

Rachel E. Riggs, M. A. Curriculum Vitae

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Education

Doctor of Philosophy in Media and Communication – August 2022

College of Media & Communication, Texas Tech University, Lubbock, TX

Research areas: Health Communication, Interpersonal Communication, Media Effects, Gender

Advisor: Dr. Eric Rasmussen

Master of Arts in Communication – December 2016

College of Arts and Humanities, Angelo State University; San Angelo, TX

Research areas: Organizational and Crisis Communication, Interpersonal Communication

Bachelor of Arts in Communication and English – December 2014

College of Arts and Humanities, Angelo State University; San Angelo, TX

Areas of specialization: Public Relations and Advertising Campaigns

Academic Appointments

Assistant Professor of Public Relations

School of Communication – University of North Florida – Jacksonville, FL – August 2022 to present

- Fostering undergraduate students' achievement of key skills needed by those working in public relations or other communications industry careers
- Researching the influence of mediated narratives and modeled behavior on encouraging disclosure from those with mental health issues or those who have experienced sexual assault

Graduate Part Time Teaching and Research Assistant

College of Media and Communication – Texas Tech University – Lubbock, TX – June 2019 to August 2022

- Facilitated the achievement of core curriculum learning outcomes for approximately 30 to 100 students each semester in a variety of undergraduate courses
- Assisted with research projects for professors within the College of Media and Communication

Instructor of Communication

Department of Communication and Mass Media –College of Arts and Humanities – Angelo State University
San Angelo, TX – August 2017 to May 2019

- Assisted in core curriculum learning outcomes assessment for five sections of COMM 1315 Public Speaking (approximately 120 undergraduate students) each semester.
- Addressed the transitional needs of students at Angelo State, a Hispanic-Serving Institution with a large population of first-generation students
- Served with senior faculty to rethink the assessment of students enrolled in COMM 1315, in addition to other departmental and university service needs

Peer-Reviewed Journal Publications

Riggs, R. E. & Yoshimura, K. (In-Press). The Influence of Group Identification with Student Sub-Groups on Perceptions of Bystander Intervention to Prevent Sexual Assault. *Violence Against Women*.

Riggs, R. E. & Rasmussen, E. E. (2021). The influence of video-modeled sexual assault disclosure and self-efficacy messages on sexual assault disclosure efficacy of adolescent girls. *Journal of Health Communication, 26*(6), 361-370. <https://doi.org/10.1080/10810730.2021.1943729>

Riggs, R. E. (2021). "You should tell somebody": A Survivor Stories blog project to motivate sexual assault victims. *Health Education Journal, 80*(7), 799-810. <https://doi.org/10.1177/00178969211016497>

Rasmussen, E. E., Riggs, R. E., & Sauermilch, W. S. (In-Press). Exploring the role of kidfluencers on tweens' advertising-related outcomes. *Journal of Children and Media*. <https://doi.org/10.1080/17482798.2021.1910053>

Hayes, C., Riggs, R. E., & Burns, K. (2021). "A tale of two hospitals": The role of place-based sensemaking in COVID-19 communication for rural and urban Texas hospitals. *Journal of International Crisis and Risk Communication Research, 3*(2), 359-386. <https://doi.org/10.30658/jicrcr.4.2.7>

Riggs, R. E. (2019). A new season for the Baylor nation: Image repair and organizational learning in Baylor's Title IX crisis. *Ohio Communication Journal, 57*, 33-46.

Works in Progress

Riggs, R. E., Melhem, S., Perez, C., Smith, C., & Punyanunt-Carter, N. M. (Under Review). Understanding American college students' perceptions of Asians in television media. Submitted to *Media Asia*.

Riggs, R. E., Starkey, J. C., Rasmussen, E. E., & Shannon, K. L. (Under Review). Graduate Students' Perspectives on the Role of Faculty Advisors in Helping Graduate Students with Mental Health Issues. Submitted to *Southern Communication Journal*.

Rasmussen, E. E., Riggs, R. E., & Wakefield, S. (Under Review). Parents' e-snooping on adolescents with a mental health disorder. Submitted to *Journal of Health Communication*.

Coman, I., Sisson, D., Riggs, R. E., Vasquez, R. & Brooks, E. (Under Review – Revise and Resubmit). It's complicated. It's real. We can do better!: Teaching bias, implicit bias, unconscious bias to public relations students. Submitted to *Journal of Public Relations Education*.

Peer-Reviewed Book Chapters

Riggs, R. E. & Punyanunt-Carter, N. M. (2020). Young adults' use of sexting. In R. Kalish (ed.), *Young Adult Sexuality in the Digital Age*. IGI Publishing.

Conference Papers and Presentations

Riggs, R. E., Brammer, S. E., & Sternadori, M. (Accepted – 2022). Weaving survivor and victim narratives: An analysis of victim impact statements used in Larry Nassar's sentencing hearing. To be presented at the National Communication Association Convention, November 2022, New Orleans, Louisiana.

Riggs, R. E., Melhem, S., Perez, C., Smith, C., & Punyanunt-Carter, N. (Accepted – 2022). Understanding American college students' perceptions of Asians in the media. To be presented at the National Communication Association Convention, November 2022, New Orleans, Louisiana.

- Rasmussen, E. E., Wakefield, S., & Riggs, R. E. (2022). Parents' e-snooping on adolescents with a mental health disorder. To be presented at the annual conference of the International Communication Association, May 2022, Paris.
- Riggs, R. E. & Brammer, S. E. (2022). The influence of university sub-group identification and social norms about sexual assault on disclosure response efficacy. Presented poster at the annual conference of the Kentucky Conference on Health Communication, April 2022, Lexington, Kentucky.
- *Rasmussen, E. E., Riggs, R. E., & Wakefield, S. M. (2022). Parents' perceptions of youths' mental health disclosure process. Presented poster at the annual conference of the Kentucky Conference on Health Communication, April 2022, Lexington, Kentucky.
- Chauveau, P. de V., Riggs, R. E., & Yoshimura, K. (2021). "There really isn't any news to speak of today..." and that's okay: Arousal in the Animal Crossing franchise. Presented poster at the annual conference of the National Communication Association, November 2021, Seattle, Washington.
- Riggs, R. E. & Rasmussen, E. E. (2021). The influence of video-modeled sexual assault disclosure on adolescent girls' efficacy to disclose a sexual assault. Presented at the annual conference of the International Communication Association, May 2021, Virtual Conference.
- Rasmussen, E. E., Riggs, R. E., & Sauermilch, W. S. (2021). Exploring the role of kidfluencers on tweens' advertising-related outcomes. Presented at the annual conference of the International Communication Association, May 2021, Virtual Conference.
- Riggs, R. E. (2021). "I'm on this road to well-being": A theoretical thematic analysis of prosocial health messages for sexual assault victims in RAINN's Survivor Stories campaign. Presented at the annual conference of the Southern States Communication Association, April 2021, Virtual Conference
- Hayes, C., Riggs, R. E., & Burns, K. (2021). A tale of two hospitals: The role of place-based sensemaking in COVID-19 communication for rural and urban Texas hospitals. Presented at the Association for Education in Journalism and Mass Communication Mid-Winter Conference, March 2021 Virtual Conference.
- Riggs, R. E., Shannon, K. L., Starkey, J. C., & Rasmussen, E. (2020). Faculty perceptions of the role of the advisor/advisee relationship in promoting disclosure of mental health issues among graduate students. [Work in Progress Presentation]. Presented at the annual conference of the National Communication Association, November 19-22, Virtual Conference.
- *Riggs, R. E. & Yoshimura, K. (2020). The influence of group identity with student sub-groups at universities on reported willingness to engage in bystander intervention. Presented at the Association for Education in Journalism and Mass Communication Mid-Winter Conference, March 2020, Norman, Oklahoma.
- Riggs, R. E. (2019). The out-of-touch adult in *13 Reasons Why*: Harmful health messages in media for teens. Presented at the International Research Conference for Graduate Students, November 2019, San Marcos, Texas.
- *Riggs, R. E. (2017). A new season for the Baylor Nation: Image repair and organizational learning in Baylor's Title IX scandal. Presented at the Texas Speech and Communication Association Convention, October 2017, San Antonio, Texas.

***Award-winning conference submission**

Awards

Top Nominee, Phenomenal Woman of Texas Tech – Women’s Herstory Month Planning Committee, Texas Tech University, April 2022

Selected as one of nine women to be uniquely honored as a top nominee at the Phenomenal Women Celebration Ceremony

Top 6 Honorable Mention Research Poster – Kentucky Conference on Health Communication, April 2022.

Poster title: Parents’ Perceptions of Youths’ Mental Health Disclosure Process.

Top Abstract – Commission on the Status of Women at the Association for Education in Journalism and Mass Communication Mid-Winter Conference, March 2020.

Paper title: The influence of group identity with student sub-groups at universities on reported willingness to engage in bystander intervention.

Top Graduate Student Paper – Rhetoric and Communication Theory Interest Group at the Texas Speech and Communication Association Convention, October 2017.

Paper title: A new season for the Baylor Nation: Image repair and organizational learning in Baylor’s Title IX scandal.

Grants Received

Samuel L. Asbury Foundation Research Grant – \$67,720

Samuel L. Asbury Foundation, Atlanta, GA

- Awarded for the 2022-23 academic terms
- Part of an interdisciplinary research team investigating adolescents’ mental health issues, adolescent/peer mental health disclosure, and adolescent/parent relationships

Additional Funding Received

The Clint Formby and Wendell Mayes, Jr. Student Research Endowment – \$2,100

College of Media and Communication, Texas Tech University, Lubbock, TX

- Applied and received \$2,100 in additional research funds to be used to complete a robust and rigorous dissertation research project
- Awarded Spring 2021 to be used for the 2021-2022 academic year

Graduate School Travel Fellowship – \$400

Graduate School, Texas Tech University, Lubbock, TX

- Applied and received \$400 in additional funds to be used for travel to the Kentucky Conference on Health Communication in April, 2022

C. R. Hutcheson Endowed Graduate Fellowship – \$1,500

College of Media and Communication, Texas Tech University, Lubbock, TX

- Awarded for the 2020-2021 academic year

Helen DeVitt Jones Graduate Fellowship – \$3,000

College of Media and Communication, Texas Tech University, Lubbock, TX

- Awarded for the 2020-2021 academic year

C. H. Foundation Doctoral Scholarship – \$4,000

Graduate School, Texas Tech University, Lubbock, TX

- Awarded for the 2020-2021 academic year

Helen DeVitt Jones Graduate Fellowship – \$3,000

College of Media and Communication, Texas Tech University, Lubbock, TX

- Awarded for the 2019-2020 academic year

Thomas Jay Harris Graduate Fellowship – \$750

College of Media and Communication, Texas Tech University, Lubbock, TX

- Awarded for the 2019-2020 academic year

C. H. Foundation Doctoral Scholarship – \$4,000

Graduate School, Texas Tech University, Lubbock, TX

- Awarded for the 2019-2020 academic year

Courses Taught

MCOM 1300 Foundations of Media and Communication

Instructor of Record

- A generalized core course to introduce students to media history, principles, and practices.
Texas Tech University – Summer 1 (Online, 40 students)

ADV 3351 Advertising Media Planning

Instructor of Record

- An upper-level advertising course designed to give students real-world media analysis and planning skills, including how to use and select advertising media to meet desired campaign goals
Texas Tech University – Spring 2022 (In-Person, 30 students)

Average Student Evaluation – 4.5/5

MCOM 3303 Sex and Violence in the Media

Instructor of Record

- An upper-level elective course to introduce students to issues surrounding the prevalence of sex and violence in the media from a health communication and applied research perspective; a designated course for the Entertainment Media Certificate offered in the College of Media and Communication
- Redesigned for the College of Media and Communication as part of my Teaching Effectiveness and Career enHancement (TEACH) fellowship with the Graduate School at Texas Tech University
Texas Tech University – Fall 2021 (In-Person, 7 students)

Average Student Evaluation – 4.23/5

PR 3312 Public Relations Writing

Instructor of Record

- An upper-level required course for students majoring in public relations designed to introduce students to various forms of written communications in the public relations field and help students develop an refine their strategic communication skills
Texas Tech University – Summer 2021 (In-Person, 20 students)

Average Student Evaluation – 5/5

MCOM 2330 Media Literacy

Instructor of Record

- A core course where students learn to critique and analyze media, media audiences, and the media industry; a “front porch course” designed to introduce careers, research, and applications of course content to a variety of different degree programs offered in the College of Media and Communication

Texas Tech University – Spring 2021 (Online Asynchronous; 30 students)

Average Student Evaluation – 4.9/5

Texas Tech University – Fall 2020 (Online Asynchronous; 120 students)

Average Student Evaluation – 4.63/5

CMI 3355 Race, Ethnicity, and Gender in the Media

Instructor of Record

- An upper-level course where students explore and critique ethnicity, race, and gender in media, both historically and currently

Texas Tech University – Summer 2020 (Online Asynchronous; 30 students)

Average Student Evaluation – 4.83/5

MCOM 3300 Theories of Media and Communication

Instructor of Record

- An upper-level course for all College of Media and Communication majors that explore theory-based exploration of the relationship between the mass media and society

Texas Tech University – Summer 2020 (Online Asynchronous; 30 students)

Average Student Evaluation – 4.3/5

Texas Tech University – Spring 2020 (In-Person → Online Asynchronous; 90 students)

Average Student Evaluation – 4.7/5

MCOM 2320 Writing for Mass Media

Teaching Assistant for Two Lab Sections

- A core could for all College of Media and Communication majors to help them develop communication skills and writing styles for professions in media and communication

Texas Tech University – Fall 2019 (In-Person; Two sections of 20 students)

Average Student Evaluations – 4.86/5 and 4.53/5

MCOM 2310 Business and Professional Communication

Co-Taught with Instructor of Record

- A generalized core course for all majors to introduce students to basic skills, principles, and contexts of communication in the business and professional setting

Texas Tech University – Summer 2019 (In-Person; 50 students)

Average Student Evaluation – 4.68/5

GS 1181 General Studies Freshman Seminar

Instructor of Record

- A 1-hour course for freshmen students to help them transition and prepare for college coursework and feel more connected with the university
- Designed course to focus on physical and mental wellbeing of students and discussions about study skills and time-management skills
- Adapted teaching style to meet the needs of students in this section who were under academic probation or had failed the freshman seminar course during the previous fall semester

Angelo State University – Spring 2019 (In-Person; 30 students)

Average Student Evaluation – N/A

COMM 1315 Public Speaking

Instructor of Record

- A generalized core course for all majors to help students learn how to communicate effectively in public by analyzing the audience and the message
- Taught 5 sections of COMM 1315 every semester for 2 years, 20 sections in total
Angelo State University – Fall 2017 to Spring 2019 (In-Person; 120 students per semester)

Average Student Evaluations for all 20 Sections – 4.58/5

Teaching Qualifications and Certifications

TEACH Fellow – TEACH Fellowship 2020-2021 Cohort; Texas Tech Graduate School

Texas Tech University, Lubbock, TX – August 2020-May 2021.

- Selected to participate in a competitive program for graduate student instructors across Texas Tech University
- Developed and proposed to redesign MCOM 3303 Sex and Violence in the Media—including updated learning objectives, a standardized syllabus, and standardized assignments—for the College of Media and Communication after noticing that the course had not been offered regularly for students.
- Participated in professional development opportunities to prepare foundational documents for applying to teaching positions and learn to be a good university citizen
- Developed and implemented teaching strategies to engage students with each other and with the course material
- Conducted peer evaluations with an interdisciplinary team of graduate students and affiliated faculty at Texas Tech University

Selected Participant – The Groundwork Program: Teaching Training for Graduate Students; Texas Tech Graduate School

Texas Tech University, Lubbock, TX – January 8-10, 2020

- Discussed fundamental elements of facilitating active student learning, classroom management, and student learning outcomes in a college classroom
- Performed a micro-teaching demonstration and gained feedback from experts and peers

Student Affairs Work Experience

Area Coordinator – Massie Halls and Vanderventer Apartments

Housing and Residential Programs, Angelo State University

San Angelo, TX – August 2015 to July 2017

- Mentored and supervised 9 student staff members
- Facilitated academic co-curriculum initiatives in the residence halls to combat low retention rates and poor academic performance by students
- Responded to crisis situations ranging from alcohol poisoning, mental health issues, and sexual assault allegations
- Conducted judicial meetings with students who violated the Angelo State University Student Code of Conduct and assigned appropriate sanctions for each case
- Met with students of concern who were demonstrating problematic or worrisome behavior and connected students with resources on campus

University Service

Contact Tracer –Texas Tech Student Health Services and Lubbock County Health Department
Texas Tech University, Lubbock, TX – August 2020 to May 2021

- Served an important public health role to protect the safety of Texas Tech students, faculty, and staff
- Called individuals who have tested positive to determine their infectious periods, identify individuals who may have come in contact with them to stop the spread of COVID-19, and assist individuals in making plans to isolate or quarantine
- Connected individuals with on-campus and community resources to ensure their safety and success in isolating and quarantining

Department and College Service

Search Committee Member – Assistant Professor of Practice (Sports Broadcasting Specialist) in Media and Communication Search Committee. College of Media and Communication
Texas Tech University, Lubbock, TX – June 2022

- Evaluated candidate applications with a team of senior faculty
- Participated in all interviews and teaching demonstrations with candidates

Peer Mentor – Graduate Student Society, College of Media and Communication
Texas Tech University, Lubbock, TX – August 2021 to May 2022

- Provided informal mentoring and advice to one first-year doctoral student in the College of Media and Communication as part of the Graduate Student Society’s Peer Mentoring Program

Search Committee Member – Assistant Professor of Practice (Generalist) in Media and Communication Search Committee. College of Media and Communication
Texas Tech University, Lubbock, TX – January 2021 to May 2021

- Evaluated candidate applications with a team of senior faculty using a hiring matrix
- Participated in all online, video-conference interviews and in-person interviews with candidates

Graduate Student Liaison to the Graduate Faculty Council – Graduate Faculty Council, College of Media and Communication

Texas Tech University, Lubbock, TX – October 2020 to May 2021

- Represented the graduate student body at Graduate Faculty Council meetings
- Worked with the Graduate Faculty Council leadership to establish clear lines of communication between graduate faculty and graduate students

Vice President – Graduate Student Society, College of Media and Communication

Texas Tech University, Lubbock, TX – August 2020 to May 2021

- Developed and orchestrated the GSS Peer Mentoring Program for graduate students where masters students and first-year doctoral students were paired up with senior doctoral students who could provide guidance and social support
- Planned social events and fundraising events to foster a sense of community for graduate students and faculty during 2020

Representative – Graduate Student Society, College of Media and Communication

Texas Tech University, Lubbock, TX – January 2020 to May 2020

- Developed supplemental programs to encourage the growth and success of graduate students

Tab Room Director – Regional University Interscholastic League (UIL) Speech and Debate Tournament for Region 2, Conference 1A

Angelo State University; San Angelo, TX – April 2015, April 2016, April 2017, April 2018

- Facilitated all activity and interactions in the tabulation room between contest directors and school UIL coaches
- Ran tabulations for Extemporaneous Informative Speaking, Extemporaneous Persuasive Speaking, Poetry, and Prose events
- Managed Lincoln-Douglas brackets for the preliminary and final rounds

Service to the Field

Reviewer – Interpersonal Division, Southern States Communication Association
October 2021 to Present

- Evaluated competitive paper and panel submissions to the Interpersonal Division of SSCA and made recommendations for to the panel organizers

Reviewer – Student Section, National Communication Association
April 2021 to Present

- Evaluated student submissions within my research area and made recommendations for to the panel organizers for which manuscripts should be accepted

Chair – Rhetoric and Communication Theory Interest Group, Texas Speech Communication Association
October 2018 to October 2019

- Coordinated and facilitated panels for the annual conference that advanced and promoted communication theory and rhetorical analysis

Community Involvement

Volunteer Driver – Lubbock Meals on Wheels

Lubbock, TX – January 2021 to April 2021; August 2021 to present

- Delivered hot meals twice a month to individuals in the Lubbock community

Volunteer Advocate – Open Arms Rape Crisis Center and LGBT+ Services

San Angelo, TX – April 2018 to April 2019

- Offered immediate support to victims and families of victims at the Shannon Hospital Emergency Room as the victim undergoes a forensic sexual assault nurse examiner (SANE) exam
- Assisted individuals in crisis who call the rape crisis hotline by giving them information on police reporting, community resources, and SANE exam protocol
- Directed individuals to Open Arms services like counseling and other community outreach programs to address other needs influencing their situation, including homelessness or substance abuse

Visiting Reader for World Read Aloud Day – Glenmore Elementary School

San Angelo, TX – February 1, 2019

- Discussed college life and goal setting with a class of 1st grade students and read a selection of picture books

Professional Memberships

International Communication Association – 2020 to Present

National Communication Association – 2020 to Present

Association for Education in Journalism and Mass Communication – 2020 to Present

Southern States Communication Association – 2020 to Present