

DEDRIA GIVENS-CARROLL, PH.D.

Associate Professor
Department of Communication
University of Louisiana at Lafayette

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EDUCATION:

Doctorate of Mass Communication (public relations) – University of Southern Mississippi, Hattiesburg, Mississippi (graduated May 2006; 4.0 grade point average)

Master of Arts in Journalism – Louisiana State University, Baton Rouge, Louisiana (December 1987) Thesis: *How Louisiana's Small Newspapers Covered the 1986 U.S. Senate Race*

Bachelor of Arts (news-editorial journalism, minor political science) – Louisiana State University, Baton Rouge, Louisiana (May 1983)

TEACHING & PROFESSIONAL EXPERIENCE:

Summary of 25-year local, national and international communication teaching and professional experience: assistant professor, adjunct instructor, writer, proofreader, copy editor, public relations consultant, management of PR and marketing department, journalist, wire service correspondent, media director, press secretary.

August 2007 to present University of La.-Lafayette Associate Professor

Headed up Strategic Communication/Public Relations Major

Taught a variety of courses, including media graphics, principles of public relations, writing for public relations, public relations campaign management, public relations cases, crisis communication and graduate-level introduction to research methods course, qualitative research methods and public relations management courses. Advised from 50 to 80 students every semester. Served on several departmental and university committees, including those related to scholarship, research, alumni affairs and worked on the university's QEP (Quality Enhancement Plan) for SACS accreditation. Chaired and served on Communication graduate (master's) and doctoral (English) committees.

SPECIAL SKILLS:

Spanish (fluent)

Arabic (conversational)

Internet and various computer programs, including desktop publishing (Microsoft Office Suite, Creative Suite (In-Design, Photoshop, Illustrator)

Writing and layout of editorial

Media relations

Special event planning and implementation

Social media

Online teaching

ORGANIZATIONAL MEMBERSHIPS:

International Communication Association (ICA)

Public Relations Society of America (PRSA), 2002-2011 and 2018 – present

Religious Research Association (RRA) – 2011-12

Southern States Communication Association (SSCA), 2008-present

Faculty Advisor, Public Relations Student Society of America (PRSSA) Chapter at the University of Louisiana-Lafayette, 2008-2011; and 2015 – present.

Faculty Advisor, Public Relations Student Society of America (PRSSA) Chapter at Southern University, 2002-2007

Public Relations Association of Louisiana – Acadiana Chapter (PRAL)

SCHOLARSHIP:

Books & Book Chapters

Submitted book chapter: “Social Media Attracts Americans to Cross the Border for Healthcare: Mexican Medical Tourism Communicates Messages via the Masses,” in (Spieldenner & Toyosaki) in *International Health Communication: At the Intersection of Health and Intercultural Communication*, Peter Lang Publishing, 2018.

Givens-Carroll, D. & Deveney, J. (2018). Regaining Trust amidst a Crisis: Louisiana Department of Tourism and the BP Oil Spill in Cases in Public Relations Strategy, Sage Publishing.

Givens-Carroll, D. (2017). Faith and Facebook, A case study analysis: Social media influences engagement with viewers of the *American Bible Challenge*. In E. Christian and A. Slade (Eds.) *Jesus on the Small Screen: Christianity in Television Programming*, Landham, MD: Lexington Books.

Slade, A, Narro, A. & Givens-Carroll, D. (Eds.) (2015). Television, Social Media, and Fan Culture, Landham, MD: Lexington Books.

Givens-Carroll, D. (2012). Gimme that ole tyme religion in a new-fangled way: Faiths connect build relationships via Facebook. In S. Duhe (Ed.) *New Media and Public Relations*, New York: Peter Lang Publishing.

Christian, E. & Givens-Carroll, D. (2011). When death goes digital: Michael Jackson, twenty-first century celebrity death, and the Hero’s journey. In E. Christian (Ed.) *Rock Brands: Selling Sound in a Media Saturated Culture*, Landham, MD: Lexington Books.

Slade, A., Givens-Carroll, D. & Narro, A. (Eds.) (2011). *Mediated Images of the South: The Portrayal of Dixie in Popular Culture*, Landham, MD: Lexington Books.

Givens-Carroll, D. & Slade A. (2011). College football fanaticism and online communities: a reflection of football as a religious experience in the south. In Slade, A., et al (Eds.) *Mediated Images of the South*, Landham, MD: Lexington Books.

Journal & Monograph Articles (refereed)

Givens-Carroll, D. (2018, in review) “Strategic Communication Major Combines Public Relations, Advertising and Organizational Communication; Curricula; Two-Way Symmetrical Theory Pedagogy Examined” to *Special Section of Communication Education*.

Givens-Carroll, D. & El Karhili, N. (2015) Operationalization of culture in Dubai’s public relations practice: religion through the social judgement theoretical lens. *Building Culturally Recognized Communities: We Are Diversity & Inclusion 2015 Monograph Series*, p. 92-115.

Givens-Carroll, D. & El Karhili, N. (2013). Bridging the cultural divide with an Arab theoretical model of public relations: A case study of education, gender and distance learning in the United Arab Emirates. *Middle East Media Educator* (3), p. 100-114.

Conference Presentations

2019

Givens-Carroll, D. (2019) "Mexican Medical Tourism Suffers from Media Images of Caravan and Border Wall Controversy; Social Media Helps with Recovery," Louisiana Communication Association conference, April 27, 2019, Lafayette, LA.

Bakry, A., Givens-Carroll, D. & Hashimi, N. (2019, in review) "Stereotyping of Arab Depiction of Women in American Children's Films: A Qualitative Study of the Top 10," ACEJMC Conference, Montreal, Canada.

Givens-Carroll, D. & Strenge, E. (2019, in review) "The Cajun Navy's Response to the Great Flood of 2016 and Hurricane Harvey: A Facebook Crisis Communication Content Analysis," ACEJMC Conference, Montreal, Canada.

Givens-Carroll, D. (2019, in review) "From Louisiana to Morocco: Cultural Tourism Rebounds After Oil Spill & Arab Spring Crises," AUSACE Conference, Morocco.

2018

Givens-Carroll, D. (October 27, 2018). "A Qualitative Case Study Analysis: Arab Theoretical Model of Public Relations Compared to Western Model in Higher Education – the Most "Excellent" Model of Teaching Pedagogy," in *Global Strategic Communication: Advertising & PR Across Cultures*, Arab/U.S. Educators Association (AUSACE), Lafayette, LA.

Moderated paper session: "Global Strategic Communication: Advertising & PR Across Cultures," AUSACE (ArabU.S. Educators Association), 10/27/18, Lafayette, LA.

Panel participant: "Engaging Through Communication: An Industry Perspective, AUSACE, 10/26/18, Lafayette, LA.

2017

Givens-Carroll, D. & Auverset, L. (2017). A Case Study Analysis: University of Louisiana at Lafayette Integrates Social and New Media in Strategic Communication Program Combining Public Relations and Advertising Curricula, Advertising and Public Relations Area, Midwest Popular Culture Association/American Culture Association, October 18-22, St. Louis, MO.

2016

Givens-Carroll, D. (2016) Faith and Facebook and the *American Bible Challenge*, Alabama Communication Association, July 2015, Mobile, AL.

2015

Givens-Carroll, D. (2015). The American Bible challenge and the Game Show Network, Competitive panel presented in the Mass Communication Division, Southern States Communication Association (SSCA), April 9-12, 2015, Tampa, FL.

Givens-Carroll, D. (2015) Social media attracts Americans to cross the border for healthcare: Mexican medical tourism communicates messages via the masses, Competitive paper presented in the Mass Communication Division, Southern States Communication Association (SSCA), April 9-12, 2015, Tampa, FL.

Givens-Carroll, D. & El Kharhili, N. (2015). Operationalization of culture in the practice of public relations in Dubai: the social judgement theoretical lens, the Center for Islamic Studies (CIS) special conference participants in the 23rd National Conference with the National Association of African American Studies, National Association of Native American Studies, National Association of Hispanic Studies and International Association of Asian Studies, February 12-14, 2015, Baton Rouge, LA.

2014

Givens-Carroll, D. (2014) Reverse migration: Americans run for the Mexican border for healthcare despite media depictions, The National Association of Hispanic & Latino Studies (NAHLS) 22nd Joint National Conference with the National Association of African American Studies, National Association of Native American Studies and International Association of Asian Studies, February 10-15, 2014, Baton Rouge, LA.

2013

Givens-Carroll, D. & El Karhili, N. (2013). Bridging the cultural divide with an Arab theoretical model of public relations: A case study of education, gender and distance learning in the United Arab Emirates. 3rd Middle East Public Relations Conference, Middle East Public Relations Association (MEPRA), Zayed University, Dubai, United Arab Emirates (UAE).

Givens-Carroll, D. (2013). To the rescue: New/social media technologies help connect to crises. Competitive paper presented, Mass Communication Division, 83rd Annual Convention of the Southern States Communication Association (SSCA), Louisville, KY.

Givens-Carroll, D. (2013). Portfolio assessment. Paper presented in competitive panel: Applying assessment in public relations programs: From data to discussion to decisions, Public Relations Division, 83rd Annual Convention of the Southern States Communication Association (SSCA), Louisville, KY.

Givens-Carroll, D. (2013). Teaching public relations writing: A practical online case study approach. Paper presented in competitive panel: Writing for the media, 83rd Annual Convention of the Southern States Communication Association (SSCA), Louisville, KY.

Academic/University Service

2019

Graduate Faculty Status renewed (through 2022)

Member, Communication Department Graduate Appeals Committee

Member, ULL Faculty Senate

Chair, CMCN Department Student Recruitment/Retention/Graduation Committee Member, CMCN Department Curriculum Committee Member, CMCN Department Portfolio Evaluation Committee Member, CMCN Department Promotion & Tenure Committee Member, CMCN Department Strategic Planning Committee

Member, Communication Department Planning Committee for Spring 2019 Awards Banquet

2018

Endowed Professorship Award, Mr. & Mrs. Tom Galloway/BORSF Professorship in Communication or Business (Fall 2018-Spring 2021)

Proposed Strategic Communication minor, primarily for Sports Management (KNES/Education) majors.

Secured Spring 2018 Outstanding Alum/Honoree/Speaker for Awards Banquet – David Begnaud (CBS)

Faculty Senate Member, College of Liberal Arts Representative (Fall 2018-Fall 2021)

Represented CMCN Department at Preview Days

Chair, CMCN Department Student Recruitment/Retention/Graduation Committee Member, CMCN Department Curriculum Committee Member, CMCN Department Portfolio Evaluation Committee Member, CMCN Department Promotion & Tenure Committee Member, CMCN Department Strategic Planning Committee

Graduate Faculty

2017

Organized roundtable discussion with public relations and advertising professionals and professors re: new Strategic Communication curriculum, April 27, 2017

Author, Standard 8: Professional and Public Service, Self-Study Report for ACEJMC Accreditation Visit, 2017-18

Author, Promotional Endorsement: Hill, M. & Hayes, M. (2017) *From Awareness to Commitment in Public Health Campaigns: The Awareness Myth*, Landham, MD: Lexington Books.

Chair, ULL Department of Communication Search Committees for two positions: public relations and advertising

Organized graduating senior public relations and advertising portfolio reviews by professionals on Communication Council

Member, Alumni & Corporate Council Committee, ULL Communication Department

Member, Promotion & Tenure Committee, ULL Communication Department

Faculty Advisor, Public Relations Student Society of America (PRSSA), ULL Chapter

Graduate Faculty

2016

Faculty Advisor, Public Relations Student Society of America (PRSSA), ULL Chapter

Chair, Alumni & Corporate Council Committee, ULL Communication Department

Chair, ULL Department of Communication Search Committee for public relations position

Certified Online Teacher, ULL Distance Learning

Presented “Graduate school and/or APR Certification” to the Public Relations Association of Louisiana (PRAL) Acadiana Chapter

Member, Curriculum Committee, ULL Department of Communication

Graduate Faculty

2015

Chair, Mass Communication, Southern States Communication Association (SSCA)

Chair, Competitive Papers in “Crafting Narrative Through New Media,” Mass Communication Division, Southern States Communication Association (SSCA).

Nominated ULL Communication Department for Diversity Award: SSCA Minority Recruitment and Retention Award.

Forensics Scholarship Committee member, interviewed candidates to award ULL Speech & Debate Team Scholarships.

Chair, ULL Communication Department Alumni & Corporate Council Committee

Member, ULL Communication Department Curriculum Committee

Chair, ULL Department of Communication Search Committee for public relations position

Level B Course Design Award winner, Office of Distance Learning

Renewed Online Teaching Certification – Office of Distance Learning

Certified Course Reviewer, ULL Distance Learning

Presented “How to Plan a Public Relations Campaign Following the ROPES Process,” Public Relations Association of Louisiana-Acadiana Chapter, January 12, 2015.

Graduate Faculty

2014

Vice-Chair (Program/Planning), Mass Communication, Southern States Communication Association (SSCA)

Chair, Public Relations Division, Southern States Communication Association (SSCA)

Member, PRAL (Public Relations Association of Louisiana) – Acadiana Chapter

Chair, Competitive Papers in Mass Communication Division, Southern States Communication Association (SSCA), April 1-6, 2014, New Orleans, LA.

Respondent, Reality Television: Oddities of Culture – An Introduction to the Odd and Unique Reality Programs, Mass Communication Division’s competitive panel, Southern States Communication Association (SSCA), April 1-6, 2014, New Orleans, LA.

University Reviewer Role, ULL Office of Distance Learning

Chair, Alumni & Corporate Affairs Committee, ULL Department of Communication

Member, Curriculum Committee, ULL Department of Communication

Member, Visibility Committee, ULL Department of Communication

Chair, Search Committee, ULL Department of Communication for two public relations positions

Obtained grant for Dr. Farooq Kperogi, Outstanding Alum for the Spring ULL Department of Communication Awards Banquet, to speak at the banquet and present a public lecture.

Wrote public relations campaign question and proctor guidelines for SEJC (Southeast Journalism Conference) competition held at ULL

Graduate Faculty

2013

Faculty Advisor, Public Relations Student Society of America (PRSSA), UL Chapter

Online Teaching Certification – ULL Office of Distance Learning and Sloan C

Presentation to a Louisiana Community College Association meeting, “Globalization & Culturalization: Are We Doing a Good Job? Especially in the Middle East,” Baton Rouge, LA.

University Reviewer, ULL Office of Distance Learning

Chair, Alumni & Corporate Affairs Committee, ULL Communication Department

Chair, Library Committee, ULL Communication Department

Member, Curriculum Committee, ULL Communication Department

Chair, Search Committee, ULL Communication Department

SGA Grant for Outstanding Alum Honoree John Sanchez to attend Spring 2013 Awards Banquet and present public lecture, invited native American community

Graduate Faculty

Graduate Committee Service

Thesis Committee/Comprehensive Exams-Professional Project

2019

Amy Boraks, chair, thesis committee

Jamey Arnette, chair, thesis committee

Nadia Hashimi, chair, thesis committee

Madi DeJean, chair, thesis committee

Laura Williams, chair, project committee

Saige Brady, chair, project committee

Shelby Sands, member, thesis committee

Kaitlyn Wright, member, thesis committee

Jarrell Burrell, member, thesis committee

Jared Luent, member, thesis committee

Delwar Hussein, member, thesis committee

Kalah Vance, member, thesis committee

2018

Amy Boraks, chair, thesis committee
Jamey Arnette, chair thesis committee
Jared Luent, chair, thesis committee
Erin Streng, chair, thesis committee (graduated)
Tiffany Carrier, chair, thesis committee (graduated)
Emily Covington, member, thesis committee (graduated)
Priscilla Estrada, member, thesis committee (graduated)
Destin Ortego, chair, project committee (graduated)
Abi Falgout, chair, project committee (graduated)
Jarrell Burrell, member, thesis committee
Delwar Hussein, member, thesis committee

2017

Abi Falgout – chair, comprehensive exams/professional project
Destin Ortego – chair, comprehensive exams/professional project
Dianne Trim – chair, comprehensive exams/professional project
Angela Templet – chair, comprehensive exams/professional project
Erin Streng – chair
Jared Luent – chair
Tiffany Carrier – chair
Mishener Cruse – chair
Brittany Buller

2016

Dianne Trim – chair, comprehensive exams/professional project
Angela Templet – chair, comprehensive exams/professional project
Jared Luent – chair
Tiffany Carrier – chair
Erin Streng – chair

2015

Jennifer Perenchio – chair, comprehensive exams/professional project (graduated)
Jerri LeDoux – chair
Danika Arenibas - chair
Chris Limbaugh – chair
Chasah West – chair
Tiffany Carrier - chair
Jared Luent – chair

2014

Danielle Morrissey – Chair, Comprehensive Exam /Professional Project (graduated)
Louisette LeBlanc – Comprehensive Exam
Scott Courville – Comprehensive Exams
Nagham El Kharhili – Chair
Brad Wedlock – Chair
Jerri LeDoux – Chair
Danika Arenibas – Chair
Chris Limbaugh – Chair

Bandita Purajuli
Lauren Auverset

2013

Brad Wedlock, Chair
Negham El Kharhili, Chair
Jerri LaDoux, Chair
Chris Limbaugh, Chair
Massey Hammons, Chair, Comprehensive Exam/Project
Jessie LaFosse, Chair, Comprehensive Exam/Project
Danielle Morressey, Chair, Comprehensive Exam/Project
Destin Ortego, Chair Comprehensive Exam/Project
Alan Quartermont, Comps
Sarah D'Avry, Comps
Scott Courville, Comps
Andre Favors
Kayla Trauth
Laura Bullinger Runkel
Lauren Auverset

Community Service & Volunteerism

Member, Advisory Board, Louisiana Center for Women in Government and Business (2015-present)

Steering Committee, Louisiana Girls Leadership Academy (LGLA), Nichols State University, Thibodaux, 2015-present

Member, Live Oak United Methodist Church

Volunteer, Louisiana Organ Procurement Agency (LOPA), 2019

Volunteer, Woman's Foundation, Inc., sexually transmitted diseases on college campuses project, 2019

Volunteer, Cajun Food Tours, 2018

Volunteer, Woods & Waters fundraising campaign, 2018.

Judge, Team Policy Finals hosted by the Baton Rouge Debate Club, team policy debate resolution for the academic year 2014-2015 was: "The United States should significantly reform its policy toward one or more countries in the Middle East," National Christian Forensics and Communications Association (NCFCA) – Baton Rouge, LA.

Elected to Central Baptist College Board of Trustees, Conway, AR (2012-17); served as Secretary on Academic Committee, five-year term.

Volunteer, Inner-Faith Prison Ministries, Lafayette, LA (2013)

Advisory Committee, Mountain View Haven: Counseling & Retreat Center, Mountain View, AR, 2012-2016.

Teacher, Anchor Class adult weekly Bible fellowship class, River Oaks Baptist Church, Baton Rouge, LA, 2006-2018.

Reporter, River Oaks Baptist Church, 2007-2018

Chairman, Planning Committee, River Oaks Baptist Church, 2006-2018.

Volunteer, Livingston Parish Special Olympics (Track & Field, Swimming and Bowling), 2015-present.

Booster, Live Oak High School, 2015-present.

Volunteer, REACH Club, Live Oak High School, 2018-present.