022

Dicke College of Business Committee of PRT—2020-present

Dicke College of Business Committee of Academic Conduct—2019-2023

Dicke College of Business Committee of Awards and Recognition—2021-present

Dicke College of Business Committee of Assessment—2019-present

Dicke College of Business Committee of Curriculum—2019-present

Dicke College of Business Committee of Student Retention—2019-2022

CAFÉ steering committee—2020-present

Search committee member for executive Director of Marketing and Communications– January 2023

Adviser of *Public Relations Student Society of America* – ONU Chapter 2011-present

Adviser of Public Relations Student Society of America student-run firm, *True North*—2008-2011, 2015-present

Adviser of *Beta Gamma Sigma*—2021-present; Co-Adviser of *Beta Gamma Sigma*—2020- 2021

Workshop Completion of Independent Applying the QM Rubric (APPQMR) : (Statewide Systems)- March 2022

Orange and Black Day, Personal and Professional Growth Session for all students—March 2018, February 2022, February 2023

Dicke Scholarship Day Judge– 2021; 2022; 2023

Formed and Chaired ONU PR Alumni Board—2017-2020

Prepared/hosted team for re-certification for Education in Public Relations (CEPR) designation—2009, 2015, 2021

University Academic Affairs Committee, A&S representative —2016-2018 (secretary)

University Committee on Academic Qualifications—2013-2020

Arts and Sciences Committee on Post Tenure Evaluation—2017-2018, 2018-2019 (chair)

Athletic Polar Bear Club Ambassador-Volleyball—September 2017-2019

Faculty Representative on Board of Trustees: Admissions, Enrollment, and Financial Aid—2016-2019

Review Committee on Dismissal of Faculty, Chair—2016-2018

Getty College of A&S Committee of Chairs, At-Large Representative—2016-2018

Getty College of A&S Fundraising task force-Chair- Spring 2018

Getty College of A&S Recruitment task force-Member- Spring 2018

*Revised October 2023*

Public Relations Alumni Dinner Host—November 2013, March 2015, April 2016, April 2017, March 2018  
 Athletic Training Faculty Position Search Committee Member—Spring 2016  
 Representative on Creating Greater Brand Awareness Strategic Planning Group—2013- 2016  
 Faculty Representative on Board of Trustees Advancement committee—2012-2016  
 Assessment Committee—2013-2016  
 University Council—2012-2016  
 High Impact Practices Committee—April 2015  
 Vice President for Advancement Search Committee—January-May 2015  
 Coordinated and hosted Alumni Homecoming Brunch for Public Relations Alumni—2011-2014  
 Department of Communication committee on convergent media major—2012-2013  
 Admissions Faculty Ambassador—2009-2012  
 Moderator at ONU Student Research Colloquium—2012, 2013, 2014  
 Getty College of Arts and Sciences G.R.O.W. Committee – 2011-2012  
 Judge at 2010 ‘Create Ideas that Change our World’ Entrepreneurship Competition—2010  
 Member of a committee to interview candidates for the positions of Associate Director for Multimedia Development  
 and Associate Director for Online Content – 2009-2010  
 Co-coordinator of business option selection committee for department—2009  
 ONU Homecoming parade judge—2009  
 Developed department assessment documents for public relations majors—2008-present  
 Lecture at ONU Founder’s Day—2008  
 Trustee’s Scholarship Day selection committee—2008  
 Co-Chair of Public Relations Major Assessment Team—2008  
 ONU women’s basketball teams polar parent—2008  
 University Planning Committee—2005, 2006  
 University Calendar Committee—2005, 2006

### **Bowling Green State University**

Osman C. Hooper. Newspaper Show—judge—Fall 2006, 2007  
 BGSU Graduate Communication Association; Doctorate School of Communication Rep., 2006  
 GLIPA 54<sup>th</sup> Annual Fall Scholastic Journalism Workshop at BGSU—committee—Fall 2006

### **Service to the Profession**

Judge for Nebraska PRSA Paper Anvils Award– September 2023  
 Judge for PRSSA John D. Graham Scholarship– May 2023  
 PRSSA Leadership Assembly Resume Reviewer– April 2023  
 Reviewer for Association of Business Communicators 87th Annual International Conference–April 2022, April 2023  
 Reviewer for Communication and Sport Division of NCA–April 2023  
 AEJMC Mentor (Chuquig Dong) – 2022  
 Reviewer for Public Relations Society of America Educators Academy International Conference—2012, 2013, 2015,  
 2022  
 National PRSSA Faculty Adviser (2017-2022)  
 Summit Committee of the Commission on Public Relation Education (2021-2022)  
 PRSA Silver Anvil Judge—2013, 2014, 2015, 2021, 2022 (head judge)  
 Greater Kansas City PRSA Prism Judge– 2021  
 Reviewer for *Journal of Public Relations Research*—February 2014, January 2015, September 2015, May 2016, April  
 2021  
 Central Ohio PRSA Board of Directors (2018-2021)

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Philadelphia Pepperpot Awards Judge—October 2020  
 Chair of PRSA Educators Academy (2019)/ Immediate Past Chair of PRSA Educators Academy (2020)  
 Certified Education for Public Relations (CEPR) accreditor, Ball State—April 2017; Eastern Kentucky—April 2018;  
 Loyola, New Orleans—October 2019; Dublin, Ireland— September 2023  
 Florida PRSA Golden Image Awards Judge—June 2019  
 PR Industry-Educator Summit invited participant—May 2019  
 Reviewer for *Journal of Research in Interactive Technology* – June 2014, April 2017, April 2018, February 2019  
 CASE Circle of Excellence Awards category – Visual Identity Systems, April 2018, April 2019  
 Fort Worth Texas PRSA Worthy Awards Judge—October 2018  
 Elida Local School System Social Media Consultant—Spring Levy 2018  
 National PRSA Membership Committee, 2018-2019  
 Reviewer for textbook *Teaching Public Relations*—March 2018  
 PRSA Bronze Anvil Judge—2013, 2014, 2015, 2016, 2017, 2018  
 PRSA Adviser Workshop Coordinator—October 2017, October 2018  
 Denver Pegasus Awards Judge—September 2017  
 Reviewer for Introduction to Public Relations REVEL and THINK Concept Proof—May 2016  
 Reviewer for *Communication Teacher* journal—April 2016  
 Las Vegas PRSA Pinnacle Judging—September 2015  
 Online “History” module for Certificate in Principles of Public Relations preparatory course –September 2015  
 Social Media & Society International Conference Moderator—July 2015  
 Reviewer for *THINK* Public Relations Textbook for Pearson—July 2015  
 MMA Fall Conference Moderator—2014, 2015  
 MMA Fall Conference Paper Reviewer—2014, 2015  
 Philadelphia PRSA Chapter Pepperpot Awards judge—October 2014  
 Reviewer for *PRism* journal – June 2014  
 Reviewer for G.I.F.T.S. submissions to Central States Communication Association Conference—Oct. 2013, 2014  
 Reviewer for *Ubiquitous Learning: An International Journal*—June 2013  
 Reviewer for *Journal of Promotion Management*—May 2013  
 West Virginia Prism Award Judge—April 2013  
 Reviewer for the Communication Technology Division papers for the Association for Education in Journalism and  
 Mass Communication International Conference-July 2011  
 Reviewer for *Public Relations Management* Textbook for Oxford University Press- June 2011  
 Reviewer of submissions for the special issue of *PRism* on segmentation of publics-April 2011  
 Proofread Ohio Communication Associations conference program, September 2009  
 Reviewed Submissions for National Communication Association Public Relations Division 2009  
 Worked with Dr. Matthew W. Stoltzfus, Chemistry Professor at Ohio State University to create and maintain a class  
 blog, March 2009  
 Proofread brochure copy for SAFY (Specialized Alternatives for Families and Youth), January 2009