

CURRICULUM VITAE

**CARLA VALENTINE WHITE**

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Knoxville, TN 37916  
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**EDUCATION**

PhD Communication &  
Information

*University of Tennessee, Knoxville*  
College of Communication & Information  
Tombras School of Advertising and Public Relations  
2022-2025 (expected), Knoxville, TN  
Advisor: Dr. Beth Avery-Foster

M.A.  
Communication,  
Technology, and Society

*Clemson University*  
Department of Communication  
2020 -2022, Clemson, SC  
Advisor: Dr. Virginia S. Harrison  
Committee: Dr. Gregory Cranmer & Dr. Andrew Pyle  
GPA: 3.6 (on 4.0 scale)

B.S.  
Communication

*William Woods University*  
Department of Communication  
Minor in Sports Management  
2015 – 2019, Fulton, MO  
GPA: 3.6 (on 4.0 scale)

**ACADEMIC APPOINTMENTS**

*UNIVERSITY OF TENNESSEE, KNOXVILLE*

**Graduate Teaching Associate**, Tombras School of Advertising and  
Public Relations

August 2022 - Present

**Lead Graduate Assistant**, Adam Brown Social Media Command  
Center

August 2022 - 2024

Direct social center undergraduate business assistant (SCUBA)  
program, serve as representative and point of contact for students,  
faculty, and staff.

**PBRL 270:** Theories and principles of public relations. Overview of public relations in management of business, government, institutions and organizations. Brief case studies and public relations projects.

**PBRL 310:** Study, use, and application of design, color, type, and layout styles as they affect concept development in the creation of promotional materials. Analysis of organizational goals and how they mold strategic and conceptual development. Application of relevant computer software for creation of promotional material.

**PBRL 320:** Mechanics of effective writing for various media to achieve organizational goals. Overview of governing communication and persuasion theories. Focus on implementation of research-based, planned, and managed techniques in a lab setting.

**PBRL 420:** Advanced mechanics of effective writing for various media to achieve organizational goals and produce professional-quality public relations materials. Advanced understanding of governing communication and persuasion theories. Focus on implementation of research-based, planned, strategic, and managed techniques in a lab setting.

#### *CLEMSON UNIVERSITY*

**Graduate Teaching Assistant**, School of Architecture, August 2021 – April 2022

**ARCH 2510:** Instruction on visual communication skills and oral presentation techniques to support design.

**Graduate Teaching Assistant**, Department of Communication, August 2020 – April 2021

**COMM 1500:** Introduction to Public Speaking

**Public Speaking Tutor**, Department of Communication, August 2020 – April 2021  
Communication Center

## RESEARCH INTERESTS

Health communication, organizational messaging, internal employee relations, sustainability messages, brand identity,

Quantitative methods, qualitative methods.

## PUBLICATIONS

Harrison, V. S., Seaton, W., & **White, C.** (2024). Understanding Polarized Reactions to Sport CSR and Sustainability Communication on Social Media Through Dialogic Openness. *Management Communication Quarterly*, 0(0). <https://doi.org/10.1177/08933189241264540>

**White, C.**, & Gilmore, J. N. (2022). Imagining the thoughtful home: Google Nest and logics of domestic recording. *Critical Studies in Media Communication*, 1-14. <https://doi.org/10.1080/15295036.2022.2143838>

Seaton, W., Cranmer, G. A., **White, C.**, Bober, J., Humphrey, K., & Obeng, A. (2022). “That’s it. I’m done with this team!”: public reactions to NFL teams’ racial activism as a function of social identity management. *Communication Quarterly*, 70(5), 585-607. <https://doi.org/10.1080/01463373.2022.2099295>

### Book Chapters

Harrison, V., Boatwright, B., **White, C.** (2024). Seventeen Weeks: Fan Reactions to the NFL’s COVID-19 Protocols during the 2020 Season in Perreault, M., Smith-Frigerio, S. (2024). *Crisis Communication Case Studies on COVID-19*. New York, United States of America: Peter Lang Verlag. Retrieved Sep 1, 2024, from 10.3726/b18897

Palenchar, M., **White, C.** (In press). Environmental Risk Communication: The Challenges to Progressively Affecting Behavior in *The International Handbook of Environmental Risk Communication*.

## RESEARCH IN PROGRESS

**White, C.**, Rios, S., Foster., E. (Revise & Resubmit). Public information officers’ use of social media monitoring: An updated analysis of current practice. *Public Relations Review*.

Palenchar, M. J., Veil, S., & **White, C.** (2023, October 5-7). Critical analysis of societal dissatisfaction and confusion with risk and crisis communication. [Paper presentation]. 7<sup>th</sup> International Crisis Communication Conference, Gothenburg, Sweden.

**White, C.**, Harrison, V., Cranmer, G. A., Pyle, A. (In progress). \*Oversaturation of sustainability messages in the advertisements of electric vehicles. \*Master’s Thesis

**White, C.** (In progress). Uncertainty management in work-from-home settings.

**White, C.**, Cho, M. (In progress). Two-way symmetrical communication in public relations: A bibliometric analysis of application and use from 2002-2024.

## TEACHING EXPERIENCE

University of Tennessee, Knoxville, School of Communication

Knoxville, TN  
August 2022 - Present

**Instructor of Record**

Fall 2022: PBRL 270 - Public Relations Principles  
Spring 2023: PBRL 270 - Public Relations Principles  
Fall 2023: PBRL 270 – Public Relations Principles  
Winter Mini-Term 2023: PBRL 270 - Public Relations Principles  
Spring 2024: PBRL 270 – Public Relations Principles  
Summer 2024: PBRL 270 – Public Relations Principles

**Lab Instructor of Record**

Spring 2023: PBRL 310: Public Relations Design  
Fall 2023: PBRL 320: Public Relations Writing  
Spring 2024: PBRL 310: Public Relations Design  
PBRL 420: Advanced Public Relations Writing  
Fall 2024: PBRL 320: Public Relations Writing  
PBRL 310: Public Relations Design

Clemson University, Department of Communication

Clemson, SC  
August 2020 – April 2022

**Lab Instructor of Record**

COMM 1500 Introduction to Human Communication lab sessions  
Fall 2020: COMM 1501 – 001 (25 students)  
COMM 1501 – 003 (25 students)  
Spring 2021: COMM 1501 – 021 (23 students)  
COMM 1501 – 022 (24 students)  
Fall 2021: ARCH 2510 - 002 (101 students)

*\*Student evaluation reports available upon request.*

Teaching responsibilities include:

Preparing class activities and discussions, giving regular class lectures, distributing and grading assignments, holding weekly office hours, etc.

**CONFERENCE EXPERIENCE**

**National Communication Association 2024** (New Orleans, LA)

Presenter

**White, C.** (2024, November 21-24). Uncertainty management in work-from-home settings. [Paper Presentation]. Health communication division.

**National Communication Association 2023** (National Harbor, MD)

Top Student Papers in Public Relations, Presenter

**White, C.** (2023, November 17-20). Oversaturation of sustainability messages in the advertisements of electric vehicles. [Paper Presentation]. Public relations division.

**National Communication Association 2022** (New Orleans, LA)

Presenter

**White, C., & Gilmore, J. N. (2022).** Imagining the thoughtful home: Google Nest and logics of domestic recording. *Critical Studies in Media Communication*, 1-14.

## UNIVERSITY INVOLVEMENT

<i>UNIVERSITY OF TENNESSEE-KNOXVILLE</i>	Knoxville, TN
Bearden Middle School Visit to Tombras, Guest Speaker	2024
UT Exploratory Student Majors Fair, Tombras School Representative	2024
Adam Brown Social Media Command Center, Guest Speaker (JEM, CMST, ADV, PBRL)	2022 – 2024
Introduction to NIL, Guest Speaker	2022 - 2024
Dean’s Graduate Advisory Council, Representative	2022 - 2023
<i>CLEMSON UNIVERSITY</i>	Clemson, SC
Graduate Student Senate, Senator (Graduate Student Government)	Fall 2021 – April 2022
Graduate Association of Communication Studies, Secretary	Fall 2021 – April 2022
MACTS Second Year Peer Mentor	Fall 2021 – April 2022
Panelist- “Ask A Grad”	Fall 2021
Virtual Volunteer Host- International Association of Communication and Sport (ICAS)	Spring 2021
Virtual Volunteer Host – Southern States Communication Association (SSCA)	Spring 2021
Presenter – Office of Teaching Effectiveness & Innovation (OTEI) <i>Utilizing Themes in Learning</i>	Spring 2021
International Teaching Fellowship	Fall 2020 – Spring 2021

## HONORS & AWARDS

NCA Top Student Paper (2 <sup>nd</sup> place)	Fall 2023
Communication Outstanding Graduate Researcher Award	Spring 2022
William Woods University Distinguished Scholar - Communication	Spring 2019
William Woods University Dean’s List	Spring 2019

Lambda Pi Eta Honor Society Award Recipient

Spring 2019

## PROFESSIONAL EXPERIENCE

*Nipissing Wellness Ontario Health Team*  
Communication Lead

Nipissing District, ON  
June 2022 – September 2023

- Plan, organize, and implement internal and external communication plans and activities. This includes researching, writing, and editing content for materials such as quarterly newsletters, external press releases, press conferences, in-house publications, project reports, audiovisual, etc.
- Ensure accurate and comprehensive web content to engage and inform our stakeholders
- Partner with NW OHT working groups to create and deploy integrated communications campaigns that meet NW OHT goals and objectives

*The Business Centre Nipissing Parry Sound*  
Youth & Entrepreneurship Coordinator

North Bay, ON  
January – September 2020

- Event planning and implementation including marketing campaigns and social media outreach
- Client support, license registration, market research, business plan development, partner referrals
- Give presentations on behalf of The Business Centre to large groups (100 + people)
- Execute and be the main point of contact for Summer Company program and participants

*Bell Media – The Sports Network (TSN)*  
Freelance Story Editor

Toronto, ON  
August 2019 – January 2020

- Full time freelancer in a fast-paced newsroom with concrete deadlines
- Create highlight packs for various sporting events for live SportsCentre broadcast
- Pack composition including script writing for live television, clipping of live games and press conference summary
- Collaboration with highlight managers and video editors to create highlight packs for air
- Live television teleprompter experience

*National Association of Intercollegiate Athletics (NAIA)*  
Film & Media Ambassador/Content Creator

Kansas City, MO  
2018-2019

- Create media content for the Men's Division 1 Basketball Championship tournament

- Capture, create and edit daily highlight videos for social media usage
- Conduct pre and post-game interviews for coaches and players throughout tournament
- Create videos for NAIA promotional use including the Honorary Coaches Draft and Player Banquet

*I Heart Radio MMVAs Red Carpet*  
Props / Stunt Cast Captain

Toronto, ON  
August 2018

- Ensured timely and accurate creation and usage of props for live red carpet television program

*Bell Media*  
Production Coordinator Intern

Toronto, ON  
June – September 2018

- Completing daily tasks to ensure smooth execution of live television lifestyle programming, prepare content and story packs for producers
- Assisted in audience coordination and set styling

## **LANGUAGES**

### *English*

Fluent in Speaking, Reading, and Writing

### *French*

Fluent in Speaking, Reading, and Writing

## **ADDITIONAL SKILLS & EXPERIENCE**

Lived Experience Reviewer, International Journal of Integrated Care (IJIC)  
Patient, Family, Caregiver Council at Ontario Health Teams (OHT), Member & Volunteer  
Navigation Working Group at OHT, Member  
Equity Council at OHT, Member  
Experience in statistical analysis (SPSS, Tableau)  
Experienced in Adobe Photoshop, Illustrator, After Effects, Premier Pro, Final Cut Pro & Celtix  
Economic Developers Association of Canada (EDAC) - Member