

MELODY T. FISHER, PH.D.

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EDUCATION

Doctor of Philosophy, Mass Communication, December 2012

University of Southern Mississippi, Hattiesburg, MS

Emphasis Area: Public Relations

Dissertation: "Religious Leaders in Crisis: An Analysis of Image Restoration Strategies and Contingent Variables"

Master of Science, Public Relations, May 2003

University of Southern Mississippi, Hattiesburg, MS

Bachelor of Arts, English, May 2000

Tougaloo College, Tougaloo, MS

PROFESSIONAL EXPERIENCE

8/2014-present

Mississippi State University, *Assistant Professor*- Department of Communication
Mississippi State, MS

- Teach Public Relations concentration courses
- Produce scholarly research that contributes to the communication discipline
- Actively serve on University committees that enhance scholastic excellence and social interaction among internal and external publics.

9/2004-7/2014

Tougaloo College, *Chair, Assistant Professor* – Department of Mass Communication
Tougaloo, MS

- Advised Student News Network
- Developed Public Relations emphasis curriculum
- Assisted in drafting Department prospectus for accrediting council as Department Coordinator; later transferring to faculty as instructor, then promoted to Assistant Professor and Chair.

8/2003– 9/2004

Ball State University, *Assistant Director* – Multicultural Center
Muncie, IN

- Appropriated funds from grant requisition
- Coordinated cultural, educational and social programs for the campus and Muncie communities
- Developed all office publications and publicity

8/2002- 5/2003

University of Southern Mississippi, *Graduate Assistant*- Minority Affairs
Hattiesburg, MS

- Provided leadership development and programming for minority students
- Developed and maintained mentorship program for minority students
- Advised two minority student organizations

TEACHING EXPERIENCE

Mississippi State University, Assistant Professor of Public Relations, Mississippi State, MS, 08/2014-present

Research in Public Relations and Advertising

Theory and practice of research methods in public relations

Public Relations Writing

Emphasis on research, establishing communication goals, and writing for internal and external audiences via multiple channels.

Principles of Public Relations

The role and origin of public relations in society, the identification and influence of publics, and applications of public relations principles to campaigns and organizations.

Public Relations Case Problems

The written analysis, presentation, and group discussion specific and hypothetical cases using public relations theory as a base.

Public Relations in Organizations

Studies in using various communication techniques for image building and campaign development for profit and non-profit organizations

Belhaven University, Adjunct Professor, Jackson, MS, 01/2013-05/2014

Public Relations Campaigns

The course will encompass an in-depth review of the phases and steps involved in creating public relations campaigns.

Introduction to Public Relations

Course introduces students to the history, evolution and process of public relations.

Tougaloo College, Assistant Professor of Mass Communication, Tougaloo, MS, 01/2005- 07/2014

Principles of Public Relations

Course introduces students to the history, evolution and process of public relations.

Public Relations Writing

Course will introduce students to the different writing, message dissemination, and media networks. It stresses designing, editing, and distributing written materials used in the public relations practice.

Public Relations Case Studies

Course employs case method approaches to give students experiences in program planning, managerial analysis, and program administration.

Public Relations Campaigns

Course is designed to give the students experience in independently planning public relations campaigns.

Introduction to Mass Communication

Course provides students with an overview of the development of print, electronic and film media.

Introduction to Mass Communication Theory

Course introduces students to major theories in human communication and mass communication.

Research and Writing in Mass Communication

Course assists the student in understanding research and writing as it relates to the field of mass communication.

Persuasion

Principles and practices in persuasive communication, emphasizing the motivation of audiences and persuasive communications.

Tougaloo College, Upward Bound Instructor, Tougaloo, MS, 6/2006- 7/2014

Public Speaking

Communication principles and practices in the preparation and delivery of public speeches.

PUBLICATIONS

PEER REVIEWED ACADEMIC JOURNAL ARTICLES

Matheny, T, Poe, P, **Fisher, M.** and Warren, S. (2018). Chaos and Stability in Donald Trump's Acceptance Speech. *Media Watch*, doi: 10.15655/mw/2018/v9i3/49499

Fisher, M. (2017). Still fighting the good fight: An analysis of student activism and institutional response. *Public Relations Review*, doi:10.1016/j.pubrev.2017.11.005

Brown, R., Cole, H. and **Fisher, M.** (2017). Race and Anti-LGBT legislation. *Journalism Studies*, doi 10.1080/1461670X.2017.1292860

Goodman, M., Brandon, S. and **Fisher, M.** (2017). 1968: Music as Rhetoric in Social Movements. *International Journal of Management and Social Sciences*, doi: <http://dx.doi.org/10.21013/jmss.v9.v2.p4>

BOOK CHAPTERS

Shin, J., Broadus, T., **Fisher, M.** & Brown, R. (2017). The use of blogging as online grassroots activism: Analysis of the Scott sisters case. In S. Duhe (Ed), *New media and public relations*, (3rd ed.). New York: Peter Lang Publishing.

TEXTBOOK CASE STUDIES

Rasmussen, L. and **Fisher, M.** (2019). Blackfish backlash: SeaWorld's attempt at navigating a crisis situation. In B. Brunner and C. Hickerson (Eds.) *Cases in public relations: Translating ethics into action*. Oxford University Press.

Fisher, M. and Rasmussen, L.(2018). One for all: Mississippians' fight for a new flag. In R. Luttrell and L. Capizzo (Eds.), *Public relations campaigns: An integrated approach*. Thousand Oaks, CA: Sage Publishing

ACCEPTED FOR PUBLICATION/IN PRESS

Fisher, M., Hutchins, D. and Goodman, M. (2019). Regulating Social Media and the Internet of Everything: The Precedent of the Radio Act of 1927. *Communication Law Review*.

Poe, P., **Fisher, M.**, Brandon, S., Hutchins, D., and Goodman, M. (2019). Music of the 1960s: The Praxis of Ideological Change. *Journal of Social Change*.

CONFERENCE PRESENTATIONS

- Fisher, M. and Gardner, A. (2019, February). Researching the special public: A quantitative assessment of readiness for barbershop-based HIV prevention programs among rural African American barbershop patrons. Paper presented at the annual International Public Relations Research, Orlando, FL conference, Miami, FL. – *Ranked in top 10 conference presentations*
- Fisher, M. (2018, July). *Minority Pioneers in Public Relations Textbooks*. Paper presented at the annual International History of Public Relations Conference, Bournemouth England.
- Fisher, M. (2017, August). *Your Candidate is a Loser: Strategies for Leading Discussion of Race and Diversity in the Classroom*. Panel presented at the Association for Education in Journalism and Mass Communication annual conference, Chicago, IL.
- Coats, L.T., Simpson, C.L., **Fisher, M.** and Bracey, P. (2017) Preparing black female faculty for prominence, power, and presence in the academy. Symposium presentation, Atlanta, GA.
- Fisher, M., Rasmussen, L. and Brown, R. (2016, August) *Volkswagen mea culpa: Messages, media coverage, and audience response of the 2015 recall and CEO resignation*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Fisher, M and Brown, R. (2016, February). *Selma: The Effect of viewing the docudrama on college students' attitudes and behaviors regarding voting*. Paper presented at the mid-winter meeting of the Association for Education in Journalism and Mass Communication, Norman, Oklahoma.
- Rasmussen, L. and **Fisher, M.** (2016, March). *The Post-Blackfish World: An analysis of SeaWorld's strategic communication efforts*. Paper presented at the annual International Public Relations Research conference, Miami, FL.
- Fisher, M. (2014, March) *Distinguishing Community Service from Service Learning: How to Communicate with Community Partners*. Paper presented on panel at the Southern State Communication Association annual conference, Tampa, FL.
- Fisher, M. (2013, August) *Religious Leaders in Crisis: An Analysis of Image Restoration Strategies and Contingent Variables*. Paper presented at the meeting for the Association for Education in Journalism and Mass Communication annual conference, Washington D.C.
- Fisher, M. (2012, March) *PR 2.0: Challenges and Changes in Public Relations Instruction*. Panel presented at the Southern States Communication Association annual conference, San Antonio, TX
- Fisher, M. (2012, February) *The Forgotten Dead: Newspaper Coverage of the May 1970 Student Protest Movement*. Paper presented at the meeting of the American Journalism Historians Association Southeast Symposium, Panama City Beach, FL.
- Fisher, M. (2011, November) *Media Coverage of Population Shifts in the 2010 Census: Are Our Voices Being Heard?* Panel presented at the National Communication Association annual meeting, New Orleans, LA.
- Fisher, M. and Brown, R. (2011, August). *The Use of Blogging as Online Grassroots Activism in the Case of the Scott Sisters*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Fisher, M. (2010, February). *Keepin' It Real: Stereotypical Images of African American Women on Reality Television*. Paper presented at the annual National African American Studies Conference, Baton Rouge, LA.

Fisher, M. (2006, February). *Public Relations and Community Research*. Presentation for Bonner Foundation Community Based Research annual conference, Macalester College, St. Paul, MN.

Fisher, M. (2006, October). *Objectivity and African Americans on Television News*. Presentation presented at Black Issues Conference, Ball State University, Muncie, IN.

GRANTS AWARDED

Fisher, M., Simpson, C.L., Stone, T., McCleon, T., and Gardner, A. (2018). Minority Writing Group Circle Grant, Office of Institutional Diversity and Inclusion, \$250.

Gardner, A. and **Fisher, M.** (2018). “Qualitative Assessment of Readiness for Barbershop-Based HIV prevention programs among Rural African American Barbershop Patrons” ORED Undergraduate Research Grant, \$2,000.

Fisher, M. (2018). Community Engaged Learning Mini-Grant. Center for Community Engaged Learning, \$500

Coats, L.T., Simpson, C.L., **Fisher, M** & Bracey, P. (2016). “Preparing black female faculty for prominence, power, and presence in the academy.” National Science Foundation, \$56,942

Coats, L.T., **Fisher, M.**, Bracey, P.S., Stone, T., & Simpson, L. (2015). The intersection of mentoring and socialization: Increasing faculty of color presence in academia. Mississippi State University Office of Research and Economic Development \$2,000

Fisher, M. (2009) Fund for the Improvement of Postsecondary Education, Tougaloo College, \$6,000

Fisher, M. (2007) Bonner Foundation Community Based Research Grant., Tougaloo College, \$1,500

SERVICE

Association for Education in Journalism and Mass Communication

Minorities and Communication Division, Vice-Head (2019-present)

Minorities and Communication Division, Faculty Research Chair (2018-2019)

Minorities and Communication Division, Mid-Winter Conference Coordinator (2017-2018)

Minorities and Communication Division, Teaching Standards Chair (2016-2017)

Mississippi State University

Honor Code Committee member (2018-present)

Office of Institutional Diversity and Inclusion Associate Director Search Committee member (2019)

Department of Communication Public Relations Assistant Professor Search Committee Chair (2017)

Department of Communication Broadcast Instructor Search Committee (2017)

President’s Commission on the Status of Minorities Committee (2015-2019)

Tougaloo College

Academic Integrity Committee (2013-2014)

Judiciary Council (2006-2014)

Two Rivers Gala Committee, Public Relations Chairperson (2006-2014)

Founder’s Week Steering Committee (2009-2010)

Destination Graduation Mentor (2008-2010)

Black Executive Exchange Program (BEEP) Task Force (2007-2008)

Committee on Humanities and Writing (2007-2014)

Lyceum Committee (2007-2008)

Gullah Symposium Planning Committee (2006-2007)
Humanities Festival Steering Committee (2006-2008)

Ball State University

Housing and Residence Life Multicultural Committee (2003-2004)
Technologies across Student Affairs Committee (2003-2004)
Associate Dean for Admissions Search Committee (2004)
Student Activities Committee (2002-2003)

Community

Big Brothers/Big Sisters of Delaware County
American Red Cross – Certified Shelter volunteer
Jackson Tougaloo Alumni Chapter, Education Committee Chairperson
Public Education and Government Network – Certified Producer

ADVISING EXPERIENCE

Mississippi State University

Academic Adviser to 28 Communication majors (2016-present)
Faculty Adviser to Women with Purpose student group (2017-present)
Holmes Cultural Diversity Center BRIDGE mentor (2018-2019)
Dissertation Committee Member (2017)

Tougaloo College

Advisor, Public Relations Club (2008-2014)
Co-Advisor, Harambee News Network (2007-2009)
Academic Advisor to all Public Relations and Advertising emphases majors (2005-2014)

University of Southern Mississippi

Graduate Advisor, African American Student Association, (2002-2003)
Graduate Advisor, SOAR (2002-2003)

HONORS AND AWARDS

2017- Plank Center Educator Fellow
2016- 40 Under 40, Inaugural class inductee, Tougaloo College
2015-Maroon Institute for Writing Excellence graduate, Mississippi State University
2012-2013 – Gene Wiggins Graduate Research Fellowship recipient, University of Southern Mississippi
2011-2012 -Tougaloo College Humanities Teacher of the Year, Mississippi Humanities Council
2008 -Junior Faculty Award Nominee, Faculty Appreciation Awards, Tougaloo College
2007 -Alpha Kappa Alpha Sorority, Inc., Gamma Omicron Chapter Faculty Appreciation Honoree, Tougaloo College

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication
Public Relations Society of America