

# Shelby Luttman Rios

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## Education

- 2021-present **University of Tennessee at Knoxville | Knoxville, Tennessee**  
***Doctor of Philosophy in Communication and Information***  
Graduate Teaching and Research Assistant in Tombras School of ADPR  
*Dissertation: Effective legitimizing efforts for nonprofits: A case study of the Paid Parental Leave movement*  
Committee: Dr. Beth Foster, Dr. Sifan Xu, Dr. Laura Miller, and Dr. Jennifer Russomanno
- 2021 **University of Tennessee at Knoxville | Knoxville, Tennessee**  
***Master of Science in Communication and Information***  
Graduate Teaching and Research Assistant in ADPR  
*Thesis: How divergent risk-characters rewrite the anti-vaccination narrative*
- 2019 **Appalachian State University | Boone, North Carolina**  
***Bachelor of Science in Communication***  
Public Relations major  
Marketing minor
- Summer 2018 **Study Abroad Program with ASU | Gdansk, Poland**  
***Student of Intercultural Communication***

## Peer-Reviewed Publications

- Xu, S. and **Luttman, S.** (2020) Networked publics in #NoDAPL protests: Interactions among activist publics and influence of locality and proximity on socially mediated networks. *New Media and Society*, 23(12), 3427-3447. doi:10.1177/1461444820954200
- Perreault, G., Stanfield, K. and **Luttman, S.** (2019). "Why the h\*\*l is there a White House Correspondents' Dinner?" Boundary work in political journalism. *Journalism Practice*, 14(9), 1142-1158. doi:10.1080/17512786.2019.1685901

## Publications "Under Review"

- Paskewitz, E., Devereux, S., **Luttman, S.**, Wilson, C., and Beck, S. (UNDER REVIEW). The "why" of multicomunication: Testing the impact of message content on perceptions of meeting participation. *Western Journal of Communication*.
- Paskewitz, E. et al. (UNDER REVIEW). What annoys group members more? Being late versus being on your phone. *Mobile Media and Communication*.
- Luttman Rios, S. and Stabb, J. [Ch. 5] *Public Relations Writing*. [In process].

## Refereed Conference Presentations

- Paskewitz, E., Devereux, S., **Luttman, S.**, Wilson, C., and Beck, S. (2023, Nov. 16-19). *The "why" of multicomunication: Testing the impact of message content on perceptions of meeting participation*

- [Conference presentation]. National Communication Association, Group Communication Division, Washington, DC, US.
- Paskewitz, E., Beck, S., **Luttman, S.**, Wilson, C., and Devereux, S. (July 23, 2022). *The “why” of multicomunication: Exploring the impact of message content on meeting outcomes* [Conference presentation]. INGRoup. Hamburg, Germany.
- Luttman, S.** (2022, April 8). *How divergent risk-characters rewrite the anti-vaccination narrative*. [Conference presentation]. Kentucky Conference for Health Communication. Lexington, Kentucky, US.
- Holland, D. and **Luttman, S.** (2021, Nov. 18-21). *The person behind the mask: Exploring public opinion surrounding CDC recommended behaviors* [Conference presentation]. Mapor: Midwest Association for Public Opinion Research. Chicago, IL, US.
- Xu, S. and **Luttman, S.** (2020, May 25). *Networked publics in #NoDAPL protests: Interactions among activist publics and influence of locality and proximity on socially mediated networks* [Conference presentation]. International Communication Association, Public Relations Division. Gold Coast, Australia (virtual).
- Perreault, G., Stanfield, K. and **Luttman, S.** (2019, Aug. 9). *“Why the h\*\*l is there a White House Correspondents' Dinner?” Boundary Work in Political Journalism* [Conference presentation]. Association for Education in Journalism and Mass Communication, Newspaper and Online News Division, Toronto, Ontario.

## Teaching Experience

### **Public Relations Writing | Knoxville, Tennessee**

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.

*Instructor of Record:* Spring 2024, Spring 2023, Fall 2022, Spring 2022

*Co-Instructor of Record:* Fall 2021

*Teaching Assistant:* 2019-2021

### **Public Relations Principles | Knoxville, Tennessee**

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.

*Co-Instructor of Record:* Winter 2024, Fall 2023, Spring 2023

*Instructor of Record:* Summer 2023, Winter 2023, Fall 2022, Winter 2022, Summer 2021

### **Public Relations Design | Knoxville, Tennessee**

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.

*Laboratory Instructor:* Fall 2023, Spring 2022, Fall 2021

### **Journalism Matters: An Intro | Boone, North Carolina**

This instructional assistance involved creating current events quizzes to challenge students to keep up with the news, assisting in marking papers for Associated Press Style errors, and acting as a resource to students for deadline writing assignments.

*Instructional Assistant:* Fall 2018

## Research Experience

- 2021-present     **University of Tennessee | Knoxville, Tennessee**  
*Doctoral Research Assistant*
- 2019-2021     **University of Tennessee | Knoxville, Tennessee**  
*Master's Research Assistant*
- Fall 2018     **Appalachian State University | Boone, North Carolina**  
*Research Assistant*

## Service

- 2024     **Experiential Tour for the Tombras School of Advertising and Public Relations**  
*Presenter*  
Presented on social media analytics for potential students interested in advertising and public relations.
- 2023-present     **Graduate Student Association | Knoxville, Tennessee**  
*Vice President*  
Rewrote mission, vision, and values of the organization along with recreating the logo. The goal of this organization is to create a more fulfilling experience for graduate students across the college.
- 2021-2023     **Graduate Studies Committee | Knoxville, Tennessee**  
*Student Member*  
Attended regular meetings to represent the student voice to college leadership.
- May 17, 2022     **Senior Campaign Projects | Knoxville, Tennessee**  
*Panelist*  
Judged senior campaign projects. Client: Pat Summitt Foundation
- May 7, 2022     **Habitat for Humanity Women Build | Knoxville, Tennessee**  
*Volunteer*  
Helped build housing for a local teacher and her daughter.
- Dec 15, 2021     **Senior Campaign Projects | Knoxville, Tennessee**  
*Panelist*  
Judged senior campaign projects. Client: The Love Kitchen
- Nov. 17, 2021     **Chancellor's Day of Service | Knoxville, Tennessee**  
*Volunteer*  
Packed boxes of hygiene items for the Victim Advocacy Program and Keys of Hope Women's group.

## Awards

### **Top Paper Panel**

Paskewitz, E., Devereux, S., **Luttman, S.**, Wilson, C., and Beck, S. (Nov. 2023) The "Why" of Multicommunication: Testing the Impact of Message Content on Perceptions of Meeting Participation [Conference Presentation] NCA 2023, Washington, DC, US.

### **Award for second place student research poster kaleidoscope presentation.**

**Luttman, S.** How divergent risk-characters rewrite the anti-vaccination narrative. College of Communication and Information Research Symposium. Feb. 24, 2022. Knoxville, Tennessee.

## Scholarships

**Faye D Julian Scholarship for strong academic performance.**  
College of Communication and Information.

**Karl and Madira Bickel Scholarship for academic performance and professional promise.**  
College of Communication and Information.

## **Professional Experience**

- Summer 2021    **Geocritical Crisis Management Firm | Detroit, Michigan**  
*Contractor*
- Reviewed various crisis briefs, specifically for those threatened by white nationalists.
  - Communicated with data brokers to remove potentially risky information for clients.
- 2019    **Appalachian State University | Boone, North Carolina**  
*Director of Public Relations for Student-run Communication Agency*
- Cultivated and maintained relationships with local media through media kit materials.
  - Edited and approved all writing before it was distributed to the public.
  - Developed relationships with donors and local non-profits.
- 2018 to 2019    **Appalachian State Athletics | Boone, North Carolina**  
*Yosef Club Development Assistant*
- Used Adobe Creative Suite to create digital and print media sent to donors.
  - Managed the Student Yosef Club social media accounts.
  - Communicated with donors to gather support for student-athlete scholarships.
- 2017-2018    **Appalachian State Athletics | Boone, North Carolina**  
*Marketing and Promotions Intern*
- Worked five office hours a week and four or five events a month.
  - Planned promotions to increase student involvement with athletics.
  - Worked show control for home football games.
- 2016 to 2017    **McAlister's Deli in Plemmons Student Union | Boone, North Carolina**  
*Student Manager*
- Worked a minimum of 25 hours a week while maintaining a full academic schedule.
  - Managed training new students.
  - Helped resolve conflicts with student workers and customers.
- 2017    **Little Diversified Architectural Consulting | Durham, North Carolina**  
*Summer Marketing Intern*
- Worked with interns in locations across the U.S.
  - Populated and maintained a new project management system named Cosential.

## **Related Professional Skills**

**Adobe Creative Suite- Proficient**

**FEMA Certification**

- NIMS Public Information Systems
- Introduction to Incident Command Systems