

**Cayce Myers, Ph.D., LL.M., J.D., APR**  
**Professor and Director of Graduate Studies**  
**School of Communication**  
**Virginia Tech**

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**Academic Positions**

Full Professor, with tenure, Public Relations and Advertising Division, School of Communication, College of Liberal Arts and Human Sciences, Virginia Tech (June 2023-present).  
Director of Graduate Studies, School of Communication, College of Liberal Arts and Human Sciences, Virginia Tech (June 2020-present).  
Associate Professor, with tenure, Public Relations and Advertising Division, School of Communication, College of Liberal Arts and Human Sciences, Virginia Tech (Fall 2019-Spring 2023).  
Assistant Professor, tenure track, Department of Communication (Created School in 2020), College of Liberal Arts and Human Sciences, Virginia Tech. (Fall 2014 – Spring 2019).  
Graduate Research Assistant, Grady College of Journalism and Mass Communication, University of Georgia (Fall 2011-Spring 2014).

**Education**

Ph.D., University of Georgia, Henry W. Grady College of Journalism and Mass Communication, 2014.  
Dissertation Title: *Revising the Narrative of Early U.S. Public Relations History: An Analysis of the Depictions of PR Practice and Professionals in the Popular Press 1770-1918*  
LL.M., University of Georgia, School of Law, 2011.  
J.D., Mercer University, School of Law, 2009.  
M.A., University Georgia, Henry W. Grady College of Journalism and Mass Communication, 2006.  
B.A., magna cum laude, Emory University, 2004.  
Major: Double major History and Political Science  
Honors Program Political Science

**Fellowship**

The Plank Center for Leadership in Public Relations. Educator Fellowship Program. W2O Group, New York. (July -August 2019).

**Professional Certificates and Industry Accreditations**

Certificate in Digital Leadership, Wharton School of Business Online, University of Pennsylvania (May 30, 2023)  
Certified Ethical Advertising Executive (CEAE), Institute for Advertising Ethics (IAE) (May 11, 2023)  
Education for Ministry (EFM), University of the South School of Theology (May 29, 2022)  
Accredited in Public Relations (APR), Universal Accreditation Board (April 2017)  
Mastery in Pathways General Education Development Certificate (June 2016).  
Early Career Teaching Certificate, Virginia Tech CIDER. (May 2015).  
Mastery of Online Teaching Certificate, Virginia Tech TLOS. (May 2015).  
Certificate in Interdisciplinary College Teaching, University of Georgia Graduate School. (2014).

**Bar Admissions**

Supreme Court of the United States, Member of the Supreme Court Bar (May 27, 2014 - Present).  
Supreme Court of the State of Georgia, Bar Member, Supreme Court of Georgia. (April 23, 2010 - Present).  
Court of Appeals of the State of Georgia, Bar Member, Court of Appeals of the State of Georgia. (April 23, 2010 - Present).  
State Bar of Georgia Member, Georgia Bar Association, Active Member in Good Standing (November 9, 2009 - Present).

## Books

1. Myers, Cayce. *Money in Politics: Campaign Fundraising in the 2024 Presidential Election*. Lanham, MD: Lexington, (under contract, Tentative Publication Date 2025).
2. Myers, Cayce, *Artificial Intelligence and Law in the Communication Professions*. Routledge, due to editor December 2024.
3. Myers, Cayce. *Campaigns Inc.: Leone Baxter, Clem Whitaker, and the Rise of Political Consulting*. Lanham, MD: Lexington (with editor in production tentative March 2025).
4. Myers, Cayce. *The Rules of Public Relations: An Analysis of Legal and Ethical Issues in Contemporary Practice*. Rowman and Littlefield in press July 2024. Hardback, Paperback, and ebook.
5. Myers, Cayce., Wat Hopkins, and Megan Rhyne. *Mass Communication Law in Virginia*. 5th ed. Stillwater, OK: New Forums Press, 2022. ISBN: 978-1581073676.
6. Myers, Cayce. *Money in Politics: Campaign Fundraising in the 2020 Presidential Election*. Lanham, MD: Lexington, 2022. ISBN: 978-1793640277. Hardback, Paperback, and ebook (Kindle).
7. Myers, Cayce. *Public Relations History: Theory, Practice and Profession*. London and New York: Routledge, 2021. ISBN: 978-1138491410. Hardback, Paperback, and ebook (Kindle).
8. Myers, Cayce, and Wat Hopkins. *Mass Communication Law in Virginia*. 4th ed. Stillwater, OK: New Forums Press, 2016. ISBN: 978-1581072952.

## Edited Books

1. Myers, Cayce, editor. *Routledge Companion to the History of Public Relations*. New York: Routledge. under development.

## Peer Reviewed Book Chapters

1. Myers, Cayce. "Corporate Communication and the Law." In *The New Handbook of Communication and Corporate Reputation*, edited by Craig Carroll and Nell Huang Horowitz, tentative 2025.
2. Myers, Cayce. "Campaign Finance and Its Impact in the 2024 Presidential Campaign." In *The 2024 Presidential Campaign: A Communications Perspective*, edited by R. Denton, tentative 2024. John Wiley & Sons.
3. Myers, Cayce. "Bernays: Wise Counselor, Clever Manipulator, or Something In-between?" In *Crystallizing Public Opinion*, 100th Anniversary Edition, by Edward L. Bernays, part I, chapter 3. New York: PRMuseum Press, 2023.
4. Myers, Cayce. "Media Monopolies, News Making, and How Media Conglomeration Affects the Marketplace of Ideas." In *The Mainstream News in America: What's Wrong and How to Fix It*, edited by J. Kuypers. Lanham, MD: Rowman and Littlefield, 2024.
5. Myers, Cayce. "Litigating Victory: An Analysis of the Legal Challenges to Election 2020." In *Campaigning in the Aftermath of the 2020 Elections*, edited by R. Denton. Lanham, MD: Rowman & Littlefield, 2022.
6. Myers, Cayce. "Campaign Finance and Its Impact in the 2020 Presidential Campaign." In *The 2020 Presidential Campaign: A Communications Perspective*, edited by R. Denton, 155-172. Lanham, MD: Rowman & Littlefield, 2021.
7. Myers, Cayce. "Campaign Finance and Its Impact in the 2016 Presidential Campaign." In *The 2016 Presidential Campaign: Political Communication and Practice*, edited by R. Denton, 259-283. New York, NY: Palgrave Macmillan, 2017.
8. Myers, Cayce, and James Hamilton. "Open Genre, New Possibilities: Democratizing History via Social Media." In *Rethinking Historical Genres in the Twenty-first Century*, edited by J. Aurell, 78-90. New York, NY: Routledge, 2017.
9. Myers, Cayce. "Disclosure in Online Promotions: The Effect of FTC Guidelines on Digital Public Relations and Advertising." In *Social Media for Government: Theory and Practice*, edited by S. Zavattaro and T. Bryer, 30-44. New York, NY: Routledge, 2016.

## Peer Reviewed Journal Articles

1. Myers, Cayce. 2020a. "Regulating Public Relations: How U.S. Legal Policies and Regulations Shaped Early Corporate PR." *American Journalism* 37: 139-164. doi:10.1080/08821127.2020.1750883.
2. Myers, Cayce. 2020b. "Online Reviews and Organizational Reputation: U.S. Legal Issues in Combating and Removing Negative Online Content." *PRism* 16: 1-13.
3. Russell, Karen, and Cayce Myers. 2019. "The Misunderstood Nineteenth Century U.S. Press Agent." *Public Relations Review* 45, no. 2 (Special Edition on Public Relations History): 246-257. doi:10.1016/j.pubrev.2018.12.010.
4. Myers, Cayce, and Karen Russell. 2018. "Image Repair in the Aftermath of Inaccurate Polling: How the News Media Responded to Getting It Wrong in 1948 and 2016." *Journal of Political Marketing*. doi:10.1080/15377857.2018.1478666.
5. Myers, Cayce. 2018. "Public Relations or Grassroots Lobbying?: How Lobbying Laws Are Re-Defining PR Practice." *Public Relations Review* 44, no. 1: 11-21. doi:10.1016/j.pubrev.2017.11.006.
6. Myers, Cayce. 2017. "Publicists in U.S. Public Relations History: An Analysis of the Representations of Publicists in American Press 1815-1918." *American Journalism* 34, no. 1: 71-90. doi:10.1080/08821127.2016.1275248.
7. Myers, Cayce. 2016a. "What's the Legal Definition of PR: An Analysis of Commercial Speech and Public Relations." *Public Relations Review* 42, no. 5: 821-831. doi:10.1016/j.pubrev.2016.10.005.
8. Myers, Cayce. 2016b. "Reconsidering Early U.S. Public Relations Institutions: An Analysis of Publicity and Information Bureaux 1891-1918." *Public Relations Review* 42, no. 5: 766-775. doi:10.1016/j.pubrev.2016.08.005.
9. Myers, Cayce. 2016c. "Apology, Sympathy, and Empathy: The Legal Ramifications of Admitting Fault in U.S. Public Relations Practice." *Public Relations Review* 42, no. 1: 176-183. doi:10.1016/j.pubrev.2016.08.005.
10. Myers, Cayce. 2016d. "Southern Traitor or American Hero?: The Portrayal of Robert E. Lee in the Northern Press from 1865 to 1870." *Journalism History* 41, no. 4: 211-221.
11. Myers, Cayce. 2015a. "Public Relations Confidentiality: An Analysis of PR Practitioner-Client Privilege in High Profile Litigation." *Public Relations Review* 41, no. 1: 14-21. doi:10.1016/j.pubrev.2014.10.016.
12. Myers, Cayce. 2015b. "Early U.S. Corporate Public Relations: Understanding the 'Publicity Agent' in American Corporate Communications 1900-1918." *American Journalism* 32, no. 4: 412-433. doi:10.1080/08821127.2015.1096709.
13. Myers, Cayce. 2015c. "Reconsidering Propaganda in U.S. Public Relations History: An Analysis of Propaganda in the Popular Press 1810-1918." *Public Relations Review* 41, no. 4: 551-561. doi:10.1016/j.pubrev.2015.05.010.
14. Myers, Cayce. 2015d. "To Reveal or Conceal? Introducing the Anonymous Public Concern Test for US Defamation Lawsuits." *Journal of Information Policy* 5: 71-108. doi:10.5325/jinfopoli.5.2015.0071.
15. Myers, Cayce. 2015e. "An Analysis of Social Media Ownership Litigation Between Organizations and PR Practitioners." *Public Relations Review* 41, no. 4: 515-522. doi:10.1016/j.pubrev.2015.05.003.
16. Myers, Cayce, and James F. Hamilton. 2015. "Open Genre, New Possibilities: Democratizing History via Social Media." *Rethinking History* 19, no. 2: 222-234. doi:10.1080/13642529.2014.973712.
17. Myers, Cayce. 2014a. "Digital Immortality vs. 'The Right to Be Forgotten': A Comparison of U.S. and E.U. Law Concerning Social Media Privacy." *Romanian Journal of Communications & Public Relations* 16, no. 3: 47-60. doi:10.21018/rjcpr.2014.3.175.
18. Myers, Cayce. 2014b. "The New Water Cooler: Implications for Practitioners Concerning the NLRB's Stance on Social Media and Workers' Rights." *Public Relations Review* 40, no. 3: 547-555. doi:10.1016/j.pubrev.2014.03.006.
19. Myers, Cayce. 2014c. "Reconsidering the Corporate Narrative in U.S. PR History: A Critique of Alfred Chandler's Influence on PR Historiography." *Public Relations Review* 40, no. 4: 676-683. doi:10.1016/j.pubrev.2014.02.021.
20. Myers, Cayce, and James F. Hamilton. 2014. "Social Media as Primary Source: The Narrativization of Twenty-First Century Social Movements." *Media History* 20, no. 4: 431-444. doi:10.1080/13688804.2014.950639.

21. Myers, Cayce, and Ruthann Weaver Lariscy. 2014. "Corporate PR in a Post-Citizens United World." *Journal of Communication Management* 18, no. 2: 146-157. doi:10.1108/JCOM-01-2013-0001.
22. Myers, Cayce, and Ruthann Weaver Lariscy. 2013. "Commercial Speech, Protected Speech, and Political Public Relations." *Public Relations Review* 39, no. 4: 332-336. doi:10.1016/j.pubrev.2013.08.004.

### Invited Journal Articles

1. Myers, Cayce. 2021. "The Legal Legacy of 9/11." *Journalism History* [9/11 Essay Series, Online]. Retrieved from <https://journalism-history.org/2021/03/23/myers-essay-the-legal-legacy-of-9-11/>.
2. Myers, Cayce. 2020. "The Impact of 'The Right to Privacy'." *Communication Law & Policy* 25: 519-522. doi:10.1080/10811680.2020.1805984.
3. Myers, Cayce. 2019. "Protecting Advertising and Public Relations: A Brief History of Commercial Speech Protection and the First Amendment." *Journalism History* [First Amendment Essay Series, Online]. Retrieved from <https://journalism-history.org/2019/10/14/myers-essay-protecting-advertising-and-public-relations/>.
4. Myers, Cayce. 2017a. "Copyright and Historical Sources: An Overview of Copyright Issues in Historical Research." *American Journalism* 34, no. 4: 470-481. doi:10.1080/08821127.2017.1382299.
5. Myers, Cayce. 2017b. "E-discovery and Public Relations Practice: How Digital Communication Affects Litigation." *Public Relations Journal* 11, no. 1: 1-20. Retrieved from [https://prjournal.instituteforpr.org/wp-content/uploads/CayceMyers-Ediscovery-IPR\\_Final.pdf](https://prjournal.instituteforpr.org/wp-content/uploads/CayceMyers-Ediscovery-IPR_Final.pdf).
6. Myers, Cayce. 2016. "Protecting Online Image in a Digital Age: How Trademark and Parody Issues Affect PR Practice." *Research Journal for the Institute for Public Relations* 3, no. 1: 1-18. Retrieved from <https://instituteforpr.org/wp-content/uploads/Cayce-Myers-FINAL.pdf>.

### Law Journals

1. Myers, Cayce. "The Changing Landscape of Copyright Infringement and Sovereign Immunity." *Landslide* 12, no. 2 (November/December 2019): 36. ABA Copyright Division Publication.
2. Myers, Cayce. "An Interview with Dr. Verner Chaffin." *Journal of Southern Legal History* 22, no. 1 (2014): 5-72.
3. Myers, Cayce. "An Interview with Honorable A. Wallace Cato." *Journal of Southern Legal History* 20 (2012): 5-60.

### Invited Industry Research and White Papers

1. Staley, L., Dvorak, Mark, Ewing, Michelle, Hall, Holly, Hoeft, James, and Myers, Cayce. 2023. "Promise & Pitfalls: The Ethical Use of AI for Public Relations Practitioners." PRSA. This White Paper is the Board of Ethics and Professional Standards Official Guide on AI for PRSA. Authorship was alphabetical. Covered in Trade Presses PR News and PR Daily  
**2024 Power of Associations Silver Award Presented by the American Society of Association Executives (ASAE)**
2. Myers, Cayce. 2023. "Deconstructing Artificial Intelligence Regulation." Institute for Public Relations. <https://instituteforpr.org/deconstructing-artificial-intelligence-regulation/>.
3. Myers, Cayce. 2023. "The History of Public Relations: A Brief Overview." Public Relations Society of America Contribution to Public Relations History Project With the Public Relations Global Alliance and Public Relations Museum, NYC.
4. Myers, Cayce. 2020. "Campaign Finance and the 2020 Election." In *U.S. Election Analysis 2020: Media, Voters and the Campaign*, edited by Daniel Jackson, Danielle Coombs, Filippo Trevisan, Darren Lilleker, and Einar Thorsen. [https://www.electionanalysis.ws/us/?fbclid=IwAR2sE4ckbb3ZI4kelp8WqPszfvNQg3ILucnVdplZykCc8fvMLcKXXq\\_xAbw](https://www.electionanalysis.ws/us/?fbclid=IwAR2sE4ckbb3ZI4kelp8WqPszfvNQg3ILucnVdplZykCc8fvMLcKXXq_xAbw).
5. Myers, Cayce. 2017. "FTC Regulation of Native Advertising: How New Federal Rules Impact Public Relations Practice." Institute for Public Relations, IPR Signature Study. <http://www.instituteforpr.org/ftc-regulation-native-advertising-new-federal-rules-impact-pr-practice/>.

## Introductions and Short Essays in Books

Myers, Cayce. "AI in PR." In *Reputation Management: The Key to Successful Public Relations and Corporate Communication*, 5th ed., written by John Doorley and Fred Garcia, [page range] TBD. New York: Routledge, [tentative 2025].

Myers, Cayce. "Regulating Artificial Intelligence." In *Social Media Law and Ethics*, 2nd ed., written by Jeremy Harris Lipschultz, [page range TBD]. New York: Routledge, [tentative 2025].

Myers, Cayce. 2022. "Introduction: Advocacy Grows Up—A History of Public Relations Through 1947." In *PRSA 75 Years of Impact and Influence: People, Places and Moments in Public Relations History*, 1-13. Bookhouse Group, Inc.

\*On this book project I also served as Senior Writer and Content Curator

**Winner of a 2023 Ragan PR Daily Award in Print Publication.** Presented by PR Daily and sponsored by Regan. Ragan and PR Daily Award programs celebrate the most successful campaigns, initiatives, people and teams in the communication, PR, marketing and employee wellbeing industries. As the leading voice in organizational communications—both internal and external—Ragan Communications recognizes those who create and cultivate best practices.

**Winner of a 2023 Gold TRENDY Award.** Presented by Association TRENDS, the TRENDY Awards honor the best marketing and communication pieces in the association and nonprofit community.

**Winner of a Gold 2023 EXCEL Award** presented by the Software and Industry Information Association (SIAA). The SIAA's EXCEL Awards is the largest and most prestigious program recognizing excellence and leadership in association media, publishing, marketing, and communication.

**Winner of a Platinum 2023 MarCom Award** presented by the Association of Marketing and Communication Professionals (AMCP) Recognizing the creativity, hard work, and generosity of industry professionals

## Textbook Chapters

Myers, Cayce. 2023. "Public Relations, 1900-Present." In *Media in America: A History*, 2023 ed., edited by W.D. Sloan, T. Lucht, and E. Pribanic-Smith, Stillwater, OK: Vision Press.

Myers, Cayce. 2024. "The Law in Modern Society." In *Communication and the Law*, 2024 ed., edited by W. Hopkins, TBD. Northport, AL: Vision Press.

Myers, Cayce. 2023. "The Law in Modern Society." In *Communication and the Law*, 2023 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2022. "The Law in Modern Society." In *Communication and the Law*, 2022 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2021. "The Law in Modern Society." In *Communication and the Law*, 2021 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2020. "The Law in Modern Society." In *Communication and the Law*, 2020 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2019. "The Law in Modern Society." In *Communication and the Law*, 2019 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2018. "The Law in Modern Society." In *Communication and the Law*, 2018 ed., edited by W. Hopkins, 1-21. Northport, AL: Vision Press.

Myers, Cayce. 2017. "The Law in Modern Society." In *Communication and the Law*, 2017 ed., edited by W. Hopkins, 1-22. Northport, AL: Vision Press.

Schwartz, T., and Myers, M. 2016. "The Law in Modern Society." In *Communication and the Law*, 2016 ed., edited by W. Hopkins, 1-22. Northport, AL: Vision Press.

Myers, Cayce. 2024. "Intellectual Property." In *Communication and the Law*, 2024 ed., edited by W. Hopkins. Northport, AL: Vision Press.

Lisby, Greg, and Myers, Cayce. 2023. "Intellectual Property." In *Communication and the Law*, 2023 ed., edited by W. Hopkins. Northport, AL: Vision Press.

### **Handbook Chapters**

Myers, Cayce (2015). Balancing corporate reputation and employee speech rights on social media. *The book of employee communications strategies and tactics Vol. 5* (pp. 68-73). New York, NY: PR News.

### **Textbook Instructor's Manual**

Myers, Cayce. 2020. *Instructor's Manual: Public Relations in the Digital Age*. New York, NY: Oxford University Press.

Myers, Cayce. 2018. *Instructor's Manual: Public Relations in the Digital Age*. New York, NY: Oxford University Press.

### **Encyclopedia Entries**

"Spin," *Encyclopedia of Journalism*, 2nd edition (Thousand Oaks, CA: Sage, 2022).

### **Book and Film Reviews**

1. Myers, Cayce. 2016. "Film Review: Trumbo." *American Journalism* 33, no. 2: 233-234. doi: 10.1080/08821127.2016.1168187.
2. Myers, Cayce. 2016. "Book Review: We Are What We Drink: The Temperance Battle in Minnesota by Sabine Meyer." *Journalism History* 42, no. 1: 55.
3. Myers, Cayce. 2015. "Book Review: Signposts: New Directions in Southern Legal History by Sally Hadden and Patricia Hagler, eds." *Journal of Southern Legal History* 23: 179-182.
4. Myers, Cayce. 2015. "Book Review: Massive Resistance and Media Suppression: The Segregationist Response to Dissent During the Civil Rights Movement by David Wallace." *Journalism History* 41, no. 1: 55-56.

### **Trade Press Articles**

1. Myers, Cayce, "Understanding the Supreme Court's 2024 Decisions: Impacts on Public Relations Practice," August 14, 2024, Institute for Public Relations, <https://instituteforpr.org/what-are-the-impacts-of-supreme-court-decisions-on-public-relations/>
2. Myers, Cayce "TikTok Ban: Three Insights for PR Professionals." May 7, 2024, Institute for Public Relations. <https://instituteforpr.org/tiktok-ban-pr-pros/>.
3. Myers, Cayce. "To Disclose or Not to Disclose? That is the AI Question." Institute for Public Relations, January 2024. <https://instituteforpr.org/to-disclose-or-not-to-disclose-that-is-the-ai-question/>.
4. Lukaszewski, Jim, and Cayce Myers. "What's Your Truth Strategy?: Liar's List or Truth Manifesto." Jim Lukaszewski Crisis Guru Monthly Newsletter, September 2023. <https://www.e911.com/what-is-your-truth-strategy-liars-list-or-truth-manifesto/>.
5. Myers, Cayce. "What the 2023 U.S. Supreme Court Decisions Mean for Communications." Institute for Public Relations, August 2023. <https://instituteforpr.org/what-the-2023-u-s-supreme-court-decisions-mean-for-communicators/>.
6. Myers, Cayce. "Artificial Intelligence, The Law, and Public Relations: Navigating the Legal Contours of AI in PR." Institute for Public Relations, March 2023. <https://instituteforpr.org/artificial-intelligence-the-law-and-public-relations-navigating-the-legal-contours-of-ai-in-pr/>.

7. Myers, Cayce. "New E.U. Rules Seek to Shape Social Media Norms: What Communicators Need to Know." Institute for Public Relations, May 2022. [https://instituteforpr.org/eu-rules-social-media-2022/?fbclid=IwAR0xlzd8fQTBRdyzcQ\\_GxyiLUNqtzRhnyjD1gVroQoYyD4O3wcEJibouhJc](https://instituteforpr.org/eu-rules-social-media-2022/?fbclid=IwAR0xlzd8fQTBRdyzcQ_GxyiLUNqtzRhnyjD1gVroQoYyD4O3wcEJibouhJc).
8. Myers, Cayce. "Social Media, Immunity and Free Speech: How President Trump's New Executive Order Affects Online Content and Those Who Host It." Institute for Public Relations, June 2020. <https://instituteforpr.org/what-trumps-new-executive-order-on-social-media-means-for-pr-practitioners/?fbclid=IwAR041KUgukR6Xlp1kE88114wcZpjbTxlsjBaFrbdab32Tiww72wGPrCOqc>.
9. Myers, Cayce. "Social Media Influencers and Transparency: FTC Gives New Guidance for Disclosing Brand Relationships." Institute for Public Relations, December 3, 2019. <https://instituteforpr.org/social-media-influencers-and-transparency-ftc-gives-new-guidance-for-disclosing-brand-relationships/>.
10. Myers, Cayce. "Legal and Ethical Dimensions: Using Online Data for PR Strategies." PRSA National Ethics Month, Board of Ethics and Professional Standards, September 24, 2019. [http://prsay.prsa.org/2019/09/24/legal-and-ethical-dimensions-using-online-data-for-pr-strategies/?fbclid=IwAR0oYmonMFrrvF\\_xEwUG-FDrIVJuWHtmiBEcss6OpGoCM\\_H692YN7TXV358](http://prsay.prsa.org/2019/09/24/legal-and-ethical-dimensions-using-online-data-for-pr-strategies/?fbclid=IwAR0oYmonMFrrvF_xEwUG-FDrIVJuWHtmiBEcss6OpGoCM_H692YN7TXV358).
11. Myers, Cayce. "Ethics, Copyright and PR Practice: Ethical and Legal Considerations for Communicators." PRSA National Ethics Month, July 29, 2019. <http://prsay.prsa.org/2019/07/29/ethics-copyright-and-pr-practice-ethical-and-legal-considerations-for-communicators/>.
12. Myers, Cayce. "E.U. Copyright Changes and Its Effect on Social Media." Institute for Public Relations, July 9, 2019. [https://instituteforpr.org/e-u-copyright-changes-and-its-effect-on-social-media/?fbclid=IwAR0rMhHp0LFtrXG3sXAC1P1GnrVoAp9tTyzVM0YcociNfnYEkggPO24a\\_Z](https://instituteforpr.org/e-u-copyright-changes-and-its-effect-on-social-media/?fbclid=IwAR0rMhHp0LFtrXG3sXAC1P1GnrVoAp9tTyzVM0YcociNfnYEkggPO24a_Z).
13. Myers, Cayce. 2018. "E.U. Tackles Copyright Reform and Pauses—For Now." Institute for Public Relations, July 9. <https://instituteforpr.org/three-important-ways-new-e-u-copyright-laws-could-affect-social-media-globally/>.
14. Myers, Cayce. 2018. "Big Data, Privacy, and the Law: How Legal Regulations May Affect PR Research." Institute for Public Relations, June 11. <https://instituteforpr.org/big-data-privacy-and-the-law-how-legal-regulations-may-affect-pr-research>.
15. Myers, Cayce. 2017. "Net Neutrality or Internet Freedom?: How the Repeal of Net Neutrality May Affect PR." Institute for Public Relations, December 19. <https://instituteforpr.org/net-neutrality-internet-freedom-repeal-net-neutrality-may-affect-pr/>.
16. Myers, Cayce. 2017. "Choosing the Right Name: How the U.S. Supreme Court Changed Trademark Law in 2017." Institute for Public Relations, August 1. <https://instituteforpr.org/choosing-right-name-u-s-supreme-court-changed-trademark-law-2017/>.
17. Myers, Cayce. 2017. "A Virginia Tech Professor's APR Journey." Public Relations Society of America, July 6. <http://prsay.prsa.org/2017/07/06/a-virginia-tech-professors-apr-journey/>.
18. Myers, Cayce. 2017. "Myers' Research Examining How President Wilson's Doctor Helped Craft a President's Image and Memory." The Intelligencer, January 22. <https://ajha.wildapricot.org/Intelligencer/4562469>.
19. Myers, Cayce. 2016. "Suing for a Good Review: Using Twibel to Manage Online Image." Institute for Public Relations, March 21. <http://www.instituteforpr.org/suing-for-a-good-review-using-lawsuits-to-manage-online-image/>.
20. Myers, Cayce. 2015. "Crowdfunding and Public Relations: How Federal Agencies Regulate Online Campaigns." Institute for Public Relations, August 17. <http://www.instituteforpr.org/crowdfunding-public-relations-federal-agencies-regulate-online-campaigns/>.
21. Myers, Cayce. 2015. "China's New Communication Laws: Three Things PR Practitioners Need to Know." Institute for Public Relations, June 8. <http://www.instituteforpr.org/chinas-new-communication-laws-three-things-pr-practitioners-need-know/>.
22. Myers, Cayce. 2015. "Knowing When It's Legally Safe to Say 'I'm Sorry': The Legal Effects of Mortification Strategy." Institute for Public Relations, March 30. <http://www.instituteforpr.org/knowning-legally-safe-say-im-sorry-legal-effects-mortification-strategy/>.



23. Myers, Cayce. 2014. "The 'Right to Be Forgotten' in International PR Practice: Four Things Practitioners Need to Know." Institute for Public Relations, July 14. <http://www.instituteforpr.org/right-forgotten-international-pr-practice-four-things-practitioners-need-know/>.
24. Myers, Cayce. 2014. "Is Your Social Media Account Really Yours? Guidelines for PR Practitioners and Organizations to Determine Social Media Ownership." Institute for Public Relations, June 9. <http://www.instituteforpr.org/social-media-account-really-guidelines-pr-practitioners-organizations-determine-social-media-ownership/>.
25. Myers, Cayce. 2014. "#Disclosure: New FTC Social Media Guidelines for PR." Institute for Public Relations, February 24. <http://www.instituteforpr.org/disclosure-new-ftc-social-media-guidelines-pr-practice/>.
26. Myers, Cayce. 2013. "Free Speech v. Social Media: Is Your Policy Legal?" Institute for Public Relations, September 16. <http://www.instituteforpr.org/free-speech-v-social-media-is-your-policy-legal/>.
27. Myers, Cayce. 2013. "Litigation and Public Relations: Four Questions Every Practitioner Should Ask." Institute for Public Relations, March 25. <https://instituteforpr.org/litigation-and-public-relations-four-questions-every-practitioner-should-ask/>.

### **Ethical Standard Advisories PRSA Board of Ethics and Professional Standards Reviewer**

1. Ethical Standard Advisory 12: Questionable Environmental Claims and Endorsements (2021)
2. Ethical Standard Advisory 14: Expropriation of Intellectual Property of Others (2021)
3. Ethical Standard Advisory 18: Legal and Ethical Considerations for Recording (2021)

### **Peer Reviewed Conference Presentations**

1. Myers, Cayce. 2021. "'Seeing Our Way': How the Institute for Propaganda Analysis Promoted Propaganda Awareness and Education in the U.S., 1937-1942." Presented at the International History of Public Relations Conference (IHPRC), June, Boston, MA (Virtual).
2. Myers, Cayce. 2019. "British Publicity Agents: Antecedents to the Modern Public Relations Practitioner, 1907-1945." Presented at the American Journalism Historians Association, Research in Progress, October, Dallas, TX.
3. Myers, Cayce. 2019. "Crafting a (Legally Sound) Social Media Policy: Managing Organizational Image While Respecting Employee Rights." Presented at The Bridge Conference, Institute for Public Relations, April, Washington DC, Georgetown University, School of Continuing Studies. Not Blind Reviewed.
4. Myers, Cayce. 2018. "Public Relations and Intellectual Property: How International IP Laws Affect PR Practice in the Digital Age." Presented at The Bridge Conference, Institute for Public Relations, April, Washington DC, Georgetown University, School of Continuing Studies.\*Not Blind Reviewed Reposted on IPR website and newsletter at <https://instituteforpr.org/how-international-ip-laws-affect-pr-practice-in-the-digital-age/>.
5. Myers, Cayce. 2018. "The Value of Public Apologies in Crisis: Winning in a Court of Law or the Court of Public Opinion?" Presented at the International Crisis and Risk Communication Conference, March, Orlando, FL.
6. Myers, Cayce. 2018. "Social Media Deletion in Crisis Communication: Litigation Issues Concerning Deleted Social Media Content." Presented at the International Public Relations Research Conference, March, Orlando, FL.
7. Myers, Cayce. 2017. "From PR Counsel to PR Practitioners: Analyzing U.S. Press Depictions of 'Public Relations Counsel' 1918-1945, Research in Progress." Presented at the American Journalism Historians Association Annual Convention, October, Little Rock, AK.
8. Myers, Cayce. 2017. "Public Relations or 'Grassroots Lobbying'?": How Lobbying Laws Are Re-defining PR Practice." Presented at the International Public Relations Research Conference, March, Orlando, FL.
9. Myers, Cayce. 2016. "Managing the 'Prophecy of Wilson': Cary T. Grayson's Role in Crafting the Public Image and Memory of Woodrow Wilson, 1919-1921, Research in Progress." Presented at the American Journalism Historians Association Annual Convention, October, St. Petersburg, FL.



10. Myers, Cayce. 2016. "Twibel Litigation: How U.S. and U.K. Social Media Defamation Laws Affect PR Practice." Presented at the International Public Relations Research Conference, March, Miami, FL.
11. Myers, Cayce. 2015. "Publicists in U.S. Public Relations History: An Analysis of the Representations of Publicists in the American Press 1815-1918." Presented at the American Journalism Historians Association Annual Convention, October, Oklahoma City, OK. Honorable Mention David Sloan Award for Top Faculty Paper.
12. Myers, Cayce. 2015. "Reconsidering Early U.S. Public Relations Institutions: An Analysis of Publicity and Information Bureaus 1891-1918." Presented at the International History of Public Relations Conference, July, Bournemouth University, Bournemouth, UK.
13. Myers, Cayce. 2015. "The Un-American South: Northern Depictions of the American South 1857 to 1870." Presented at the AEJMC Southeast Colloquium, March, University of Tennessee, Knoxville, TN. Best Faculty Paper Award, History Division.
14. Myers, Cayce. 2015. "Apology, Sympathy, and Empathy: The Legal Ramifications of Admitting Fault in U.S. Public Relations Practice." Presented at the International Public Relations Research Conference, March, Miami, FL.
15. Myers, Cayce. 2014. "Early U.S. Corporate Public Relations: Understanding the 'Publicity Agent' in American Corporate Communications 1900-1918." Presented at the American Journalism Historians Association Annual Convention, October, Minneapolis, MN. Honorable Mention David Sloan Award for Top Faculty Paper.
16. Myers, Cayce. 2014. "Reevaluating Propaganda in PR History: An Analysis of Propaganda in the Press 1810 to 1918." Presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Montreal, Canada.
17. Myers, Cayce. 2014. "Teaching Through Peer Review: A Qualitative Analysis of the Usefulness of Peer Editing." Presented at the University System of Georgia Teaching and Learning Conference, April, Athens, GA.
18. Myers, Cayce. 2014. "Is That LinkedIn Account Mine or Yours?: An Analysis of Social Media Ownership Struggles Between Organizations and Individual Creators." Presented at the International Public Relations Research Conference, March, Miami, FL.
19. Myers, Cayce. 2013. "Railroads, Bad Publicity, and Early Public Relations: Coverage of Railroad Lawsuits in the Popular Press 1850-1860, Research in Progress." Presented at the American Journalism Historians Association Annual Convention, September, New Orleans, LA.
20. Myers, Cayce. 2013. "Digital Immortality vs. 'The Right to Be Forgotten': A Comparison of U.S. and E.U. Laws Concerning Social Media Privacy." Presented at the Media and Public Sphere Conference, September, Athens, GA.
21. Myers, Cayce. 2013. "Defining Public Relations: An Examination of Public Relations in the Popular Press 1785-1899." Presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Washington, D.C.
22. Russell, Karen, and Cayce Myers. 2013. "The Misunderstood Nineteenth Century Press Agent." Presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Washington, D.C.
23. Myers, Cayce. 2013. "A Historiography of U.S. Corporate Public Relations: Why Current Understandings of 19th Century Corporate PR History Must Be Reconsidered." Presented at the International History of Public Relations Conference, June, Bournemouth University, Bournemouth, UK.
24. Myers, Cayce. 2013. "'Social Media as the New Water Cooler': Examining the NLRB's Stance on Social Media and Workers' Rights." Presented at the International Academy of Business Disciplines Annual Conference, August, Atlanta, GA.
25. Kropp, Elizabeth, and Cayce Myers. 2013. "Implementing Group Testing in the College Classroom: A Team-Based Collaborative Approach to Learning." Presented at the University System of Georgia Teaching and Learning Conference, April, Athens, GA.
26. Myers, Cayce. 2013. "Public Relations Confidentiality: An Analysis of PR Practitioner-Client Privilege in High Profile Litigation." Presented at the International Public Relations Research Conference, March, Miami, FL.
27. Myers, Cayce. 2012. "'The Governor Is Only Educated in Matters of Rotten and Prejudiced Politics': An Analysis of the Press Coverage of the Cocking Affair and Integration Issues at the University of

- Georgia from 1941-1942, Research in Progress." Presented at the American Journalism Historians Association Annual Convention, October, Raleigh, NC.
28. Myers, Cayce. 2012. "'What Has Become of the Boasted Southern Chivalry?': Representations of Southern Cavaliers and Poor Whites in Harper's Weekly, Godey's Lady's Book, and the Saturday Evening Post 1857-1870." Presented at the American Journalism Historians Association Annual Convention, October, Raleigh, NC.
  29. Myers, Cayce. 2012. "To Reveal or Conceal?—An ISP's Dilemma: Presenting the New 'Anonymous Public Concern Test' for Evaluating ISP Subpoenas in Online Defamation Suits." Presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Chicago, IL.
  30. Myers, Cayce, and Nora Corbin. 2012. "Presidential Crisis Communication in Environmental Disasters: A Content Analysis Comparing White House Responses to Hurricane Katrina and the BP Deepwater Horizon Disaster." Presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Chicago, IL.
  31. Myers, Cayce. 2012. "Social Media A New Phenomenon?: A Political Economic Analysis of the Historical Roots of Social Media in Early Radio Amateur Hours 1920-1951." Presented at the Conference for the Union of Democratic Communications, May, Florida State University, Tallahassee, FL.
  32. Myers, Cayce. 2012. "American Colonists or British Subjects?: The Portrayal of American Colonists in the Pennsylvania Gazette during the Stamp Act Crisis." Presented at the Association for Education in Journalism and Mass Communication Southeast Colloquium, March, Virginia Tech, Blacksburg, VA. Top Student Paper Award.
  33. Myers, Cayce. 2011. "Southern Traitor or American Hero?: The Portrayal of Robert E. Lee in the Northern Press from 1865-1870." Presented at the Symposium on the 19th Century Press, the Civil War, and Free Expression, November, University of Tennessee at Chattanooga, Chattanooga, TN. Top Student Paper Award.

### **Competitive Panels or Presentations to Academic Conferences**

1. Myers, Cayce. 2023. "Artificial Intelligence, Legal Considerations, and Marketing: Exploring the Legal Terrain of AI in the 2020s." Paper presented at the American Marketing Association Symposium for Higher Education Marketing, November, Chicago, IL.
2. Myers, Cayce. 2023. "PRSA Super Saturday, Panel on PR Journal and Contemporary PR Issues." Presentation at PRSA ICON, October, Nashville, TN. Presentation was featured in article in *Business Insider*: <https://markets.businessinsider.com/news/stocks/prophet-to-lead-discussions-on-the-next-era-of-communications-engineers-and-the-impact-of-ai-on-public-relations-at-prsa-s-icon-2023-1032646842>
3. Myers, Cayce. 2021. "Media Law Research in a Time of Crisis." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, New Orleans, LA.
4. Myers, Cayce. 2021. "Covering 9/11: 20 Years Later." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, New Orleans, LA.
5. Myers, Cayce. 2020. "20 Years & Still Relevant: How the PRSA Code of Ethics Impacts Practice." Presentation at PRSA ICON, October. Virtual Conference.
6. Myers, Cayce. 2020. "Bringing Corporate Communications History to Journalism History." Presentation at the Joint Journalism and Communication History Conference, March. Virtual Conference.
7. Myers, Cayce. 2020. "The Future of Our History." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, San Francisco, CA (Virtual).
8. Myers, Cayce. 2019. "News Coverage of the Trump Administration Has Been a Failure: A Debate." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Toronto, Canada.
9. Myers, Cayce. 2018. "How Robust Should a Company's Social Media Policy Be? A Debate on Employee Privacy Versus the Need to Protect Corporate Reputation." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Washington, D.C.

10. Myers, Cayce. 2017. "Can Communication and Legal Get Along? Examining Tensions and Cooperation Between Legal Counsel and Communication Practitioners." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Chicago, IL.
11. Myers, Cayce. 2017. "Order in the Court vs. Transparency in the Court: The Clash of Judicial Values and the Journalist's Mission." Paper presented at the Association for Education in Journalism and Mass Communication Annual Convention, August, Chicago, IL.
12. Myers, Cayce. 2016. "The Law of Public Relations: How Legal Policies Created Professional PR." Presentation at the Policy History Conference, June, Nashville, TN.

#### **Invited Presentations for Industry Groups and Professional Associations**

1. Myers, Cayce. Association for Communication Excellence. November 6, 2024. Virtual
2. Myers, Cayce. PRSA Philadelphia, The Future of PR: Leveraging Generative AI for Success, October 2, 2024, Virtual.
3. Myers, Cayce. Joint Medical Education Meeting Holy Cross Hospital, Silver Spring, Maryland, September 26, 2024.
4. Myers, Cayce. AI In Public Relations, PRSA Hampton Roads, September 25, 2024.
5. Myers, Cayce. Artificial Intelligence Interactive Workshop, South Hill Virginia Chamber of Commerce, September 18, 2024.
6. Myers, Cayce. PR, AI, and Healthcare, Holy Cross Hospital, Silver Spring, Maryland, September 5, 2024.
8. Myers, Cayce. "AI-Powered PR: Charting the Court of Artificial Intelligence in the 2020s, PRSA Delaware, University of Delaware STAR Campus, August 8, 2024.
9. Myers, Cayce. "Navigating Election Year Communication: Tackling Information Overload, Disinformation, and Political Engagement," PRSA Nonprofit and Association Conference, Washington, D.C. August 1, 2024.
10. Myers, Cayce. "AI in PR: Navigating New Technology in the 2020s," PRSA Connecticut, July 24, 2024.
11. Myers, Cayce. "AI-Powered PR: Charting the Course of Artificial Intelligence in the 2020s," PRSA Delaware.
12. Myers, Cayce. "AI in Public Relations: Navigating Artificial Intelligence in the 2020s," PRSA Maryland, July 2024.
13. Myers, Cayce. "AI Workshop," PRSA Richmond, June 3, 2024.
14. Myers, Cayce. "AI Issues for Healthcare." MedStar Health, Maryland, May 23, 2024.
15. Myers, Cayce. "AI Issues for Healthcare." Maryland Hospital Association, May 15, 2024.
16. Myers, Cayce. "AI Issues for Public Relations Practice." PRSA Central Pennsylvania Chapter, May 6, 2024.
17. Myers, Cayce. "AI Law and Regulation." Virginia Tech College of Liberal Arts and Human Science, Dean's Roundtable, April 2024.
18. Myers, Cayce. "Exploring Artificial Intelligence in Public Relations: Approaches, Techniques, and Challenges of Emerging Technology." PRSA Charlotte Chapter, April 18, 2024.
19. Myers, Cayce. "AI for Business Leaders." Tech/IT Leaders' Summit, Blacksburg, VA, April 16, 2024.
20. Myers, Cayce. "Charting the Course: AI Regulation and Its Future in Communication." Institute for Public Relations, Bridge Conference, Georgetown University School of Continuing Education, April 2024.
21. Myers, Cayce. "AI Issues in Business and HR: Approaches, Techniques, and Challenges of an Emerging Technology." HR and Business Conference, University of Iowa, April 10, 2024.
22. Myers, Cayce. "AI Issues for Fraud and Scams." Presented at the Virginia Tech Alumni Association Cornerstone Series, March 2024.
23. Myers, Cayce. "Artificial Intelligence and PR Practice: Navigating Communication with a New Technology." Presented at the PR Council of the Valley, February 2024.
24. Myers, Cayce. "Artificial Intelligence and PR Practice: Strategies, Tactics, and Pitfalls of a New Technology." Presented at PRSA Richmond, February 2024.
25. Myers, Cayce. "AI Considerations for College and Universities in the 2020s." Presented at the Association of College and University Housing Officers, Las Vegas, NV, January 2024.
26. Myers, Cayce. "PRSA Program on Artificial Intelligence." Presented at PRSA Chesapeake Chapter, December 2023.
27. Myers, Cayce. "PRCA Program on Artificial Intelligence." Presented at PRCA Alabama Chapter, November 2023.

28. Myers, Cayce. "Virginia Economic Developers Association (VEDA)." Presented in Richmond, VA, November 2023.
29. Myers, Cayce. "AI's Influence on PR: Legal and Ethical Challenges of a Powerful New Tool." Presented at the North Carolina PRSA Regional Meeting, Raleigh, NC, November 2023.
30. Myers, Cayce. "PRSA Virtual Program on Artificial Intelligence." Presented at PRSA Blue Ridge, Roanoke, VA, November 2023.
31. Myers, Cayce. "Celebrating 100 Years of Public Relations Education." Presented at New York University, Virtual, November 2023.
32. Myers, Cayce. "Symposium on the Human-Centered Future of Work." Presented at Virginia Tech, Blacksburg, VA, November 2023.
33. Myers, Cayce. "AI Presentation." Presented at the College Communicators Association of Virginia and D.C., Virtual, October 2023.
34. Myers, Cayce. "PRSA ICON Keynote AI Salon." Presented at PRSA ICON, Nashville, TN, October 2023.
35. Myers, Cayce. "BEPS Your Society at Work." Presented at PRSA ICON, Nashville, TN, October 2023.
36. Myers, Cayce. "Public Relations Journal: Presenting Research That Matters to the Practice." Presented at PRSA Educator's Academy, Nashville, TN, October 2023.
37. Myers, Cayce. "American Marketing Association Countdown to AMA Higher Education." Presented on LinkedIn Live, October 2023.
38. Myers, Cayce. "Bridging Equality: Communicating Post-U.S. Supreme Court Decisions." Presented at PRSA DEI Executive Committee, Virtual, September 2023.
39. Myers, Cayce. "Ethics and Artificial Intelligence." Presented at PRSA Akron and Greater Cleveland, Ohio, Virtual, September 2023.
40. Myers, Cayce. "AI in PR: Legal Issues in Generative Artificial Intelligence." Presented at PRSA Knoxville, Tennessee, September 2023.
41. Myers, Cayce. "Day for Data Symposium." Presented at Pamplin College of Business, Virginia Tech, September 2023.
42. Myers, Cayce. "Using AI in Communications: Legal and Ethical Issues." Presented at Virginia Tech Communicator's Monthly Meeting, April 2023.
43. Myers, Cayce. "PRSA ICON, Your Society at Work, Board of Ethics and Professional Standards (BEPS)." November 2022.
44. Myers, Cayce. "Ethics, Copyright, and PR Practice." Presented at the Florida Public Relations Association Annual Convention, August 2022.
45. Myers, Cayce. "Public Relations Law and Ethics." Presented at PERITUS Public Relations, Birmingham, Alabama, July 2022.
46. Myers, Cayce. "Deceptive Online Practices and Misrepresentations of Individuals and Organizations." Webinar for the Public Relations Society of America, Ethics Officer Webinar, June 2022.
47. Myers, Cayce. "Public Relations Society of America, ICON, Board of Ethics and Professional Standards, Your Society at Work." Virtual Conference, October 2021.
48. Myers, Cayce. "Public Relations, Law, and Ethics: Issues for Practitioners in the 2020s." Presented at Public Relations Society of America, Richmond, VA Chapter, September 2021.
49. Myers, Cayce. "Public Relations and Digital Regulations: How New Laws Are Affecting PR Practice in the 2020s." Presented at Florida Public Relations Association Annual Convention, August 2021.
50. Myers, Cayce. "Privacy, Marketing, and the Privacy Tech Startup." The Rise of Privacy Tech, Virtual Conference, June 2021.
51. Myers, Cayce. "Institute for Public Relations Master Class Series." Webinar, May 2021.
52. Myers, Cayce. "Ethics Panel." Webinar for the Public Relations Association of Mississippi, September 2020.
53. Myers, Cayce. "Ethics and Social Media Speech." Webinar for PRSA Tri-Cities Chapter, Monthly Meeting, September 2020.
54. Myers, Cayce. "Ethics, Social Media, Censorship & Hate Speech." PRSA Board of Ethics and Professional Standard, Monthly Ethics Webinar, May 2020.
55. Myers, Cayce. "Copyright, Social Media, and Communication." Religion Communication Congress Webinar, April 2020.
56. Myers, Cayce. "The Law and Public Relations Practice." Webinar for PRSA National Ethics Month, Board of Ethics and Professional Standards, September 2019.

57. Myers, Cayce. "Legal and Ethical Dimensions: Using Online Data for PR Strategies." Panel Twitter Chat for PRSA National Ethics Month, Board of Ethics and Professional Standards, September 2019.
58. Myers, Cayce. "Moderator/Discussant." Presentation with Marlene Neill on "Moral Reasoning and Development Across Industries of Mass Communications." Conference Call Presentation for PRSA National Ethics Month, Board of Ethics and Professional Standards, September 2019.
59. Myers, Cayce. "The law doesn't apply to me, does it?" Presented at the Religion Communicators Association Annual Convention, Atlanta, GA, April 2018.
60. Myers, Cayce. "Institute for Public Relations Webinar on Native Advertising." Presented Online at Institute for Public Relations, March 2017.
61. Myers, Cayce. "Best Practices for Employee Social Media Policies, Guidelines, and Enablement." Presented at The Conference Board, New York, NY, December 2016.
62. Myers, Cayce. "Panel Discussion: What's Next for Social Media & HR." Presented at The Conference Board, New York, NY, December 2016.
63. Myers, Cayce. "Copyright in Corporate and Digital Media." Presented at the American Journalism Historians Association, President's Panel, St. Petersburg, FL, October 2016.
64. Myers, Cayce. "Public Relations, Social Media & the Law: How New Laws Affect PR Practice." Presented at the Board of Trustees for the Institute of Public Relations Meeting, Chicago, IL, September 2015.

### **Podcast Interviews**

1. Christina DeVoss,
2. Doug Downs, Stories and Strategies with Doug Downs, <https://podcast.storiesandstrategies.ca/how-a-ban-on-tiktok-might-impact-pr-and-marketing-pros/>
3. Peter Wollfolk. PR Podcast April 2024. <https://www.publicrelationsreviewpodcast.com/pr-professionals-guide-to-ethical-ai-usage-and-client-trust/>.
4. Swim, Karen. That Solo Life! Podcast. AI in Public Relations, April 2024.
5. Ward, Ken. Journalism History Podcast. "Inaccurate Polling in 1946 and 2016." October 2, 2023, <https://journalism-history.org/2023/10/02/myers-podcast-explaining-1948-presidential-election-coverage/>.
6. Williams, Travis, Office of Research and Innovation, Virginia Tech. "Curious Conversations: Cayce Myers and AI Regulation" <https://liberalarts.vt.edu/news/articles/2023/10/liberalarts-curious-conversations-podcast.html>
7. Bilbrey, Christie. "The Ethics of AI in PR with Cayce Myers." Christie Bilbrey: The Business Innovation Podcast, August 2, 2023. <https://www.christiebilbrey.com/podcast/61-the-ethics-of-ai-in-pr-with-cayce-myers>.

### **Webinars**

AI Tools for the Modern Communicator: Technology, Ethics and Future Trends  
 Presented by Public Relations Society of America and Sponsored by PRophet.ai (2025)  
 5-part series on AI use in Public Relations Practice  
 Module 1: Introduction to AI: A Comprehensive Overview  
 Module 2: AI in Communication: Transforming Engagement and Strategy  
 Module 3: Understanding AI for PR Professionals: Tools and Techniques  
 Module 4: Ethics in AI: Navigating the Moral Landscape  
 Module 5: Republican and the Future of AI in PR Practice

### **Media Contributions**

1. Sinclair Broadcast Group, November 8, 2024. <https://www.wjla.com/news/nation-world/2024-election-year-puts-microscope-on-legacy-media-donald-trump-kamala-harris-network-television-social-media-podcast-debate-news-politics>.
2. Live Now from FOX, November 8, 2024. 6 a.m. LIVE. <https://www.livenowfox.com/video/1544928>
3. Live Now from FOX, November 6, 2024, 6:00 a.m.. LIVE. <https://www.livenowfox.com/video/1543516>
4. Live Now from FOX, November 6, 2024, 1 a.m.. LIVE. <https://www.livenowfox.com/video/1543450>

5. WKOW-TV, ABC Affiliate, November 5, 2024.
6. WSLS, NBC Affiliate, November 5, 2024, LIVE.
7. Expresso (Portugal), November 5, 2024. <https://expresso.pt/internacional/eua/presidenciais-eua-2024/2024-11-05-trump-otimista-diz-que-esta-e-a-sua-ultima-e-melhor-campanha-e-rejeita-violencia-dos-apoiantes-republicanos-357a59c7>
8. NPR, All Things Considered, <https://www.npr.org/2024/11/04/nx-s1-5173766/denver-high-school-kids-built-an-ai-app-to-help-immigrants-vote>
9. WDBJ CBS Affiliate, October 31, 2024. <https://liberalarts.vt.edu/news/in-the-news/2024/october/-target-7--dangers-of-deepfakes-and-ai-ahead-of-election-day.html>
10. KCBS, San Francisco, LIVE Radio, October 29, 2024.
11. Live Now from FOX, October 24, 2024. <https://www.livenowfox.com/video/1537654>.
12. Business Insider, October 24, 2024. <https://www.businessinsider.com/beyonce-kamala-harris-endorsement-will-it-make-difference-2024-10>. (Reposted in MSN, AOL,
13. WFXR, Fox Affiliate, LIVE, October 22, 2024.
14. PBS Blue Ridge, Conversations With Bob Denton, October 18, 2024.
15. WDBJ, CBS Affilitate, October 17, 2024, <https://www.wdbj7.com/2024/10/17/target-7-wake-helene-milton-scammers-use-ai-photos-steal-your-money/>
16. CBS News, <https://www.cbsnews.com/news/hurricane-viral-video-how-to-spot-old-fabricated-ai-footage/>.
17. WTOP, Washington DC Live Radio October 17, 2024.
18. WTVR, CBS Affiliate, Richmond, October 14, 2024, <https://www.wtvr.com/news/local-news/virginia-voter-purge-roll-oct-14-2024>
19. FOX 5 Washington DC, October 9, 2024. LIVE, <https://www.fox5dc.com/video/1529129>.
20. The Hill, October 8, 2024. <https://thehill.com/policy/technology/4922712-misinformation-hurricane-helene-recovery/>
21. WSLS, NBC Affiliate, October 8, 2024. <https://www.wsls.com/news/local/2024/10/08/experts-weigh-in-after-fake-ai-generated-hurricane-helene-images-go-viral-leading-to-misinformation/>
22. WUSA, CBS Affiliate, October 2, 2024. LIVE
23. WTOP Radio, September 30, 2024. <https://wtop.com/elections/2024/10/why-the-vance-walz-debate-could-be-more-consequential-than-usual/>
24. Washington Examiner, September 30, 2024. <https://www.washingtonexaminer.com/live-blog-posts/debate-gives-vance-and-walz-chance-to-prove-trump-and-harris-had-good-judgment/>
25. Irish Star, September 30, 2024. <https://www.irishstar.com/news/us-news/vance-walz-debate-strategy-expert-33788177>
26. WSLS, NBC Affiliate, September 25, 2024. <https://www.wsls.com/news/local/2024/09/25/tiktok-ban-could-set-unprecedented-legal-precedent/>
27. Newsweek, September 11, 2024. <https://www.newsweek.com/09-11-24-election-live-post-debate-9-11-harris-trump-1951920>
28. The Hill, September 11, 2024. <https://thehill.com/blogs/in-the-know/4874920-taylor-swift-endorsees-kamala-harris-trump-presidential-debate-biden/>.
29. Expresso (Portugal), September 11, 2024. <https://expresso.pt/internacional/eua/presidenciais-eua-2024/2024-09-11-taylor-swift-e-a-estrela-que-faltava-na-campanha-de-kamala-harris-cantora-tem-milhoes-de-fas-profundamente-comprometidos-e-apaixonados-c54d6501>.
30. WDBJ, CBS Affiliate, September 11, 2024.
31. The Guardian (UK), September 11, 2024. <https://www.theguardian.com/music/article/2024/sep/11/taylor-swift-endorsees-kamala-harris-president-us-debate-cat-lady>
32. WJLA, ABC Affiliate,m September 11, 2024.
33. Sirius XM Radio, POTUS, September 10, 2024.
34. WSLS, NBC Affiliate, September 10, 2024, <https://www.wsls.com/news/local/2024/09/10/presidential-candidates-have-work-to-do-to-reach-disengaged-young-voters>.
35. WJL, ABC Affiliate, September 10, 2024.
36. WTOP, September 9, 2024.
37. WFIR, September 9, 2024.
38. Sinclair Broadcast Group, August 26, 2024.

39. Live Now from FOX, August 23, 2024.
40. WFIR, August 23, 2024.
41. Live Now from FOX, August 22, 2024, <https://www.livenowfox.com/video/1505090>.
42. WFIR, August 20, 2024.
43. CNBC Asia, August 12, 2024, [https://archive.tveyes.com/18120/1052876-59590/238ad986-54d5-4d6d-a805-f632fdb18708/CNBCW\\_08-12-2024\\_21.50.59.mp4?utm\\_source=cmpgn\\_news&utm\\_medium=email&utm\\_campaign=vtAdvUnirelCIPReportsCMP\\_clips-081724](https://archive.tveyes.com/18120/1052876-59590/238ad986-54d5-4d6d-a805-f632fdb18708/CNBCW_08-12-2024_21.50.59.mp4?utm_source=cmpgn_news&utm_medium=email&utm_campaign=vtAdvUnirelCIPReportsCMP_clips-081724)
44. U.S. News and World Report, August 8, 2024, <https://www.usnews.com/news/national-news/articles/2024-08-08/elon-musk-donald-trumps-kingmaker>.
45. CNN International, Romania, August 8, 2024.
46. Live Now from FOX, August 6, 2024, <https://www.livenowfox.com/video/1496678>.
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### Internal Grants

- Myers, C. CLAHS Research Grant, Sponsored by Virginia Tech College of Liberal Arts and Human Sciences (2024).
- Myers, C. DRIVE Grant, Sponsored by TLOS, Shared with Two Faculty Virginia Tech (\$8,000) (2022).
- Myers, C. "Pathways Course and Minor Development Grant," Sponsored by Office of Provost, Virginia Tech, \$6,000 (2020-2021).
- Myers, C., "Mentoring Grant," Sponsored by Office of the Provost, Virginia Tech, \$1,500. (April 1, 2016-May 2017).
- Myers, C., "Niles Grant," Sponsored by Virginia Tech, Virginia Tech, \$2,714.00. (October 20, 2015 - September 15, 2016)
- Myers, C., "Pathways Course and Minor Development Grant," Sponsored by Virginia Tech, Office of the Provost, Virginia Tech, \$5,000.00. (June 2016 - August 2016).
- Myers, C., "Design and Development Award," Sponsored by Virginia Tech TLOS, Virginia Tech, \$8,949.48. (May 26, 2015 - August 15, 2015).
- Myers, C., "International Travel Supplemental Grant," Sponsored by Office for the Vice President of Research, Virginia Tech, \$1,000.00. (April 28, 2015 - July 2015).

## Awards and Honors

- Myers, C. (2022). Introduction: Advocacy Grows Up—A History of Public Relations Through 1947. In *PRSA 75 Years of Impact and Influence: People, Places and Moments in Public Relations History* (1-13). Bookhouse Group, Inc.
- \*On this book project I also served as Senior Writer and Content Curator
- Awards: *Winner* of a 2023 Gold TRENDY Award. Presented by Association TRENDS, the TRENDY Awards honor the best marketing and communication pieces in the association and nonprofit community.
- Winner* of EXCEL Award for excellence and leadership in association media, publishing, marketing and communication.
- Special Recognition by PRSA Blue Ridge Chapter, 2023.
- Recognized as AEJMC History Division Chair 2021-2022. AEJMC Annual Convention, Detroit, MI.
- “Thank a Teacher,” Center for Excellence in Teaching and Learning for Public Relations Standards and Practices COMM 4414, Spring 2020, Spring 2024.
- Thesis Advisor to Laura Purcell (2017-2018) Winner of the Hazel Dicken-Garcia Award for Outstanding Master’s Thesis in Journalism and Mass Communication History, AEJMC History Division, (August 6, 2019).
- Certificate in Teaching Excellence, College of Liberal Arts and Human Sciences. (Spring, 2018).
- Honorable Mention David Sloan Award for Top Faculty Paper, American Journalism Historians Association. (October 9, 2015).
- CIDER Teacher of the Week, CIDER Virginia Tech. (August 26, 2015).
- Best Faculty Paper Award, History Division, Association for Education in Journalism and Mass Communication, Southeast Colloquium. (March 27, 2015).
- Honorable Mention David Sloan Award for Top Faculty Paper, American Journalism Historians Association. (October 9, 2014).
- Outstanding Teaching Assistant Award, Department of Advertising and Public Relations., University of Georgia. (April 29, 2014).
- Outstanding Teaching Assistant Award, Provost University of Georgia. (April 29, 2014).
- Krugman Award, University of Georgia Grady College. (April 29, 2014).
- Top Student Paper Award, History Division, AEJMC Southeast Colloquium. (March 9, 2012).
- Top Student Paper Award, Symposium on 19th Century Press, the Civil War, and Free Expression. (November 10, 2011).
- Ruth Tinsley West Award for Academic Achievement and Leadership, Mercer University Law School, (May 2009).

## TEACHING

### Teaching Experience

#### Virginia Tech Fall 2014-Spring 2025

ADV 3014	Advertising Ethics and Social Responsibility	1 course
COMM/PR 2044	Principles of Public Relations	7 courses
COMM 2084	Media and Society	4 courses
COMM/PR 3144	Writing and Editing for Public Relations	6 courses
COMM/PR 3334	Public Relations and Corporate Social Responsibility	1 course
COMM 4024	Communication Law	16 courses
COMM/PR 4054/3014	Public Relations Case Studies	5 courses
COMM/PR 4164	Public Relations Administration	1 course
COMM/PR 4304	Public Relations Campaigns	4 courses
COMM/PR 4364	Issue Management in Public Relations	1 course
COMM 4404	Communication Capstone (Strategic Communication Minor)	6 courses
COMM/PR 4414	Public Relations Standards and Practices	6 courses
COMM 4974	Independent Study	3 courses
COMM 5014	Communication Theory	4 courses
COMM 5044	Thesis Practicum	2 courses
COMM 5054	Qualitative Methods in Communication	1 course

COMM 5454	Mass Media Theory	1 course
COMM 5514	Public Relations Theory & Practice	1 course
COMM 5904	Project and Report	all semesters since fall 2020
COMM 5974	Independent Study	9 courses
COMM 5992	Research and Thesis	all semesters since fall 2020
PR 5724	Reputation Management and Public Relations	1 course
GRAD 5004	GTA Ethics Workshop (multiple instructors/1class)	3 workshop classes

Grammar Exam Coordinator for COMM 3144. Administering Grammar Exam for all PR Writing and Editing Courses used in PRSA and ACEJMC accreditation assessment (6-7 courses per year).  
Fall 2018-Spring 2023

Recruit and Hired 12-14 College Funded Graduate Teaching Assistants 2020-present

Recruit and Hired 4 College Funded Graduate Research Assistants, Summer 2021.

Strategic Communication Minor Designer and Coordinator, 2018-present

**University of Georgia, Grady College of Journalism and Mass Communication (5 Total Courses; 3 Total Preps)**

Public Relations Writing,	2 courses
Public Relations Administration	1 course
Law and Public Relations	2 courses

**Courses and Degrees Developed and Revised**

Accelerated BA/MA School of Communication

Pathways Minor in Strategic Communication (minor degree program approved, 2018).

COMM 2044, Principles of Public Relations (course revision approved for Pathways 2017).

COMM 4164, Public Relations Administration (created and approved 2015).

Implemented the follow graduate programs: Reputation Management MA Major, Organizational Communication Management Graduate Certificate, Accelerated BA/MA School of Communication

**Invited Talks and Guest Lectures at Virginia Tech**

Dean's Roundtable, College of Liberal Arts and Human Sciences (April 2024)

Promotion and Tenure Roundtable, College of Liberal Arts and Human Sciences (April 2024)

Invited Talk, PRSSA, Virginia Tech Chapter (November 2023)

Invited Talk, Graduate Education, Lambda Pi Eta, Virginia Tech Chapter (Fall 2021)

Invited Talk, Graduate Education, Lambda Pi Eta, Virginia Tech Chapter (Spring 2021)

Invited Talk, PRSSA, Virginia Tech Chapter (Spring 2020)

Invited Talk, Legal Careers, Phi Alpha Delta Law Fraternity. (Spring 2019)

Guest Lecture, Virginia Tech, 25 participants. (April 22, 2019).

Guest Lecture, Virginia Tech, 20 participants. (October 20, 2016).

Guest Lecture, Virginia Tech, 30 participants. (April 11, 2016).

Guest Lecture, Virginia Tech, 25 participants. (November 10, 2015).

Communication Career Week, "Looking Beyond the Obvious for Jobs," Virginia Tech Department of Communication, Blacksburg, VA. (February 2015).

Guest Lecture, Communication Theory, Department of Communication Virginia Tech. (November 20, 2014).

Guest Lecture and Classroom Observation, Center for Public Information and Policy. (October 27, 2014).

**Invited Lectures at Other Academic Institutions or Programs (23)**

Guest Speaker, Quinnipiac University (November 14, 2024).

Guest Speaker, University of Wisconsin-Parkside (November 12, 2024).

Guest Speaker, Southeast Missouri State University (October 29, 2024).

Guest Speaker, Quinnipiac University, Public Relations Law and Ethics (November, 7, 2023).

Guest Speaker, Quinnipiac University, Public Relations Law and Ethics (October 18, 2022).

Guest Speaker, Quinnipiac University, Public Relations Law and Ethics (October 18, 2021).

Course Facilitator, APR PREP Online Study Course, April 20, 2021).  
 Guest Speaker, Auburn University, Communication Law (April 2, 2021).  
 Guest Speaker, Auburn University, Communication Law (October 30, 2020)  
 Guest Speaker, Quinnipiac University, Public Relations Law and Ethics (October 7, 2020).  
 Course Facilitator, APR PREP Online Study Course, September 22, 2020).  
 Course Facilitator, APR PREP Online Study Course, Strategies and Messaging (July 7, 2020).  
 Course Facilitator, APR PREP Online Study Course, Applying Ethics and Law. (February 18, 2020).  
 Course Facilitator, APR PREP Online Study Course, Management Function. (February 11, 2020).  
 Course Facilitator, APR PREP Online Study Course, Managing Relationships. (November 5, 2019).  
 Course Facilitator, APR PREP Online Study Course, Leading PR Function. (October 29, 2019).  
 Guest Lecturer, Corporate Communication Management, Auburn University. (October 30, 2019).  
 Course Facilitator, APR PREP Online Study Course, Questioning Strategy. (June 2019).  
 Guest Lecturer, Corporate Communication Management, Auburn University. (April 2, 2018).  
 Guest Speaker, Trends in Communication Law and Policy, University of Nebraska-Omaha. (February 20, 2018).  
 Course Facilitator, APR PREP Online Study Course, Applying Ethics and Law. (February 20, 2018).  
 Course Facilitator, APR PREP Online Study Course, RIPE Strategies. (July 18, 2017).  
 Course Facilitator, APR PREP Online Study Course, RPIE Audience and Objectives. (July 11, 2017).

## Graduate Committees

Master's Project Committee Chair, Communication. (August 2024 – present).  
 Advised: Luke Williams

Master's Thesis Chair, Communication. (August 2019 – May 2020).  
 Advised: Morgan Cline  
 Thesis Title: When the News is the News: A Textual Analysis of Image Repair Efforts of NBC and CBS in the Wake of the #MeToo Movement

Master's Thesis Chair, Communication. (August 2018 – May 2019).  
 Advised: Caitlin McDaniel  
 Thesis Title: Madoff Madness: A Textual Analysis of the SEC's Response to the Madoff Ponzi Scheme

Master's Thesis Chair, Communication. (August 2017 – May 2018).  
 Advised: Laura Purcell  
 Thesis Title: Getting People to Wish What They Need: How the United States Government Used Public Relations Strategies to Communicate Food Policy during World War II, 1941-1945  
*Inaugural Winner of the Hazel Dicken-Garcia Award for Outstanding Master's Thesis in Journalism and Mass Communication History, AEJMC History Division, 2019*

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Master's Project Committee Member, Communication. (August 2024 – present).  
 Advised: Sarah Killian

Master's Project Committee Member, Reputation Management (May 2023-present)  
 Advised: Jonathan Spaulding

Master's Thesis Committee Member, Communication. (August 2023 – August 2024).  
 Advised: Samantha Hannah

Master's Project Committee Member, Reputation Management. (August 2023 – May 2024).  
 Advised: Elizabeth Mahan

Master's Thesis Committee Member, Reputation Management. (August 2023 – May 2024).  
 Advised: Evina Denenberg

Master's Thesis Committee Member, Communication (August 2022-May 2023)  
 Advised: Aanila Tarannum

Master's Thesis Committee Member, Communication (August 2021-May 2022)  
 Advised: Claire Wanzer

Master's Thesis Committee Member, Communication (January 2021-August 2021).  
 Advised: Lincoln Costello

Master's Thesis Committee Member, Communication (August 2019-May 2020).  
 Advised: Jocelyn Hotter

Master's Thesis Committee Member, Communication (December 2017-May 2020).  
Advised: Cathy Grimes  
Master's Thesis Committee Member, Communication (August 2018-May 2019).  
Advised: Mary DeChristopher  
Master's Thesis Committee Member, Communication (August 2017-May 2018).  
Advised: Madison Lanier  
Master's Thesis Committee Member, Communication. (August 2016 – May 2017).  
Advised: Leah Johnson  
Master's Thesis Committee Member, Communication. (August 2016 – May 2017).  
Advised: Kayleigh Burke  
Master's Thesis Committee Member, Communication. (August 2016 – May 2017).  
Advised: Kelsey Foster  
Master's Thesis Committee Member, Communication. (August 2016 – May 2017).  
Advised: Brandon Lashley  
Master's Thesis Committee Member, Communication. (August 2015 – June 2016).  
Advised: Daniel Atkins  
Master's Thesis Committee Member, Communication. (August 2015 – June 2016).  
Advised: David McLean  
Master's Thesis Committee Member, Communication. (August 2015 – June 2016).  
Advised: Lindsey Baumann

## **SERVICE**

### **Academic Organizations Leadership Positions**

Commission on Public Relations Education (2022-present)  
Steering Committee Member (2023-present)  
Ad Hoc Bylaws Committee (2023-present)  
Member at Large (2023-present)  
Museum of Public Relations Representative (2024)  
At-Large Member (2023)  
Universal Accreditation Board Representative (2022)  
Chair, AEJMC, History Division (2021-2022)  
Vice Chair/Program Chair, AEJMC, History Division (2020-2021)  
Second Vice Chair/Research Chair, AEJMC, History Division (2019-2020)  
Covert Award Committee (2021-2023)  
Institute for Public Relations, Legal Research, Gainesville, FL.  
Legal Research Editor (September 16, 2013 - Present).  
ELEVATE Member (February 2024-Present).  
Board of Directors, American Journalism Historians Association (October 2016-October 2019)  
Research Chair, AEJMC Southeast Colloquium, History Division (June 2017-August 2019)  
Committee Member, American Journalism Historians Association, Public Relations Committee.  
(December 2, 2015 – October 2018).

### **Professional Industry Memberships and Leadership**

Public Relations Society of America (PRSA). (November 11, 2013 - Present).  
National Board of Directors, Mid Atlantic District Chair (2023-present)  
National Board of Directors Liaison to:  
Universal Accreditation Board (2024)  
APR Marketing Committee (2024)  
Board of Ethics and Professional Standards (2023)  
PRSA Steering Committee (2023-present)  
PRSA National Nominating Committee (2023)  
PRSA Ad Hoc Governance Task Force (2023)  
Board of Professional and Ethical Standards (National PRSA) (2019-2021)  
Chair Ethics Month (BEPS) (2019-2021)



Senior Writer and Content Curator, PRSA: 75 Years of Impact and Influence (Commemorative Book) (2021-2022).

Public Relations Society of America Foundation Board of Directors  
Trustee/Director (2024-present)

Public Relations Society of America (PRSA), Blue Ridge Chapter (2015-Present).  
Leadership Assembly Delegate (2022)  
Ethics Chair (2022)  
President (2021)  
Present-Elect (2020)  
Board of Directors, Blue Ridge Chapter (January 2019-2022)  
Blue Ridge Chapter, Excalibur Awards Judge, 2018.  
Blue Ridge Nominations Committee (2020).

Arthur W. Page Society (Page) (August 2019-present).  
Reviewer Page Case Study Competition, 2020, 2021, 2023  
Page Partners (outreach to new members of Page Society), 2023

Public Relations Museum, New York  
CPRE Representative  
Higher Education Committee, Chair (2023-present).

Universal Accreditation Board  
PRSA Board of Directors Liaison  
PRSA Representative (2022).  
Subcommittee on Certificate in Principles of Public Relations (2022)

Research Editor for Public Relations Law, Institute for Public Relations. (March 25, 2013 - Present).  
National Press Club, Washington, D.C., journalist member (2023-present).  
American Advertising Federation (AAF) (April 2023-present)  
American Journalism Historians Association (AJHA). (October 11, 2012 - Present).  
Board of Directors (2017-2019)  
Public Relations Division (2016-2018)

Association for Education in Journalism and Mass Communication (AEJMC). (May 22, 2012 - Present).  
History Division  
Public Relations Division  
Law and Policy Division  
Political Communication Interest Group

Virginia Association for Communication Arts and Science (VACAS), Working Group, 2021  
Georgia Legal History Foundation (2009-present)

### **Service to Research: Research and Teaching Reviewing**

Editorial Boards Memberships

*Journal of Public Relations Research*

*Journalism History*

*American Journalism*

*Previous: Public Relations Journal, Public Relations Review, Public Relations Inquiry*

Curriculum Assessor, Public Relations, Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), 2019-present

Moderator/Discussant for the following conferences:

Media Law and Policy Scholars Conference, 2022

AEJMC, History Division, 2019, 2020, 2021

AEJMC, Political Communication Division, 2021

AEJMC, Public Relations Division, 2019

AEJMC, Law and Policy Division, 2019

AEJMC, Southeast Colloquium, History Division, 2019

AJHA, Research Paper Panel, 2018

AEJMC, History Division, 2018  
AEJMC, Poster Presentation Judge, 2018  
AEJMC southeast colloquium, History Division, 2015

Ad Hoc Reviewer for the following journals:

*Journal of Communication Management*  
*Communication Law & Policy*  
*Journal of Information Policy*  
*American Journalism*  
*Journal of Public Relations Education*  
*Critical Arts*  
*Critical Studies in Media Communication*  
*Communication and the Public*  
*Corporate Communications: An International Journal*  
*Journal of Contingencies and Crisis Management*  
*Southern Communication Journal*

Reviewer for:

AEJMC, Public Relations Division  
AEJMC, History Division  
AEJMC, Law and Policy Division  
AEJMC, Southeast Colloquium, Law & Policy Division  
AEJMC, Midwinter Conference  
American Journalism Historians Association  
International History of Public Relations Conference  
Tankard Award, AEJMC, 2018-2020

Book Reviewer for: Routledge, Sage, Oxford University Press, Pearson, University of Missouri Press

Promotion and Tenure Review for the Following Colleges and Universities: Boston University (2019 associate with tenure; 2023 full endowed chair); Hollins University (2020, full professor); Clayton State University (2023, associate with tenure).

Student Editor, *Journal of Southern Legal History* (2008-2009).

### **University Service**

Faculty Senator, Faculty Senate, Department of Communication (2017- 2022).  
Secretary (2020-2021)  
Senate Cabinet (2020-2021)  
Council Member, Virginia Tech University Council (2018-2021)  
Commission on Faculty Affairs (CFA) (2020-2021)  
Title IX Working Group: 2020 Final Regulations (May 2020-August 2020)  
Title IX Working Group, Subcommittee on Employee Policy (2020)  
Faculty Senate Representative, D.C. Area Academic Program and Activity Site Review Committee (October 2019-January 2020).  
Committee Member, University Advisory Council on Strategic Budgeting and Planning, CLAHS Representative (August 2017-August 2020).  
Commission Member, Commission on Administrative and Professional Faculty Affairs (2017-2019)  
Committee Member, Graduate School Honor System. (September 1, 2014 - Present).  
Special Committee, Chair (2023).  
Chief Justice Selection Committee (2018).  
GHS Constitution Review Committee (2020).  
Panel Hearing Member, Office of Undergraduate Academic Integrity (2017-2018, 2021-present).

## **College Service**

Promotion and Tenure Committee (2023-2025)  
Ad-Hoc Promotion and Tenure Committee for Expedited Promotion (2024-2025)  
Graduate Curriculum Committee (2021-present) (Chair 2024-2025)  
Graduate Faculty Mentor Study Group (2022)  
Niles Grant Reviewer, CLAHS (2021).  
Committee Chair, CLAHS Faculty Council (August 2016-August 2017); (August 2018-August 2019)  
(August 2019-August 2020).  
Committee Member, CLAHS Faculty Council. (August 24, 2015 – August 2020).  
Presentation of Graduate Candidates, Virginia Tech Graduate School Graduation (May 2023)  
Presentation of Bachelor's Candidates, CLAHS Virtual Graduation (May 2020).  
Judge, GSA Research Symposium. (2016).  
Reviewer, Dean's Rising Senior Scholarship. (2016).  
Reviewer, Rathbone Scholarship. (2016).  
Reviewer, Mildred Crawford Weidemann Scholarship. (2015).

## **School of Communication (Formerly Department of Communication) Service**

Graduate Committee, Chair (May 2020-present), Committee Member (August 2018-May 2020).  
Director's Administrative Review Committee, School of Communication (September 2024-present).  
(Chair)  
Personnel Committee, Member (August 2023-August 2025).  
Presentation of Bachelor's Candidates, Department of Communication Graduation (May 2016-2022, 2024-present).  
Public Relations, Curriculum Committee, Member. (August 2015 – August 2019).  
Research and Outreach Committee, Committee Member. (September 17, 2014 – August 2016).  
Assessment Task Force, Member. (June 2015 - July 2015).

## **School of Communication Search Committees**

Search Committee, Advertising Professor of Practice, (2024)\*  
Search Committee, Administrative Assistant, Graduate Staff Coordinator (May 2022)\*  
Search Committee, Public Relations Assistant Professor. (2016).\*  
Search Committee, Public Relations Assistant Professor. (2014).\*

\*indicates search resulted in a successful hire

## **Virginia Tech Development Activities**

TLOS Faculty Innovation Community of Practice, AI in Education, Virginia Tech (Summer 2023).  
Virginia Tech, Academic Leaders Program (2020).  
Pathways Pilot Working Group, Office of the Vice Provost for Undergraduate Education, (September 2016-May 2017).  
Pathways Summer Institute. Office of the Vice Provost for Undergraduate Education (June 2016).  
Pathways Proposal Writing Workshop. Office of the Vice Provost for Undergraduate Education (September 2016).  
Continuing Education Program, "Teaching Large Lecture Certificate," CIDER. (August 2015 - May 2016).  
Continuing Education Program, "Mastery of Online Teaching Certificate," Virginia Tech TLOS. (May 2015 - August 2015).  
Continuing Education Program, "New Faculty / Early Career Teaching Certificate," Virginia Tech Center for Instructional Development and Educational Research. (August 24, 2014 - April 30, 2015).  
Workshop, "Course Design/Redesign Institute," Virginia Tech Center for Instructional Development and Educational Research. (January 7, 2015 - January 9, 2015).